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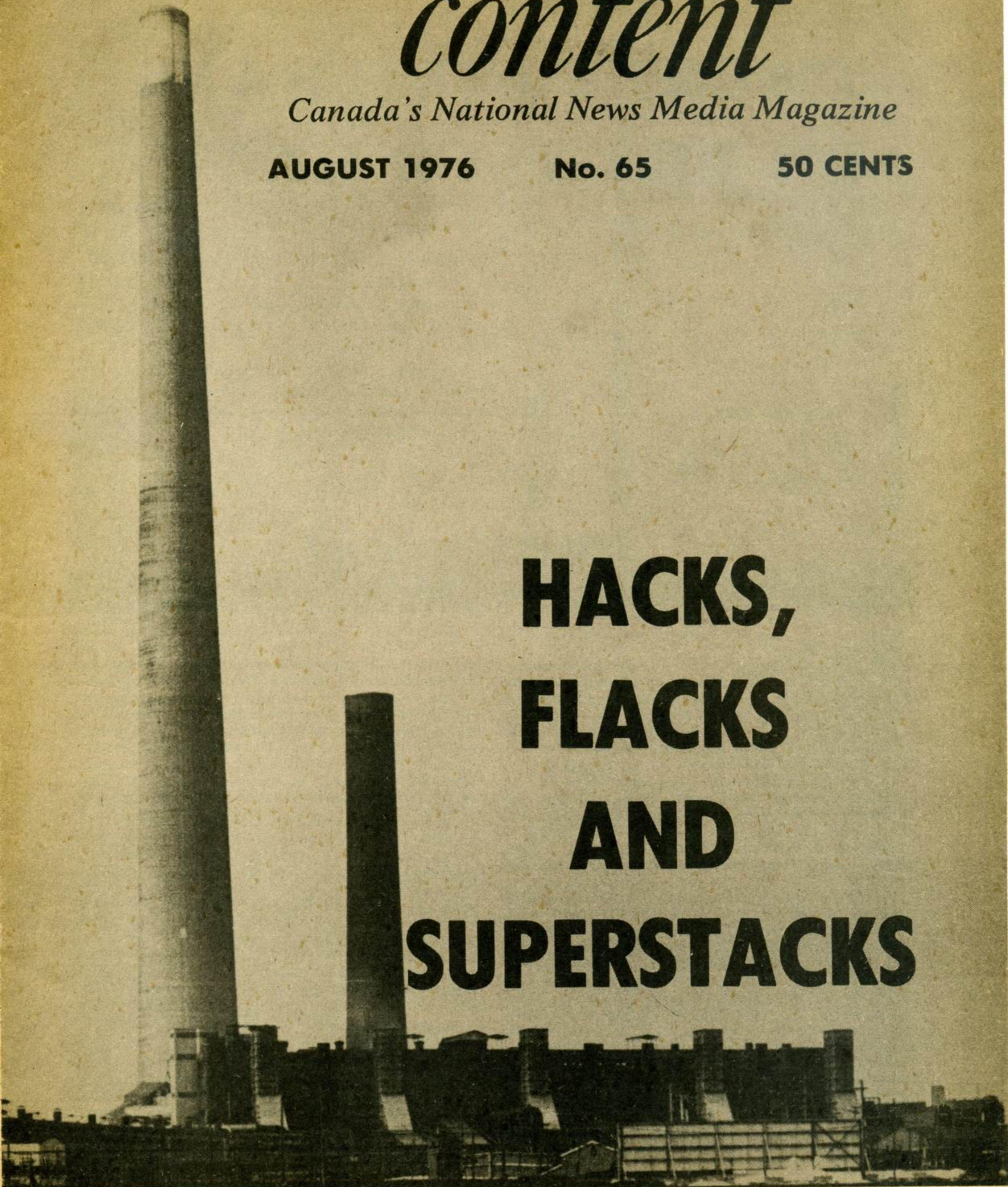
Canada's National News Media Magazine

AUGUST 1976

No. 65

50 CENTS

HACKS, FLACKS AND SUPERSTACKS



TWENTY-FIVE DAYS ON THE INCO BEAT

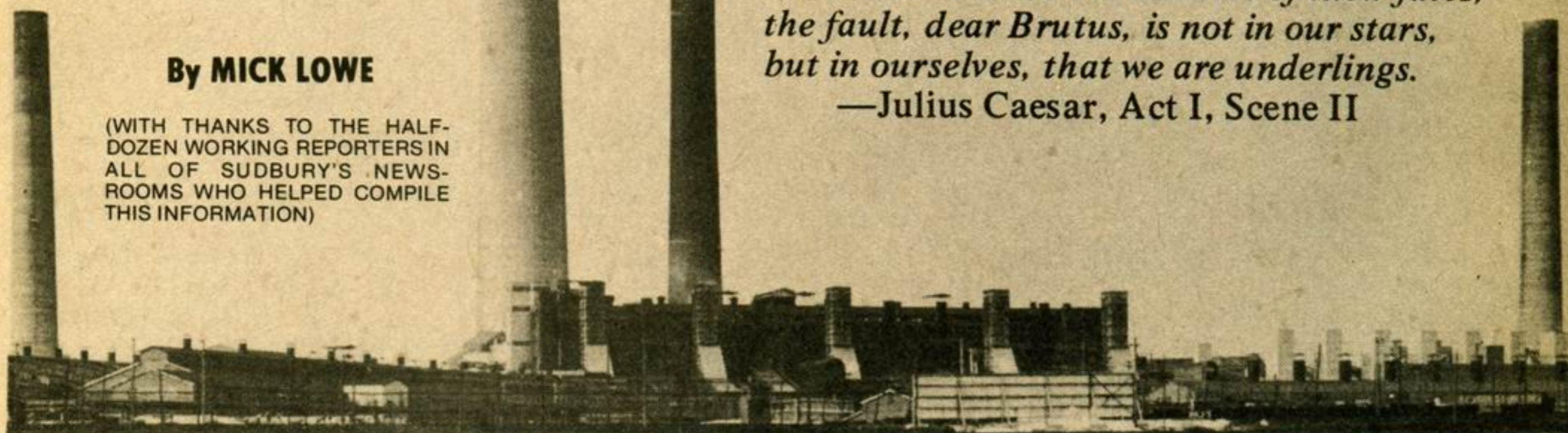
By MICK LOWE

(WITH THANKS TO THE HALF-DOZEN WORKING REPORTERS IN ALL OF SUDBURY'S NEWS-ROOMS WHO HELPED COMPILE THIS INFORMATION)

*Why, man, he doth bestride the narrow world
like a Colossus;
and we petty men walk under his huge legs,
and peep about to find ourselves
dishonourable graves.*

*Men at some time are masters of their fates;
the fault, dear Brutus, is not in our stars,
but in ourselves, that we are underlings.*

—Julius Caesar, Act I, Scene II



John Jackson photo

SUDBURY, Ontario — Early on Good Friday morning, April 16, 1976, James D. Cullen was killed while working the graveyard shift at Sudbury's Frood Mine. In itself, there was nothing unusual about Cullen's death. He was, after all, the fifth worker to die on the job at Inco since the first of the year. But the cave-in that killed James Cullen triggered a chain of events that few could have foreseen.

The Good Friday accident, an angry union, and an alarming injury rate (3,000 reported accidents in the first half of the year) combined to touch a raw nerve somewhere in the upper regions of management at Inco, a company that is acutely sensitive to its public image, especially in Sudbury. The result was a bitter, behind-the-scenes battle for the hearts and minds of the people in this city.

A large part of the public here are the Cullens, and the 20,000 people like him who comprise the workforce of the nickel industry. Strangely, after spending two years as a working journalist in Sudbury, I can't really say that I know these men, for in the local media they have no aggregate presence as miners, family men, or even as trade unionists. If the hourly-rated employees of Inco and Falconbridge Nickel Mines have any image at all then it is a private one, voiced by some media people over drinks in the local lounges, of the ham-handed, thick-headed "dumb miner" who works underground because he is too stupid to do anything else.

On the other hand, the image of Inco Ltd., Canada's largest and most profitable mining company, is all pervasive. As surely as the turning of the season, Mother Inco is ready to sponsor, underwrite, document and endow life in the Sudbury basin. In the winter there are the Inco bonspiel and the Inco Cup ski

competitions, in summer the Inco Regatta and Inco golf tournament at the Idylwyld Golf and Country Club, a favourite haunt of the company's top management and the city's small professional elite. In the spring there are Inco scholarships, awarded to the deserving sons and daughters of company employees, and in the fall the opening of the Sudbury Theatre Centre which is heavily supported by corporate donations. Year 'round there is an unending stream of gifts to charities, hospitals, relief efforts and sporting organizations.

Nor are the local media ignored. Sometimes Sudbury's print, broadcast and television companies receive money for the straightforward sale of advertising space and time for Inco promotional activity. But often the relationship is more subtle — Inco's sponsorship of local radio and television programming runs well into the hundreds of thousands of dollars annually. Inco buys the air time for its own productions, pays the production bills, and buys promotional "spots" leading up to the specials as well. The public gets carefully-selected documentation of life in the community, the company gets still more good PR, media people get work, and the stations turn a tidy profit in addition to logging those all-important local-programming hours that are so vital in CRTC considerations when the time for license renewal rolls around.

Apart from regular news programming, much of Sudbury's local radio and television production is sponsored by Inco, and each of the city's two locally-owned television stations received roughly \$300,000 from Inco's PR department in 1975.

At CKNC-TV, for example, Inco sponsors a 39-part half-hour prime time series entitled Inco Presents. A high quality

production, Inco Presents ranges from a look at the lifestyle of city firemen to the native artists on Manitoulin Island. *CKNC* has two employees on its payroll, a writer and a producer, who work exclusively on Inco programming.

Across town at *CKSO-TV*, Inco sponsors *Fin, Fur and Feather*, a program devoted to the outdoors and aimed at fishermen, hunters and conservationists. Like *Inco Presents*, *Fin, Fur and Feather* is a weekly prime-time half-hour series that runs throughout the programming season. *CKSO* also carries *Inco Showcase*, a half hour series on the city's classical music students.

At *CKSO-FM* the company sponsors *Candlelight*, a nightly half-hour program of mood music that follows the *CBC's World at Six* and knocks out the first half hour of *As It Happens*.

Candlelight contains a brief (and usually condescending) safety message. "Safety, on the road and in the home," but never on the job. Sudbury's lone FM outlet also carries the one-hour weekly *Memories and Music*, a program of interviews with Inco pensioners who reminisce about company, area and family history, but never about the city's long and colorful trade union history.

CKSO-AM carries the Inco Community Bulletin Board five times daily, "Brought to you by Inco, working for the good of Sudbury." At *CKSO* and *CKNC*, Inco is the largest source of advertising revenue.

At *CHNO*, the city's other English-language AM station, Inco contracts are also substantial. Last winter the company commissioned and sponsored a 20-hour series on Sunday mornings entitled *Kaleidoscope*. Devoted to the history of the city's many ethnic groups, the programs were written by *CHNO* newsman Ken Curtis, who received \$200 a week for his services over a four-month period. Curtis estimates that Inco paid *CHNO* \$150 a week for the one-hour time slot, plus five one-minute promos six days a week. Over a four-month period *Kaleidoscope* brought *CHNO* upwards of \$7,000.

Sudbury's only English weekly newspaper, *Northern Life*, carries at least one page of Inco advertising a week in its average 18 advertising pages, and it receives occasional special contracts for multi-page promotions of tourism or a holiday pull-out section of Inco-sponsored Christmas carols complete with music.

The billboard industry, too, receives its share of Inco business — the "Be Careful" safety campaign that started last winter still occupies dozens of billboards throughout the city.

Last on the list of Inco's advertising outlets is the city's only daily, the *Sudbury Star*. The Thomson-owned paper receives job postings and straightforward notices regularly, but Inco's share of the paper's total advertising revenue is comparatively small.

There are numerous Inco-sponsored special events presentations and shorter clips, like the company's Summer Scene tourism promotion that until recently ran five nights a week on *CKNC* between The National and local news, giving Sudbury's *CBC-TV* affiliated evening newscast a "here's the local news as brought to you by International Nickel" flavour.

The nexus for all of these diverse activities is the public affairs department located in Inco's Ontario Division headquarters in Copper Cliff. With a full-time staff of 12 and a million-dollar-a-year budget, the Inco PR department dwarfs most of the city's news gathering agencies.

A clue to the importance the company accords its PR department is revealed in the corporate structure. The director of public affairs, Ontario Division, is one of five departmental directors who rank reasonably high in the management hierarchy. Yet the public affairs director answers not to one of the vice-presidents one notch above him, but directly to Mel Young, the executive assistant to Sudbury's top manager, Inco Ontario Division President Ronald Taylor.

The inquiring reporter attempting to cover Inco quickly

learns that the company's attitude toward the press is well-disciplined and tightly-controlled. More than most large corporations or government agencies, the flow of information is carefully funnelled through the public affairs department in either Toronto or Sudbury. From the senior vice-president at Inco's world headquarters in New York City down to the lowly shift boss 2,200 feet underground in Sudbury, even the blandest query will meet with the same response: "Have you talked to our public affairs department? No? Then I really have no comment to make."

Until 10 weeks ago the man at the hub of this Sudbury media web was Donald Hoskins, Inco's Ontario Division public affairs director. A former Manitoba broadcaster-turned PR man, Hoskins was "Mr. Inco," the company's television face, radio voice, and sole spokesman. Hoskins arrived in Sudbury four years ago, and he quickly remade Inco's stodgy Sudbury image into its current community-oriented and dynamic presence.

It was Hoskins, too, who vastly increased the amount of money Inco spends in the local media, along with an elaborate system of personal gift-giving to Sudbury reporters and editors. Everyone in the media, from the rookie reporter to station managers, receives gifts from Inco — trinkets like pens, pins, and small Christmas presents. Everyone is invited to the annual Inco Oyster-Hoister, a Hoskins-instituted annual free food and booze party for the media. But the most expensive favours, like the "debauchery trips," are usually reserved for management. Within a year or two, individual editors or news directors will have spent a few thousand dollars on the Inco tab during sprees that are a part of the perquisites of a media management position in Sudbury.

Broadly speaking, the media people here fall into one of two categories: they are beginning or ending careers. The city has in fact produced some of Canada's best journalists, and newsrooms in the area are still filled with good, young reporters. But the best turn over quickly, and they leave complaining not about the city or its people, but about low wages and a management that stifles initiative in reporting, especially on business and labor.

How does all of this affect the practice of daily journalism in Sudbury? What follows is the 25-day journal of one reporter working the Inco beat in the shadow of the superstack. It opens in the aftermath of the Good Friday death of Inco miner James Cullen.



Dropped into the safety office at the Steel Hall this afternoon. Tempers there were high and rising over the death of James Cullen. I talked with John Higgison and Tom Gunn, the co-chairmen of the Local 6500 inquest committee. Both men really feel the rising fatality rate because theirs is the grim responsibility of investigating the accident scene, interviewing eyewitnesses and doing what they can for the widows. (Cullen had a wife and four children.)

They show me color Polaroid snaps of the accident. About all I can make out is the tram, a squat mining vehicle with the wheel base of a five-ton truck, nearly buried under muck. Higgison tells me that Cullen was not crushed by the ore. He died of asphyxiation when the muck covered the back of his neck, forcing his chin against his chest and cutting off his wind. He died at the wheel of the scoop,

(see *INCO*, Page 5)



Wings on the water

"THE WIND WAS UP and the sun shining last weekend for Inco's second annual regatta on Ramsey Lake," breezed the cutline under the cover shot (inset) of Sudbury's *Northern Life* on June 23. Although smoke pollution has been relatively rare in Sudbury since the advent of Inco's superstack, clouds of sulphur dioxide were rolling down the city's streets June 23. Yet not a single news report was devoted to the anomalous pollution incident. But that's not unusual. Mick Lowe's fascinating journal of 25 days on the Inco beat blows away a bit of the smoke that has obscured the Sudbury journalistic scene for a long time. 2

MORE STRONG REACTIONS to publication of the Muir-McAuliffe letters in another first-class mailbag. We and McAuliffe take the liberty of responding to some. And *Vancouver Sun* publisher Stuart Keate sallies forth on thin ice. 9

RADIO IN THE 80's turned out to be an outdated but expensive talk show, reports Ottawa Contributing Editor Lin Moody 12

WHEN OWNERSHIP OF NEWSPAPERS becomes over-concentrated, as in Canada, diversity of outlook from publisher to publisher assumes great importance. The publishers are convinced they're as varied a lot as can be found. Perhaps. But in Mark Farrell's retirement, Southam and Canadian journalism lost a publisher with a proven track record of innovation and controversy over matters that matter, as Tim Creery's sparkling profile shows. 14

EMERGENCE OF A NEW CANADIAN POLITICAL PARTY is predicted by Morris Wolfe (founding convention: mid-1977?). Wolfe also finds a Commons committee depressing and praises *Canadian Literature* (published in Vancouver) for, among other virtues, its special number on Maritimes authors. 19

OMNIUM 22

AMNESTY INTERNATIONAL CALLS FOR LETTERS TO HELP FREE TAIWANESE EDITOR

By JEAN SONNENFELD

Hsu Hsi-tu, 33, was once a promising assistant editor in a Taipei publishing company. Like other native Taiwanese, he chafed under the regime of mainlander Chiang Kai-shek. In March 1969 Hsu and at least four other people were arrested on charges of belonging to a reunification society. In early 1970 a military court sentenced him to 15 years' imprisonment.

Mr. Hsu has allegedly been severely tortured, probably during pre-trial interrogation in 1969-70. According to recent reports he now is suffering from severe mental illness, perhaps as a result of torture.

He is reportedly confined in a private room of the Detention House of Taiwan Garrison Command in Taipei. The room has a small window close to the ceiling, so small that no sunshine or air can enter the room. It is not furnished, and the ground is very wet.

To add to Mr. Hsu's anxiety, his family suffers privation while he is in

prison. His father died some time ago. His mother and younger sister are living in precarious financial circumstances.

Amnesty International has "adopted" Mr. Hsu and featured him in its January 1976 "Prisoner of the Month Campaign." Hsu Hsi-tu has never used violence. His detention contravenes Article 19 of the Universal Declaration of Human Rights, which guarantees that everyone "has the right to freedom of opinion and expression."

If you are interested in helping Hsu Hsi-tu and his family, Amnesty International is asking you to join the thousands of letter-writers who are sending courteously worded appeals, pressing for his release and requesting that he receive appropriate medical treatment. Write President Yen Chia-kan, President of the Republic, Chieh Shou Hall, Chung-king S. Road, Taipei, Taiwan, Republic of China.

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content

is published monthly at:

22 Laurier Avenue
Toronto, Ontario, Canada
M4X 1S3

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Cover photograph by John Jackson.

Cartoons this issue: Pg. 14, Terry Mosher, courtesy *Montreal Gazette*; pg. 24, Nick Hobart.

Subscriptions

Canada

One year: \$5.50

Two years: \$9.90

Three years: \$13.75

U.S.A.

One year: \$6.50

Two years: \$11

Three years: \$17

Overseas

One year: \$7.50

Two years: \$13.50

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Advertising

Rates and Data Card No. 6
(Jan. 1, 1976) on request.

Grants from the Ontario Arts Council are gratefully acknowledged.

International Standard Serial Number
0045-835X

Second Class Mail Registration
Number: 2501
(Return Postage Guaranteed)

Typesetting:

accutype LTD.
DON MILLS, ONTARIO

MEMBER

**Canadian
Periodical
Publishers'
Association**

pinned into the driver's seat.

Higgison is shaken because a witness that he interviewed told him that Cullen was still alive after the cave-in. The witness came running when he heard the roof come down and he called out to Cullen in the darkness and the dust. Cullen revved the scoop's engine three times to show that he was still alive. It took ten minutes for the rescue party to clear a way into the tram. Cullen was dead when they got to him.

Gunn and Higgison are angered at the Cullen death because the union has been complaining about the working conditions at Frood for months. Gunn reels off a list of fatal and near-fatal accidents at Frood to back-up his contention that the ground is rotten. This morning the union demanded that provincial mining inspectors investigate the conditions at Frood immediately.

I check with Mac Keillor, my boss at the *Globe and Mail*, and he says he'll take the story about the investigation demand from the Steelworkers, using that as a news peg for the fatality.

CHNO news is already reporting that some of the working areas at Frood's 660-foot level have been closed, but I'm unable to confirm by the 6 p.m. deadline for the *Globe's* bulldog edition. Barry Davie, a Ministry of Natural Resources spokesman, will say only that "We have one of our engineers on site now doing an investigation on the underground workings."

Don Hoskins is unavailable for comment before deadline. He's on his way to Toronto with a half-dozen local reporters for the annual Inco shareholders meeting tomorrow. I lead with the Steelworkers' demand for an inspection.

An hour after deadline Davie calls back. "As a result of our investigations we have closed an additional three places on the 660-foot level. . . We mean there is no active production mining going on in these areas. They are reconditioning the ground in these areas. But until such time as the reconditioning is done to our satisfaction, production will not take place."

I ask Davie if that means conditions were bad when Cullen was killed. To my surprise he replies in the affirmative. "In some localized areas they're into some ground problems." It's as close as I've ever heard a ministry spokesman come to stating on the record that the company is at fault.

Hoskins finally returns my call. He denies that any working areas at Frood were closed down, which doesn't surprise me since I've only just learned of the closings and Hoskins is in Toronto. He did offer the ritual company explanation of the fatality.

"Now, Mick, this isn't for publication of course, but I'm told that Cullen was driving with the scoop of the tram up

when it happened. He bumped into the back (the ceiling of a drift or horizontal shaft), and pulled the whole thing down. That's off the record of course." Of course, since the coroner's inquest has yet to be held. The implication, though, is clear: the accident was caused by the dead man when he violated some common sense safety practice. It's too bad, but the poor dumb bastard brought it all on himself.

I thank Hoskins and knock off for the night.

APRIL
21
WEDNESDAY

I wait until late in the afternoon before calling the mines branch to get the latest word on the closings. I get Balfour Thomas, the man who actually did the investigation. He's just come up. He says the Frood mine manager suggested one more area that the company feels might be unsafe and offered to close it in addition to the three areas the ministry asked to have closed yesterday. Thomas accepted the offer. Other than that only the three other areas have been closed. That's my lead for tomorrow.

Meanwhile the Inco annual shareholders meeting took place in Toronto. That's the really big Inco story of the day. Ernest L. Grubb made his annual "State of the nickel world" address, and it received copious coverage in the local media. It should have. For local news people the annual meeting is an excuse for what the news staff at one TV station affectionately refer to as "an Inco debauchery trip." The recipe is simple enough: Hoskins gets the luxurious Inco recreational vehicle (telephone and bar-equipped), loads it with booze and Sudbury reporters, and leads a magical mystery tour to the Hyatt Regency Hotel in Toronto. Wine, song, the limitless resources of Canada's biggest mining multinational at the disposal of half-a-dozen Sudbury media managers. On this trip are the news directors of CKNC-TV and CHNO radio, a radio hotline host, a reporter from CKSO-TV/AM/FM, and a senior reporter for the *Sudbury Star*. A representative of every mainline media outlet the city has, except for *Radio Canada*. A sprinkling of station management also attends the meeting at Inco expense.

At one local TV station a buddy of mine is putting together the late night news package when he gets word that two Inco representatives are there to see him. He goes to the reception area and they tell him they've just rushed the videotaped interview with Inco President

Grubb up from Toronto. It's news to my friend, but he takes the tape from the Inco runners and goes back to the newsroom. He gives no more thought to the tape in his scheduling until he starts getting calls from management: "Did the Grubb tape arrive yet? Oh, good, good." The tape runs on the 11 o'clock news.

APRIL
22
THURSDAY

The closing story runs on the provincial page of the bulldog. My assignment today is the coroner's inquest into the death of Leslie Simard, a 21-year-old kid killed in the same general area as Cullen two months ago. I'm just settling in at the courtroom when Ken Curtis of CHNO slides in behind me. "Hey," he whispers, "have you heard what Hoskins is saying? He's denying that any areas were closed and Judges is backing him up." (Harvey Judges is the chief mining inspector for the Sudbury region. Until January he was Inco's supervisor at the Levack Mine. The appointment of an Inco man to supervise the ministry's mines inspectors at Inco brought protest from the Steelworkers and the NDP at Queen's Park, but to no avail.) I don't take the news too seriously since my sources are iron-clad and all of the other media carried the same story, but during the first break at the inquest I hurry across the street to CHNO.

In the newsroom Curtis plays me the tape of the Hoskins statement and I phone the *Globe* to tell national editor Arthur Rowson about this unexpected denial of our story. Art's got the story on the wire, but he's not impressed. "It seems to be the company trying to save face. It looks like a semantical question of the ministry 'ordering' the place shut down. I don't think we want to do anything on it."

While I'm talking with Art, Hoskins has located me at CHNO and he's waiting on another line. I told him I'd heard the statement, and of Rowson's response. "If my statement isn't published," Hoskins blusters, "I'll have to reconsider further co-operation with the mop and pail."

"Don, I'm just telling you what my boss told me. I only work there. If you want to take it further why don't you call Art Rowson at the *Globe*?"

"That's not my job."

"Well, he's my boss and he made the decision."

I question Hoskins about the meaning of his statement. Is he denying that any working areas have been closed by the ministry? Yes. The only areas affected would have been closed for the routine

investigation that always follows a fatality. No, the company has not been told to recondition ground and request a mines branch check before resuming production.

"I'm not saying that you were at fault for that story, Mick." The implication is that Davie and Thomas spoke out of turn, and now their boss, Harvey Judges, has corrected them.

Mine inspector Thomas is attending the inquest on behalf of the ministry, and back at the courthouse I seek him out in the crowded lobby.

Is it true, I ask him, that he ordered the closing of three working areas? Thomas replies that he pointed out several unsafe areas to the Frood mine manager during his inspection. He gave the company the choice of closing them, or the ministry would issue a formal order. The company agreed. Is it true that the areas cannot be reopened without ministry permission? It is. Is it true that the areas would have been closed as a matter of routine after the Cullen mishap? The areas would not have been closed, and he draws a map in my notebook to show me that the closed areas were not located in the immediate accident area. Thomas is obviously nervous during the interview, and out of


FACTS

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the corner of my eye I see several unionists edging closer to hear our conversation.

The inquest resumes. Simard's work partner at the time of the accident testified that the ground at Frood #3 660 is very bad. "A lot of places are cracked up. There's a lot of cribbing around." (Wooden cribbing, used only in places where the ground is shifting.) Like Cullen, Simard was killed by a "fall of ground." But Simard's workmate admits that he isn't sure that his partner placed himself beneath protective screening while drilling was in progress. The evidence indicates that Simard's body was several feet in front of the screen. For some reason, (ignorance, inexperience?) Simard was standing in harm's way when he didn't have to.

Simard's mother takes the stand, unusual in itself since mothers and widows rarely testify at inquests. "I'm not a great speaker," she apologizes after taking the oath, before making a statement that touches the heart of the class relationships here in the nickel capital of the world.

"My son wanted to be a good miner. When he first went into that job he felt that miners were dumb. His father was a miner and he'd tell him 'Don't grow up to be like me.' But when he'd been there a while he told me that he had a growing respect for the men who worked underground. They were tough and they had guts. He was becoming proud of his profession, and that's what he thought of it as."

Mrs. Simard believed that her son was killed by his inexperience and by the poor training given Inco's underground employees. She testified that her son never complained about the brief two-week training period, "but I thought at the time that it was inadequate for the job that he was doing. I thought, 'I guess Inco knows what's best.' I realize now that I was wrong."

After filing a story on the inquest I encounter Thomas once again in the lobby. He's worried. "Look, I don't want to get into a public disagreement with Inco," he falters.

"I understand," I tell him. "Don't worry about it. *The Globe and Mail* isn't publishing any more on it anyway." Thomas seems relieved.

I make a point of watching both local TV newscasts tonight. CKSO has Steelworker president Mickey Maguire on first. Shot in his office with available light, Maguire appears angry and concerned for the safety of his members at Frood. Convincing. Hoskins follows, reading the same statement I heard earlier at CHNO, relying heavily on Harvey Judges to back him up. With his heavy beard, bad studio lighting and rehearsed delivery, Mr. Inco presents a haggard image, remindful of the Nixon-Agnew talking heads staring hypnotically

into the cameras during the 1972 U.S. presidential campaign.

On CKNC Hoskins appears again in the studio, though with better lighting, reading the same statement. The Steelworkers have declined an opportunity to reply, but the reporter has located sources willing to give "the other side" of the story.

APRIL

23

FRIDAY

Received a call from a *Sudbury Star* reporter early this p.m. He was worried, concerned by accusations from Davie, the ministry official, that he'd been misquoted in the press. I compare notes with the *Star* man, and we both have nearly identical statements from Davie about the shutdowns at Frood.

I tell the *Star* guy how Thomas had had the courage to categorically deny the implications of Hoskins' statement yesterday, an act that could mean putting his own job on the line. Don't worry about Davie's accusations, I tell the *Star* reporter. "Davie is new at his job, and he went too far when he talked with reporters. Now the heat is coming down from Inco and he's scared. I'm satisfied that we both quoted Davie correctly. His job may be in jeopardy, and if wants to make us the scapegoats I don't really care. I'd rather see guys like Thomas and Davie staying in the ministry, and if we have to take a minor whipping so they can it's no skin off my nose."

The biggest surprise of the week comes when today's *Star* arrives on my doorstep. The Simard inquest is big news — a skyline head across page 1, and two sidebars on page 3. Hoskin's denials of the closing are printed on page 8, under the obituaries. And the story includes conflicting sources.

APRIL

26

MONDAY

The news media's objective attitude towards Inco is short-lived. Wendy Jackson, the *Star's* labor reporter, quit her job today in protest of alleged interference by Inco in the *Star's* news coverage.

A 23-year-old Harvard graduate, Jackson started working for the *Star* in September, 1975. She was the first *Star* reporter to be assigned to the labor beat in a decade.

Her problems apparently started with an April 17 page 1 story on working conditions in the converter area of Inco's Copper Cliff smelter. It was based on a Ministry of Health study which found that converter workers who smoke are subject to a higher incidence of chronic bronchitis than smokers working in other areas. Her story quoted Hoskins as saying that "nowhere in that whole study does it state that working in the smelter causes bronchitis. If you do not have a history of smoking, if you've quit smoking, then you don't get sick. The study is about smoking."

But like his statement on the Froid closings, Hoskins' remarks on the converter study ran counter to the facts. Jackson's story went on to point out that the incidence of bronchitis was found to be 14.8 percent higher among all converter workers than among workers in another "control" area. When smokers were surveyed the difference simply became more pronounced.

On Wednesday, while a few reporters in town were returning from the "debauchery trip" and while others were tracking the Froid closing story, Jackson was called onto the carpet by *Star* editor Erik Watt. In a sworn affidavit she recounted a part of the conversation, including Watt's explanation of why he was pulling her off the labor beat.

"Mr. Watt told me that my labor stories were 'slanted.' He said, 'You're one of a new breed of journalists who are more interested in crusades than the facts.' When I asked him to provide specific examples of how my stories were slanted, he said there was nothing specific he could point to, that it was just a feeling he had after reading some of my work.

"Mr. Watt told me I 'turn off' people in the business community. He said several business sources — and he named Mr. Hoskins; Fred Brown of Inco's public affairs department; Bill Rolston, president of the Sudbury and District Chamber of Commerce. . .

"When I asked why Mr. Hoskins didn't trust me, Mr. Watt replied, 'Your standards are too high.' I asked what he meant. He said 'When you accept an underground tour (from Inco in November) and return a Christmas gift (a set of glasses) saying it's against your ethics, he feels he can't trust you.' "

In her letter of resignation, Jackson stated the conditions under which she would return to work: "Unless you can stand up to Hoskins (and any other advertiser who might try to push the *Star* or its reporters around), apologize for your insults to me, guarantee me freedom from interference again on my labor beat, and every other beat as well (as a policy of the *Star*, to be announced to all), I can't see working for you. . ."

**APRIL
28
WEDNESDAY**

Interesting to watch the Jackson story unfold in the local media. Although her affidavit has been available to all city news rooms since morning, no one has touched the story except for Ken Curtis at *CHNO* who aired it on the 5 p.m. news. Neither Watt or *Star* publisher John Friesen were available for comment on the story.

I was gossiping with *CKSO* news director Jim Marchbank this morning and mentioned the Jackson story. He said they wouldn't do anything on it since it was an internal matter at the *Star*. "We don't meddle in their affairs, and they don't meddle in ours."

Thursday, April 29 — For the second time in less than a week, the *Star* has a surprise. On page 3, beneath a four-column head, the Jackson affidavit is fairly reported as a subject of discussion at last night's Labor Council meeting. Not surprisingly, the labor movement is quite upset about the Jackson affair. Now that the *Star* has "legitimized" the existence of the affidavit maybe other news media will pick up on it.

Sure enough. Two days after the affidavit was released to the press and first reported, *CKSO-TV* gets around to the story. But through an amazing journalistic sleight-of-hand they manage to avoid any reference to Inco. Instead they refer obliquely to charges of "business influence" at the *Star*.

The *Star* brass still has no comment on Jackson's allegations.

Privately a few reporters that I speak to say they're upset about Hoskins' alleged interference. One senior reporter, who long ago gave up any idea of "crusading journalism," says, "It's one thing for Hoskins to criticize the news coverage his company is getting. But when he starts interfering in people's jobs, then he's gone too far."

A second reporter, a veteran of several "debauchery trips," puts it more succinctly: "Hoskins is calling in his chits."

Friday, April 30 — I had a few drinks today with a local news director, a long-time recipient of Inco largesse. He tells me about the Toronto trip last week, about the private rooms in the Hyatt Regency, about the \$25 dinners at the Royal York.

"Hoskins really knows how to make you feel like an emperor," he says with admiration. But, he's quick to add, when the chips are down as they were at Froid mine or on the Jackson story, his station covers them like any other story. I know that what he says is true.

"But, look," I ask him. "How many people in Sudbury know about those trips? And how does that affect our credibility in the community when we're covering Inco?"

He nods his head, shrugs, and pours another glass of beer.

**MAY
11
TUESDAY**

The Jackson affair has lain dormant for two weeks now. Quite wisely, the *Star* brass has elected to make no comment in hopes that the whole thing would slowly be forgotten. It probably would have, too, except that *Globe* reporter Arnold Bruner arrived today to do a story on Jackson. He quickly made the rounds of Watt, Hoskins and Jackson and the final edition of the *Star* contains management's long-awaited reply to Jackson's allegations.

In a Page 1 box headed "*Star*

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

Let's
talk.



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Bank of Montreal

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

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

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

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The Canadian Life Insurance Association

44 King Street West,
Toronto, Ontario
M5H 1E9

Statement" publisher Friesen offered a carefully-worded rebuttal of sorts: "Sudbury Star publisher John Friesen today flatly rejected allegations by a former employee of outside interference in the news and staff assignment policies of the paper. He said the whole affair appeared to be an attempt to discredit the newspaper by attacking the professional integrity of its employees.

"Mr. Friesen added that in view of certain competitive aspects in the media, he was not surprised that the accusations were being readily accepted without question and with obvious enthusiasm in some quarters.

"Despite what is being said, there has been no outside interference in the handling of news at the *Star*. The suggestion that we alter news and change assignments to suit the casual whims of outside interests is unadulterated poppycock."

Significantly, the statement made no mention of editor Watt and contained no denial that he talked with Jackson nor that he made the statements that she attributed to him.

The *Star* statement receives widespread coverage on all of the electronic media, including *CKNC-TV*, which never covered the original story to begin with. I have a good laugh over my beer tonight thinking of the poor bewildered viewers of *CKNC* news. While the announcer refers to "allegations" and "a former *Star* employee" and "outside interference," there has never been any direct reference to the affidavit, Jackson, or Inco. The station reports as "unadulterated poppycock" accusations which its regular viewers must never have known existed.

* * *

Donald Hoskins resigned his position at Inco Wednesday, May 12, two days after Bruner's visit. His resignation letter reads: "In light of possible public reaction to certain of my decisions, I would like to submit my resignation as director of public affairs, Ontario division, Inco Ltd.

"I do not feel that these decisions were either improper or incorrect. However, I feel this action is required to avoid any possible embarrassment to Inco Ltd. and others.

"I deeply regret coming to this decision, but feel it is the proper course of action."

Two weeks later *CKSO* announces that Hoskins has been hired as radio news director.

By late June Wendy Jackson landed a new job with the *Ottawa Citizen*. Her case became something of a national cause celebre after extensive coverage in both the *Globe* and *Maclean's*, and newspapers as far away as *The Village Voice* in New York called to get her story.

On June 29 Erik Watt announced his retirement from journalism. The *Star*



Don Hoskins

'QUITE REMARKABLE'

EDMONTON, June 23 (Canada News-Wire) — Out of the 18 awards of excellence announced today by the Canadian Public Relations Society (at their annual convention), four were won by Don Hoskins, formerly director of public affairs, Inco Ltd. in Sudbury.

"To have one person winning this many awards is quite remarkable," stated Fred Moonen, retiring national president. The judging this year was more stringent than in previous years, he continued. This was done to upgrade the quality of the awards...

Don Hoskins, Inco Ltd. won awards under the internal publications, magazine category; external, audio tapes, in the video material category, external; and under material prepared for and used by one or more media not controlled by entrant in print, audio visual or combination. He also received an honorable mention under the category of public relations case and/or programs...

reported that he planned "to establish a tourist operation in the Northwest Territories," the culmination of a long-standing dream.

CKNC-TV news director Bill Catalano, whose staff did such a scintillating job throughout the Jackson story, told *Maclean's* reporter Angela Ferrante that Inco has little effect on journalism in Sudbury. "Inco has never tried to interfere with any story at this station. A lot of people are mad because they feel their integrity has been impugned (by the attention devoted to Jackson.) You can't be bought by tumblers and a couple of parties." ☐

Mick Lowe is a freelance writer living in Sudbury.

Letters

TRAVEL JOURNALISM DEBATE: BUMPY TRIP CONTINUES

Editor:

I almost wish I subscribed to your magazine so I could cancel.

That was my initial reaction to your June, 1976 edition, specifically the article entitled: "Exciting trip to Press Council sought for freebie travel writer's employer."

In one of the letters to *Spec* publisher John Muir that was reprinted, Gerry McAuliffe points out that Air Canada failed to make a profit last year and adds: "In effect, the Canadian taxpayer last year at least partially subsidized *The Spectator's* expenses for its travel writers."

Content seems to agree with the assessment and, indeed, the whole thrust of Mr. McAuliffe's campaign. "Doing everyone a favor" is the phrase you use to describe his campaign.

What bothered me about the article wasn't the topic. No reporter on the *Spec* or any other paper would deny travel journalism, in all its aspects, is worthy of discussion.

The headline didn't bother me either, though it was confusing, judgmental and mildly sensational. But then objectivity is not something anyone expects of *Content*, the magazine that preaches objectivity for others.

The fact that reporter McAuliffe has apparently appointed himself the harbinger of journalistic integrity in Canada doesn't bother me either. Where would Christ be without John the Baptist? Every crusade needs a general who is idealistic and honorable as I'm sure Mr. McAuliffe is, though I don't know him personally, only by repute.

What bothers me is why a man of obvious principles like McAuliffe, once having stated he would seek the adjudication of the Ontario Press Council, would then turn around and release correspondence — private correspondence, I note only in passing — before the council does its job. It's a little like promising a man a fair trial, then subjecting him to the gamut to get there. It's unhealthy and he still may be hung if he survives. Hardly sporting, what? But then this appears to be Mr. McAuliffe's game. He initiated it. He alone makes up the rules, governed by whatever conception of fair play he may possess. He can therefore be a man of his word as long as he wants to be.

Why *Content* wants to aid and abet McAuliffe's little game is beyond me. If it was merely to spark debate about travel writing, it appears a left-handed way of doing so. Clobbering those who

want to participate at the outset is hardly the way to assure a fruitful and open forum.

And why *Content* has to hide behind McAuliffe and play this niggling correspondence charade instead of coming out directly and stating its views — as transparent as they are — is a mystery.

But, no, *Content* prefers to try to guarantee the excitement of the "exciting trip to Press Council" in the headline. Hell, that's not even a headline; it's a self-fulfilling prophecy. So it be written, so it be done.

Actually, I've come to expect unflattering stories about Southam and its companies. There's another in the same edition. Maybe Southam even deserves them. My recollection is that the anti-Southam stories started about the time that Southam stopped running its full page age ads in *Content*. That's probably just a coincidence.

What cooled me off after reading that article, however, was the one that followed it. It threw everything into perspective for me. It was an article about a new freelance writers' association, written in such glowing terms one would almost suspect that its author was there and a member.

I was particularly struck by the following paragraph, buried deep within the report:

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

How cozy! Such nice drumming! What an ocean of difference between freelance journalists and newspapers!

And then it came to me. This is satire. *Content* is the Canadian edition of *National Lampoon*. And it doesn't even realize it.

Either that or Mr. Zwicker practises a very selective — and suspect — morality. *Content*, indeed. Incontinent is more like it.

Mike Walton, reporter,
The Spectator,
Hamilton, Ont.

CONTENT REPLIES:

As a non-subscriber, you may be excused your mis-statement that *Content* "preaches objectivity to others."

Content makes no apology for

publishing the McAuliffe-Muir letters verbatim. None were marked confidential or personal. They concerned matters of public interest. We don't see, either, how their publication will preclude a "fair trial." At time of writing it is not clear whether there even will be a hearing. So much for a "self-fulfilling prophecy." And if one is held, it seems all too likely it will be held behind closed doors. It may have been "hardly sporting" for us not to have informed Muir of our intention. We have apologized for that omission.

Our headline was primarily meant to spoof the headlines and stories of travel pages which have been known to promise delights an ordinary traveller may not experience. Knowing what a publisher thinks about issues of concern to journalists is something many *Content* readers experience too seldom.

Your jab about Southam advertising will result in a self-inflicted wound if you check the advertising and editorial history of the magazine. Southam has been praised in *Content* since I became editor and publisher. Subscribers will remember the cover story of our Fifth Anniversary Issue and possibly the full profile on Southam president Gordon Fisher in Number 60.

At one point under the previous ownership Southam was mad enough about an article in *Content* that legal action was threatened. Yet Southam did not withdraw its regular monthly advertising of that time.

To suggest a correlation between our editorial material and whether or how much Southam is advertising, is imaginary and defamatory on your part. Southam is slated to run at least one other ad in *Content* this year. Their withdrawing from that undertaking because of criticism would be as serious a breach as would our withholding criticism of Southam to preclude such a withdrawal.

To get to the point of your entertaining letter, however: That you cannot see the differences between Air Canada subsidies to travel writers for the mass media, on the one hand, and to the organizers of the founding meeting of the Periodical Writers' Association of Canada, on the other, is stunning proof of the need for further ventilation of the freebies question.

Some differences:

1. The writers' association openly declared who subsidized it and to what extent; *The Spec* seldom — perhaps never — does.

2. The purpose of the writers' meeting

Dead prisoner unco-operative

—Regina Leader-Post, June 25

was not to have the writers file stories on the meeting; the purpose of *Spec* travel writers going to Bali is to do stories on Bali.

3. The purpose of the writers seeking subsidization was to help found a non-profit association; the purpose of the *Spec* accepting subsidization is . . . well, let the *Spec* answer.

4. Assuming neither would prefer to be subsidized, *The Spec* is in a far stronger financial position to refuse. Mainline media leaders — including Southam's presidents — have repeatedly stated that one of the reasons it is important for their companies to register a healthy profit is that a healthy profit buys them independence from outside interference.

That the writers' association needed, and asked for, subsidies is not the ideal situation. As this reply is being written we learn that Press Club Canada is seeking free passes from Air Canada in connection with its national meeting later this year in Moncton. That's not ideal either.

To put it in old-fashioned journalistic terms, doesn't the story about a freebie depend on *who* is getting it, for *what* purpose, at the expense of *whom*, and *what* effects the freebies have? What are the motives of those concerned? Is the process above board or under the table? There are many other questions.

Content, for its part, tries not to practise double standards. While we fall short all too often, the case under discussion is not, we think, an example. To adopt your "ocean of difference" metaphor, there is at least a wide expanse of something between *The Spectator* and the Periodical Writers' Association of Canada in regard to freebies. The matter of declaration was prominently discussed in the McAuliffe-Muir exchange. Why did you remain silent on it? What are your views on it? On the other questions raised here?

Content does try to practise "a very selective morality." Probably it's not selective enough (well-enough thought out). Would you rather we practise an unselective one? Part of our morality, by the way, is to make *Content's* pages constantly open to all points of view, as expressed by those involved. If that's objectivity, maybe we practise it a bit.—B.Z.

YES

Editor:

In two consecutive issues, *Content* has published articles and other material which leave the impression that Southam

travel writer Frank Scholes' articles are less than objective because he accepts free travel and other amenities.

I would think that *Content* would have at least the common courtesy — or journalistic ethics — to give Scholes' side of the story, but I have yet to read any comment from Scholes or an indication that he might have refused to comment. Did either McAuliffe or yourself give Scholes the chance?

Incidentally, I'm surprised McAuliffe would have wanted to see the exchange of correspondence with John Muir in print. Muir simply chewed him up and spit him out in little pieces.

Hugh Whittington, Editor,
Canadian Aviation.

GERRY McAULIFFE REPLIES:

My suspicions were right. Too many journalists are like most politicians. Raise an issue of legitimate criticism and they attack the messenger, not the message.

The issues are clear. First, I believe newspapers like *The Spectator* should not be accepting any kind of subsidy from either government or corporate agencies. It is an obvious violation of professional ethics.

Second, if a publisher insists such subsidies are proper, surely he cannot argue against making full disclosure of those with vested financial interests in the body of the story.

Third: Failing that, the stories should be labelled as "advertising" copy. That is exactly what it is.

For those who don't know, the schedule of travel stories is made up almost a year in advance in conjunction with the advertising schedule submitted to the national advertising agencies. When the Florida advertising runs so does the Florida copy.

The issue is an important one to all journalists in both print and broadcast. It should be debated publicly. The Ontario Press Council should hear submissions from everyone — those for and those against — and hear evidence from the airlines.

Isn't there someone out there — reporters, maybe even a publisher or managing editor or two — who can address himself/herself to the issue?

Gerald McAuliffe,
Milton, Ont.

MIS-SPELLINGS RIGHTED

Editor:

The fact that Nancy Cooper misspelled the names of two reporters —

Ron Nowell (not Knoll), Joe Ma (not Mah) — in her July *Content* story, doesn't provide a very sound basis on which to launch her sweeping generalizations about Indian-white affairs.

Greg McIntyre,
Calgary.

WHERE WERE THE REST?

Editor:

Regarding the letter from *CJSD-FM* news director Garry Suo in the June *Content*.

I believe the story of the interview by the *CKPR* news team of their boss, Fraser Dougall, immediately after the session on violence in the communication industry, was fair comment.

As an avid fan of the media, I was amused to see the team interviewing their boss while a *CFPA* newsman and the newspaper reporter were on the stage trying to pry something out of the departing commissioners.

I thank Garry Suo for pointing out how the efforts of the news team didn't stop there.

Although I cannot speak officially for the two Thomson newspapers, I would, as a reader, like to defend them against the implication that the two papers "ran big splashes on Mr. Kohl's (newspaper publisher) brief, patting themselves on the back with a thousand kind words."

The *Chronicle-Journal*, which circulates to the city, also carried a reasonable report of Mr. Dougall's remarks. Remarks of both Mr. Dougall and Mr. Kohl were "sidebars" to the main stories — not the banner headlines "big splashes" would indicate. The newspaper later carried texts of some of the presentations — those of the two media spokesmen were not among them.

As an avid viewer of the media, I would like to direct a few comments at the rest of the media outlets in the city. There are two dailies, one weekly, two television stations, and four radio stations in Thunder Bay. Once group ownership is accounted for, there are five media units . . . five potential spokesmen, and five potential presentations to that commission from the media of Thunder Bay. One person prepared a written brief in advance. Another arrived saying he would not speak, then made informal remarks and fielded questions from the audience. Three did not.

Only two media persons not actually assigned to the session attended. One of them prepared a written brief he was unable to deliver due to the time considerations Mr. Suo noted. Where were the rest?

Bill Bean,
Thunder Bay, Ontario

WOOLLY BULLY

Editor:

From time to time *Content* takes shots at *The Sun*. Fair game. But I think you ought to know that our Page Five editor wrote to Morris Wolfe (see page 27, July issue) offering him the same reprint deal as we have with his editor, Bob Fulford, two weeks before your magazine reached Vancouver.

The Sun believes in paying writers, both for originals and reprints. Wolfe's charge that we "have a reputation for... reprinting things without asking permission or offering payment" is quite untrue.

I am enclosing a clip which might well inspire *Content* to examine its own procedures. A woman advertising in "Jobs wanted" reports that she would be "visiting Vancouver in April." The ad appears in the July issue. Bully for you!

Stuart Keate,
Publisher,
The Vancouver Sun.

Content replies:

The time of *Content's* arrival in Vancouver is a smoke screen which fails to hide *The Sun's* blameworthiness in this instance. The "reprint deal" was offered to Wolfe **after** *The Sun* had reprinted his piece without permission. In fact, the offer was triggered by Wolfe's letter of complaint!

We might be more inclined to accept this as a solitary aberration were it not for the fact *The Sun*, on July 4, 1975, reprinted from *Content* an original article titled "Small Flies..." by Edmonton reporter Barry Craig. Neither the author nor *Content* were asked permission to reprint the piece and neither the author nor *Content* were paid.

This is not a "shot;" it is a fact.

By the way, in our estimation *The Sun* has been printing one of the most lively — and eclectic — Op Ed pages in the country for many years. We're pleased to be picked up, but we like to know about it.

About the classified ad: our "procedure" is no doubt the same as *The Sun's* — to run copy as provided in the issues specified. We saw right away the advertiser's visit to Vancouver would occur at about the time of the second of the three insertions she paid for.

Notification of her April visit was helpful and not confusing, although the tense went wrong on the final insertion.

One cannot help thinking, considering the matter is a quibble, that *The Sun's* publisher is looking for ways to embarrass us. If these two instances are the best he can find, we take it as a compliment. And potential users of our classified section might note how carefully it's read.—B.Z.

CP News Picture of the Month



Photographer: Doug Lehman.

Newspaper: Montreal Gazette.

Situation: The acrylic covering of the former U.S. pavilion at the Expo '67 site in Montreal took only 10 minutes to burn after a spark from a welder's torch set it off May 20. Lehman, a film cameraman with Group Productions Ltd., was in a helicopter, looking for a place to shoot a television commercial, when he made the picture.

Technical Details: Pentax Spotmatic, 1/500th of a second, f5.6.

Award: Canadian Press "News Picture of the month," May, 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.

radio in the 80's

By LIN MOODY

OTTAWA — Radio In The 80's turned out to be broadcasting in the 70's.

Approximately 150 delegates and 50 media personnel from at least 24 countries attended the Second Symposium on Radio in the 80's which was held at the Government Conference Centre in Ottawa, June 6 to 10. The conference, sponsored jointly by the *CBC* and the European Broadcasting Union (EBU), was boring and off-topic. Joan Irwin, a columnist for the *Montreal Gazette*, wrote in a June 9 column: "Many of the working papers and much of what has been said here to date focuses almost exclusively on the past and present, often in a smugly self-satisfied tone which implies closed minds and reluctance to contemplate innovation."

The morning workshops, where the action was supposedly taking place, were closed to the media. As Irwin said: "By the time each work group's discussion had been compressed for delivery to the plenary sessions by droning rapporteurs, the juices have been effectively squeezed out."

Explained Jack Lusher who handled media liaison for the conference: "We have European broadcasters who want to talk in-house about their own problems." Lusher said although this would cause flak from Canadian media people who wanted access to the sessions, there was nothing the *CBC* could do. It was a decision made by the EBU and since "it's their conference," the *CBC* complied. Delegates questioned about this point did say they would have felt shy with the media listening, because of the language barrier.

Lusher agreed the conference was not on topic: "It seems to me that they (the delegates) have not taken the second step.

They've reached the foyer but they haven't started a climb to the future yet."

The conference got off to a bad start with a long speech by Dr. Albert Saive of the University of France. Nowhere in the speech was the subject of radio mentioned even though the conference was solely about radio. Keith Ashford noted in his *Ottawa Citizen* column: "As the speech wore on, more than a few delegates fell to long contemplative looks at the ceiling and tightly-controlled intakes of air."

During the first afternoon plenary session, one of the more interesting events for many delegates seemed to be watching one of the other delegates sorting his slides for a future presentation, while a member of the Japanese delegation fell asleep.

Citizen reporter Donna Balkan suggested the reason for this boredom was due to the fact that "there were too many administrators invited and not enough broadcasters and all the brass are interested in is money and budgets."

Lusher said he, personally, would have liked more of the "people who are just learning about the industry" to have been there because it would have made it more exciting. But the delegates, he said, were selected by their own countries.

Manfred Jenke, a radio program director from Hamburg, Germany, said most of the ideas presented by the young *CBC* producers would be the same as those raised by young broadcasters in any country. Therefore, most of the necessary topics were touched on, he suggested.

To be fair, the accomplishments of a conference are hard to measure. The aim of the symposium was "to develop a statement or series of statements that will be of value in planning radio in the 80's

and to stimulate a greater awareness of radio, its importance and its potential."

Although no solutions were prescribed, the delegates seemed "to provide verbal fertilizer for the care and feeding of radio in the future" on the following topics:

- Will there be transmitted radio in the 1980's?
- How will people use and perceive radio programs?
- Should public radio concentrate on specific audiences?
- Can radio and television be complementary?
- Radio — leader or reflector?
- Will the 1980's bring an overload of information?
- Whither news programming?
- Service radio — should there be more?
- Should we increase audience participation?
- Is the concept of drama changing?
- What sort of music is appropriate to public radio?
- Radio as a stimulus of creativity and patron of the arts.
- The role of educational radio.
- Does radio organization lag behind programming?
- To whom is radio responsible?
- At times, the talk seemed to degenerate into a second-year journalism class discussion where definitions of news and information or theories of communication were all important. However, innovations such as CEEFAX, a *BBC* method of showing information on television receivers using a special adapter, were discussed.

Spencer Moore, acting director of international relations for the *CBC*, said the conference "provided the opportunity for considering the total spectrum and environment of radio in the future. We saw we weren't coming to



John Pitcher photograph

grips with the issues in the first conference in Belgrade (in 1974) so we decided to hold this conference."

Jenke said that the goal was not to establish a blueprint for the 80's. If a delegate went home with even one new idea in his head, he could perhaps sway the controlling body in his home country to make changes in its broadcasting policy. "One man's present is the other man's future. The pattern of radio is . . . different in each country."

It seems the future of radio remains a mystery. A little book similar to the one issued after the first conference will undoubtedly be published. Where will this lead? The major conclusion of the

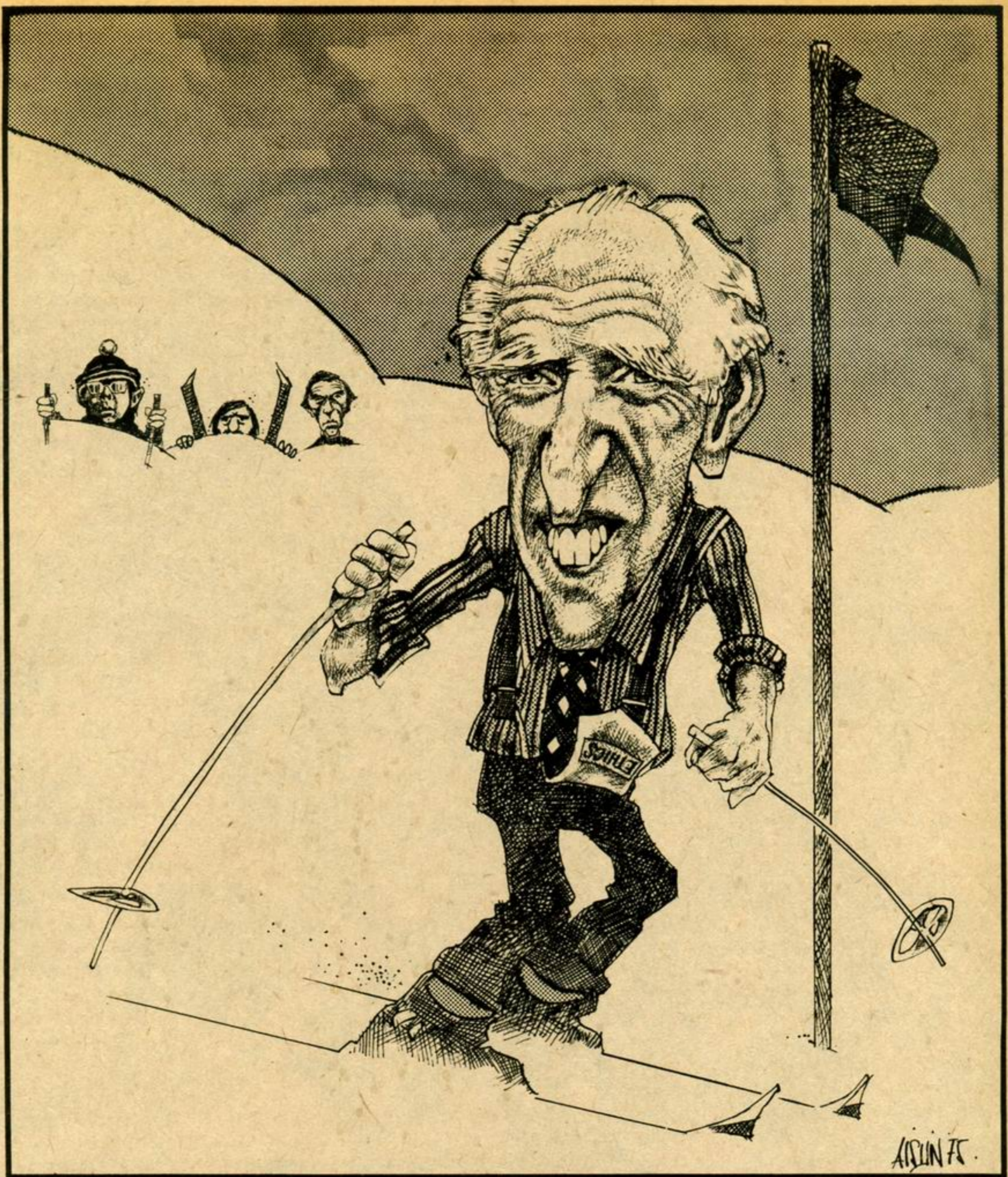
first pamphlet was that another symposium needed to be held.

Lusher and Moore refused to say what the cost of the conference was. The CBC paid the shot. There were no registration fees. There were lavish buffet meals, wine and liquor flowing like water, simultaneous translation services in four languages, and a spouse's program including a trip to Upper Canada Village and a boat trip along the Rideau canal. Was the expense justified? "We are doing what any international agency would do," Moore said. "If you're working in the international world, you must bear your responsibility when it comes to your turn." The conference was

important just because it gave the delegates a good impression of Canada, he said.

Was the conference, itself, justified? The information could have been circulated through the mail or during the meetings the CBC holds with the EBU (two or three times a year). However, Lusher said, "You could get the information to the desk but I don't think you could get very much read or digested because you are asking a fundamental question — are conventions worth having? Society thinks they are." (30)

Lin Moody is Content's contributing editor in Ottawa.



MARK FARRELL: A HARD ACT TO FOLLOW

By TIM CREERY

One day in 1939 Mrs. G. W. Farrell was attending a dinner and found herself seated next to J. W. McConnell, owner of *The Montreal Star*, *The Montreal Standard*, flour and sugar interests, and much besides.

"Whatever became of the son of yours who was a communist?" J.W. inquired.

"He's working for you now," said Mrs. Farrell.

Actually, Mark Farrell had never been a communist. He was a socialist. He would still count himself one when he went on to make the fortune, not of the McConnells, since that was already well

made, but of their *Weekend Magazine*, the most successful innovation in postwar Canadian newspaper publishing.

That was only part of a career that

made Mark Farrell, who retired as publisher of the *Montreal Gazette* in January, one of the best known and most spirited and controversial figures in Canadian publishing.

Farrell is not one of those people you can easily put a handle on. Gentleman back-woodsman, spartan hedonist, socialist capitalist, rebellious establishmentarian, despotic democrat, combative man of peace, limited non-conformist, he has in career and character been a one-man dialectic hurtling through life with startling effects on both himself and those around

him. He probably comes as close as anyone can to having his cake, eating it, and sharing it with his fellows.

If he cultivates the air of a slightly rakish man about town, a credit to his London tailor, he is really more a man of the country, fleeing as often as he can, as fast as he can, to the ski slopes, the fishing streams, and the management of his 53 hillside acres of woodland near Stowe in Vermont. "Cities," he pronounces, "are excrescences on the face of the earth, just places to earn a living."

It is the pleasures and exertions of the countryside that have drawn him into retirement two years early, but he hardly needed those two years to add anything to his career — a career that included a laying on of hands by J. S. Woodsworth, first leader of the CCF; the authorization of \$1,500,000,000 worth of cheques for the Bank of England; an invitation from Louis St. Laurent to sit down at the prime ministerial desk and work out a few figures; a competitive publishing dodge affectionately known around The Montreal Standard Limited as "Farrell's whore;" a stint as publisher at the *Windsor Star* that made it the first big-city daily in the country to support the NDP in a federal election; and the distinction of being the first publisher ever haled before the Commons Committee on Privileges and Elections.

Mark Farrell is a chartered accountant, a bachelor of commerce graduate of McGill University, and the product of Britain's leading Catholic boarding school for boys, Ampleforth College; but the only diploma he ever chose to display on his office wall was one from a summer course in sociology at the University of Moscow, dated 1934. If it tended to throw his visitors off balance, that was no doubt the effect intended.

From early in his life Farrell had some reason to feel at war with the world. Born on Jan. 22, 1913, into comfortable circumstances — he was the second of four sons of a Montreal stockbroker, Gerald W. Farrell — Mark was six when his father died of a heart attack at 43. The young boy also suffered from a handicap, a stammer, with which he was going to have to struggle through the years ahead.

Left with her young family, Mrs. Farrell, the former Eileen O'Meara of Quebec City, soon decided the boys should follow their father's footsteps and benefit from "a good Catholic education" in Britain.

So it was on to Ampleforth, from which Mark's father had emerged as a star athlete who played cricket and rugger for Canada, made his fortune in

Montreal and became the man in whose hands the young Max Aitken, later Lord Beaverbrook, left his affairs for a time when he moved to England.

For 10-year-old Mark the transfer to England in 1923 first meant prep school and "my speech became paralytic. I couldn't say my own name properly so, naturally, about 25 times a day, the little buggers asked me, 'What's your name?' And, if I replied, it was, 'F'f'f'farrell'."

But the young lad found he could shine among his fellows by being a heller. It was a rebellious boy in need of frequent beatings that the Benedictine Order took in hand at Ampleforth, set in Bronte county on the edge of the Yorkshire Moors. By the time Farrell returned to Montreal and McGill in 1931 he was armored with a patrician education in the British public school tradition — scholarship, leadership, discipline, exertion, and a mixture of toughness, fairness, elitism and courtesy.

A good athlete, he'd been a steady third in his class scholastically, but felt he had to renounce his ambition to be a history teacher because of the stammer. So he entered commerce, but quickly found his real interest in politics. It was the depth of the depression and "the boy born with a silver spoon in his mouth developed a social conscience."

Farrell's campus heroes were a young economics lecturer, Dr. Eugene Forsey — "It was Eugene Forsey who made a socialist of me" — and Frank Scott and others of the League for Social Reconstruction, a group that was to help write the Regina Manifesto of the CCF in 1933. (Forsey, now a Liberal senator, remembers Farrell as "a very good and interesting student.")

Instead of the trip to England that his mother offered him as a graduation present, Farrell, to her dismay, chose a journey to Moscow. He was one of 200 students at the American Institute of the university.

"We were seven non-communists in the group, including Budd Schulberg and Ring Lardner jr. Lardner only became a communist later — I think out of guilt at the amount of money he was making. The class put out a wall newspaper, and we put out a rival one. We were hauled before the authorities for deviationism. Ring told them, 'The trouble with you Russians is you have no sense of humor.'

"I had a money belt with \$100 in one-dollar American bills. In those days that bought us a lot of caviar, wine and champagne. We got drunk every night for two months."

Allowing for poetic exaggeration in the wild Irish Farrell style, such was the communist education of Mark Farrell.

Schulberg went home and wrote novels, most notably *What Makes Sammy Run?* Lardner went home to become a top-paid movie scriptwriter until witch-hunted out of it in the McCarthy period. Farrell returned to "utter boredom" in an accountant's job with McDonald, Currie.

Then came youth's last fling — a venture at combining devotion to socialism with an upper middle class life style. In 1936 Farrell left for Toronto to become the business manager of the intellectual organ of the left of that time, *The Canadian Forum*. Soon he was also its managing editor, and secretary of the Ontario provincial CCF as well.

His reward, "the best thing anybody has ever said to me in my life," came one day when the saintly first leader of the CCF, J. S. Woodsworth, visited the party office and told Farrell, "We need more young men like you in Canada."

It was all unpaid work in Toronto, and Farrell, with capital of \$7,000, tried to limit himself to spending \$75 a month, meanwhile playing the stock market with the aim of building a career as a kind of gentleman bountiful to socialism. He hedged his bets by continuing to study for a CA degree, which he obtained.

"I ran \$5,000 up to \$20,000 on the stock market in the semi-boom of 1937-38. Then I blew it. In 1938 I had to think about getting a job."

Within three years he had started a career as "a boss," a career of 34 years he told us at *The Gazette* he was only too happy to leave, for it had always repelled as well as fascinated him, and now he wanted to devote himself to "cutting and controlling" the unruly trees of his woods rather than people.

In the transition period from political activist to manager, Farrell applied himself first to bringing his stammer under control with the aid of a New York specialist and months of laborious exercises. He worked briefly for the Montreal Chamber of Commerce, was hired by Davidson Dunton, editor of *The Montreal Standard*, as assistant promotion manager, got married, was turned down by the RCAF because of his remaining stammer, and was recruited by the British Air Commission in New York as an accountant. (Dunton was to head the Wartime Information Board and later become president of the *CBC*.)

The wartime experience was to set Farrell's course as a manager for life. His rise was fast. A relentless driver and disciplinarian with a small staff, he was known, his secretary once told him, as "a proper son of a bitch." At 29 he became signing officer for the Bank of England to authorize payment for British aircraft orders, including those for the British Commonwealth Air Training Scheme. He signed for \$1.5 billion worth and, by

"cutting and controlling," reckoned he had saved Britain a fair number of Spitfires at \$125,000 apiece.

Returning to Canada at war's end, Farrell declined an invitation to join the staff of Brooke Claxton in Ottawa and became assistant general manager, soon general manager, of *The Montreal Standard*. He was still writing the occasional article for the magazine as well; but that ended, on orders from above, when he contributed a little item about the wealthy benefitting disproportionately from the relaxation of wartime taxation.

J. W. McConnell referred to him as "the dog who played chess." As socialist dog he had no place writing in the McConnell organization, but as a brilliant administrator and financial man, he did. That place was as right-hand man to McConnell's son, John G. McConnell, who was publisher of *The Standard*. McConnell, Farrell and the managing editor, Glen Gilbert, became the guiding triumvirate of a publication that dominated their working and private lives.

Their challenge was to overtake *The Toronto Star Weekly*, many hundreds of

thousands ahead of *The Standard* in circulation. To this end, Farrell's first major postwar task was overseeing the building of a \$2-million rotogravure plant. After completion in 1949 it was one of the finest anywhere, eventually drawing visitors from round the world as a model operation.

J. W. McConnell was so impressed by the on-time start of the presses that he passed word through his son that Farrell could have "anything he wants within reason." (He chose four weeks a year of skiing in Switzerland and has taken them nearly every year since).

"But the new plant was built just as circulation hit its peak of 300,000 and started coming down. The *Star Weekly* was over 900,000. The plant was a production success, a financial disaster."

The seed of salvation for *The Standard* and trouble for its Toronto rival came in the fall of 1950. Glen Gilbert, returning from a trip to Vancouver, reported that the now-defunct *News-Herald* wanted *The Standard* to withdraw circulation from B.C. and have its two rotogravure sections appear as a Saturday supplement to the newspaper.

"We decided we couldn't emasculate

The Standard in parts," Farrell recalls. "We started a research program for what was to become *Weekend Magazine*, appearing as a Saturday supplement across the country. When I worked the figures out, I couldn't believe how good they were."

On the first Saturday after Labor Day in 1951 the first *Weekend Magazine* appeared in member newspapers with a total circulation of close to a million.

But the hapless Vancouver *News-Herald*, source of the inspiration, was not in the fold. *Weekend* had wooed and won Vancouver's top circulation newspaper, *The Sun*, instead.

At the beginning, member papers were paying a cent-and-a-third a copy for *Weekend*. But as circulation and advertising revenues soared, *Weekend* began paying them. By 1962, at its peak, circulation of *Weekend* and its French counterpart, *Perspectives*, introduced in 1959, was more than two million; and between them they reached more than half the households in Canada.

In a key role from the beginning, Farrell became virtually publisher when John G. McConnell succeeded his father as publisher of *The Montreal Star* in 1955.

Ross Munro, who is the new publisher of *The Gazette*, said in an interview, "*Weekend* was just an enormous success. And it was due to Mark's skills as an administrator and financial guy that this happened. He knew every publisher in the land."

Munro was at first a client of *Weekend*, as publisher of *The Winnipeg Tribune*, a Southam newspaper, and then a competitor, as first publisher of *The Canadian Magazine*, which he brought to life for Southam Press Limited and *The Toronto Star* to challenge the Montreal goliath.

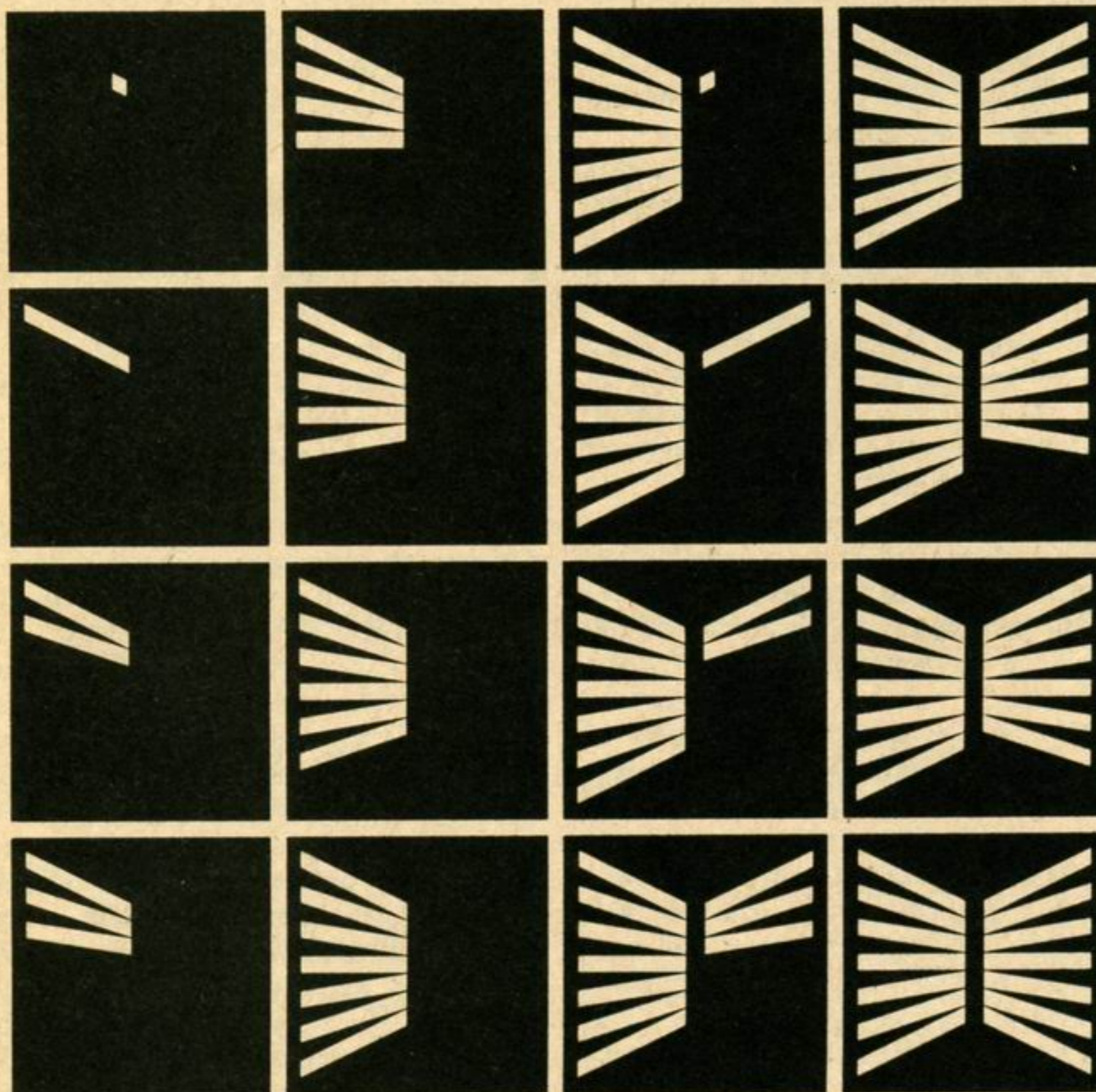
Even in the heyday of *Weekend* there was frustration for the dog who played chess. John G. McConnell, like his father, decreed no role for Farrell in determining editorial content.

"As we became bigger and more successful, the editorial content became increasingly bland," Farrell recalls. Indeed, he once observed acidly to the editorial brass at the magazine that "the range of *Weekend* varies from the dull and competent to the dull and incompetent."

Ross Munro remembers that Farrell used to try to circumvent the editorial prohibition by phoning his friends in publishers' and editors' chairs of member newspapers before *Weekend's* annual meetings, encouraging them "to come on down and criticize the magazine."

"We'd get down there and start nagging the editors of *Weekend*," says Munro. "Mark would sit back in silence with that benign look on his face."

But *Weekend* remained resolutely determined to offend no one. Why rock



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the gravy boat?

Farrell's penchant for stirring the pools of political thought was not, however, entirely denied during the years with *The Standard*.

Shortly after Louis St. Laurent succeeded Mackenzie King in 1948, a proposed new set of postal rates looked like a threat to *The Standard's* competitive position. Farrell went to see Defence Minister Brooke Claxton, who arranged for him to see the prime minister himself. St. Laurent came right to the point: "How can we help you and *Maclean's* and the Canadian magazines without helping *Time* and *Reader's Digest*?"

Farrell said he'd need time to figure it out. St. Laurent told him to be back in his office at ten the next morning. Summoning staff from Montreal, holding an open line to head office, Farrell worked through the night and "by 4 a.m. we had a new set of postal rates on a couple of sheets of paper."

He met his deadline with St. Laurent. The PM studied the figures, indicated that a few changes were in order, and sat Farrell down at the prime ministerial desk to work them out. That was Farrell's introduction to the magazine issue.

"It became something more than the self-interest of our organization for me, though it's always hard to sort out motivations. I think what happened to me happens to a lot of Canadians. They get a real sense and feeling of being Canadian when they go outside the country. That happened in New York in the war — I realized our little group of Canadians could do just as good a job as the British or the Americans."

In Canada Farrell came to feel that the Canadian editions of *Time* and *Digest*, dominating the national consumer magazine field, were inhibiting Canadians' chances to build their own periodical press. His notions were crystallized into hard-hitting arguments when he took charge of preparing the brief of the Standard organization to the royal commission on publications, headed by the late Grattan O'Leary, and with Michael Pitfield, now clerk of the privy council, in the key role of secretary.

The heavily documented brief, submitted in 1960, made the case that the Canadian editions of the American magazines constituted unfair competition for Canadian periodicals because they consisted chiefly of material dumped from their parent publications.

As can be seen by comparing the submissions of the Standard and the commission report, they were highly influential, though they did not contain the eventual key recommendation that companies should not be permitted to deduct the cost of advertising in non-Canadian magazines from their taxable corporate income.

Farrell and Frank Walker, now editor-

CP Feature Picture of the Month



Photographer: Frank Chalmers.

Newspaper: *Winnipeg Tribune*.

Situation: This three-picture combo of an ice cream-loving Newfoundland dog snitching a taste from an unwilling baby was made while Chalmers was working on another weather shot, using the baby's sisters as models. It was his

fourth picture - of - the month win.

Technical Data: Nikon camera, 105-mm lens, 1/250 of a second at f5.6 on Tri-X film.

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

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in-chief of *The Montreal Star*, became a two-man lobby on Parliament Hill in favor of the recommendation in 1964, with Walker representing *The Family Herald* (also a McConnell publication), and Farrell authorized to speak for Southam Press Limited and *The Toronto Star* as well as *The Standard*. Working the parliamentary offices door-to-door for six weeks, they were fighting against an exemption for the Canadian editions of *Time* and *Digest* in the upcoming legislation.

"We packed it in when the flag debate came up," Farrell recalls. "We had a majority until then, across all four parties, but they split on the flag.

"I spoke to Mike Pearson twice, once on my own for about fifteen minutes at noon-time. He could charm the hind legs off a donkey. He started in his usual fashion, enlisting sympathy, telling me what a hard morning he'd had with Winnipeg trying to get Air Canada back. 'Let's just relax and chat for fifteen minutes,' he'd said, the bastard, sitting on the edge of his desk, so goddamn disarming — it was a fifteen-minute break with a civilized person. The most I got to say was: 'This is important.' And he said: 'Yes, I agree.'

"But I think if I'd been the prime minister I would have backed down on the magazine issue — it was a question of protecting the auto pact then under negotiation, and aircraft landing rights, and other Canadian interests in relations with the U.S. — anyway, when the flag debate came up we knew the impetus was gone on the magazine question."

Farrell's feeling that a substantive gain for Canadianism had been lost to a symbolic one, the flag, was to be a strong influence in his later approach as an independent publisher. His watchword was to take the substantive and let the symbolic go.

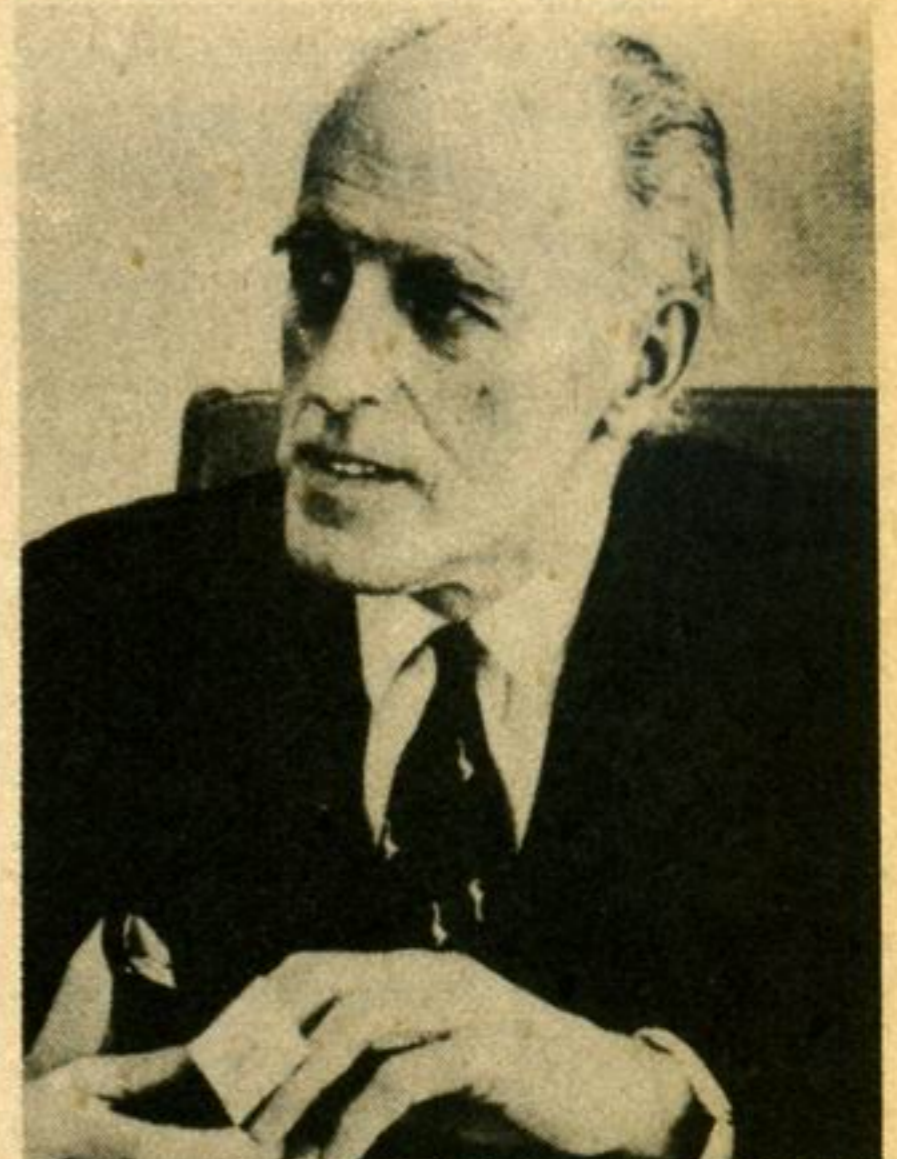
Retreating from the field of battle as a lobbyist, Farrell soon found himself in a struggle for the survival of *Weekend* itself. Southam wanted a share of the ownership of the magazine but, against the urging of Farrell and others in the organization ("I didn't urge hard enough"), John G. McConnell said no.

The upshot was the alliance between Southam and *The Toronto Star*, whose *Star Weekly* was ailing badly from the competition with *Weekend*, albeit in advertising revenue rather than circulation. In 1965 they launched *The Canadian* and for Mark Farrell it was "up and at 'em or be crushed."

With the two organizations in a wild tussle for clients across the country, *Weekend* emerged behind *The Canadian* in circulation until the introduction of "Farrell's whore." The gambit was free distribution of *Weekend* in two Southam markets, Edmonton and Hamilton, and one "independent" market, London, from which it had been chased by *The*

Canadian: it was all good circulation for bringing in the advertising dollars.

By this time Farrell had the title of managing director of *The Standard* of which he was to become president in 1967, and director of *The Star*. But life was beginning to pall for him in the upper reaches of the Star-Standard organization as John G. McConnell steadily receded from active management and old associations and achievements counted for less.



Montreal Gazette photo

Mark Farrell

Finally it was tragedy in Windsor for a family whose members were among Farrell's closest friends in journalism that was to set him on a new course. In quick succession, Dick Graybiel, 47, publisher of *The Windsor Star*, and his father who had been publisher before him, died. Farrell chartered a plane from Anticosti Island where he was fishing in order to get to the younger Graybiel's funeral.

"In a pew in front of me were the men from Southam, FP Publications, and Thomson — the vultures ready to swoop," Farrell recalls with relish. "In the morning I had gone with Dick's wife to see the old man, who was on his deathbed. He couldn't speak. I said to him, 'I give you my word. *The Windsor Star* will be okay.' Tears ran down his face. He died a week later."

With Mrs. Graybiel urging him to become publisher and promising, "You will run it as if you owned it," and with the job in Montreal going stale, Farrell set off for Windsor with a sigh for the ski hills left behind and a surging enthusiasm for becoming his own man.

The Star had long enjoyed a reputation as one of Canada's most alert and enterprising dailies. Farrell's contribution, made easier by his being an outsider, was to break its ties with four local establishments — Paul Martin in politics, Chrysler in industry, the traditional wheelhorses at City Hall, and

the network of local bigwigs.

By this time Farrell's socialism was more empirical than doctrinaire, a centre-left view like that of the moderates in the British Labor or European Social Democratic parties.

In one successful campaign Farrell's paper joined forces with those trying to make the Windsor TV station a Canadian outlet of the *CBC*, rather than the primarily American-oriented station it had become. In the 1972 federal election he swung the paper behind the NDP candidates in the region as the best choices.

At one point he — friend of labor — got himself involved in a dispute with the printers' union that found the newspaper building occupied by the union members, Farrell under siege in his office, where he had a supply of food and wine fit for his connoisseur's taste, and the strikers singing him to sleep with a lullaby of "Goodnight, Ma-ark" — to the tune of Goodnight, Irene — as he stretched out on his table for the night.

Farrell's long-term objective in going to the *Windsor Star* had been to run the paper through to his retirement and hand it over to the Graybiel children. But their interests lay elsewhere, so the question had to be faced of whether to accept an offer for it. Mrs. Graybiel offered to sell to Farrell himself, but his regretful reply was, "Perhaps if I were 20 years younger . . ."

Thus the sale came about to Southam, with its tradition of local editorial independence and capable management.

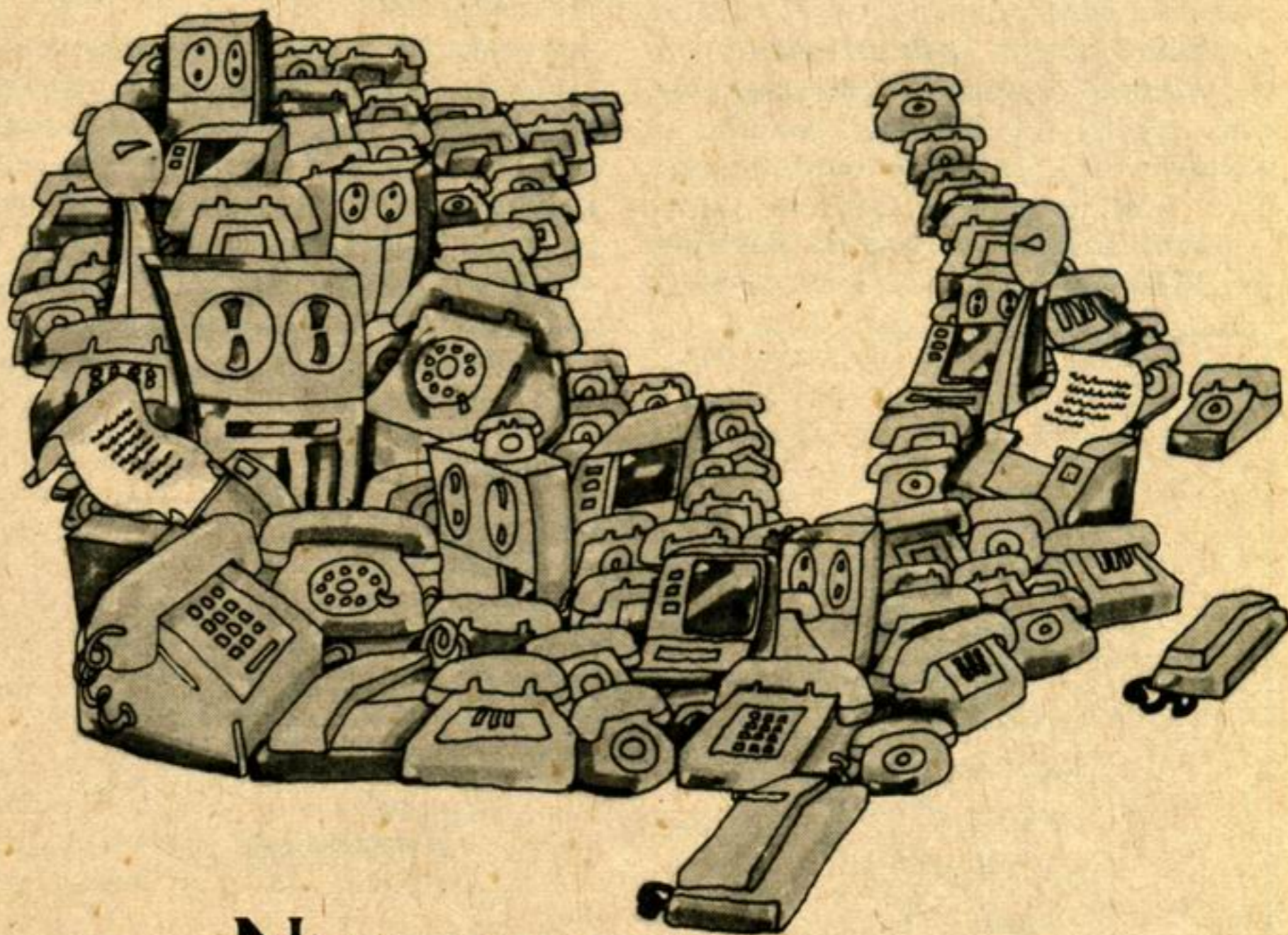
And with the purchase of *The Star* came Southam's bid to have their old friend and competitor succeed Charles Peters, the retiring publisher of *The Gazette*, which Southam had bought from Mr. Peters and his relatives. Farrell asked for a two-year engagement, settled for three, and those are the years that ended in January.

We at *The Gazette* don't expect to see the likes of Farrell again in Canadian publishing — complaining occasionally that he could hardly hold down his breakfast because of the morning paper (it is reliably reported that his wife, Florence, knowing his tastes, hid it from him once or twice); more often cheering us on, dishing out responsibility, giving people their head, and generously praising a job well done, defiantly talking back to a parliamentary committee when the paper was hauled before it for the alleged inadequacy of an editorial apology; pressing forward with the conversion of the paper to new printing technology; and fending off all and sundry who had a view to undermining *The Gazette's* independence.

30

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Column By Morris Wolfe

In the past month I've received two questionnaires from an organization called Gordon Lusty Survey Research Ltd. The first one informed me that the publisher of *Content* had asked them to prepare a profile of subscribers and to determine how the readers felt about the magazine. Several questions dealt with the editorial content of the magazine. One asked, for example, whether I thought there should be more features like Morris Wolfe and/or more Omnium-Gatherum. I replied that there should be a lot more Morris Wolfe and a

lot less Omnium-Gatherum. I was then asked some questions which were socio-economic in nature: these I answered too, albeit reluctantly. I chose not to respond to a second questionnaire from the same organization on behalf of *Branching Out*. (*Branching Out*, you may recall, is the Edmonton based women's magazine which I reviewed favourably in this space several months ago.) I didn't respond to this questionnaire because although the covering letter promised that the information gained would "help future

planning for the development of *Branching Out*" not one of the questions dealt with the editorial content of the magazine. I was asked such things as, "How many cars, personal pickups or vans are owned or operated by members of your household?" "Will you please place an 'X' alongside each credit card held by you or some other member of your household?" "Does any member of your household have a camera worth more than \$75?" "In the past year, which of the following have you or other members of your household purchased? Common/Preferred stock, Mutual Fund Shares, Corporation bonds . . ." What's most infuriating about these questions is that they come from (or at least have been approved by) people who profess to have had their "consciousness raised."

Mark My Words Department: Within the next few months 30 or so Canadians will meet secretly — probably in Winnipeg — to discuss the organization of a new federal political party. Included in the group will be cultural and economic nationalists (from the three major parties) as well as representatives of other disaffected groups — the Canadian women's movement, for example. Out of the meeting will come the announcement of a founding convention to be held by mid-1977. That will give the new party sufficient time to field about 50 candidates in selected ridings in time for the 1978 election. If the leader of the new party is the person I think it's going to be, it wouldn't surprise me if enough of the 50 are elected that the NDP would be hard put to maintain its third party status.

Of all the documents issued by the Queen's Printer in Ottawa that I read regularly there is none more depressing than the *Minutes of Proceedings and Evidence of the Standing Committee on Broadcasting, Films and Assistance to the Arts*. That's the committee that oversees the activities of such cultural agencies as the CBC, Canada Council, CRTC and CFDC. Those bodies have a combined budget of approximately half a billion dollars a year. I don't know why, but the Standing Committee on Broadcasting always seems to have proportionately more ignoramuses on it than any other committee of the House. Knowledgeable M.P.'s like Conservative Gordon Fairweather (who unfortunately no longer sits on the Committee) are very rare. Mostly what one gets are members like Conservative Benno Friesen, from Surrey-White Rock, B.C. Friesen



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recently (Issue No. 55) badgered CRTC Chairman Harry Boyle about whether Beethoven sounds better on Canadian FM stations than on American. If he doesn't, Friesen demanded, how is it that the CRTC discriminates against American FM stations. He then went on to talk about what he thought the CRTC should be doing. "I have on my desk," he said, "a request from a constituent who says he saw on a CBC television show where there was at least suggested homosexual activity. Now I respectfully suggest that the CRTC does have responsibility in these areas."

- * * *

Canadian Literature (quarterly, \$8 per annum, University of British Columbia, Vancouver), now in its 17th year, is by far the most important journal on the subject of Canadian writers and writing ever to have been produced in this country. It's true that individual articles and even whole issues of the magazine are sometimes a bore. But the complete run of *Canadian Literature* is the best available source for anyone seriously interested in the subject. In many ways, growing interest in our literature, especially over the past decade or so, is at least in part a product of the existence of the magazine. The success of this journal is largely a result of the efforts of one man — its editor, the amazing George Woodcock. The current issue of *Canadian Literature* (No. 68-69) is a special one on the Maritimes. And a good one it is too. Mostly what I like are the many bits by and about my favourite Maritime writer, Alden Nowlan. Indeed, Nowlan dominates the issue. There's a short poem by him about squeezing a boil and becoming "master/rather than/servant/of the pain." There's an article about his poetry and a review of his latest book, *Shaped by This Land*. Then there's an essay in which Nowlan dismisses the idea that there's such a thing as "a Maritime school of writers." At the same time he points out that "there's no place else on the continent where so broad a range of social and human relationships is so readily accessible. When I meet writers in Montreal, Toronto and Vancouver, writers I admire, I'm continually reminded of the narrowness of their experience . . . it's more difficult to segregate one's self in the Maritimes. . . I have friends who can't read or write, friends who can read and write in six languages, friends who are fishermen, farmers, bikers, waiters, professional soldiers, professional athletes, semi-professional thieves, cabinet ministers, priests, nurses, actors, painters, whores, musicians, friends who are doctors, lawyers and Indian chiefs, friends ranging in age from seven to eighty-seven . . . Being a Maritimer doesn't make it any more likely that you'll write well, but it sure as hell improves the chances of you having something to write about."

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MEMO TO ALL BN STAFF;

SUBJECT: Baseball coverage.

For our non-sporting bretheren, the following list of synonyms for defeated is to be rotated when filing baseball copy.

e.g. The philadelphia phillies got three-hit pitching from zarda warfuss and insert correct word the los angles dodgers 3-1.

The order will commence as follows;

defeated	took-apart	embarrassed	stamped
beat	whomped	shelled	slaughtered
drubbed	stomped	trampled	smashed
out-slugged	tromped	humiliated	bashed
hammered	romped		thrashed
	pummelled		downed
tripped	stifled	trumped	crushed
nipped	thumped	dumped	steam-rollered
clipped	blanked	bumped	flattened
	trounced	over-whelmed	
whipped	bounced		clawed
	minced	dropped	battered
edged	walloped	embarrassed	splattered
tromped	throttled	shelled	shattered
jolted	slipped-by	trampled	swamped
surprised			upset
stunned	crippled	humiliated	clobbered
	toppled		
dismantled		shaded	clubbed
wiped	mauled	nudged	
dropped	humiliated	mugged	drubbed
stopped	trumped	blanked	smothered
topped	dumped	shut-out	
bopped	bumped	out-lasting	
	over-whelmed	out-slugged	
reamed		overcame	
thrashed	dropped	pounded	

Consideration should be given to rhyming properties when compiling

more than three games, and for heaven's sake, nobody ever reams or

minces the montreal expos. Manly synonyms can be applied to

favorite teams, even if this means breaking the sequence, however under no circumstances can the tigers claw, the royals flush, the twins abort, the red sox walk all over, the astros space, the pirates kheelhawl, the indians scalp, the padres excommunicate, the cards trump, or the angels screw, anybody.

Suggestions and contributions from all staffers will be recieved for consideration.

CC-09-75 03.32aed

OMNIUM-GATHERUM

BRITISH COLUMBIA

Vancouver's new television station, *CKVU*, will begin operations in September. The centre-piece of its programming schedule will be a nightly, two-hour local public affairs show called Vancouver. Veteran producer **Daryl Duke**, who put *CKVU* together with **Norman Klenman** and **Bill Bellman**, will have executive responsibility for the show. To draw viewers from earlier news shows on the established *CBUT* and *BCTV*, *CKVU* has lined up the lovable but screwy **Mary Hartman**, **Mary Hartman** as a lead-in to the 7 p.m. start of Vancouver.

* * *

Geoffrey Molyneux, former Vancouver *Province* news editor, has become editorial page editor.

* * *

A weekly in **Prince George** fears *The Citizen*, the Southam daily in the city, is out to destroy it. **Gerry Soroka**, publisher of *The Prospect*, has asked for a federal inquiry under the Combines Investigation Act into *Citizen* practices.

When *The Prospect* began publishing last December, *The Citizen* launched a weekly advertising "shopper." The publication is distributed to every home in Prince George on Wednesdays, *The Prospect's* publication day. *The Citizen's* rates for inserting advertising flyers also drop on Wednesdays.

Citizen publisher **John Evans** told *BC Today* (May 27) that there are "no grounds for an inquiry" and that Soroka's claims are "absolutely wrong."

* * *

A good inside look at the community press in B.C. and the Yukon can be had by reading *Communicator*, the newsletter of the **B.C. and Yukon Community Newspapers Association**.



Vol. 1, No. 1 rolled off the presses in May, with 16 pages of news and opinion. 909-207 W. Hastings St., Vancouver, V6B 1H7.

* * *

Two groups—a Vancouver-based citizen's group called the **B.C. Committee for CBC Reform** and the **Association des Realisateurs**, a group of *CBC* television producers not based in Toronto — are campaigning to lessen the allegedly undue Torontocentricity in the network. The producers want more prime-time shows made outside Toronto, and have called for a royal commission to study the "Toronto domination" of the English network. Among other things, the B.C. group wants FM facilities in that province upgraded and wants the *CBC* to develop an interprovincial program exchange.

PRAIRIES

At the **Red Deer** (Alta.) *Advocate*, reporter **Elsie Ross** won the 1976 F. P. Galbraith scholarship for Alberta journalists. The award will allow Ross to attend the University of Alberta for one year. New faces at the *Advocate* include reporter **Greg Neiman**, former editor of the U of A's student paper, *Gateway*; reporter/deskman **Michael Hoffman** from *CP* in Montreal; and deskman **Ian Martin**, a recent Ryerson journalism grad and former layout artist for *Content*.

WINNIPEG LIFE

THE DIGEST OF THINGS TO DO FOR PEOPLE WHO LIVE IN WINNIPEG

Winnipeg Life magazine now is scheduled to appear in December. Publisher **George Provost** has received the O.K. from an uptight Manitoba Liquor Commission. Before the magazine is printed, however, Provost must submit page proofs to the commission for approval of all liquor ads. Initial press run will be 50,000 controlled circulation.

* * *

Freelance broadcaster and newspaper columnist **Barbara Mills-Weselake** has been named head of the Manitoba government's Film Classification Board.

* * *

CJOB radio in **Winnipeg** has appointed **Bob Beaton** news director and **Roger Currie** assistant news director. Both are veteran *OB* news staffers . . . **John Pierce**, former news director of *CKRC* radio and prior to that at *CKY* radio, has been appointed public affairs director at *CKND-TV* in Winnipeg.

ONTARIO

Kitchener-Waterloo Record publisher **Sandy Baird** has returned to writing a daily column, after several years of Saturday only efforts. The move is apparently only temporary and *The Record* is looking for another columnist.

Starting in September *The Record* will put out a Thursday tabloid section with the regular paper. The tab, as yet unnamed, will carry features, reviews and TV and general entertainment listings. **John Liely**, who has been making up the women's section, will take care of layout.

* * *

North Bay Nugget executive editor **Mort Fellman** retired recently, and according to his successor and long-time friend **Britt Jessup**, Fellman was given "one of the greatest send-offs in newspaper history." Fellman had been at the *Nugget* for 43 years. Says Jessup: "Mort was the first Canadian newsman trusted with the A-Bomb secret when he inquired about some experiments which were being conducted at Chalk River, the uranium plant near North Bay. The chief censor took Mort into his confidence and told him of the awesome secret bomb. Mort 'sat on' the story for months . . ." Sworn to secrecy, Fellman could not write the story until after the Hiroshima and Nagasaki holocausts.

* * *

Toronto Star book editor **Roy MacSkimming** resigned in July. His plans include a trip to Europe and writing books of his own . . . Reporter **Jim Rennie** has also left the *Star* . . . Word has it that when *Star* PR man John Brooks was appointed executive ME recently, reporters took to slugging their copy "for immediate release."

* * *

Poor **John Craig Eaton**. All he wanted was to keep a low profile. When a would-be kidnapper failed to abduct daughter Signy very early one morning in June, Eaton told *Toronto Star* reporter **Brian Vallee**, first on the scene, that there was no story. Vallee disagreed, and in the course of their discussion, mentioned that the news had been on the *police radio*, in code. Eaton misunderstood and started calling *radio stations*, urging them to silence, tipping each to the story. Later, Eaton mistook a *Star* photographer for a *Toronto Sun* man, phoned *Sun* publisher Donald Creighton, woke him up, and inadvertently gave the *Sun* the story too.

* * *

There's an air of cautious optimism among the new board of directors as the **Hamilton Press Club** enters what could be a difficult year.

The Spectator shortly moves from its downtown location, but there has been a long tradition of journalistic support for the club,

Notice Board

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.

AUGUST 11-15: The **Canadian Community Newspapers Association** annual convention is slated for the Hotel Nova Scotian in Halifax. Speakers are expected to include Joe Clark, Maureen McTeer, Nova Scotia Premier Gerald Regan and, for a seminar session on consumer reporting, George Finstad of the *CBC's* Marketplace. Write CCNA, 12 Shuter St., Toronto, Ont., M5B 1A2 or call (416) 366-4277 for more information.

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.

Press Club Canada's annual meeting will begin Friday, Oct. 8, in Saint John, N.B. Club presidents will take care of business Oct. 9, and the meeting will shift to Moncton, Oct. 10, for the 25th anniversary celebrations of the Moncton Press Club. Further information available from Bob Wyatt, Secretary-treasurer, Press Club Canada, c/o *The Journal*, Edmonton, Alta., T5J 2S6.

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.

which is hoped will continue even though the club must stay at the Blue Grotto.

In two years at the Grotto, membership and business have both increased compared with earlier years at the Royal Connaught Hotel. In its broader base, there has been more activity among the electronic media. Associate support of the Press Club has been strong over the years.

With present costs of new buildings and renovation, there is no prospect of moving the club nearer to the west-end location of *The Spectator's* new building, although this was looked into some months ago.

Hard work over the past two years has placed the club in a better financial position than it has been in for a long time. The new directors, under president **Randy Rhodes**, hope that in this crucial year, journalists and other members will build on this work done by their predecessors — by dropping into the club even more often. (From **Stu Brooks**, PR for the Hamilton club.)

* * *

Dave Thompson, social services reporter at the *St. Catharines Standard*, recently moved to general assignment at *The Toronto Sun* . . . **Steve McNeill** is the new education reporter at *the Standard*, coming from the city hall beat at the *Owen Sound Sun Times*.

* * *

Vic Stanton recently quit as entertainment editor of the *Kitchener-Waterloo Record*.

* * *

Ken Cavanagh, head of information for the Ontario Ombudsman's office, has been appointed communications director for the **first world conference of ombudsmen**, to be held Sept. 7-10 in Edmonton. Among topics to be discussed by more than 60 ombudsmen are financing, jurisdiction, independence from government, and news media reaction to the ombudsman's job, former TV newsman Cavanagh said.

* * *

The new managing editor of *The Spectator* in Hamilton is **Alex Beer**, former sports editor. He replaces Paul Warnick who quit in June. **Bill Findlay**, former *Spec* city editor, has been moved up to metro editor.

* * *

Mack Laing, a professor of journalism at the University of Western Ontario, was to leave for **Manila** in July for a two-year stint of science writing with the **Press Foundation of Asia**. The foundation is an internationally-financed news service which delivers copy to 230 newspapers in 111 countries. Part of Laing's duties will be to train local journalists in science writing.

QUEBEC

Montreal *Gazette* People's editor **Jerry Lee** was to move to Victoria, to be replaced by **Donna Gabeline**. Also at *The Gazette*: **Dave Yates** from the news desk to assistant city editor in charge of the night desk, replacing **Matt Radz** who went to sports. **Neville Green** joined the news desk. He was replaced on financial by **Dave Chenoweth**, who returned to the money game after a year and a half on the news and entertainment desks.

* * *

In September, *Montreal Star* ME **Art Wood** will become executive editor with particular responsibility for technological change. The new ME will be **Raymond Heard**, once the *Star's* Washington correspondent and recently of the *London Observer*.

AWARDS

St. Clair Balfour, chairman of Southam Press Limited, has won the Commonwealth Press Union's 1976 Astor award, the union's highest honor . . . Big Brothers of Metropolitan Toronto have named *Toronto Star* writer **Sam Campbell**, *Toronto Sun* writers **Sylvia Train** and **Paul Rimstead**, **Bill Deegan** of *CFRB* radio and **John Bosch** of *CHIN* radio all honorary Big Brothers . . . *Globe and Mail* stamp columnist **Douglas Patrick** has been named to the American Philatelic Society writers' hall of fame . . . **Roger Lemelin**, publisher of Montreal's *La Presse*, received an honorary doctor of letters degree from Laurentian University in June

. . . *La Presse* photographers **Robert Mailloux** and **Michel Gravel** won second and fourth prizes respectively in an annual contest organized by the Firefighters' Association of Montreal . . . **Andre Fontaine**, editor in chief of *Le Monde*, was named **International Editor of the Year** by *Atlas World Press Review* . . .

Canadian Churchman, the national newspaper of the Anglican Church, won three top awards among North American religion publications at a recent Associated Church Press convention in Washington, D.C. The prizes were for feature writing (for a series on South Africa), photography, and best cover (for the publication's centennial cover, June/1975).

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until Aug. 6 (guaranteed insertion), Aug. 9 (insertion not guaranteed) for next issue. Distribution Aug. 17. 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.

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for *CBC* Edmonton morning information show. Broadcast experience essential. One position, news background required. Other, cover news, but more emphasis on the crazy, the offbeat. Send resume and tapes of work to: Jackie Rollans, *CBC*, Box 555, Edmonton, Alberta.

C-66

REPORTER

Required by publisher of six community newspapers in Newfoundland — LAYOUT ARTIST-HEADLINE WRITER. Also required for the semi-weekly *Grand Falls Advertiser*, a reporter. Preference will be given to Journalism school graduate or experienced reporter. Apply to Managing Editor, Robinson-Blackmore Newspapers, P.O. Box 129, Grand Falls, Newfoundland. Telephone (709) 489-2163. C-65

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C-65

EDITOR-REPORTER for *The Arnprior* (Ont.) *Chronicle*. Mature, responsible; experience on weeklies an asset, so is photography. Call (613) 432-3655 for Don McCuaig or Graham Johnston.

C-65

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C-65

PUBLICATIONS

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.

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

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

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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

SERVICES

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There is only one Canadian comic strip produced exclusively for Community Newspapers. It's **Neil the Horse**, for reader involvement and advertiser sponsorship! A proven worker! For samples, or a phone call, write: Arn Saba, 2507 Panorama Drive, North Vancouver, B.C. V7G 1V4.

C-67

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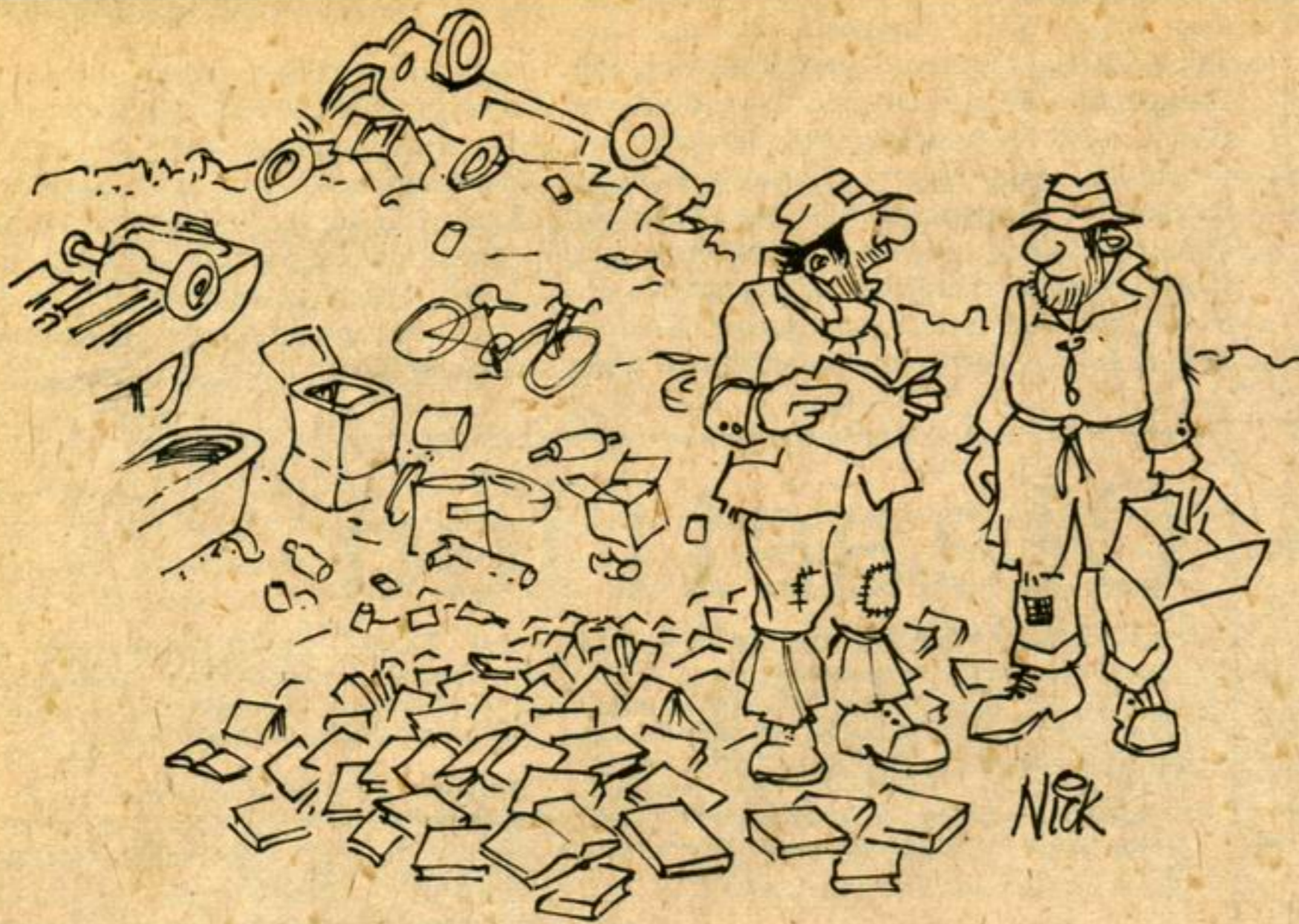
OTHERUM

Interested in **WHOLE MEDIA**: What's it mean? Send thoughts and queries to **PRAIRIE WHOLE**, c/o Homefold, 309 — 110th St., Saskatoon, Sask., S7N 1S4.

C-67

OMNIUM-GATHERUM

(CONTINUUM)



"They're all the same — *Environmental Ecology Today* . . ."

MISCELLANY

Colin Hoath, CBC correspondent in Hong Kong, is to become the network's national TV reporter in Vancouver, starting in August. He'll replace Ab Douglas who'll become an announcer in either Ottawa or Toronto. A new Hong Kong man is expected to be appointed in the fall.

The *New York Times* will change to a six-column format Sept. 7. Originally, in 1851, the *Times* was six-column. In 1865 the paper changed to seven columns and the present eight-column design was adopted in 1915. The main idea is to reduce newsprint costs, and the *Times* expects that a current 88-page edition will be able to be printed on 84 pages with no content loss. In the long run, it makes a difference. Last year the *Times* used 265,000 tons of newsprint.

New CIA director George Bush, in a recent address to the Overseas Press Club in New York, told assembled reporters that the agency wanted their "co-operation on a voluntary basis." He was slightly booed and mildly hissed, reported the *UPI Reporter* (May 6). Along with everything else the agency does, its use of reporters for information and news manipulation has been attacked recently. One of Bush's first acts was to end payment for information from reporters abroad. He acknowledged that the CIA had made mistakes in the past but urged reporters

to "show us our evils and we'll try to correct them." The applause, the *Reporter* said, was polite.

The Bangor (Maine) *Daily News* was to end Dick Tracy's presence on the comic page July 3. According to the paper, the square-jawed detective is too violent and his supporting cast is made of "weirdos and sickies . . . Dick is old hat. He's too much law and disorder."

White House press secretary Ron Nessen has barred the press from presidential helicopter boardings on the White House south lawn. Officially, the ban is not because President Ford bumps his head on the chopper and photographs of the action are printed, but because Kennedy, Johnson and Nixon didn't let reporters cover routine departures. According to a *UPI* report, Nessen says the return to "traditional" practices is for the sake of "historical consistency." Or should that be "hysterical inconsistency."

How-to-increase-circulation-the-mindless-way department, as reported in *Editor and Publisher*, June 26: "The *Detroit News* has appointed a Names Editor as part of a new service that will make it possible for readers to see their names in the newspaper." Starting June 16, the *News* was to print five names a day, as a "testimonial to the fact that you do exist," in the words of a *News* announcement of the new service.

A new comic strip and cartoon syndicate has started. The syndicate, **Great Lakes Publishing**, is run on a co-operative basis and currently offers a package of 14 features, to weekly papers. Cartoonist Jeff Wakefield (Box 294, Richmond Hill, Ont.) is one of the organizers.

Aha! The reason research showing marijuana to be very dangerous does not often get reported in the lay press is because so many newsmen are marijuana users. So said the director of the Maryland Drug Abuse Research and Treatment Foundation Inc., who was interviewed in Toronto recently by *The Globe and Mail*.

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Clarification: An item in *Content* #62, page 21, credited to Bill Bean, may have left the impression his dispatch was on behalf of the Thunder Bay Press Club. Actually, Mr. Bean supplied the information as a private citizen. We regret any misunderstanding which may have resulted.

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