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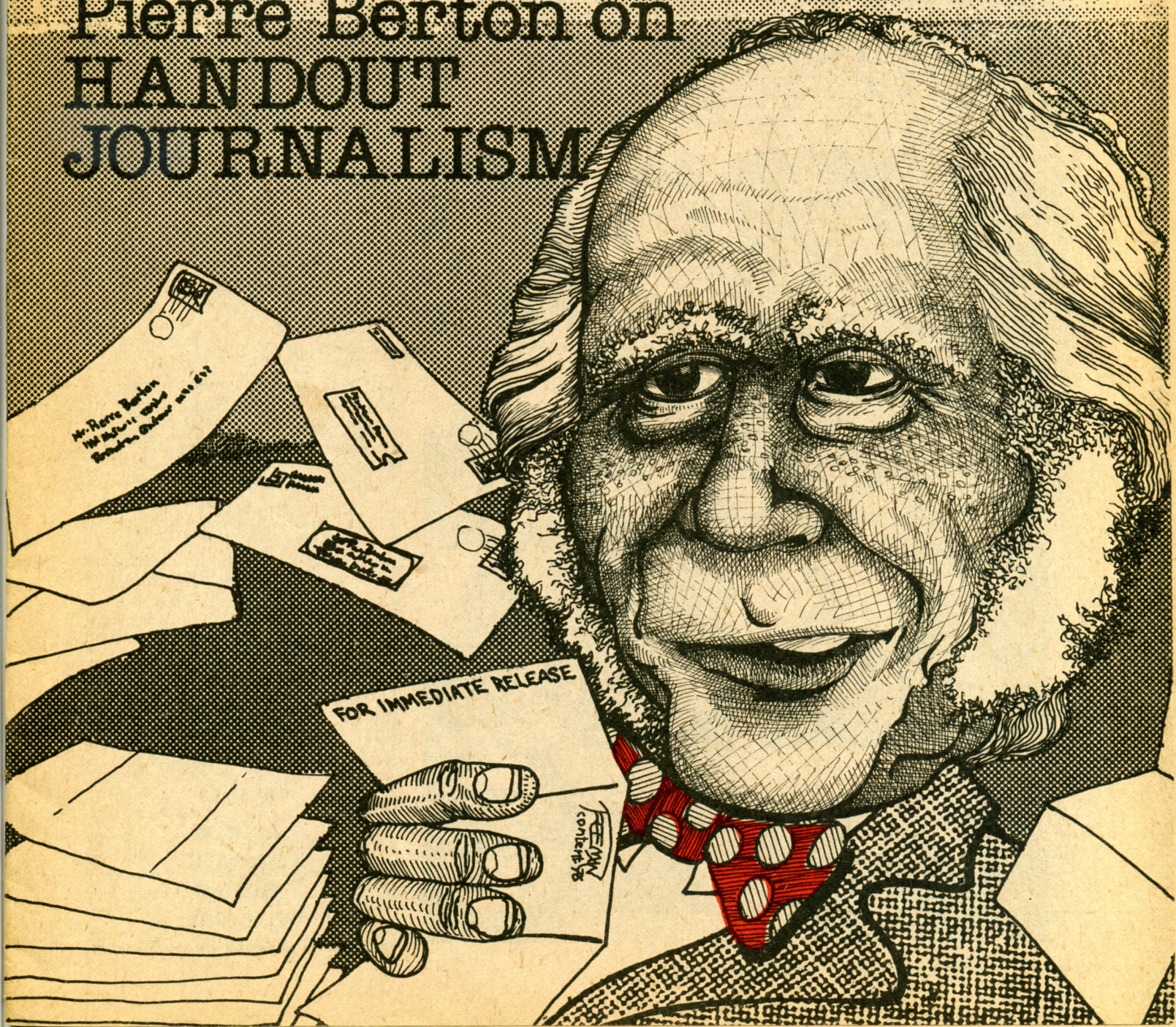
Canada's National News Media Magazine

NOVEMBER 1976

No. 68

50 CENTS

Pierre Berton on HANDOUT JOURNALISM



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Established 1970

is published monthly at:

22 Laurier Avenue
Toronto, Ontario, Canada
M4X 1S3

Telephone (416) 920-6699
(if busy, 920-7733)

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Cover illustration by Michael Freeman. Cartoon, pg. 5, by George Shane. Comics, pg. 16, by Don Hawkes.

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

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

Advertising

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

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

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Publishers'
Association**

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MAG RATES BEING FORCED UP BY FREELANCERS' GROUP

In the space of seven months, the face of Canada's magazine industry has been changed by a group whose live birth most industry people thought impossible eight months ago.

And the domino effect of the Periodical Writers Association of Canada (p.w.a.c.) has apparently just begun.

The informal founding of p.w.a.c. took place May 1. By the middle of its one-day first annual conference Sept. 18, p.w.a.c. had 50 paid-up members (at \$50 a head), \$4,243 in the bank, highly encouraging word from a Canada Council official about the likelihood of a grant, a draft freelance writers' code of ethics and model contract, a strong executive, an office, phone and part-time employee and the informal blessing of several influential magazine editors.

Before a month was out and as a direct result of p.w.a.c.'s formation, *Maclean's* raised its rates by \$200, to \$1,000 for beginners and \$1,200 for recognized writers.

On Sept. 29, leading magazine editors met and formed, in the words of Peter C. Newman, editor of *Maclean's*, "a loose informal association," the Conference of Magazine Editors (COME). (Morris Wolfe comments elsewhere in this issue about its acronym.)

With the exception of two or three, the 18 editors "generally reacted favorably" to p.w.a.c., according to Newman. "It struck me forcibly," he added, "that it took p.w.a.c. to get us to literally meet and get to know each other."

At a second COME meeting slated for October, it was to be decided whether the editors will speak as a body.

One of the leading benefits of p.w.a.c., in the view of three editors polled by *Content*, was that it provides a fast channel of communication between writers and editors, so each side can keep up-to-date about types of material being sought, available writers, rates and other matters of vital mutual interest.

And p.w.a.c. was just what the editors needed to try to spring more dough from publishers for the editorial side.

Highlights of the writers' meeting:

- Canadian freelance writers' incomes have "seriously eroded" over the past 12

years. They now earn barely more than the average factory worker. The finding by economist Martin ter Woort is conservative, as it is based on top writers' incomes and assumed every article written would be sold and no "downtime" between articles.

- Average top rate paid by consumer magazines to top writers today is \$900, permitting (optimistically) an annual income of about \$12,600. This compares with the income (before overtime) of \$14,526 for a *Toronto Star* reporter with three years' experience, and with the \$11,324 income of the average Ontario factory worker.

- A 22-article code of ethics was accepted in principle as a basis for negotiations with the editors. The code stipulates the right of writers to see the final versions of edited articles with headlines and illustrations, kill fees of not less than 50 per cent of the negotiated price of the article, extra pay for extra work necessitated by delay in publication, payment of reasonable expenses, fees for reprints, and much more.

- The code would not permit p.w.a.c. members to accept assignments on speculation. It would require members to report to the p.w.a.c. grievance committee names of editors who ask them to work on spec.

- Secretary Alan Edmonds reported photo-journalists and graphic artists have expressed interest in coming under the p.w.a.c. umbrella.

- André Renaud of the Canada Council predicted "no problem" in the Council's recognizing p.w.a.c. In perhaps a year, recognized freelancers might be able to approach the council for funds for major writing projects, just as book writers now can, Renaud said.

- The meeting voted that in principle it is desirable to extend benefits of membership to radio and TV freelancers not covered by other binding agreements.

- *Pro tem* president Joanne Kates of Toronto was acclaimed president and given a unanimous vote of "respect and admiration."

- Other officers are June Callwood, vice-president; Edmonds, secretary and



Martin ter Woort

Content photo

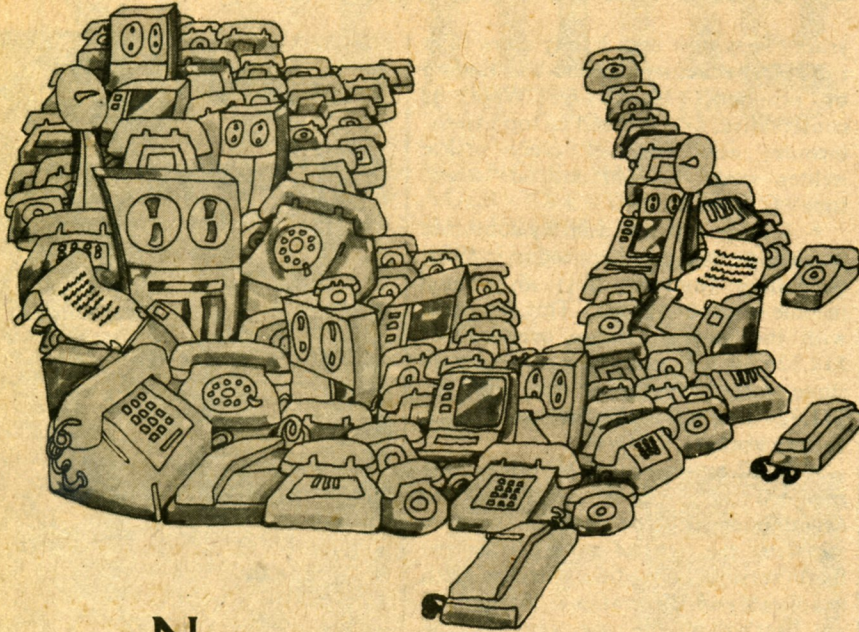
Jack Batten, treasurer. Directors include Sean Rossiter, Vancouver; Myrna Kostash, Edmonton; Harry Bruce, Halifax and Erna Paris, Betty Lee and Martin Knelman of Toronto. — B.Z.

TRAVEL FREEBIES HEARING SET

The fairness of travel stories that fail to mention funding of the reporter by tourist boards or other interested parties should be the central question at an Ontario Press Council hearing set for Nov. 9.

Gerry McAuliffe, an investigative reporter currently working for the *CBC*,

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lodge a complaint against a travel story which appeared Feb. 14 in *The Spectator* of Hamilton, Ont.

The story was titled *Going Around the World in 20 Days*.

McAuliffe, initially in a series of letters to *Spectator* publisher John Muir (see *Content* #63, pages 14-17) and then in his complaint, says *The Spec* "failed to point out to the reader that most, if not almost all, of the cost of the trip was paid for by agencies with a vested interest in the story."

McAuliffe adds that hotel and other costs of such a trip — regardless of who paid — are "essential ingredients," yet were left out.

McAuliffe failed in a bid to have the hearing open to the media. The council agreed it should be open. Under council rules, however, it was explained to McAuliffe in a letter dated Sept. 15, opening the hearing would require the consent of publisher Muir and Frank Scholes, writer of the piece. Muir and Scholes "each declined consent," the council reported.

The council agreed to pay out-of-pocket expenses of Norman Isaacs, a visiting lecturer at the Columbia School of Journalism, who will testify at McAuliffe's request.

Isaacs is a former president of the Associated Press Editors' Association and American Society of Newspaper Editors and was chairman of ASNE's ethics committee.

The Spectator is a Southam paper. Scholes' travel pieces are used in a number of Southam papers. Scholes reports to Southam's vice-president for marketing, John Ward.

Southam president Gordon Fisher told *Content* Aug. 18 that the firm was not about to issue a "no freebies" edict, as had been rumored.

He stated Southam papers were "as pure as reasonably can be" on the freebies question. It is "extraordinarily difficult to pin down every aspect" of the question, Fisher added. "McAuliffe is dealing with a very limited part of the freebies problem."

Fisher left the door open for some administrative action, however. "I don't think we're going to change policy. But under that general policy (to have the columns of Southam papers free of influence from freebies) we review certain practices."

The pace and direction of such a review will no doubt be influenced by the council's decision. — B.Z.

CAN./U.S. NEWS FLOWS ONE WAY

SYRACUSE, N.Y. — News Flow Between Canada and the United States was the title of an overdue conference here Sept. 23-25.

It could be argued it was mis-titled and held in the wrong country. "My first reaction . . ." *CBC Radio News* Washington correspondent Cam Cathcart told 50 participants, "was to suggest it be called News Flow-News Trickle."

Reporters and media executives from both countries recognized it's pretty well a one-way street. With a few exceptions they found that regrettable. The quality of the news was found wanting, too.

The conference location suggests one reason the U.S. public is informationally-deprived about Canada while Canada is awash in U.S. news. The initiative came from the S. I. Newhouse School of Public Communications at Syracuse University. Conference co-ordinator was Vernone Sparkes, who told *Content* before the conference assembled that he was disappointed in the response from north of the border.

Fewer than half the participants were Canadian. Represented were the Canadian Daily Newspaper Publishers Association, *Southam News Services*, the *CBC*, *CRTC*, *The Globe and Mail*, Carleton University journalism department, *Reuter* and *Time's* Ottawa bureau. Several Canadian government information people attended.

Missing were participants from *The Toronto Star*, *Toronto Sun*, *CTV Television Network*, *Global* and perhaps most conspicuously, *The Canadian Press*. Invitations were not sent beyond the Ontario-New York area.

The bald facts:

- Of foreign news in Canadian dailies, 49% is American.
- Of foreign news in U.S. dailies, 2% is Canadian.
- Seventy per cent of U.S. news in Canadian papers is U.S.-written.
- The dominant news conduit between the two countries is the *CP/AP* link. No one from either agency attended the conference.
- More than one-third of news about Canada appearing in U.S. papers is "human interest" (read explosions, hostage dramas, etc.).
- More than one-third of the news about the U.S. in Canadian papers is "hard" news (politics, trade negotiations, etc.).

Sidney A. Freifeld, recently retired from an ambassadorship with the Canadian External Affairs department, said: "*The Globe and Mail* and the Ottawa papers will run Scotty Reston more often than Bruce Hutchison, Tom Wicker over Canadian writers. We're getting more *American* reaction to U.S. events than Canadian reaction."

Freifeld was even harsher on the Canadian bureaucracy, terming it "Neanderthal in general and in External Affairs in particular" when it comes to dealing with media people.

A few suggestions were made for redressing the balance and improving the quality of news



Sidney A. Freifeld *Content* photo

flowing both ways. But William Block, publisher of the *Pittsburgh Post-Gazette*, probably made the most correct prediction when he said: "I don't think the situation is going to get better in (U.S.) dailies as far as Canadian news is concerned. The trend is toward more local news. All metro area dailies are losing circulation. They will concentrate where they have some exclusivity." He nevertheless suggested tours of Canada be set up for U.S. editors. — B.Z.

WUC WALKS FROM FED

The influential Writers' Union of Canada (WUC) won't be joining the Federation of Canadian Writers (FCW).

Chairman of the Writers' Union, Andreas Schroeder, told the federation's September meeting the decision was reached after a long and heated discussion but wouldn't elaborate. He said the concensus was that membership in the Federation would only slow down the union's work. He said there were already too many writers groups — many soliciting the aid of the Writers' Union.

"I've seen too many of these groups trying to get started. They end up getting nothing done. After a while you get a little hard nosed about it."

The Writers' Union is one of the most powerful writer's lobby groups in Canada. Its decision leaves a large hole in the ranks of an organization trying to co-ordinate the efforts of the entire writing community.

"They're guarding the mileage they've already made and rightly so," said

Shirley Gibson of the Poet's League. "Some of the union members have fantastic political clout. They will always be two steps ahead of the federation."

Without the union, the FCW will have difficulty establishing its credibility and may even lose some of its founding members.

Paul Morel, spokesman for the Playwright's Co-op, and Gibson said their groups would have to re-examine their future roles in the federation very carefully.

It was apparent at the meeting there were some fundamental rifts between the union and the federation as well as some misunderstanding on the union's part as to the federation's aims.

One of the federation's early proposals, discussed and rejected by the Writers' Union, called for legislation for a collection agency to compensate authors for their material used in libraries and schools.

But Schroeder said there was too much confusion on the compensation issue to ask for legislation. He said the Writers' Union has been working on a Compensation for Authors (CFA) scheme of its own to be administered by the Secretary of State through Orders in Council.

"It's pretty clear that the only way we'll get money for CFA is through the Canada Council," said Schroeder.

"The Canada Council grant is another form of patronage," said Jack Gray of the Association of Canadian Television and Radio Artists (ACTRA). "It's time we told government what we want and stopped taking what they think we should have." He said writers would lose control of the fund if it was administered by a government bureaucracy. — Scott Alexander



Yessir — *The Daily Piffle* is against a 40 per cent pay raise for teachers and it'll cost you 60 per cent more to read why.

FOR IMMEDIATE RELEASE:

“It is probably too much to expect that the day will ever come when handout news won't dominate the media.”

By PIERRE BERTON

SOME years ago, the American sociologist Daniel Boorstin coined the phrase “pseudo event” to describe all those carefully orchestrated “happenings” that are designed solely to attract the attention of the media. We are exposed to them daily in Canada; Jack McClelland, the publisher, dresses in a Santa Claus suit and stalks the streets of Saskatoon giving away books as part of a paperback campaign; the *CBC* sends Diane Stapley on a national tour to promote her new television program, and suddenly everybody is writing about Diane Stapley; Pollution Probe of the University of Toronto holds a funeral service for the Don River and a clutch of photographs appears in the local press.

Postmen's bags bulge with invitations to press parties, press conferences, press screenings, press openings, and press releases. My own mailbox is stuffed with invitations to dinners, receptions, booze-ups, blowouts, lunches and brunches, openings and closings, walkathons, sit-ins, picketings, demonstrations, and talent contests all designed with one purpose and one purpose only: to get space in the papers and time on radio or TV.

Handout journalism — the phrase is mine, not Boorstin's — dominates the media in Canada. I don't mean that everything you read, see, or hear is the result of a printed handout. I mean that

much of it arrives, more or less unsolicited, at the media's doorstep. Only a small part of what we receive as “news” is the result of a tough-minded, hard-nosed investigation by aggressive journalists.

It is probably too much to expect that the day will ever come when handout news won't dominate the media. Ours is a secretive country; investigative reporting is expensive, time-consuming, often fruitless, sometimes unpopular. Handout journalism in a free society is better than lickspittle journalism in a censored land. Yet one wonders why journalists have to wait, say, for Pollution Probe to announce that Toronto's Don River needs cleaning up. Scores of them have driven past it daily for half a lifetime; the filth was obvious even to the untrained eye. But, as has so often been the case, somebody else has to make the point in a public speech, a press conference, a release, a demonstration, or a stunt before it counts as “news.”

Political candidates have long understood the pseudo-event — or at least their campaign managers have. Why, otherwise, would they bother to make declamatory speeches before handfuls of faithful supporters?

Manager: “You'll be speaking tonight at the Legion Hall in beautiful downtown Dullsville.

Candidate: Why, for Gawdsake? You know only 15 people will turn up and they're going to vote for me anyway.

Manager: That's not the point. The media will cover it. Incidentally, let me have an advance copy for the press boys.

Candidate: But why — if they're going to be there?

Manager: They're not going to be there, dummy. That's why they need an advance copy.

Candidate: If they're not going to be there, then why do I need to make the speech?

Manager: Because if you don't, then it isn't news.

Oddly, if the same candidate buys time on television or radio and speaks to 1,000 times as many people, it isn't considered to be news either. The press remains a prisoner of the past: the 19th-century forum continues to be news; but, with some recent exceptions, the electronic forum of the new century isn't.

News often appears in the press by accident or by somebody else's design. When Judy LaMarsh was Secretary of State she made front-page headlines by charging that the *Canadian Broadcasting Corporation*, which came under her ministry, suffered from “rotten management.” The newspapers didn't

actually ferret the controversial remark out of Judy. She made the statement in passing on a television program, the host of which (me) promptly sent out a press release. The press had not seen the program. But once the release was published, Miss LaMarsh's remark became news.

An intriguing sidelight of the recent Progressive Conservative leadership convention was the wild enthusiasm that greeted any outspoken attack on the media. Two things seemed to rile the delegates: the media's magic ability to make (or unmake) candidates; and the media's aggressiveness at the convention.

It is not to the media's credit that both of these charges are basically false. First, it was the candidates who manipulated the press and not the press that manipulated the candidates; and, second, the press was not really aggressive, in my understanding of that word.

The Mulroney boom was a perfect example of handout journalism at work since it was the product of a careful public relations campaign that took the candidate into every corner of the country and gave him contrived media attention. Mulroney was handed on a platter to any TV interviewer, open-line host, or working journalist who wanted him; and everybody wanted him, especially in the small towns, where material is hard to find. The more Mulroney appeared in the media, the more valuable he became to the media. Suddenly, he was a "name." What TV host, struggling to keep his talk show alive, doesn't want a name?

As for the so-called aggressiveness of the media, this aggressiveness consisted almost entirely of pushing microphones into the noses of candidates or their supporters and plying them with the kind of stock questions that invariably produce a stock answer. As usual, reporters were afflicted with the "how does it feel?" syndrome in all its manifestations. This is the cliché of broadcast journalism, used on every occasion from beauty-queen contests to federal by-elections.

Reporter: How does it feel to have won a million dollars in the Olympic Sweep, Mr. Chilblain?

Winner: Great! It feels just great!

Reporter: I guess you feel pretty good about it, eh?

Winner: Great! Feels just great . . .

To my knowledge, no beauty queen, sweepstake winner, triumphant candidate, or victorious sports hero has ever

answered: "It feels terrible! Awful! I could cut my wrists."

"How do you feel about the convention?" was a stock question to anonymous delegates. "Great! Just great! Democracy in action," came the surprising answer. "Do you think you're going to win?" was another zinger, addressed to all candidates, including Heward Grafftey, the professional loser. Did the overly aggressive reporters actually believe that someone, even Grafftey, was going to say: "Not a chance! I'll be lucky if I scare up 50 votes." This electronic charade is another form of handout journalism.

By and large, the daily press in Canada is not an aggressive press. Journalists are not encouraged to seek out the news. It is cheaper for the publisher, less exhausting for the reporter, to take it as it comes. Perhaps, given the rigors of the deadline, the enormous avalanche of copy vying for space and time, the limited staffs and budgets, one shouldn't expect too much. And yet, when I come across a story in the press about which I know something, I am often profoundly dissatisfied. In many cases I wonder why the journalists involved didn't go a step further.

In 1972, Lister Sinclair, an executive producer with the *CBC*, was named to the post of vice-president in charge of programming. It was the most astonishing promotion in the history of the civil service. In one swoop he soared over the heads of dozens of superiors to become the chief executive officer of the Crown corporation. The press rightly gave the appointment considerable attention — as did the *CBC*'s public relations department. It was generally accepted that Sinclair would be the next president.

Less than three years later, Sinclair was abruptly shuttled aside. A new president was named and a new vice-president in charge of programming. Sinclair was given a less important job. Why? Nobody in Canadian journalism, apparently, bothered to ask. The *CBC*'s press releases and the statements of the retiring president, Laurent Picard, were singularly obtuse but the press published them without further inquiry. Clearly there had been some sort of falling out, yet nobody tried to interview Lister Sinclair. Why? In this case, the only possible answer is sheer laziness.

Generally, however, reporters are not lazy. They are often harried and pressed for time. They are sometimes incompetent or lacking in imagination.

Often they are weary of butting their heads up against the stone wall of their own paper's indifference. Sometimes — and this is especially true of those on the police beat and the political beat — they are so protective of their sources that they become unpaid public relations men for the institutions they are supposed to be covering.

At its best, Canadian journalism can be very good indeed; one has only to examine Jack Webster's Vancouver radio show; the *CBC*'s fifth estate program or *As it Happens*; or the Toronto *Globe and Mail*'s investigative articles. But at its worst, Canadian journalism is terrible. The real problem, I think, is that it isn't a profession; it's a business.

The major purpose of newspapers is to show a profit and the easiest way to show a profit in the kind of monopoly situation that now exists in most Canadian centres is not to rock the boat. Rocking the boat costs money. Few dailies (let alone weeklies) want to invest the time, the energy, or the funds to detach one or more reporters for several weeks, or even days, to dig out scandal, wrongdoing, or even the news behind the news in their community. Often, such adventures end in a dead loss. And even if something sensational is discovered, it is likely to upset the advertisers, the community leaders and even the subscribers.

Lord Thomson of Fleet made much of the fact that he did not interfere with the editorial policies of his newspapers. But as anyone who has worked on a Thomson paper knows, he did interfere in an oblique way: he looked with a cold eye at the bottom line. A paper that doesn't show a profit is due for a shake-up.

Since all Thomson papers are monopolies, one cannot really fault the editors for spending any more money than necessary going after the news. It's cheaper to let the handouts pour in. As Lord Thomson himself said, when asked why he didn't purchase Douglas Fisher's excellent Ottawa column for his Peterborough outlet: "It wouldn't sell one more paper."

It ought to be a matter of concern that there isn't a radical daily in Canada. I'm not suggesting that it would be a better paper; I rather doubt that it would. But the country as a whole could benefit from an anti-establishment organ with an anti-establishment point of view, anti-establishment columnists and commentators and anti-establishment feature articles — a sort of daily *Georgia Straight* or *Last Post*.

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establishment and so are the radio and TV stations and, to a large extent, the *CBC*. The establishment press favors the status quo, and this feeling — it is never explicit — seeps down to the lowliest reporter, not by dictate, by osmosis.

All newspapers, good and bad, are reflections of the personality of their owners. Those journalists who find advancement, those columnists who find favor, are almost always those who know instinctively how the brass thinks; it cannot help but color their own outlook, no matter how hard they try to resist it. There is a special climate on any newspaper, which sets a kind of tone not just for the editorials but also for the news columns. The style of the headlines, the play of certain stories, the selection of columnists and feature writers, the very subject matter of the special material — all these unmistakably reflect this climate.

I once did a series of careful studies, during several elections, of the amount of space given by the Toronto dailies to the various political parties. Invariably, the party that was favored editorially also got the best treatment in the news columns.

The public has the misconception that advertisers overtly interfere with the press. The hard truth is that advertisers do not need to. As long as I can remember, it has been common cant in all newspaper offices that advertising is wonderful, that the free-enterprise system is the best of all possible systems, that socialism is dangerous, that common toil is ennobling, that the gross national product must increase annually, and that the secret of national success is more production. The interests of newspaper publishers and the interests of their advertisers are almost identical. The daily newspapers reflect these interests — as much by omission as by commission.

A good example is the real lack of critical consumer reports in the daily press. It is quite true that Ralph Nader's pronouncements are headlines, that Beryl Plumtre's remarks were reported, and that consumer associations now get space. But the press doesn't go out of its way to examine, much less to criticize, the products of industry, big business, and the advertising world as it does, say, theatre, ballet, or books. Far more people drive cars than go to the O'Keefe Centre but I know of no newspaper that publishes a regular column that criticizes automobiles by name in the way that plays are criticized. Does anyone deny that such a column would be avidly read?

Another interesting example of consumer omission is the travel section of

any daily. It appears to exist solely as a carrier for advertising. How else to explain the fact that every vacation spot is described as an unparalleled paradise? Why are we never given the names of bad hotels, awful restaurants, dull cruises, over-priced package tours, rotten airlines, or unfriendly islands?

(It is not surprising that the toughest consumer news appears on the publicly owned *CBC*. The corporation cannot be faulted as a member of the business establishment; there is evidence, however, that from time to time it is influenced by the political establishment. Its handling of the news from Quebec at the time of the imposition of the War Measures Act did not exactly cover it with glory.)

In their indefatigable pursuit of cliché news, the media rarely manage to report on what is *really* going on in the world. One has only to look at the media's inability to understand the turmoil of the 1960's. The great upheavals — the sexual revolution, the drug phenomenon, the women's rights movement — all these got short shrift. The newspapers were late to report on them at all and when they did it was generally to poke fun at them.

Journalism in Canada requires no distinctive academic training, no occupation-group license. Journalists do not govern their own affairs and there are no established norms of performance or of ethical behavior. Journalists, in short, are not professionals; and they are not paid as professionals. Bus drivers, plumbers, construction workers, and radio announcers make as much or more money than the men and women charged with informing society.

As a result, half-literate incompetents with the ethics of confidence men, who have never been properly trained in accuracy or the fundamentals of research — let alone the English language! — are turned loose on the public and become byline stars in the space of a few months or a few years. No wonder the public is suspicious of the media! Anyone who has been quoted by a newspaper has reason to be skeptical of the standard of professionalism in Canada.

If I concentrate here on the daily press, it is simply because it supplies most of the material that fuels the radio and TV newscasts. Radio reporters — chosen often enough for the mellow quality of their voices — confine themselves to one-minute interviews to insert into three-minute newscasts. TV cameramen shoot their 200 feet of film

and vanish before the real news occurs. Handout journalism is television's meat. The prepared statement, the set-piece address gobble up most of the film. The lights wink off and the TV men escape before the hard follow-up questions are asked.

Nobody seems to care that journalism isn't a profession. The publishers don't care because professionals cost money. The journalists don't care because most of them would have to go back to school. The journalism schools don't seem to care either; they are too busy teaching techniques to concern themselves with standards. The journalism schools' real problem may be that they are run by journalists, and usually old-time journalists, at that. It might be better if the professors were social critics who could teach their students to be tough-minded enough to resist the confining pressures of daily journalism.

One of these pressures is the increasing passion, at every level of government and business, for secrecy at any cost and the passive acceptance of it by the media. Secrecy has become a religion in Canada. Public relations men — many of them graduates of these same journalism schools — are hired to keep the press at arm's length. Canadian businessmen are not used to probing reporters. For the most part, they haven't had to cope with many. The kind of reporting that made Peter Newman's *The Canadian Establishment* a best seller, has rarely, if ever, been seen on the business pages.

The general corporate attitude to the inquiring Canadian reporter has been: "It's none of your business." This is also the political attitude — not surprisingly, since business and politics in this country are so clearly interlinked.

Our federal civil service is surely among the most secretive in the free world. Enormous efforts are made, in every area, to hide the most innocuous facts from press and public. Anyone who doesn't believe this has only to read Professor Edgar Dosman's startling new book *The National Interest*, a careful study of the secret negotiations that took place over the past five years regarding the Mackenzie Valley pipeline.

Dosman's material is clearly based on leaked civil-service documents — a kind of Pentagon Papers of the North. It reveals that the Canadian government made under-the-counter deals with the American government and with private oil interests to build the pipeline without regard to environmental problems or native rights and that it did its best to conceal those facts — and many more — from both the press and Parliament. In

CP Feature Picture of the Month



Photographer: Jim McKelvie.

Newspaper: *Oakville Journal-Record*.

Situation: The photo doesn't show it, but photographer McKelvie reports that the dog, Peppy, owned by Eric Cates of Oakville, Ont., was not very co-operative during the session. As well, McKelvie was not impressed by the dog's musical talent.

Technical Data: Minolta SRT101 camera, 28-mm lens at f8 and 1/60th of a second, bounced strobe light, Tri-X film.

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

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

this latter attempt, it was remarkably successful. Thus, in the years leading up to the controversy over the greatest engineering project in the history of the nation — a project with enormous economic consequences for every citizen — the public has been purposely kept uninformed.

Why is it that no newspaper was able to do what one York University professor did? Dosman's book, couched though it is in academic language, is inflammatory. But where are the flames? Except in *The Toronto Star*, no newspaper in Canada has paid the slightest attention to his revelations. In the United States, similar disclosures would have caused a public uproar.

I wish I could, at this point, suggest a series of sure-fire cures for the media in Canada, but I'm inclined to think that part of the disease is society's as a whole. The political-business establishment is perfectly happy with a captive press that minds its own business. There isn't much evidence that the great mass of the public is really interested in aggressive journalism. The very failure of the Ontario Press Council to get unanimous support

from the media tells us a good deal about the publishers' attitude. Even *The Toronto Star*, which really sparked the establishment of the council, refused to change its policy when rapped over the knuckles by its own creation for turning down classified ads from the gay community.

Nonetheless, I make two suggestions:

First, I think that the idea of an ombudsman, which is now becoming acceptable to society in general, is a workable one. Why not a Press Ombudsman, paid for by mutual contributions of all media, to give the public freedom from the press?

Second, I suggest a revolving fund, independently operated but again paid for by media contributions, to subsidize investigative journalism. It could operate both before and after the fact in much the same way as the Canada Council operates. Editors or reporters could apply for grants or compete for prizes for especially time-consuming or expensive assignments. I should think that 25c per year per unit of circulation might be an acceptable figure to fund such an enterprise.

Dare I also suggest that it is possible to turn the newspaper game into the profession of journalism? No, I guess I dare not. For that would mean closing all the present journalism schools and opening new ones; firing not only professors of journalism but also large numbers of incompetent, unethical, or dumb journalists; probably incurring the enmity of The Newspaper Guild, which is interested almost exclusively in hours, wages, and working conditions but not the product of those hours; and, finally, brainwashing the publishers into doubling or trebling present salaries, a piece of evangelism roughly comparable to converting the Pope to Buddhism. I see clearly that I am advocating revolution — so leave it be. No doubt we would get better journalism in this country, but would anybody really care?

(30)

This article is reprinted from an excellent 20-page supplement on the media published as part of the May 1, 1976 Financial Post. With thanks to The Post and Pierre Berton.

Column By Morris Wolfe

In her September column in *Saturday Night*, Sandra Gwyn writes that the Al Johnson era at the *CBC* "which has six more years to run, is going to have to start soon." I don't know how much TV viewing Ms. Gwyn does. Very little I suspect. All I know is that as someone who has kept a pretty close eye on *CBC* television over the past three or four years, I've seen a remarkable improvement — especially in the past year and a half or so. How much of it has to do with retired President Laurent Picard or with new President Al Johnson, I don't know. Perhaps not all that much. But *CBC* television is better and those who appear to be most responsible for its being better are people like John Hirsch (Head of Drama) and Peter Herrndorf (Head of Public Affairs). The fifth estate is the best public affairs programme we've had on Canadian television since *This Hour Has Seven Days*. In offering us a *Canadian* alternative to American programming on late night television, Peter Gzowski's *90 Minutes Live* represents a major breakthrough. *King of Kensington* is our first successful sitcom since the *Plouffes*, 15 years ago. *Sidestreet*, in the tradition of *Wojeck* and *Quentin Durgens*, continues to be a police show with a difference. Serious

drama is better — more alive than it's been in years. Variety programming has definitely improved. Don't get me wrong. There's still a lot that needs fixing but this is by far the best *CBC* television has been in a decade. I can't see how anyone who watches much TV can fail to notice that.

* * *

My first reaction to the acronym for the newly formed Conference of Magazine Editors (COME) was amusement. That quickly turned to irritation. The editors got together initially as a kind of joke, saying they wanted to discuss ways to screw the freelance writers who'd just formed the Periodical Writers Association of Canada (p.w.a.c.). Out of the editors' meeting came COME. I have no objection to the editors forming an association. In fact, I think it's a good idea. What I object to is the name. I know too many freelance writers who are professionally screwed by some of those editors regularly. I know writers, for example, who wait months to hear from editors to whom they've submitted ideas or articles. For the editors to play on the kind of power they have over freelancers in the title of their organization is a bit much.

* * *

On September 14, *CBC* television asked language commissioner Keith Spicer how he felt about the fans at Maple Leaf Gardens who had booed announcements in French during a Canada Cup hockey game. "Bigotry," said Mr. Spicer, "was made disrespectful" by that behavior. Now if Spicer would only learn to speak English . . .

* * *

It became clear early in the first Ford-Carter debate exactly what President Ford's problem is. He's redundant. At various points during the 90-minute confrontation he spoke of: "a proposal that I recommended," "adding additional programs," "the need and necessity" (three times), "a blanket pardon to all draft evaders," "mandatory certain prison sentences," "the immediate job we have is to stimulate our economy now" and "medium or middle income taxpayers." The redundancies came so frequently it was difficult to get them all down. That's to say nothing of contradictions like "there seems to be a clear difference" and some of Ford's other infelicities — his speaking of "the lower end of the taxpayer area," for instance.

Letters

Editor:

Tell Morris Wolfe to get his facts straight on the Elizabeth Gray-Leni Riefenstahl interview that he says appeared on *As It Happens* recently.

Liz was doing an interview for *Olympic Magazine*. You know, the special two weeks presentation by the *CBC Radio* Current Affairs Department that cost mother *CBC* a couple of hundred thousand . . .

Maybe if Morris stuck to print he wouldn't have to get his ears cleaned.

Oh yeh, and tell Morris his left wing is showing.

Wayne Skene,
Executive Producer,
CBC Halifax.

PHOTO-JOURNALISM MORE THAN F-STOPS

Editor:

Behind the bitterness of John Franke's attack on my (equally bitter) criticism of the dying parachutist photograph, there was some sense.

I would never argue that the public should be protected from disturbing photographs. The bad taste resulted, not from the photograph itself, but from the manner of presentation. To display death with no comment other than a recitation of shutter speeds and aperture sizes is, to me, irresponsible journalism.

Some years ago there was a widely-publicized photograph of a Vietnamese soldier being executed by pistol. When my class began fondling it and passing it around with a kind of hideous glee, I began to think of my responsibility towards "good journalism." Should I launch into a "careers in journalism" pitch and talk about all the nice trophies that can be picked up from life insurance companies and the automobile industry for timely picture taking? Rather, it seemed to me then that the execution photograph was valuable only when accompanied by a mature and serious reflection on matters such as war and love and compassion.

Some pictures — usually those done with canvas and brush, but some photographs too — can stand by themselves as the artist's visual comment on life. Alone, except for some cold technical data, the dying parachutist photograph did not have sufficient artistic merit to say anything about anything.

James Delaney,
Oshawa, Ont.

CP News Picture of the Month



Photographer: Andy Clark.

Newspaper: *Ottawa Journal*.

Situation: Clark, on assignment at the Circus Vargas when it visited Ottawa, had been taking photos of Tony the tiger and his owner and trainer, Johnny Marrone. When Marrone turned to speak to Clark, Tony saw an opportunity. Marrone's face was not mauled because the 13-month-old tiger had been de-clawed. Clark is one of a four-man team of *CP* photographers who provide Ottawa regional photos to the *Journal* under contract. Clark also took one of three other well-used news

pictures in August, one of a racing canoe paddler attacking a mate who had made a mistake.

Technical Details: Nikon F2 camera with motor-drive, 20-mm lens at f11 and 1/250th of a second.

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

OMNIUM-GATHERUM

THE WEST

The *Abbotsford, Sumas and Matsqui News* has hired former CP Vancouver senior reporter and deskman **Ed Wilson**. Another new face on the weekly is **Frank Klassen**, a recent graduate of the Columbia Bible Institute, Clearbrook, B.C., who will cover sports and religion.

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

Columnist **Jack Scott**, who wrote for dailies and weeklies around B.C., has retired after 40 years in journalism.

Bill Ryan is now the editor of the MacMillan-Bloedel newsletter, while **Tom Williams** has been appointed manager of the company's information department.

Werner Bartsch, a deskman at the Toronto

Globe and Mail during the summer, has joined the reporting staff at the *Red Deer Advocate*. **Catherine Ford**, former women's editor at the *Brampton (Ont.) Daily Times* has also joined the *Advocate*.

THE NORTH

Yukon News editor **Peter Clough** and the weekly's only reporter, **Janice Hamilton**, are out of jobs. Publisher **Dave Robertson** has become editor. Most of Robertson's time prior to the switch had been spent fighting for advertising in highly competitive Whitehorse, population 14,000, the Yukon capital. Now he feels his advertising staff can handle competition with the thrice-weekly *Whitehorse Star*.

W. A. (Bill) Braden, a media relations officer with the department of Indian and Northern Affairs in Yellowknife, is moving to a government PR post in Whitehorse.

ONTARIO

John Morrison has joined *CFRB* radio in Toronto as a newscaster/reporter. Previously he was with *CFGO* radio in Ottawa as news director, a job he left last spring to travel Europe . . . *CFRB* has agreed to sponsor an annual Gordon Sinclair Award, to go to the student in the Humber College radio course selected as the most promising newperson.

Globe and Mail reporter **Mary Trueman** has been assigned to the paper's Ottawa bureau.

There's a new journalism school in Ontario, but it's not called a school of journalism, or even a school of communications. It's the **University of Waterloo's** "co-operative honors English" program.

Students in the course will alternate every four months between their studies on campus and work terms in government information departments, publishing houses, newspaper offices, advertising agencies, and so forth . . . wherever the ability to communicate clearly, accurately and succinctly is needed.

Waterloo pioneered the work-study concept in Canada. There now are more than 5,000 undergraduates there involved in such programs.

The first radio station for the print-handicapped in Canada is being proposed in Oakville, Ont. Sometimes known colloquially as readio, the 40 such stations in the U.S. provide extensive readings from the newspapers, serialized best sellers and news of special interest to the print-handicapped.

Richard Moses, chief librarian of the Oakville Public Library, is spearheading the attempt, which would benefit an estimated 7,500 print-handicapped in the area served by *CING*, a new Burlington, Ont. FM outlet.

Negotiations are taking place with *CING* to use its sub-carrier frequency. The scheme requires listeners to have special \$100 receivers. The station would be non-profit. Anyone interested should contact Moses or coordinator Gordon Norman, c/o Oakville Public Library.

The following 1976 graduates of the school of broadcast journalism at Fanshawe College in London, Ontario, found the following jobs at the following places:

Chris Mayberry, sports director, *CKSL* radio, London; **Bob Smith**, news reporter, *CJKB* radio London; **Brian Konrad**, reporter, *CKXL* radio, Calgary; **Scott Metcalfe**, newscaster, *CHAB* radio, Moose Jaw; **Steve Howe**, sports director, *CKGB* radio, Timmins; **Heather Boyd**, writer, *BN*, Toronto; **Nuala Orth**, writer, *BN*, Toronto; **John Best**, newscaster, *CKSL* radio, London; **Kim Fitzpatrick**, reporter, *CHWO* radio, Oakville;

EFFECTIVE JANUARY 1, 1976 CONTENT'S SUBSCRIPTION PRICES WILL BE

	ONE YEAR	TWO YEARS	THREE YEARS
CANADA	\$6.50	\$11 (save \$2)	\$15 (save \$4.50)
U.S.A.	\$7.50	\$12.50	
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GIFT SUBS (when accompanying new sub or renewal)	\$5.75		
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Book <i>the media game</i> , when ordered with a student sub	\$1		

COVER PRICE: 60c

All existing subscribers, and those who order subscriptions or renewals (including early renewals) in envelopes postmarked up to and including December 31, 1976, are protected to expiry at existing prices.

EXISTING PRICES (through Dec. 31, 1976)

Canada	\$5.50	\$9.90	\$13.75
U.S.A.	\$6.50	\$11	\$17
Overseas	\$7.50	\$13.50	
Quantity Discount	\$5		

Darryl Thomas, newscaster, *CJSL* radio, Estevan, Sask.; **Larry Jackson**, news director, *CJCS* radio, Stratford; **Ann Hutchison**, newscaster, *CKWS* radio-TV, Kingston; **Jim Whitehead**, newscaster, *CJCS* radio, Stratford; **Anne Reitzel**, Good News mobile reporter, *CHYM* radio, Kitchener.

Toronto *Globe and Mail* reporter **Thomas Coleman** is joining the staff of Ontario New Democratic Party leader Stephen Lewis as a special assistant for communications. For the last year Coleman had been the *Globe's* Atlantic Provinces correspondent, based in Halifax. He replaces **Richard Proctor**, who is joining the *Globe* as a sports reporter.

Jonathyn Forbes, former vice-president and copy director at Marshall Fenn Ltd., has moved away to start his own PR firm with partner **Yvette Lowe**. The new firm, Impact Creative Enterprises, Toronto, will work with clients and ad agencies on the creative aspects of PR campaigns.

Lance Connery of Tisdall Clark Lesly & Partners, a Toronto PR firm that has been involved extensively with writers, is back at the office short days after undergoing surgery.

Is the **Hamilton Press Club** about to create Canadian press club history?

More than one club has neared financial collapse when its prime source (a newspaper) has moved a few blocks away.

Not so in Hamilton. For two months at

least, since *The Spectator* moved to the west end, club receipts and activities have thrived in the downtown club.

Several reasons are suggested. *Spectator* staffers attend still, with ill-disguised management blessing. Associate members are not about to break their long record of involvement. And for good measure, a sheaf of membership applications from the electronic media reached the board in late September. Veteran member **John Burns**, *CHML* radio, is suspected of some intimidation there.

Add the detailed secretarial work of **Lynn Williams**, **Derek Hart Dyke's** military precision as treasurer, the humor of **Dave Toms' newsletters** and **Ron Dennis' uncanny** talent for discovering talent (he is social convenor) and it means president **Randy Rhodes** laughs all the way to the bank where a long-standing loan is being reduced regularly.

Another record bears mention. For six months the new board's had a full-strength nine at every meeting, apart from one serious (hospital) illness.

It's time for the club to say "smile please" to photographer Randy Rhodes. (From **Stu Brooks**, PR for the Hamilton club).

QUEBEC

Thomas Schnurmacher has been appointed entertainment editor for Magazine Montreal, a weekday morning show on *CHOM-FM*. Schnurmacher, 25, is a graduate of McGill and Carleton's School of Journalism and has been Montreal columnist for the New York-

based *After Dark* magazine and Quebec correspondent for the Canadian general entertainment trade paper, *That's Entertainment*.

ATLANTIC PROVINCES

The weekly *Dartmouth (N.S.) Free Press* has been sold by LFD Enterprises to a group including *Halifax Chronicle-Herald* and *Mail Star* general manager **Fred Mounce**, and his son Terry.

MISCELLANY

Omnium Erratum: In the advertisement on page 22 of last month's issue, *Content* was responsible for a confusing error.

The second entry under "It is incorrect to write" should have read: "Hobbyists found vaseline petroleum jelly the best lubricant." Since Vaseline is a registered trade mark, accurate use of the word requires a cap V.

By correcting the mistake in production, we made one.

According to the London *Daily Telegraph*, the visit of British Prime Minister Callaghan to Canada this fall received less press space than a visit by Rev. Ian Paisley about the same time.

Cliff Lonsdale, 31, has been appointed chief news editor of *CBC-TV News*. Formerly executive producer of *The National*, Lonsdale is now responsible for *The National*,

Lee Lester's U.K.

On an occasional basis, freelancer Lee Lester will contribute items exclusively to *Content* about the United Kingdom media.

Lester received his journalistic training on a London suburban weekly and English provincial dailies. He then became a freelancer in London specializing in crime reporting and founded a news agency which is now Britain's largest freelance agency. This was followed by nine years on the *Sunday People*, London, as an investigative reporter-feature writer. He came to Canada in 1974 and after a year on *The Toronto Star* started to freelance here, dealing mainly with European publications.



Lester says he wishes Canadian newspapers were not so over-written and the British popular press so under-written. He adds: "If it's true the public gets the newspapers it deserves, then God help us all."

London Newspaper Group

RAY TINDLE
Managing Director

and

ROBERT HARRIS
General Manager

wish publicly to thank

JON CURTIS
and his reporting team
on their coverage of the
**NOTTING HILL CARNIVAL
AND AFTERMATH**

It was a remarkable achievement in
the best traditions of journalism

Kensington News & Post Fulham Chronicle Marylebone Mercury Mayfair News Hammersmith News Paddington Mercury	South Kensington News Chelsea News Westminster & Pimlico News London Post Holborn Guardian
--	--

Canadian reporters who feel their efforts go unappreciated might envy their colleagues on the London Newspaper Group of weekly local sheets. Praise for their efforts in covering the recent race riot in Notting Hill, London, appeared in the form of this advertisement in *UK Press Gazette* — Britain's equivalent to *Content*.

News magazine, News Special, election and political convention coverage, Special Assignment, and the CBC's news syndication service. He replaces **Mike Daigneault**, who is now assistant director of news and current affairs.

* * *

Weekend Magazine editor **Sheena Paterson** announced her resignation from that job late in September. Irreconcilable differences between herself and publisher **Lewis Louthood** over the future editorial direction of the magazine caused the split. She's agreed to stay on in Montreal until a replacement is found, after which she'll return to Toronto,

where she came from three years ago to become the magazine's ME.

* * *

Ruth Annan, formerly acting Toronto bureau chief for *Time* magazine, has moved to Lantana, Florida to become research director for the *National Inquirer*. Annan had been 16 years with *Time*, in various positions. She began her career with *The Toronto Star*.

* * *

CTV National News has hired **Jacques Grenier** as part of its Ottawa bureau reporting team. Grenier was formerly with *CJOH* in Ottawa. And, if anyone hasn't heard, *CTV*

has hired **Lloyd Robertson** away from the *CBC* to join anchorman **Harvey Kirck** on the nightly news show.

* * *

The topic was abortion but **Marshall McLuhan** hadn't gotten the message.

Consequently (although Marshall isn't much on consequences — they're terribly linear) it was left to **Eleanor Wright Pelrine** to spell out the facts on abortion for the Sept. 29 supper meeting of the **Women's Press Club of Toronto**, in the Hotel Toronto.

Marshall, always unpredictable, held forth on the left and right hemispheres of the brain. (Left: verbal, classified, logical; right: pattern recognizer, artistic, analogical.) The right side, he said, is feminine and gaining dominance because of the effects of electric technology.

* * *

Radio Saigon and *Radio Hanoi* were merged September 1. Now it's the single *Voice of Vietnam*.

* * *

Daniel Schorr, the *CBS-TV* reporter who was suspended with pay while under investigation by the U.S. House of Representatives ethics committee for leaking a copy of a government report on the CIA to the *Village Voice*, has resigned. Schorr, the last person to testify before the committee, refused to tell where he got the report, using the First Amendment as his defense. He was not cited for contempt. Schorr will continue to receive his full salary from *CBS* provided he does not join another network TV station. His plans include lectures, a memoir and a short stint teaching at a university.

* * *

The success of several recent *Toronto Star* rotogravure magazine sections has prompted the paper to adopt plans for 26 such sections during the coming year. Circulation jumped about 50,000 on the days *The Star* published magazine sections on the Olympics, the Canada Cup Hockey series, and earlier, on the opening of the CN Tower. Coming subjects will include winter sports, the theatre and motoring.

Recent staff changes at *The Star* include reporter **Bruce Garvey** becoming city editor; **Jonathan Manthorpe** of *The Globe and Mail* becoming Queen's Park columnist, taking over from **Robert Duffy** and assistant managing editor **Ken Larone** leaving to become publisher of *Canadian Living*, a grocery store-distributed consumer/lifestyle magazine published in Toronto by Labatt's. Foreign editor **John Miller** and reporter **Frank Jones** (who was once head of *The Star's* Ottawa and London bureaux), have left to begin their Southam fellowships at The University of Toronto. Assistant foreign editor **Michael Pierl** has taken over from Miller.

* * *

Pacific Western Airlines has added 300 copies per issue of *Saturday Night* to its inflight magazine selection.



CORRECT USE OF THE TRADEMARK

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About 1872 the word VASELINE was coined by Robert A. Chesebrough and from then to the present time he and Chesebrough-Pond's have made uninterrupted and exclusive use of VASELINE as the trademark identifying products of their manufacture. These products are of many kinds, including petroleum jelly, baby products, skin lotion, bath beads and oils, hair tonic, petrolatum gauze. The trademark VASELINE identifies each and all of them. For correct usage, therefore, the word should always be used as a trademark or brand identifying products manufactured by Chesebrough-Pond's and it should never be used alone to designate a specific Chesebrough-Pond's product.

It is correct to write:

Included among the camp's first aid supplies was 'Vaseline' petroleum jelly.

Hobbyists found 'Vaseline' petroleum jelly the best lubricant.

They ordered a jar of 'Vaseline' petroleum jelly.

It is incorrect to write:

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They ordered a jar of vaseline.

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OBITUARIES

Major Donald F. Hunter, former chairman of Maclean-Hunter Limited, died Oct. 3 after a lengthy illness. He was 65.

* * *

Ethel Chapman, writer, newspaper columnist and home economist died in Toronto in late August. For 25 years she was woman's editor of the home section of the former *Farmer's Magazine*.

WANTED: CO-EDITOR FOR CONTENT

To start around the end of the year. This is not a cushy, glamorous job. Please apply **ONLY** in writing and do **NOT** apply unless:

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- You are considerably above-average in writing, spelling, grammar and punctuation.
- You are able to initiate editorial assignments, counsel writers, arrange artwork, and work manuscripts through to readiness for the typesetter.
- You like this magazine but are interested in contributing to its improvement.
- You can work long hours on occasion, and hard almost all the time.
- You are easy to get along with.

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Write, giving three references and full details including when you would be available, to *Content*, 22 Laurier Avenue, Toronto, Ont. M4X 1S3



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Please submit resumes no later than **NOVEMBER 19, 1976** and include details of education and personal and business background to:

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PUBLICATIONS

THE BLACK WOMAN IN CANADA, edited by journalist Rella Braithwaite, \$6.10. Order from 268 Centennial Rd., West Hill, Ont. M1C 1Z9.

CONTEMPO, forum for individual opinion, 16-page quarterly, subscriptions \$1. Readers' contributions welcome. Valerie Dunn, Apt. 111, 2301 Victoria Park Ave., Scarborough, Ont. M1R 1W5. 5-69

WILHE FILLER

