

# *content*

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**FOOD:  
WHAT'S IT TO US?**



# NEW LEVEL OF MEDIA CONCERN REQUIRED TO REAP WORLD FOOD STORY

By RAY BENDALL

**L**ONDON, Ontario — Guess what? The biggest continuing story is not the economy. The economy is only part of another continuing story which also involves politics, pollution, people and almost every social and physical science. When all the leads are followed-up on the world food and agriculture story it becomes the story of human survival. Sounds like a big one. Better get someone onto it right away.

Realizing Final Famine Editions may be rolling off the presses within a decade and feeling, perhaps, that agricultural journalism could be more than yesterday's hog prices and the latest options on

Massey-Ferguson's new dung spreader, the University of Western Ontario's School of Journalism and Office of International Education and the Canadian International Development Agency (CIDA) organized a media seminar at Western, June 17-18, on the world food situation.

Thirty-four Canadian agricultural journalists were invited, and although the seminar had been postponed from its original March date and some invitees had real reasons for and regrets about not being able to attend, only five showed up. Many, apparently, were mired in the journalistic ghetto of farm writing,

unable to get to London. Western journalism professor Mack Laing couldn't help but conclude that the media "just aren't very interested in the subject."

About 40 other observers and participants—mainly information officers and academics — did attend, and the result was a fascinating and successful event, smoothly chaired by William Stewart, former Ontario Minister of Agriculture.

But if the media seem less than excited about the food story, there are indications that public interest is there. People are always interested in what they put into their mouths. They are concerned about rising food prices. (Have a cup of coffee.) That trend is related to the world situation. Surpluses, or the lack of them, are of vital interest to Canadian farmers.

**P**eter Hendry, the last editor of the defunct *Family Herald* and now a regional information advisor with the United Nations' Food and Agriculture Organization (FAO), told the seminar that the heavy and "perhaps chaotic" coverage of the 1974 World Food Conference in Rome made a lasting impact on the public. "It has launched a number of public affairs groups which are monitoring the world food situation very closely, which are monitoring (U.S.) policies with regard to that situation in a way that was never happening before . . . Most congressmen and senators will agree they're in a whole new ball game as far as public awareness of food problems, both domestic and foreign, (is) concerned."

When *CBC-TV* aired the one-hour documentary *The U.S. Food Machine* in prime time this spring, the 1.5-million strong viewing audience was almost double that expected. The show focussed on the newly-recognized force, Agri-power. Agri-power is what a country has when it produces a major portion of the world's food surpluses, as the U.S. does. Agri-power, says U.S. agriculture secretary Earl Butz, "is one of the most powerful tools in our kit of diplomacy." Agri-power makes Butz one of the more powerful men in the world. U.S. Food Machine producer Doug Lower told the Western seminar that U.N. officials have told him Agri-power is a weapon as powerful as *The Bomb*. "And they weren't kidding," Lower said.

Sounds like a big story. Better get someone onto it right away. But don't give a strict deadline.

There are several reasons why media attention in the world food situation has slackened since the food conference, according to Hendry. "One is that the media . . . feel that they need to have something with dramatic impact. The kind of situation where you had refugees

The illustration on this page is from a wall poster in a Study and Action Pack for World Development, which also contains wall charts, flyers and a special magazine on the "New Economic Order." The complete pack is sponsored by six United Nations agencies and by the Government of the Netherlands for use by media, teachers, churches and groups and individuals everywhere who are concerned to know more and do more about world development. The Study and Action Pack is available for \$2 from the United Nations Development Programme, Information Division, United Nations, New York, N.Y. 10017, U.S.A.

from Bangladesh and refugees from the drought in the Sahel provided visually, and in terms of verbal description, for that sort of impact. But the real, ongoing problem of world hunger . . . is not the sort of thing that is easy to be dramatic about."

Another reason, Hendry said, is the lack of a common reality. Hunger for most of us is a fleeting experience. "It's hard for me to realize that the kind of money that I pay to have *The Washington Post* delivered to my doorstep every morning — which is \$60 a year — is just about the per capita annual income in some African countries and other countries like Haiti, for instance."

As well, Hendry said, remedies for the problems are not dramatically evident. The media, always looking for a "now" peg, have trouble dealing with long range solutions. Progress-measurement is difficult.

**H**endry also gave the seminar a summary of the world food situation. It looks profoundly grim, with a few dim glimmers of hope, mainly in the higher priorities given by developed countries and several multi-lateral organizations to agricultural development in the Third World.

Hendry doesn't think coverage of the issue will return to back-paging — if they make the papers at all — small items about crops in Russia or China or the food situation in India. But George Dion, an agricultural advisor with CIDA, said the days of major grain surpluses here may be over, and the media should no longer consider a major wheat sale an international marketing coup.

Agricultural economist David Hopper, president of the International Development Research Centre in Ottawa, gave the seminar a rapid-fire outline of the potential in world agricultural development.

Between the tropics of Cancer and Capricorn, he said, there is "just an incredible geographic resource for producing plant materials . . . The highest wheat yields that have been attained anywhere have been attained in India. The highest rice yields at the International Rice Research Station in the Philippines. . . By my estimates, if we took just a quarter of the land of the Sudan, a hundred million acres, we could produce on it, with present technologies, an output equal to present world agricultural production."

Of course it's not quite that simple. Hopper, who's been a consultant with the World Bank, the Asian Development Bank, the India Planning Commission, the government of Kenya, and who was recently unsuccessful in his bid for the director-generalship of the FAO, made it

clear that large scale agricultural development in developing countries is a massively expensive proposition, fraught with political and cultural problems. There are, too, major environmental considerations associated with such development.

"Where the media muck it up," he told *Content*, "is that they just report the famines and disasters. But the public has never been told that it doesn't have to be, that under these starving children is the soil and water that's needed to get (greater food production) going . . . The public hasn't been told that if the governments of Canada and India got together and agreed to end starvation, they could do it."

Sounds like a big story.

In-depth coverage of the world food scene would unearth 10,000 good stories. One example from Dr. Hopper's talk:

"You have a development in northwest Thailand which could feed a lot of cattle — and that's basically what you have to grow there because it's not good cropland. But all the livestock have to be killed in the Bangkok market and then (be) shipped north. . . (Supposedly) it's done under health regulations, but primarily it's done because somebody owns some slaughterhouses in Bangkok and the surest way to prevent competition from anywhere else is to have a law that says everything must be killed in Bangkok. . .



This month's cover photo shows a man and his nearly dead wife in a desperate search for help during a 1974 cholera epidemic in Bangladesh. The picture was made by British photographer Mark Edwards.

As one UN official told *Content*, the same policies and conditions which create the unclean drinking water and promote the spread of disease also contribute to the likelihood of famine. And lack of proper nourishment promotes disease susceptibility.

The woman died shortly after the photograph was taken.

"As one begins to dig into the circumstances of the developing countries and into the policies that control their agriculture, one is left without very much question that these are policies not designed to promote, but perhaps to even impede, farm development."

**D**iscussion on how to best deal with the complex food situation story was inconclusive. There were no media decision-makers at the seminar. *London Free Press* editor William Heine was expected, but because of a newsroom crisis, he only appeared at lunch the first day. Dick MacDonald, editorial supervisor with the Canadian Daily Newspaper Publishers' Association, was also expected, but was absent.

Gord Wainman, agricultural writer for the *London Free Press*, said editors, especially mid-level editors, are the ones who need to be made more aware of the importance and scope of the food story. Too many of them, he said, are "operating in the 1950s in terms of what is important in a story and how it should be played."

The only reason Wainman was at the seminar was that it happened to be in London. Earlier that week, his editors had denied him a one-day, \$15, trip to Toronto to do some background reporting on the farm income stabilization bill, a measure which was threatening to topple the Ontario government.

But if the food story is big, it's generally also expensive and hard to get to. The question of freebies arose again.

Hendry said the FAO often tries to mount reporting missions to various parts of the world. Reporters could see some of the field work done. It might hold more interest than many FAO meetings.

But, he said, "it's not that easy to find journalists who can accept that sort of kind of a trip."

Hendry said he did not mean to belittle the North American media's new "self-reliance honesty kick," but that Madison Avenue techniques had given the whole business of public information a bad name. He wondered if there was anything public information people could do to assist journalists "without making them feel like they're being had."

Charles Morrow, information director with CIDA, reported problems with editors and publishers. "I say to them: 'There is a major story here that can be related to the interests of your readers, probably a page one story if you can get out there and cover it.' And they will say to me, 'Well, things are pretty tight in the media now, the advertising is a bit off, we've got all this competition from

(see *Food*, Page 5)

AS THE CLICHE GOES, we're increasingly an urban society, and our mainline media outlets are located in the largest urban centres. There's some loss of touch with the land (as opposed to the cottage) with agriculture, with nature. And nature, as Paul Ehrlich has said, bats last. Perhaps the urbanization of the news media explains in part the relative lack of interest in the continuing story of agriculture. No trouble, of course, finding out the latest wrinkle in serving smoked oysters. But how about the coverage of the World Food Conference in Ames, Iowa, in July? Co-editor Ray Bendall goes to a media seminar on the world food situation and finds food for thought in the dismal turnout . . . . . 2

WHILE PURSED LIPS are more or less the order of the day in the London, Ont. police department, crime reporters in London, England are received with openness by the bobbies . . . on orders from the top. Shop talk at the cop shop shows the English approach is working out remarkably well — for the media, for the police and, most important of all, for the public. Former Fleet Street crime reporter Lee Lester tells a tale of two cities . . . . . 7

THREE HUNDRED. That's the number of freelancers it appears the Periodical Writer's Association of Canada will have on its mailing list by the time of its formal establishment Sept. 18. *Content* follows up the May founding meeting . . . . . 9

THE CANADIAN WRITER'S MARKET is a book, which has gone into its fourth edition. Hamilton freelancer David McFadden finds it worth its price . . 13

THE NIAGARA REGION PRESS CLUB is one of several new clubs which have come into being in the past few months. News from its newsletter, *Niaga\*Rag*, appears on the first page of *Omnium-Gatherum*, where also will be found a list of all the country's press clubs known to Press Club Canada . . . . . 14

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## AMNESTY INT'L FEARS TORTURE, MURDER IS FATE OF JAILED HAITIAN JOURNALIST

By JEAN SONNENFELD

Marie Therese Feval used to work as a broadcaster for the governmental radio station Radio Commerce in Port-au-Prince, Haiti, and for the Haitian government's Service d'Information et de Documentation. In 1967 the police discovered that she was a member of the central committee of the banned Unified Party of Haitian Communists. She went into hiding, but her father and sister were arrested, presumably as hostages.

Her father, Bajon Feval, was subsequently released. He died shortly afterwards, reportedly as result of the torture to which he had been subjected. According to reports from former political detainees, the sister, Marie-Jose Feval, was eventually shot.

Around the end of March 1976 Marie Therese Feval was arrested. It is feared that she may have suffered a similar fate

to that of her father and sister. The treatment of political detainees in Haiti has remained unaltered over the past years: lack of judicial controls over arrests, inhuman prison conditions, torture and death are still known to be common.

In May 1976 Amnesty International's Campaign for the Abolition of Torture appealed to its 70,000 members to write courteously worded letters on behalf of Marie Therese Feval, appealing for proper treatment and a speedy trial. You can help too by writing to: Son Excellence le President a Vie de la Republique, M. Jean-Claude Duvalier, Palais National, Port-au-Prince, Haiti and to his Excellency Philippe Cantave, Haitian Ambassador, 150 Driveway, Suite 111, Ottawa, Ontario K2P 1C7.

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

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Peter Krickmire photo

How do you handle the food story? *London Free Press* farm writer Gord Wainman makes a point during coffee break at the world food and agriculture seminar at the University of Western Ontario. Left to right: Charles

Morrow, information director with the Canadian International Development Agency; UWO political science professor Sandy Craig; Wainman; and UWO geology professor W.S. Fyfe.

(FOOD, continued from Page 3)

television, and advertisers are cutting back because of the recession in the economy and we're certainly not going to send one of our general reporters on a 3,000 mile trip to Africa.' At which point I say, 'Well, instead of publishing this glossy brochure which I know no one else will read but the deputy minister, at a cost of \$7,000 or \$8,000, why don't we mobilize seven or eight thousand dollars of my resources and we'll send your journalists there.' This is after I've convinced them that there is a story there. And they say, 'Oh no. We don't accept freebies . . . We don't want to prostitute ourselves in the service of government agencies.'"

In an interview, Morrow said with the exception of a few smaller independent newspapers, the news side of most major Canadian media organizations will not take such assistance. To his knowledge, he said, the last newspapers to accept CIDA assistance in covering foreign stories were *The Financial Post* and *The Vancouver Sun* — three years ago.

(The non-news side of some operations are not so righteously inclined. Some travel departments, for example, will accept free travel and other services arranged "invariably" in conjunction with government tourist boards, according to an airline public relations officer whose letter appears elsewhere in this issue. Assuming the ideal situation — with no freebies being offered or sought — is still a long way off, a declared free trip from CIDA to cover an aspect of the struggle to stem starvation would be more defensible than an undeclared free trip around the world to

report on a trip around the world. No one alive can claim to be disinterested in the first story. The second, while interesting perhaps, mainly helps the rich plan their vacations.)

(This seems the place to mention that *Content*, in covering the seminar at Western, accepted two nights' free accommodation in a college residence, worth a total of \$29, from the seminar organizers. Food and drink were free to all participants.)

**D**oug Lower said he views the food problem as a challenge to man "to put everything on the table and work it out." For that to happen, he added, the media have to be informed.

Despite the "uphill battle" of getting favorable time slots for his productions, Lower said "we seem to have found some way to get through to people with this information." Part of his formula is "little bunnies and little eggs having races down the track. . . You can't be seen to be educating."

One Western professor remarked that educating the Canadian public on the realities of the Third World would be no easy task. He said journalists have to realize Canadians' "abysmal lack of knowledge, the aggressive application of what sociologists call the phenomenon of blaming the victim, the implicit racism. . . Such characteristics are typical of what the average Canadian thinks, if he thinks at all, about the Third World."

Another observer said a key to understanding the developing countries is to realize that the West has always been ripping off the Third World. The media, he said, must drive this point through to

the public.

In March, 1976, a six-page press release from the International Food Policy Research Institute in Washington summarized one of that agency's major reports. Essentially, its message was that with just a little bit of bad luck, food deficits in the developing countries could go as high as 200 million tons by 1985. The average annual shortage from 1969-71 (good production years) was 28 million tons. The release made no mention of what that might mean in terms of people dead due to malnutrition, and it was not accompanied by any glossy photos of boney Biafrikan babies. Understandably, perhaps, very little of the story told in the release got through to the average Canadian consumer of mass media and food.

Which is not to say Canada's news media have completely ignored the food story. But I left the seminar feeling there was a lot more to the issue than I'd gleaned from fairly consistent newspaper reading and radio and television news listening.

"Where do you start and stop with a story like this?" *CBC Radio* senior reporter Glenn Powell asked during the closing session of the seminar. "How long can you continue to run with a story that is very difficult for Canadians to identify with? . . . Right now it's something that, I fear, is being passed by."

Powell went on to file several informed, thoughtful and polished reports from the World Food Conference in Ames, Iowa, in July. Yes, there was a World Food Conference in Ames, Iowa, in July.

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# CP News Picture of the Month



**Photographer:** Russell Mant.

**Newspaper:** *Ottawa Journal*.

**Situation:** When agriculture minister Eugene Whelan met with demonstrating Quebec dairy farmers on Parliament Hill June 3, the dairy produce began to fly. Mant, chief of the four-man CP photographic staff which supplies the *Journal* with Ottawa region photos, was there with a motor-driven camera. While butter and powdered milk were tossed in his direction, Whelan spoke in English to the French-language farmers. He stopped after a direct hit by a filled plastic milk

jug. RCMP officers led the minister back into the Parliament buildings.

**Technical Details:** Nikon F camera with motor drive, 24mm lens at f8 and 1/500th of a second.

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

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# LONDON BOBBIES HAVE ORDERS: CO-OPERATE WITH NEWS PEOPLE

By LEE LESTER

*The strained relationship between the police and the news media in London, Ontario was described by London Free Press reporter David Scott in Content #62, June. By comparison, the situation in London, England is positively jolly. The following, by a reporter with 15 years experience on Fleet Street, including several years on the police beat, makes an interesting tale of two cities.*

London's famed Scotland Yard has a Press Bureau to cater to the media. But until a short time ago, as far as many reporters were concerned, its role was to withhold information. Reporters referred to it as the "Suppress Bureau."

The police in London, England, would disclose as little as possible. Press-police relations were at an all-time low with a deep distrust on both sides when, in May 1973, there was a complete reversal of policy by the police. The Commissioner of Metropolitan Police, Sir Robert Mark, held a series of meetings with journalists. The result was a five page, closely-typed document that should be read diligently by the police in London, Ont., where consideration is being given to a proposal whereby even details in minor crimes would be withheld from the media.

Entitled "Relations with the News Media," the tone was set by the first paragraph:

"There is no doubt that the operational efficiency of the Force is to a very large extent dependent on the goodwill, co-operation and support of members of the general public. There are two ways in which public backing can be obtained or strengthened. The first is obviously by the adoption of a helpful and courteous attitude at all times by every member of the Force. The second, equally important, is by means of publicity given to the Force in the press and on television and radio."

Sir Robert said it was "of the utmost importance to develop and maintain good relations with the media in order to render it the more likely that their coverage of police activities will be full and fair."

And he stated: "If the Force as a public service is to be properly accountable for its actions, the public has a right to the fullest possible knowledge of its activities."

Sir Robert said policemen were reluctant to acknowledge that the press is properly concerned with what the police are doing. But the police, he said, "have a good deal more to be proud of than the public know" and a little more openness

with the news media, heightening trust, confidence and co-operation, is all that is required. He continued: "There is convincing evidence that given the opportunity to do so, the press, both as individuals and collectively, will have a good deal of support to the Force." And despite incidents of misreporting, he had no doubt it was in the interests of the police to seek a better working relationship with the media.

Sir Robert then instructed his officers: "In all dealings with the news media a sympathetic and flexible attitude is to be adopted. . . . The new approach to dealings with the news media will, of course, involve risks, disappointments and anxieties; but officers who act and speak in good faith may be assured of my support even if they make errors of judgment when deciding what information to disclose and what to withhold. I fully accept that if the new measures are to succeed in their objective some mistakes will be made in the process."

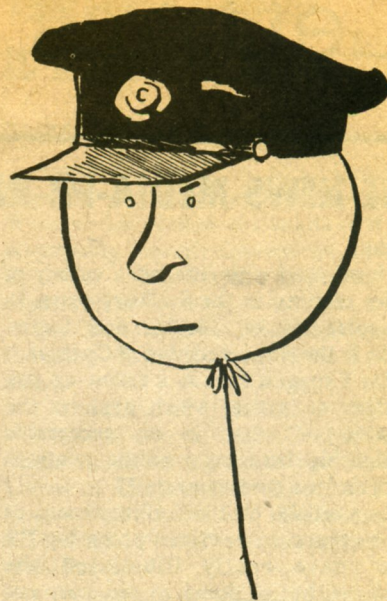
Information could be given to the media, he said, "provided an embargo has not been imposed at a level higher than inspector or above and disclosure would not compromise judicial processes in either criminal or disciplinary cases."

Sir Robert concluded: "A growing

Led by Sarnia Mayor Andy Brandt, a group of southwestern Ontario mayors is calling for the province's civic leaders to support a policy of complete and open disclosure of information by the police to the news media.

A proposal adopted by nine mayors at an informal gathering earlier this summer was to be presented to the annual meeting of the Association of Municipalities of Ontario, Aug. 8-11. It calls for a province-wide policy on the issue and suggests that information be kept confidential only in unusual circumstances. In these rare instances, it would be the police commissions which would decide if a certain case warranted confidentiality.

Two incidents sparked Brandt's interest in the issue: the kaffuffle following the London proposals (see *Content* #62), and a 60-year-old's death from alcoholic poisoning in a Sarnia jail cell — a death which the public and the police commission knew nothing of for four months.



confidence, not likely to be impaired by inevitable occasional criticism of each other, should prove of great benefit to the police and the news media and thus to society itself."

How has the policy worked out? Last December, interviewed by *UK Press Gazette*, he stated: "We think we have gained immeasurably since . . . my memorandum. It has been a great success. I do not regret a single aspect of it. . . . I do not object to criticism. I do not object to the occasional unkind reference to me. We carry out this policy not because we think the press is entitled to it but because we think it is in the public interest to do so — therefore it must be in our interest to do so and in the interest of the press. So far as we are concerned it is unilateral. We do not expect a *quid pro quo* and will not vary the policy if we don't get one. The people trust us more than they ever did before and so do the press."

Sir Robert said he did not think three recent major incidents — a kidnapping and two armed sieges — could have had satisfactory conclusions "without a truly remarkable degree of trust on the part of the press." Indeed, the release of the kidnap victim would not have been possible.

He said the police had always made it clear that even if their requests were denied by the media, there would be no reprisals.

Sir Robert's buoyant optimism is shared by Britain's crime reporters.

So, if the London, Ont., police feel they have problems with the media, perhaps the best thing they could do would be to send Chief Walter Johnson over to the other London to see how things are done there. There, he might learn something to their advantage. ☺

*Lee Lester is now a freelance writer living in Agincourt, Ontario.*

# Letters

## THE NEWS MEDIA-PR RELATIONSHIP NEEDS SPELLING OUT

Editor:

I have read with interest a variety of stories relating to the Sudbury issue, in particular Hacks, Flacks, and Super-stacks in the August edition of *Content*.

May I suggest that as a follow-up you consider an article which explores the question of what is an acceptable relationship between a public relations office and the newsroom staff?

Your articles on the Sudbury issue, as well as those on newsmen accepting PR gifts, have neatly illustrated the problems, but in doing so you have not discussed in any way what responsibilities each side has towards the other. While it may appear that these responsibilities are obvious, I nevertheless think that it is worthwhile to put such precepts on paper and to look at

them to see if they still have any validity. (I will also admit that the content of any discussion will be as varied as the people involved and that there may not be any basis for any common agreement.)

I have been both a news editor and a PR officer and so have seen things from both sides. And I have come to the conclusion that one of the central issues is the fact that news editors do not have a consistent set of criteria which they apply to news story selection — that is to say, few ask the question “do my readers/listeners need to know this.” If this question were asked more often we would, perhaps, see fewer news stories of buses plunging over jungle cliffs in South America. Even the idea that editors are interested in “the local angle” is largely a

myth; other university information officers and myself can cite examples of where news editors are more interested in publishing science stories emanating from other cities than they are in interviewing scholars, many with worldwide reputations, who reside in their own city. These are only two examples of many that could be given to illustrate the inconsistency of news selection.

Given this type of inconsistency, PR officers, consciously or otherwise, try to “make friends” with sympathetic reporters in order to get even a little space or time from the news media.

Further, because reporters are too much the generalist, a PR officer can all too often unload a shady bill of goods, which the newsdesk buys because neither it nor the reporter have any *a priori* knowledge which can be used to challenge a PR statement. Too often a reporter gets all/more/most of his/her background briefing from a PR officer representing one or more sides in the case. Given these types of situation, is it fair for the news media to claim, on reflection, that they have been misled? (I have witnessed news conferences and similar situations attended by news reporters who had few, if any questions, beyond who, what, when, where, why, how, and how much? For a profession which has curiosity as a basic trait, a reporter without questions is indeed an anomaly.)

There is a whole range of issues relating to the PR/newsman relationship, and while I certainly do not pretend to be the model PR person, I do hope that I am sensitive enough to be able adjust my operation so that the news media find this office one which facilitates their contacts with the university.

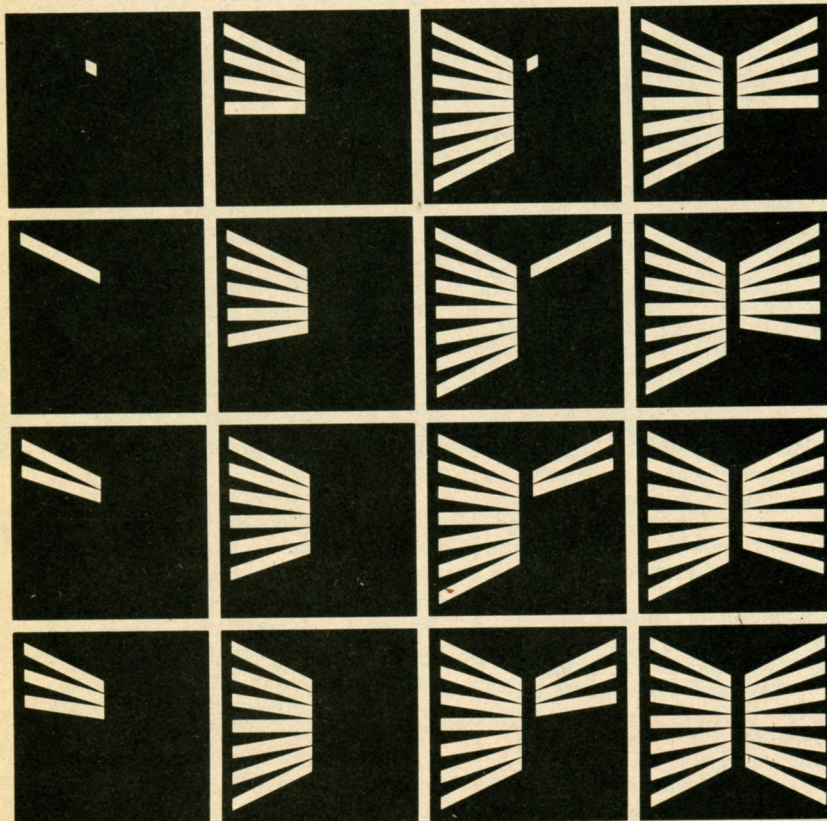
Edward L. Unrau,  
Assistant university relations  
and information officer,  
University of Manitoba,  
Winnipeg.

Editor:

I drop everything to pick up *Content*. Must go, this is turning into a novel. You make my heart go pitty-pat.  
Campbell Cork,  
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Editor:

*Content* is now very good. Bravo.  
Dean Walker,  
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## P.R.O. DEFENDS FREEBIES

Editor:

Following is a copy of a letter sent June 15 to John Muir, publisher of the *Hamilton Spectator*:

Dear Mr. Muir:

I have read the exchange of letters between you and Gerry McAuliffe in the June issue of *Content Magazine* and I concur with your position — for your reasons and for some of my own.

First, let me say on behalf of British Airways, that when we invite a good travel writer (which Frank Scholes definitely is) to participate in a press familiarization visit, no obligation is implied, requested or demanded; neither is it expected to be *given* by the writer. However, we normally invite writers who are mature enough to be able to decide in advance whether the destination is of interest to their readers — if not, he should refuse. If he accepts, I would certainly hope the writer would feel free to point out the bad with the good. Again, no obligation implied.

Press familiarization trips are not at the taxpayers' expense. The federal government, in its efforts to encourage and promote international tourism, allows international scheduled airlines to carry press representatives and others on its services on a space available basis — or confirmed space if it wishes — to or from destinations on its network. Invariably, these trips are arranged in conjunction with the tourist boards of countries that are interested in promoting tourism. It is reasonable to conclude that the countries interested in promoting tourism are those most likely to appeal to the "average" tourist (e.g.: not Cuba, Red China, Uganda, USSR, etc.).

Whether a particular newspaper has the resources to send a travel writer around the globe is NOT the point. Given a choice of paying or not paying, any profit-motivated enterprise is most likely to cut down on what *appears* to be unnecessary expense, and so fall back on freelance articles or whatever a re-write man can produce from tourist board brochures. Having to pay for a trip often means *not* paying for a trip, and not writing about that destination. Just because some dailies pay for all trips does not mean they do not have a vested interest in promoting travel. The sheer quantity of advertising is proof of the opposite. I think the staffs of those newspapers would agree that it is not so much a question of *being* pristine, but of *appearing* to be pristine.

The average tourist travels infrequently and by comparison his trip is invariably an adventure. By way of contrast, the average travel writer puts in many thousands of miles a year to collect good copy for his employer. By making his journey more pleasant, the airline

(See **Letters**, Page 12)

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## WRITERS' GROUP IS RUNNING WELL

By **BARRIE ZWICKER**

Founded May 1 of this, Canada's Olympic year, the informal Periodical Writers' Association of Canada (PWAC) is sprinting through the summer, racking up an impressive number of organizational points.

The freelancers will reach their formal founding meeting Sept. 18 in Toronto with:

- A mailing list of more than 300.
- A staff of one, Lasha Charyshyn, in office space rented from the Writers' Union of Canada (WUC), at 86 Bloor Street West, Suite 514, Toronto, Ont. M5S 1M5. PWAC's phone number is (416) 961-8665.
- A proposed constitution.
- A survey of rates paid by Canadian periodicals over the past 15 years. The executive committee's belief is that rates paid today are about the same as those paid in 1962.
- A proposed code of ethics and proposed standard contract. The code would cover such matters as responsibility for accuracy, writer's rights to approve proofs, insurance on hazardous assignments, reprint fees and other questions not generally included in contracts. The contract will be "... essentially a fill-in-the-blanks . . . form designed to eliminate hard feelings about matters such as copyright and kill fees by spelling out conditions at the outset," according to a report by ethics committee chairman Charles Oberdorf.
- A growing collection of writers' grievances. "Editors of certain magazines are culprits . . . who time and time again butcher manuscripts without any consultation," said *pro tem* president Joanne Kates.
- A group insurance plan, probably. Perhaps most important "is the considerable evidence," as the executive committee put it in PWAC's first newsletter, "of acceptance . . . within the publishing industry."

## (p.w.a.c.)

The committees of PWAC have burned a mess of calories taking so many steps since May 1 (consider the work involved in setting up a group life-accident-health insurance plan, alone).

"My writing output has certainly decreased," said Kates, "and it's a source of trauma to me. But I can't turn my back on this commitment. And it's fun to participate in the birthing of an organization. I'm enjoying it — the organization, the politicking, and I'm enjoying the thinking about journalism that this is making me do." ☐

# CP Feature Picture of the Month



**Photographer:** Colin Price.

**Newspaper:** *The Province*, Vancouver.

**Situation:** Physical education instructor "Cruncher" McBride is on the receiving end of some secondary school students' idea of fun during the last month of school in Richmond, B.C. Price's home stretch action shot was made June 9 while the school's teachers battled it out on tricycles. It was Price's second CP picture award this year. In February he picked-up the

spot news winner with a shot of prisoners holding knives to hostages' throats during an incident at British Columbia Penitentiary.

**Technical Data:** Nikon camera, 85-mm lens at f8 and 1/600th of a second. Tri-X film.

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

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

# Boobs

#106

**Protest for/against:** To protest does not mean only to demonstrate **against** something; it can also be used to describe the action of demonstrating **for** something. Therefore, if "the group was protesting against the rule" it should be so stated.

#107

**Momentarily:** Momentarily means "for a moment" and not "in a moment."

"We are expecting the Prime Minister to arrive at any moment," **not** "We are expecting the Prime Minister to arrive momentarily."

#108

**Broadcaster beware:** Do not double the h. Say Church-ill, dish-eveled, thresh-old; Bath-ur-st.

#109

**Continuously/continually:** Continuously is "without pause." Continually is "recurring at short intervals." So it's much more likely that, "He coughed **continually** for three days."

John Rae and Lamont Tilden,  
CBC Toronto.

#110

**Simplistic/simple:** Simplistic means "of, relating to, or characterized by simplism." Simplism means "over-simplification; esp. the tendency to concentrate on a single aspect (as of a problem) to the exclusion of all complicating factors."

"His goal was to make a film that had simplistic beauty." An argument could perhaps be made that the writer knew the meaning of, and really meant, **simplistic**, but I wouldn't bet on it. **Simple** beauty, I do believe, is what he had in mind.

Roy H. Copperud, in  
*Editor & Publisher.*

#111

**Trilogy/triumvirate:**

CBC anchorman Don McNeill referring to the three leading Conservative candidates: "What we have here is a trilogy."

Joseph Torbay,  
CKAT-FM  
North Bay, Ont.

The plot begins as a rather simple story of forbidden lust. Boobie Lee and Billy Joe are mutually attracted to each other, but unfortunately, her father (played by Sandy McPeak) thinks she is too young for "gentlemen callers."

As Boobie reads her two well-thumbed copies of *Torrid Romances*, she becomes increasingly frustrated with her father's straight-laced atti

— Kitchener-Waterloo Record, July 6.

# Column By Morris Wolfe

Like so many others, I thought it was sheer idiocy for *CBC* television to plan a dozen or so hours a day of Olympic coverage. And maybe it was idiocy. All I know is that during those 16 days I became as much of an Olympic junkie as I'd been a Watergate junkie three years ago. I watched hours and hours of the stuff, and experienced withdrawal symptoms when it was all over. After the first couple of days I found myself able to tune out much of the inane commentary of the sportscasters and most of the commercials; the technical excellence of the broadcasts and the excitement of many of the events more than made up for these excesses. A continuing irritation was the assumption of those in the media that because some athletes — mostly those from Communist countries — weren't showing emotion that they weren't experiencing any. Interest in gymnast Nadia Comaneci, for example, quickly changed to exasperation because she seemed so "machine-like." Victorian society regarded displays of feeling as a breach of etiquette. Our society has reversed the rules. What you don't show, you don't have, seems to be our assumption.

\*\*\*

For me the most delightful moment of the Democratic National Convention occurred at the end of the first evening. A rabbi was called on to deliver the benediction. He had the look of someone who took such assignments seriously. Chairman Robert Strauss looked out over the delegates, some of whom were preparing to leave while others chatted loudly. He turned to the rabbi and whispered, (but an open microphone picked it up) "Don't worry that they're not listening."

\*\*\*

Recent revelations about the sexual practices of American presidents make me wonder if political writer Theodore H. White will consider changing the title of his series of books on the selection of American presidential candidates. Mind you, it might boost sales to retain the present title (*The Making of the President*) and to print future editions with lurid covers.

\*\*\*

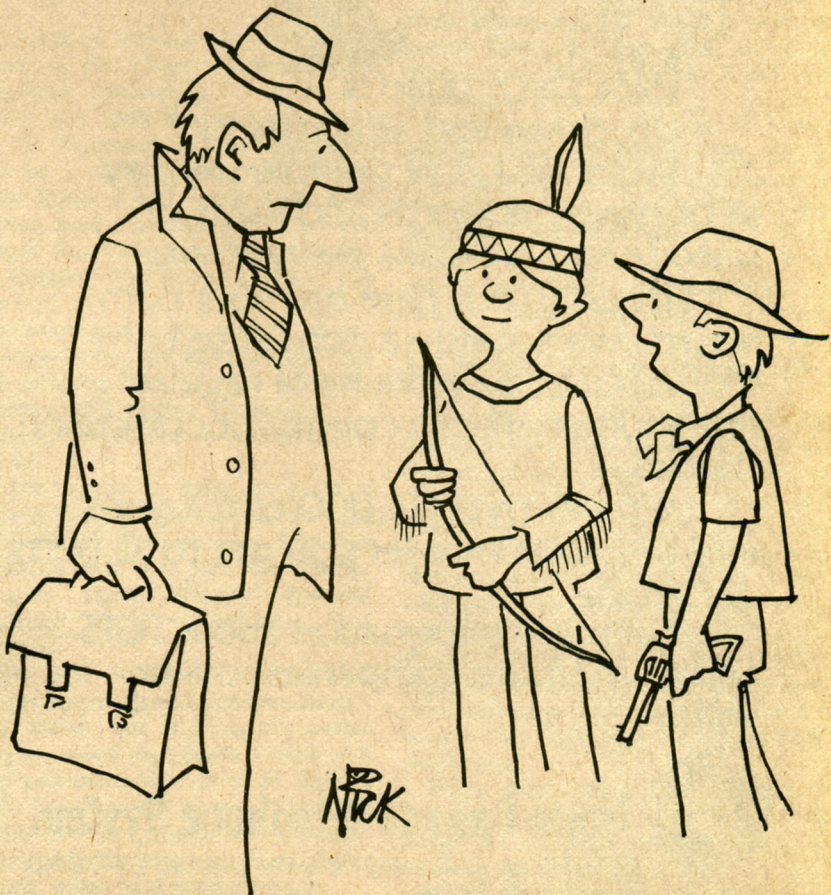
*Pot Pourri*, the National Film Board newsletter, is published four times a year and is available free from 1 Lombard Street, Toronto M5C 1J6. The summer 1976 issue consists of six interviews with Canadian writers on the subject of writing for film and television. Included are statements by Don Brittain, Ken Dancyger, David Helwig, Ian MacNeill,

National Film Board

## POT POURRI

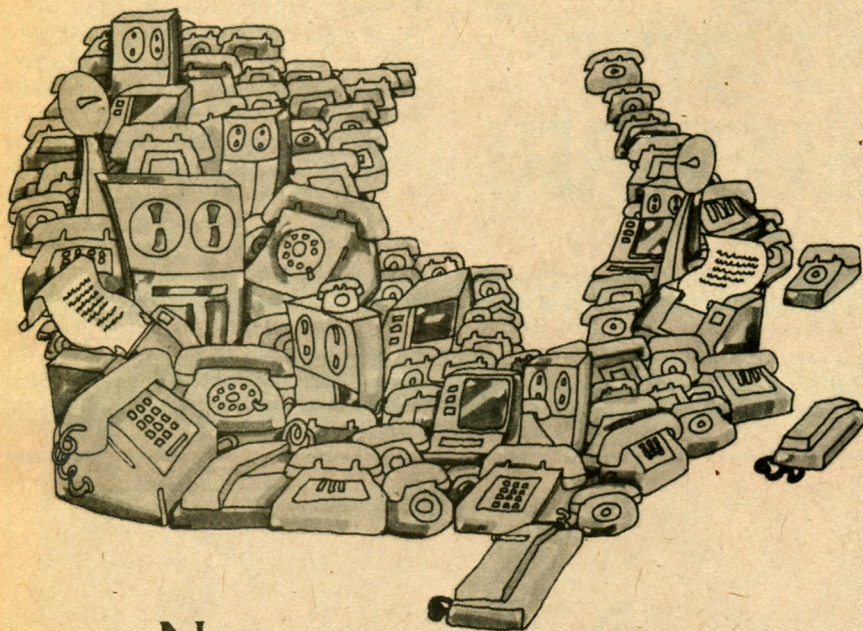
William Weintraub and William Whitehead. Based on my own very limited but unhappy experience of trying to write for television I find myself in agreement with Ian MacNeill's comments. Writing for film (or TV), he says, "is a committee job. There are too many people involved

for the writer to get any real satisfaction. He has to satisfy the director, the producer, the executive producer, perhaps the script editor. . . If somebody who had ambitions as a writer came to me and said, 'Which way should I go?', I'd say, 'Stay the hell away from film. Write a play. Write a novel. Film is not a writer's medium, in terms of satisfaction or in terms of recognition.' I'd be quite cynical about it. I'd also say, 'The only real advantage of writing for film is that it *can* pay very well. Well, okay. Take six months off and write for film if you can get a good ironclad contract, but use the cash to buy freedom to write something that you'll get real pleasure out of doing.' " MacNeill recently took his own advice and wrote *The Battle for Salt Bucket Beach*, a book which won the 1976 Gibson Literary Award for best first novel by a Canadian.



"Tim and I are playing Cattle Control Officers and Indigent Native Personnel."

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that contributes a free pass, or upgrades him/her to first class, is performing a courtesy that is most unlikely to be reflected in any articles (which, in any case, normally concern the destination). The questions of being carrier to a particular destination and price are relevant only if the writer decides they are. (I have hosted press familiarization trips to both South Africa and Israel, both of which had their negative attributes, and which I fully expected to surface in resulting articles [they did!].)

Mr. McAuliffe's protestations notwithstanding, everything that can go wrong for the "ordinary" tourist can go wrong for the "privileged" veteran travel writer. Baggage sometimes goes astray, connections are sometimes missed, hotels are sometimes full — these are not the exclusive domain of the occasional traveller — in fact the veteran is more likely to encounter them because of his frequent travels.

Travel is a vicarious, as much as actual, experience. If one newspaper pays for its travel writer to visit Katmandu and another permits a "freebie" to Katmandu, both could be accused of promoting tourism (read: free advertising). There is no guarantee that one practiced integrity and the other did not. In either case, failure to find anything interesting to write about in Katmandu (or Hawaii, in Mr. McAuliffe's case) demonstrates a genuine lack of journalistic ability, in my opinion.

The Society of American Travel Writers' Canadian chapter represents freelancers and travel writers of Canadian media whose standards and ethics are beyond reproach: some may accept free travel, others may not. I sincerely doubt that those who may not take free travel have anything less than the highest respect for those who may. And in fact, the former often purchase what they know will be topical, interesting, informative and balanced articles from freelance travel writers who may accept free travel and accommodation — because they know that as experienced travellers and travel writers, they have — or will have — mature and intelligent perspectives on the destination involved.

I find it unfortunate that Frank Scholes is the subject of your exchange of letters. His ability, objectivity and integrity are beyond doubt. The same is true of other SATW members of my acquaintance. And although I can not speak for SATW-associates, among whom airline PR officers and managers are numbered, I'm sure you would find unanimity for the respect in which these writers are held.

Steve Howe,  
Public Relations Officer,  
British Airways,  
Toronto.

## BOOK REVIEW

# DESPITE MINOR FAILINGS, THIS BOOK IS A MUST FOR FREELANCERS OR THOSE PLANNING TO FREELANCE

By DAVID McFADDEN

**The Canadian Writer's Market**, by Eileen Goodman. Fourth edition, revised. McClelland & Stewart Ltd., Toronto. 207 pages. \$5.95 paperback.

With its fourth edition in six years off the press, *The Canadian Writer's Market* must be the most frequently-reprinted book in Canada since the days of Sam Slick.

This edition has increased to 207 pages from the third edition's 157, which gives an indication the number of Canadian markets for freelancers is on the upswing, and not a moment too soon.

By Ms. Goodman's own count there are 360 periodicals in the market for freelance material, double the number of five years ago.

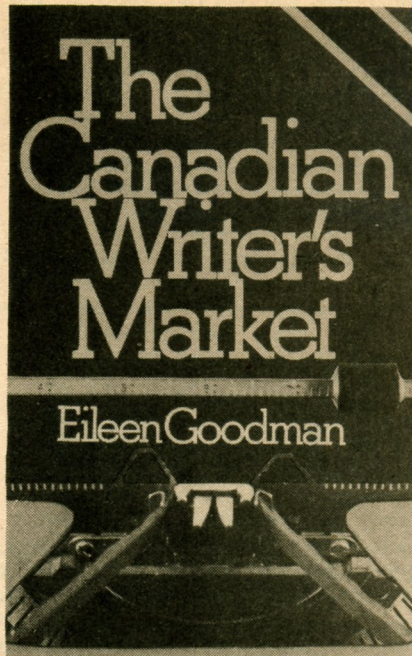
But don't get excited. The number of writers in Canada is also on the upswing and has probably increased fivefold in the same time span, which would explain this book's popularity. And of course most of the 360 periodicals don't pay enough to keep a vegetarian in hamburg. And many don't pay at all.

The 50 extra pages in this edition are almost totally made up of listing new periodicals looking for freelance material, as well as some periodicals inadvertently omitted from earlier editions.

Ms. Goodman doesn't say how many full-time freelancers there are in Canada, but it's hard to imagine one without a copy of this book. It's certainly a good investment even for the occasional freelancer. And probably the bulk of the sales are to people who think they might like to try freelancing some day. At this rate the book should sell about 20-million copies.

In keeping with the up-to-the-minute trend of reviewing the blurbs on the back of a book, I agree with the anonymous *Montreal Gazette* reviewer who said this book "should go up there on the writer's desk next to his dictionary, thesaurus and those other necessary — no, vital — books." It may not be the greatest book of its kind in the world, but it's certainly the best if not the only one worth mentioning that deals with the Canadian situation.

Books like this always bring out the nitpicker in me. For instance, under *Calgary Magazine*, a new entry, it's stated the editor is in the market for fiction, 2,500 words, and articles, 2,500 words. (They pay five cents a word.) But there's no indication if the 2,500 words is maximum, minimum or dead on. But that's really quibbling, isn't it? I should be delighted to know the magazine



exists, and is looking for articles "of interest to the Calgary business and professional community." I think I'll give my next short story a Calgary setting. "It Happened At The Stampede" might be a catchy title. Cut it off at exactly 2,500 words, even if in mid-sentence, send it out, then tell my bank manager I'm waiting for a big cheque from Calgary. And hope he doesn't ask "How big?"

The book also serves, as Ms. Goodman states in her new introduction, "the small minority who are not primarily concerned with writing for money . . . for them, publication offers sufficient reward."

And let's face it, there are a lot of writers in Canada who feel pressure from their academic careers — or from the Canada Council — to publish or perish. For that "small minority" it's not necessarily vanity or altruism that motivates.

With that in mind, it's curious Vancouver's prestigious *Capilano Review* is not listed. Nor is Toronto's *Jewish Dialogue* where high-toned fiction and poetry gets sandwiched between acres of ads. In fact there are scores of Canada's valuable little magazines, some of which do pay contributors at least token amounts, which have not been listed.

One such magazine, which has been

listed, is *Salt*. The Moose Jaw-based editor is looking for poems that are "vivid, sharp and concise," and the only payment is in contributors' copies. Yet Ms. Goodman adds that the magazine "buys first Canadian serial rights." Now giving away rights to a poem, especially a vivid, sharp and concise one, in return for a dozen copies of the issue in which the poem appears doesn't make sense. But that's life in the Canadian writer's market.

Anyway, I welcome the fourth edition of this book and it leaves the impression that a well-organized hard-working, business-like hack — oops, freelancer — can make a fair living writing in Canada for Canadian markets. Among the high-paying markets are *Maclean's* at 30 cents a word and *Reader's Digest* at \$1,000 minimum for an original article. And there is a strong groundswell of specialty magazines such as *The Canadian Grocer* (five cents a word), *The Canadian Funeral Director* (four), *The Canadian Horse* (three, and \$10 to \$20 for a short poem) and *The Canadian Hereford Digest* (two cents a word). I bet you didn't know that.

Ms. Goodman's 36 pages of notes, written in the style of those informative pages that used to appear at the back of cheap dictionaries, are helpful to the beginner. Included are some basic comments on agents, margins, word counts, letterheads (they enhance your image), postal rates, libel, copyrights, income tax, obscenity, writing for radio and television and a new section entitled "How to Market your Play."

And for the real beginner, or the freelancer who finds himself in a slump, there's a list of centres of higher learning offering courses in creative writing and journalism (is journalism *destructive writing*?). For the writer who wants to sell out there's an article on public relations and a list of advertising agencies. For the writer who feels lucky there's a list of prizes and awards (nine pages of them — could be worth considerably more than the price of the book). And a list of Canadian book publishers.

With each edition, *The Canadian Writer's Market* just gets better and better. And of course it's tax-deductible — make sure you get a receipt. I just wish one thing. I wish in the next edition Ms. Goodman would give a few hints on how to become well-organized, hard-working and businesslike. (30)

*David McFadden is a freelance writer and poet based in Hamilton.*

# OMNIUM-GATHERUM

## ATLANTIC PROVINCES

*The Woodstock Bugle*, owned by Bugle Publishing Ltd., **Dave Cadogan**, president, has been sold to Henley Publishing Limited, owned by **David and Marlene Henley**.

\*\*\*

**Pat Ryan** has joined the newsroom staff at *CHTN* in Charlottetown.

\*\*\*

The month of June saw the first appearance of *Newfoundland Outdoors Magazine*, written by and for Newfoundlanders. It's lively, friendly, and best of all, different. Published by Ernest Kelly and friends at P.O. Box 219, Holyrood, C.B., Nfld. A0A 2R0. Nine dollars will get you 12 issues.

## QUEBEC

**Neville Green**, a sub-editor at the *Montreal Gazette*, has gone to *The Financial Times* in Toronto. Another sub-editor, **Ruth-Ann MacKinnon**, was to leave for Calgary at the end of August . . . **Karl Gerhard** retired Aug. 6 as *Gazette* day city editor after more than 25 years at the paper.

## ONTARIO

After two and one-half years at *The Windsor Star*, reporter **Paul Vasey** has left to write a novel. The book, as yet untitled, will be a spin-off from a series of features he did on a murder. Vasey says he's sponsored by "the Vasey Council" and that the book "had better be done in a year" because that's all the time the Vasey Council can afford. In the past, Paul has also worked for *The Spectator* in Hamilton and *CP* in Toronto.

\*\*\*

**Peter G. White** is the new president and general manager of the *London Free Press*. In six years at the paper, White has been marketing service manager, director of planning and development and assistant to the president and publisher.

\*\*\*

**David Forsee**, announcer and newsman with *CBQ* radio in **Thunder Bay** has continued his southerly migration with a move to *CBL* in Toronto. Forsee, who had moved to *Thunder Bay* from a posting in *Frobisher Bay*, will be a story producer for *CBL's* morning show . . . Also at *CBQ*, station manager **Doug Ward** has left for his new position in Ottawa

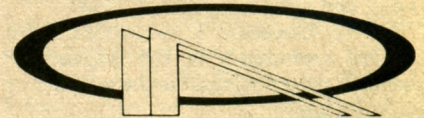
as director of *CBC's* northern services. He was to be replaced at the end of August by **Patrick Thomas (Pat) Reilly**, who was previously the *CBC's* area manager for the Mackenzie District, based in Yellowknife.

\*\*\*

Canada's only degree course in Graphic Arts Management will begin this month at Ryerson Polytechnical Institute in Toronto.

\*\*\*

**Ken Stanlon**, a *Kitchener-Waterloo Record* photographer for 14 years, has left to join another ex-*Record* staffer, wire editor **Dave Pryer**, in running the weekly *Mt. Albert Communicator*. *Mt. Albert* is just south of Lake Simcoe . . . After six months on the rim at the *Record*, **Dave Ellis** has left for a desk job at *The Toronto Star*.



## NIAGARA REGION PRESS CLUB

A new press club, the **Niagara Region Press Club**, was formed this spring. Its first newsletter, *The Niaga\*Rag*, lists the executive as **Jim Blundell** (*St. Catharines Standard*), president; **Bruce Bonham** (*Standard*), vice-president; **Faye Porter** (*Welland Tribune*), secretary; and **Steve Archer** (*Standard*), treasurer. The club is without headquarters.

## Classified

TELEPHONE ORDERS NOW ACCEPTED. Until Sept. 10 (guaranteed insertion), Sept. 13 (insertion not guaranteed) for next issue. Distributed Sept. 21. 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

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**Toronto's hard-hitting weekly, *The Clarion***, begins early October. Charter subs, \$8. Creative volunteers needed. 91 St. George St., Toronto, Ont. (416) 595-5178.

## SERVICES

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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

## PRESS CLUBS, F.Y.I.

**The Edmonton Press Club**, c/o Gene Hadley, Secretary, #304-10625-99 Avenue, Edmonton, Alberta. T5K 0G1

**Saint John Press, Radio & TV Club Inc.**, P.O. Box 6673, Station A, Saint John, N.B. E2L 4S1

**Moncton Men's Press Club**, 96 Commercial Street, Moncton, N.B. E1C 1A4

**Fredericton Press Club**, 180 St. John Street, Fredericton, N.B. E3B 4A9

**Cercle des Journalistes de Montreal** (Montreal Press Club), Sheraton Mount-Royal Hotel, Montreal, P.Q.

**London City Press Club**, 358 York Street, London, Ontario. N6B 1P9

**Thunder Bay Press Club**, c/o Bill Bean, Past Pres., 237 Brent Street, Thunder Bay, Ontario. P7A 5V1

**Saskatchewan Press Club**, 1850 Broad Street, Regina, Sask. S4P 1X6

**Saskatoon Press Club**, c/o Jack Cook, President, Saskatoon Star-Phoenix, Saskatoon, Sask. S7K 2P1

**Kitchener-Waterloo Press Club**, 69 King Street West, Kitchener, Ont. N2G 1A1

**Hamilton Press Club**, 25 John Street North, Hamilton, Ont. L8R 1H1

**Winnipeg Press Club**, Marlborough Hotel, Winnipeg, Man. R3B 2G9

**Toronto Press Club**, 73 Richmond Street West, Toronto, Ont. M5H 1Z4

**Calgary Press Club**, P.O. Box 297, Calgary, Alta. T2P 2H9

**National Press Club**, National Press Building, 150 Wellington Street, Ottawa, Ont. K1P 5A4

**Press Club of Windsor**, 83 Riverside Drive West, Windsor, Ontario. N9A 5K3

**Vancouver Press Club**, 2133 Granville Street, Vancouver, B.C. V6H 3E9

**P.E.I. Press Club**, P.O. Box 1323, Charlottetown, P.E.I. C1A 7N1

**Press Club North**, c/o Bill Braden President, Northern Affairs, P.O. Box 1500, Yellowknife, N.W.T. X1A 2R3

**Niagara Region Press Club**, P.O. Box 1242, St. Catharines, Ont. L2R 7A7

**Press Club Canada**, c/o Bob Wyatt, Secretary-treasurer, News department, *Edmonton Journal*, Edmonton, Alta. T5J 2S6

**Hamilton's Spectator** moved into its new plant recently. The facility, one of the most up-to-date on the continent, includes a newsroom with plenty of room for expansion. A complete VDT system, says new **ME Alex Beer**, should be in operation in a few months. The first *Spectator* produced at the new location was that of Aug. 3.

Other changes at the *Spec* include: **John Bryden** from assistant city editor to city editor; **Bill Dunfield** from features editor to district editor; **Ken Kilpatrick** from district editor to wire editor; **John Gibson** from wire editor to night metro editor; **Larry Scinski** from assistant district editor to sports editor; **Chris Robinson** from women's editor to features editor.

## THE WEST

Former newspaper journalist **Ann Piper** has become news director at *CKWL* radio in Williams Lake.

**John Sims**, a freelance writer formerly based in Vancouver and Toronto, is the new editor of the 100 Mile House *Free Press*, a weekly.

Now on the reporting staff of the *Cowichan Leader* is **Leslie Yates**, taking over from **Allstar Rogers**, now editor of the Parksville-Qualicum Beach *Progress*.

**Barry Craig**, a reporter with the *Edmonton Journal*, has left to become chief of public affairs with the Territorial government's department of information in Yellowknife.

**Donna Martin**, former host of the In Winnipeg show on *CFR W* radio, is now at the parliamentary press gallery in Ottawa representing the *Canadian Contemporary New Service*, owned by *CHUM* of Toronto.

# Notice Board

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.

**OTTAWA** seminar, for journalists from anywhere in Canada, and dealing with the arts and entertainment, will be held Dec. 1-2. Sponsored by the Canadian Daily Newspaper Publishers Association. For information write CDNPA, 250 Bloor Street East, Toronto M4W 1E7 or call (416) 923-3567.

## MISCELLANY

**Reuters** news agency plans to erect a monument to its founder, Paul Julius Reuter. It will be in the court of the Royal Exchange buildings in London, near Baron Reuter's first office.

**Southam Press Ltd.**, has reported first half earnings of \$11,377,000 or 91 cents a share, up 26 per cent from the first six months of 1975. Operating revenues for the same period were \$142,002,000, a gain of 14.7 per cent. 1975. The 1975 figure, \$9,030,000, was a 13.4 per cent drop from the first six months of 1974.

**France-Soir**, a leading French daily, was sold in July for \$11.2-million. The sellers: the Hachette newspaper and magazine group. The buyer: independent Paris publisher Paul Winkler. The paper has been slipping financially and circulation has dropped from 1.4-million in the mid-50's to about 500,000.

**Harry Tompkins**, a veteran public relations man with wide experience in the metals industry and a former newspaper reporter, has been appointed director of public affairs of **Inco's** Ontario Division. He fills the position recently vacated by Donald Hoskins, now news director at *CKSO* in Sudbury.

**CTV's** Canada AM will start the fall season with **Susan Farkas** as new associate producer. Farkas was previously a producer with *CBC* radio. Her predecessor, **Renee Pellerin**, will be heading up a new Canada AM news and information unit in Ottawa.

**Robert Vallance** is the new manager of public relations for Gulf Oil Canada. Before entering the PR field in 1955 Vallance had worked for the *Vancouver Sun*, *London Free Press* and the *St. Thomas Times-Journal*. He succeeds J.H. Yocom who recently retired.

# (MORE) THE MEDIA MAGAZINE MorE

[*MORE*] is no more. Now it's *MorE*. The logo isn't all that's changed however. With the July/August issue the New York-based tabloid which investigated mainly print journalism in its pages became the New York-based demitab with a glossy cover which attempts to cover all media. New departments (Language, Nuts and Bolts, Foreign Desk) have been set up. A message to readers says some other coverage areas will be film, radio, public relations, advertising, design, marketing and more. They promise the stories behind the stories "for the people who stood in line to see All The President's Men as well as for those of us in the business — because we are all media consumers."

But one missing behind-the-scenes story is that of the new *MorE*. The who's, what's, and some of the why's are left out. The new masthead tells readers the new corporate entity is Namequoit, Inc. Editor and publisher is Michael Kramer, but all we learn of him is

that he co-authored a book about Nelson Rockefeller—this information from an ad for the book in the magazine. Despite this mild disappointment and a sense of loss at the demise of [*MORE*], the new version is as LIVeLY aS eveR. For those of us who are disturbed and worried by Dr. Hunter Thompson's uncharacteristic endorsement of Jimmy Carter in *Rolling Stone* a while back, a short article in *MorE* gives some reasons for the apparent aberration on the part of the king of Gonzo journalism. Fear not, Michael Drosnin and Ron Rosenbaum report, the doctor's condition does not appear to be terminal. The cover story by Stephen Birmingham is a detailed discussion of Spiro Agnew's charge that Zionists control the U.S. media.

The new *MorE* is spending money (where did it come from?) and is aiming for a mass audience. At \$12 for one year (12 issues) its progress should be worth watching. P.O. Box 955, Farmingdale, N.Y. 11735.

## MAYOR FOUND GUILTY OF PUNCHING WRITER

By **BILL BEAN**

**THUNDER BAY** — Thunder Bay Mayor Walter Assef was convicted July 19 on a charge of common assault laid against him by former freelance writer David Hughes.

Judge J.D. Greco, who was flown from Sault Ste. Marie especially for the case, found the mayor guilty but gave him an absolute discharge.

The charge resulted from an incident at the Red Oak Inn March 16. In full view of several local newsmen, the mayor punched Hughes in the face, knocking him down. The punch came after Hughes had made several remarks about Assef's performance in office. The writer had been critical of the mayor in several columns he wrote for the weekly *Lakehead Living*.

In passing sentence, Judge Greco told the crowded courtroom that he felt the absolute discharge was not contrary to the public good and felt that the discharge was warranted so

as not to interfere with the mayor's political career. Assef, 63, has said he will seek a third term.

The case nearly collapsed in court. Crown attorney Ben Devlin had failed to issue subpoenas for the four prosecution witnesses — all of them with local radio and television stations. It was only coincidence that two of the four were in court at the time — covering the trial for their stations.

The surprise call to testify put the two newsmen on the spot — how would their testimony against the mayor affect their relationship with his office, and with city hall?

Howard Reid of *CFPA* radio says it should have no effect. "You have to tell the truth . . . I'm not responsible for the mayor's action."

Dan Zeidler of *CBQ* radio is not too worried either. The mayor, he said, "is just one official I have to deal with" at city hall.

Another charge against Assef, for intimidation, was dismissed.

## (CONTINUUM)

**Maclean-Hunter's** many publications sold a total of 10,325 pages of advertising during the first five months of its current fiscal year, up slightly from the same period last year. Profits are running at 30.5 cents a share, up from 29.1 cents a year earlier.

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**High Times** magazine, which discusses all and sundry about dope in its pages, is growing like a weed. It now claims 400,000 circulation, and is eyeing *Rolling Stone's* advertising market (*New York*, July 5). **High Times** is setting up a Washington desk to cover, among other things, developments in the push to decriminalize marijuana. And while *Penthouse* appeared this summer with a Bisexual issue, **High Times** weighed in with a Highcentennial issue and an article about a drug that's "better than sex."

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**Graham Fraser**, a reporter with the *Toronto Globe and Mail*, was expected to join *Maclean's* Sept. 1. He'll head up the magazine's Montreal bureau, replacing Glen Allen, who resigned during the summer. *Maclean's* feature writer **Marci McDonald** will leave for Paris this month. Although no longer on staff, she'll continue to file articles from time to time.

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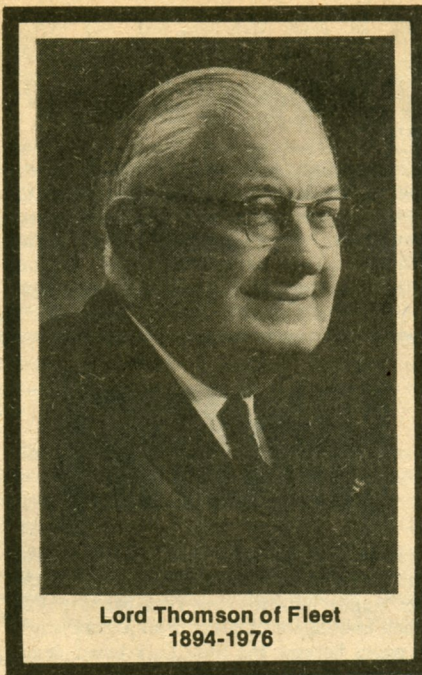
**CBC-TV** will air a one-half hour special on Vietnam early this month. According to **Trina McQueen**, a producer of *The National*, **Colin Hoath**, *CBC's* man in Hong Kong, was invited into the new Vietnam shortly after his stint in the East ended this summer. (Hoath is to become the network's national reporter in Vancouver.) McQueen believes the *CBC's* was the first network TV news team to be allowed into the country since the fall of Saigon . . . Also at *The National*, **Don McNeill**, Ottawa reporter for two years, will help cover the U.S. presidential race before taking up a new post as a roving national reporter based in Toronto. A replacement for McNeill has yet to be named.

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**Omnium erratum:** In last month's cover story, 25 Days on the Inco Beat, we referred to Ernest L. Grubb as president of Inco Ltd. It's **L. Edward Grubb**, and he is chairman and chief officer. Also, Inco's headquarters are in Toronto, not New York. Inco maintains a world marketing office in New York.

### LEGAL FRONT

The Manitoba Court of Queen's Bench decided in July that Manitoba liquor control commission chairman Frank Syms had been defamed by radio station *CJOB* and its talk



Lord Thomson of Fleet  
1894-1976

show host **Peter Warren**. Actually, it was a caller, who repeated a rumour proven untrue, who caused the trouble. Although Warren argued with the caller, telling her that Syms had not been charged with impaired driving, Syms sued. Warren and *OB* must pay Syms \$2,000.

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The case of Ottawa-Hull's co-operatively run television station, *CFVO*, charged with having unlawfully published obscene moving pictures on its Cinerotique show earlier this year, is slated to be heard in English in an Ottawa court early this month. An earlier bid by *CFVO* lawyer David Dehler to have the hearing in French was rejected. The films in question are French, *CFVO* is a French station, most of the viewers were French.

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The appeal by **Southam Press (Ont.) Ltd.**, former *Windsor Star* publisher **J.P. O'Callaghan**, editor **Robert M. Pearson**, and reporter **Michael Frezell** of 1975 contempt of court convictions and fines for violating a preliminary hearing gag-order (see *Content* #50/April 1975, p. 17) was heard this spring by the Ontario Court of Appeal. Fines of \$2,000 each against O'Callaghan and Pearson were set aside, but all convictions and fines against Southam (\$2,000), and Frezell (\$750), were upheld. Frezell has one year to pay the fine but must pay it from his own pocket.

### OBITUARIES

On July 17, **Mme. Angelina Berthiaume-Du Tremblay**, the daughter of **Treffle Berthiaume**, founder of *La Presse*, died at the age of 90.

Mme. du Tremblay was born in Montreal in 1886. In 1907, she married **Pamphile-R. Du Tremblay**, a brilliant lawyer and later a Member of Parliament and Senator. He became president of *La Presse* in 1932 following a lengthy court battle with family members and remained in that position until his death in 1955. Then Mme. du Tremblay became the president. It was during her administration that the new *La Presse* building was built.

In 1961, Mme. du Tremblay resigned as *La Presse* president and founded *Le Nouveau Journal*, as a result of a family quarrel. The first issue appeared September 5, 1961, but the newspaper only published for ten months.

After the failure of *Le Nouveau Journal*, Mme. du Tremblay withdrew completely from the newspaper world. She devoted the rest of her life to philanthropy by creating *La Fondation Berthiaume-Du Tremblay* to construct homes for senior citizens.

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Also on July 17, **Romeo Leblanc**, former co-director of news at *La Presse*, died. He was 73. He had been with the newspaper for more than 25 years.

A life member and former president of the Montreal Press Club — *Cercle des Journalistes de Montreal*, he was instrumental in enlarging the club's premises to their present size.

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On July 22, **Mrs. Raymond Peladeau**, wife of **Pierre Peladeau**, president of Quebecor and *Le Journal de Montreal*, died after a lengthy illness.

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**Harry Brown**, retired chief of the CPR messenger service, died July 11 at the age of 81.

Born in Montreal, he started as a messenger boy for Canadian Pacific Telegraphs at the age of 13. During his 52 years of service he came to know thousands of Montrealers in financial, legal and sporting circles.

He was a lifetime honorary member of the Montreal Press Club, an honor conferred because of his close relationship with the media.

*The Gazette's* **Dink Carroll**, one of his many colleagues, nicknamed him "The Great Prognosticator" for his Runyon-esque annual preview of racing's Triple Crown.

(Thanks to **Dave Pinto** of *The Gazette*, Montreal, for the above four items as well as the one in the Quebec section, page 14.)

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**Arnold Gingrich**, a founder of *Esquire*, died July 9 in Ridgewood, N.J. He was 72. Gingrich persuaded Ernest Hemingway to write for *Esquire's* first issue in 1933 by promising to pay the writer double what any other magazine would.

### MAILING LABEL