

# content

Canada's National News Media Magazine

DECEMBER 1976

No. 69

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GUILD MEMBERS

Reminder: In the event of future job actions bureau chiefs' homes should be considered CP premises and picketed. CP management has stepped up its intimidation tactics by installing Telecopier machines in bureau chiefs' homes, so they can use their rec rooms as alternate transmission centres in the event of a walkout.

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**CP WALKOUTS**

**The Myth of Family  
is Shaken**

UNDERSTANDING HABITAT





# Contents

# 69

THE STORY WAS ALMOST IGNORED by the news media until an Oct. 12 incident. Prime Minister Trudeau refused to cross a picket line of The Canadian Wire Service Guild, a branch of The Newspaper Guild. The Guild was certified back on Sept. 17, 1975 as bargaining agent for newsmen of *The Canadian Press* and its subsidiary, *Broadcast News*. For more than a year unsuccessful negotiations for a first contract had dragged on. Once before, in the 1950's, the Guild tried and failed to establish a foothold in the national publishers' co-operative news agency (see *Content* No. 63, June 1976). As a result of the protracted struggle, the myth of "family" in the news business may never return, according to Carman Cumming. . . . . 8



ONE YEAR AND ONE MONTH AGO, in *Content's* cover story, Lance Conner looked forward to the Habitat conference slated for June 1976 in Vancouver. Conner predicted the problems of housing the world's people might receive five per cent of the coverage the Olympics would receive. We know this was rampant optimism. In this issue Washington state freelancer Jean Cox looks back in a personal assessment of Habitat, its meaning and coverage . . . . . 14

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## MALAYSIA: S.O.S.—SAME OLD STORY

By JEAN SONNENFELD

A most unexpected political detention took place in Malaysia last June when Abdul Samad bin Ismail, managing editor of the *New Straits Times*, was arrested. At the same time Samani bin Mohamed Amin, news editor of the Malay language *Berita Harian*, was arrested. The allegation against both was the same — communist subversion. The two men face indefinite detention without trial.

Samad Ismail's arrest comes as a surprise because he has served as a speechwriter and adviser both to the late Prime Minister Tun Abdul Razak, and also to the present Prime Minister Datuk Hussein Onn. An outstanding intellectual, Samad Ismail served on several Malaysian government agencies formulating policy on Malay language and culture and on the mass media. Just one month before his arrest, he received one of Malaysia's highest literary awards for his contribution to Malaysian literature.

A few days before the arrests of Samad Ismail and Samani Amin, the editor and former assistant editor of *Berita Harian* of neighbouring Singapore, Hussein Jahidin and Azmi Mahmud, were also arrested. Although the paper shares the same name, the Singapore edition is

published separately from the Malaysian edition and has its own editorial board and board of directors.

Official statements appeared simultaneously in Kuala Lumpur and Singapore stating that the journalists had been involved in a plot, "master-minded and directed" by Samad Ismail, to foster discontent among the Malay population in the area in order to influence them toward communism. The allegation ignores the fact that Samad Ismail relinquished control of the Singapore editorial policy of *Berita Harian* four years ago.

Informed observers believe that political reasons lie behind the arrests, and that the true facts may never emerge. Amnesty International has adopted these journalists in order to exert pressure on their respective governments to restore the human rights of these men. If you are interested in keeping free speech alive, you can publicize these injustices. For more information, write Amnesty International, Canadian Section, 2101 Algonquin Avenue, Ottawa, Ontario. K2A 1T1.

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

# content

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Telephone (416) 920-6699  
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Editor and Publisher  
Barrie Zwicker

Co-editor/Layout  
Ray Bendall

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

Consulting Editor  
Terry O'Connor

Business/Circulation Manager  
Norah Zwicker

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# Lede Copy

## PAPERS' PACT COMES APART IN OTTAWA

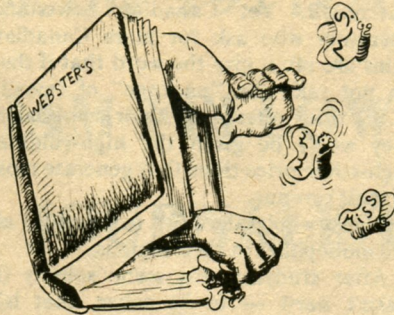
OTTAWA — Twice during a week in October the *Ottawa Journal*, troubled with a backshop union slowdown over technological change and job security negotiations, didn't publish. Therefore, the *Ottawa Citizen* stopped the presses and left Ottawa without reading matter and fish wrapping.

It seems the capital's two English language dailies signed a pact last spring, a mutual life insurance scheme. If one paper couldn't make it to the streets, the competition (competition?) would stay away as well.

Huh?

Well, *Citizen* executive editor Russell Mills called it a matter of self-defense. The publishers co-ordinated strategies to present a common front to the unions. Like two football teams, he said, the players "compete viciously on the field" while the men who own both teams "sit in the same offices to make sure the league is profitable and well run."

Circulation figures tell the story better. About three years ago the two papers were neck-and-neck, about 90,000 daily circulation each. Today the *Citizen* has climbed to about 107,000 while the *Journal* has slumped to 79,500. A major strike at the *Journal* could result in the *Citizen* grabbing even more of the market. Labor pains at the *Citizen* could mean the loss of some or all of its hard-earned lead. But if there's no other paper publishing and able to take advantage of



## MS. BIZ

The stylistic gyrations over "Ms." are coming to a predictable convergence. In a joint *AP-UPI* stylebook slated for distribution before the end of the year, the rule is that in news copy "any woman, married or single, may use Ms. if she prefers it."

Might this be a milestone, bringing an end to various pro- and anti-Ms. edicts?

Their main weakness was that they were edicts. They were based in the inarticulate major premise it was the

the other's misfortune, then no one loses. Unless you happen to live in Ottawa and like reading newspapers.

NDP MP Lorne Nystrom, feeling the pact was hurting the community, rose in the House of Commons to say the *Citizen-Journal* agreement appeared "a blatant example of non-competitive collusion between two corporate giants," and asked if the agreement violated federal anti-combines legislation. Corporate Affairs Minister Tony Abbott said the matter would be referred to the combines investigations director.

*Journal* publisher L.A. Lalonde said he'd welcome official clarification on the issue.

The *Citizen*, however, Oct. 22, announced it was quitting the pact. Mills apologized to readers for the two no-shows. (On Oct. 19, the decision to cancel was made after the paper had been made up and 1,500 copies had been printed at a cost of \$55,000.)

According to Mills, the *Citizen* opted out because the two papers could not agree about the best approach to take on

publication's right (i.e., the right of mostly male editors) to abolish or reinstate Ms. across-the-board in that publication.

The idea that the readers should have a say, even if the readers disagreed *with each other*, has apparently been unacceptable until recently.

The decision to disallow *in any case* the use of Ms. is as dictatorial as the decision to enforce its use in *every case*. It is an arbitrary use of press power over the way individuals and groups see themselves. The press resolutely — and correctly — decries governments when they indulge in such ham-fisted and insensitive action.

Decisions to ban or enforce Ms. place the impulse toward stylistic uniformity above the impulse to allow the press to *mirror society*.

But the debate isn't likely over. In the Sept. 11 *Editor & Publisher*, resident style expert Roy Copperud pronounced the use of Ms. as "one of the less welcome products of women's liberation," and "by now almost universally rejected." Obviously the view from *AP-UPI* is different. — B.Z.

the issue of automation at the *Journal*. He would not elaborate for *Content*. Allegations in the Commons had nothing to do with it, he said. "Our lawyers have informed us that the alliance was legal."

Meanwhile, Nystrom still wants the agreement studied, as its validity or non-validity may affect combines legislation revisions expected during the current session of the House of Commons.

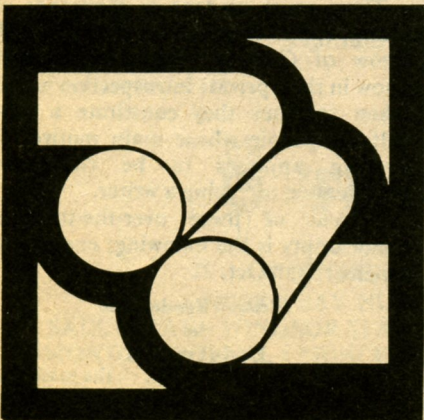
— Lin Moody

## A COVER STORY

There you are at the newsstand, a Canadian publisher, and the coincidence begins to unfold. A deliveryman drops off some bundles of magazines and one of them is yours. So you stay on from curiosity — and pride — to watch what happens.

The operator of the newsstand opens the bundle of your magazines, rips the cover off every copy and throws the remains into a garbage bin.

It actually happened to George Hencz,





publisher of *Performing Arts in Canada*. He asked the newsstand operator why. "We just don't have room for another magazine," he was told.

Yet the selection of periodical titles on the newsstand wasn't much different from the average on Canada's 11,000 English-language newsstands: 97 American titles for every three Canadian (as a percentage of sales).

That was about the ratio on the newsstand of the Park Lane Hotel in Ottawa, where the fourth annual meeting of the Canadian Periodical Publishers' Association (CPPA) took place Oct. 29-30. About 109 representatives of CPPA's 170 member publications were there, a record number drawn from a membership that totalled just 10 at CPPA's inception in May 1973.

Although (or because) the meeting concentrated on nuts and bolts ("What Audited Circulation Can Do For Your Magazine," etc.) the massive inequities facing Canadian magazine publishers in their own country surfaced in discussions.

Grant Geall, publisher of *Sound*, noted that one of his U.S. competitors, *Stereo Review*, "dumps" as many thousands of thick copies as it wants in to Canada every issue. These are end-of-run copies with unit cost running as low as 30 cents, yet which retail at the full \$1 cover price.

(Dumping normally means selling below cost, so Canada's anti-dumping legislation is not applicable to this kind of unfair competition.)

U.S. periodical publishers talk openly of the Canadian market as "all gravy." As a Canadian broadcaster noted in another context, "what's gravy to them is blood to us."

Because of the low unit cost, the loss for U.S. publications on no-sale returns in inconsequential. An employee of Cannon Book Distribution Ltd. who attended the CPPA conference said one small Ontario town with "about 13 adult males" gets 75 copies of *Playboy* every month.

One U.S. magazine with a total U.S. paid circulation of 60,000 dumps as many copies into Canada every month, it is estimated.

And since 13 of the 14 periodical distribution companies in Canada are U.S.-owned and-controlled dozens of arrangements, discounts and practices favor U.S. magazines over Canadian — in Canada. One crucial matter is point-of-display treatment. The U.S. magazines vie for full cover, up-front, eye-level or next-to-cash register positions. Canadian magazines are lucky to be displayed at all.

## Lede Copy

Randy Ware, executive director of the Canadian Booksellers Association and a guest at the meeting, said some of the practices of distributors and wholesalers are clearly illegal. It is against the law, for instance, to offer anything for sale on the proviso that something else must be purchased. Yet Canadian newsstand operators who ask for more Canadian titles are often given the word that if they do not take the "package" of (mostly U.S.) titles offered by their wholesaler, they won't be given the high-volume, high-cover price titles that generate most of their revenue.

These wholesalers (38 in Canada) all are monopolies in their regions.

After studying this scene soberly (it wasn't hard — to be sober, that is), CPPA decided to set up its own distribution system. It offers Canadian titles to retailers only where they have tried and failed to get these titles from their friendly local monopolistic U.S.-dominated wholesaler.)

Although in operation only since August, CPPA Distribution is off to a promising start, the meeting learned. Its policy is to be personal, service-oriented, and not to deliver any Canadian magazines the old-line distributors and wholesalers prove they are able and willing to deliver to the corner retailer.

With that policy, it is only a matter of time until CPPA Distribution is the giant of the industry. — B.Z.

(*Content's* publisher was re-elected to CPPA's board of directors at the meeting.)

## TRASH OF OUR OWN?

The fragility of the Canadian publishing industry, Edmonton publisher Mel Hurtig told an October conference of the Association of Canadian Publishers at The University of Toronto, is not for lack of publisher's initiative or booksellers ability to move Canadian stock. It's because regional distributors (mainly monopolies) using continental marketing schemes, bring more "U.S. trash" into Canada than will ever be sold and give newsstand sellers little say in the stock they get. The conference was titled Books of Our Own.

Toronto publisher James Lorimer said Canadian publishers can't sustain a long enough printing run to compete with the volume of U.S. distribution. Thirty to 40 per cent of U.S. books distributed may

never be sold — may even be thrown away — without affecting the U.S. companies' profit picture.

"If there's going to be crap on the newsstands, we want our share of it," Hurtig said. — Paula Brook Saltzberg.

PSST... WANNA  
BUY A BOOK?



## MSS. BIZ OF OUR OWN

What is the most frequently-encountered topic of unsolicited manuscripts received by *Content*? The experience of writing one's first article and having it accepted or rejected (usually rejected). And from whence do these manuscripts almost exclusively come? From participants in writing classes at U.S. colleges. The articles are invariably competently-written, cleanly-typed and accompanied by a self-addressed stamped (usually with U.S. postage) envelope.

There must be tens of thousands of these people. (Mercifully, they don't all know of *Content*. What they cannot know in their private introspection is that taken together they constitute a sub-culture: people whose main motive for writing appears to be the ego-gratification of "being a writer.")

Typical of these over-the-transom manuscripts is the following; one of two which arrived Oct. 21:

Writer's Rendezvous  
by

Linda Freeman

I have a rendezvous with . . . the mailman.  
It matters not what endeavors of brilliance I



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EDMONTON JOURNAL • PRINCE GEORGE CITIZEN • VANCOUVER PROVINCE (Published for Pacific Press Ltd.)



am about, when I hear his footfall upon the porch my anxious heart begins to flutter. My fingers tremble. My breath quickens. I am drawn like the moth to the flame.

"Caution!" screams my self control. "You mustn't be too eager. Remain and finish what you are about. Be discrete. Don't rush out." I hear the warning from my more sensible half, begging me not to leave myself open to rejection, but my feet have already propelled me toward his sound.

Visions of eternal notoriety, and bliss dance before my eyes. With my hand upon the knob I think of my family; of my husband and my children. I should give up this madness. It isn't fair to them.

They know of my affair; of the hours I spend in heady reverie, of days lost in the exercise of creation. They profess to understand. My discerning husband has even given me his blessing. How enlightened is the world in which we live!

But does he really perceive, or is he only humoring my quest for self fulfilment? Does he think if he waits patiently I will play Scarlett to his Rhett Butler and return eventually to the fold?

The point is moot now. My fate is sealed. I fling open the door to face my future.

He holds it there in his rich brown hands. Four envelopes. Three are a familiar sight, my own dreaded SASEs. But the fourth! The fourth is windowed. A check! Throwing all caution to Moriah, I tear it open. It is a \$15 check — actual cash in return for my thoughts.

I am redeemed! I am ecstatic! I am over the crest. There will be no turning back. My dreams have been confirmed. I am a writer!

And a \$10 cheque goes out to Linda Freeman of Columbus, Ohio.

The idea that one is a writer by virtue of having a vital interest in people, ideas and events and a strongly-felt need to communicate about these apparently has not yet occurred to these producers of neatly-typed submissions. You see, in telling about their experiences as "writers," there's seldom more than a passing word about what they've written about.

They may, of course, be following the advice of some professor who (correctly) advises them to "write about what you know best." But it's a case of the right advice leading to a wrong outcome. What they seem to know best is their self-centered desire to be a writer.

Contrasted with these manuscripts, the grumbings and bitchings of reporters about their stories being "butchered" assume an angelic relevance. The reporters' grievings are richly-factual, laced with telling anecdotes and related to a larger purpose. (The desk invariably has "cut the heart out of the story.")

There's always, of course, the exception that proves the rule. The legendary *Esquire* editor Arnold Gingrich once coaxed a manuscript out of Scott Fitz-

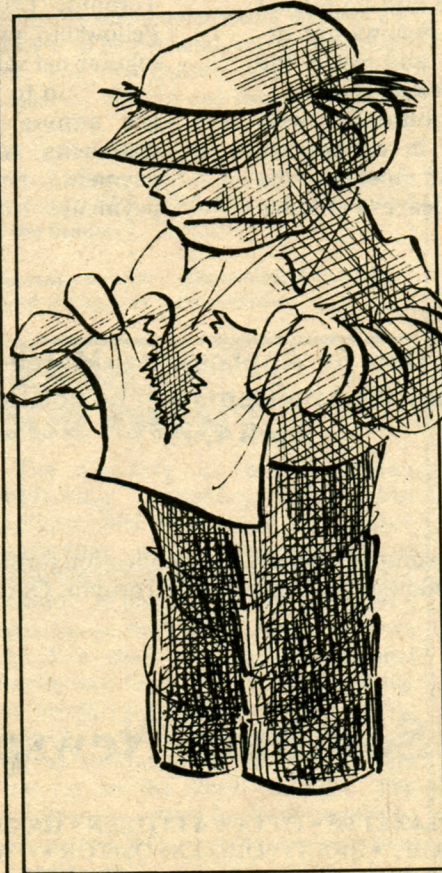
## Lede Copy

gerald at a time when Fitzgerald was suffering the worst writer's block of his career. Gingrich got the "bright idea" of having Fitzgerald "just write me about why he couldn't write." The result was *Crack-Up*, very possibly, according to Gingrich, "the best piece of short fiction Fitzgerald ever wrote." We hope we'll recognize a sequel. It sure hasn't arrived lately. — B.Z.

## FOREIGN NEWS MISBEGOTTEN, MISHANDLED

For *Content's* money, the star of a three-day York University conference called *The Press in Canada* Oct. 15-17 was someone not long out of radio and TV.

Gerry Haslam, editor-in-chief of *The Winnipeg Tribune*, and formerly of *CBC Winnipeg*, was a smart choice to speak



about foreign coverage in Canadian papers.

Defining foreign news for the audience of about 50, Haslam said he was not talking about "ding-a-ling featurettes and certainly not travel ads.

"What we're getting is mostly developmental, from unseen professionals, guys on the scene so close they forget to tell the significance.

The foreign news is also "overwhelmingly American."

Because news off the wire is "basically free" (eight per cent of *The Trib's* editorial budget) there's a tendency to turn down "this pre-paid stuff" in favor of "the story you've sweated on at City Hall."

This less-than-dazzling situation is improved not at all by a "lack of expertise in international events in newsrooms." Consequently foreign news that's run "tends to be tragedies and featurettes," Haslam said.

What's to be done? "First, reorganize ourselves." Introduce some consistency of judgment, get someone who "will keep track of what we've run." If Haslam could find the right resident newsroom expert in foreign news, he'd try to "shoehorn him in" to a tight budget.

Examples of distant events with an important impact on Winnipeg readers, Haslam said, were those concerning oil and wheat prices.

*Maclean's* Washington correspondent Walter Stewart thought the public isn't interested. "Our Starches show near zero interest in foreign coverage," he said.

Haslam responded that his "instinct" was that "we haven't learned how to ask sophisticated enough questions about foreign news." And insofar as readers don't show sufficient interest in foreign news, several participants suggested, it is partly because it is so poorly presented.

More Canadian correspondents abroad is probably the single most important step to making foreign coverage more interesting and relevant, it was agreed. *Toronto Star* senior editor Borden Spears said adding six *CP* foreign correspondents would cost "little more than \$100 a month (extra *CP* fees) for the smallest newspapers. Getting more Canadian correspondents abroad "can be done and done overnight."

Spears said the single most frequently-voiced demand he hears as *The Star's* "ombudsman" is for "intelligent coverage of foreign affairs from a Canadian perspective." The reason it's lacking, he said, is "sheer incompetence and uncaring in the newsroom from the publishers on down."

Whether more *Canadian Press*



reporters abroad would be a sufficient answer was questioned by Haslam who noted "consistent mediocrity" can be the hallmark of copy "when you have the One Hundred and Eight Bosses Problem."

FP, Thomson and Southam were discussed as a source of more funding for foreign correspondents. Several participants placed some hope on one or more of the three.

Senator Keith Davey, main speaker on the final day, said of the concentration represented by the Big Three: "Sooner or later a prudent society will have to deal with this situation . . . we should not have to depend on the benevolence of media barons." — B.Z.

## FREEBIE HEARING POSTPONED, TRAVEL WRITER TO APPEAR

The Ontario Press Council hearing of Gerry McAuliffe's complaint about a Feb. 14 travel story in *The Spectator* of Hamilton has been postponed to early February. It had been set for Nov. 9 (see Nov. *Content*, page 3).

Frank Scholes, writer of the complained-of piece, asked for a postponement so he could attend the hearing. McAuliffe agreed.

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

## CHEVRON GONE? NON

The University of Waterloo student council executive closed down the university's student newspaper, *the chevron*, on Sept. 24 because of alleged communist domination.

Since then, the *chevron* staff has successfully put out the paper, *the free chevron*, without council funding and is lobbying for official reinstatement and a retraction of the charges against the paper.

*Canadian University Press*, the wire service to which most university papers belong, underwrote two issues of *the free chevron*. At an emergency meeting of the Ontario region of CUP, held in Waterloo Oct. 16, members heard presentations from both the council and the paper and

then endorsed a resolution supporting the paper and censuring the council's action.

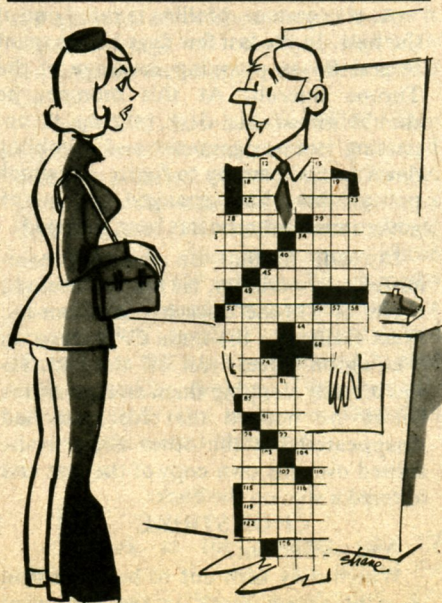
The student council executive received the resignation of the *chevron* editor, Adrian Rodway, Sept. 24 and promptly voted to close the paper "until council gives further notice." The locks to the paper's offices were closed that afternoon.

A staffer was admitted to the offices the next day to retrieve some personal belongings and subsequently refused to leave. Since then staff members have been occupying the offices 24 hours a day.

On Sept. 30 student council accepted the executive's position, voted to close the paper "for up to a month" and examine the formal relationship of the council and the paper during that time.

Council president Shane Roberts ran on an anti-Anti Imperialist Alliance platform last spring. The Alliance is the Communist Party of Canada (Marxist-Leninist) affiliate which Roberts claims has taken over the paper. Just before the paper was closed, *chevron* staff had set up a bureau to thoroughly report on and investigate the student council. Roberts has been a council member or employee for several years.

To date Roberts has not presented any proof of his allegations of communist domination. At the council meeting Sept. 30, he put forward a motion to fire the two remaining full time paid *chevron* staffers. However, when it was pointed out he would have to present reasons for the firing, Roberts withdrew the motion and instead was successful in eliminating the two positions. — Ann Silversides. ☐



"Why yes, I'm the crossword editor."

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It is hard to escape the impression the CP management, directed by the largest and most powerful publishers, are seeking to crush the CP union before it becomes established, and it's easy to understand why they would want to do just that.

As long as CP is unorganized, publishers can

rely upon it to provide a news service when their own unionized journalists go on strike. A CP without a union is therefore a sort of permanent strike-breaking force at the service of publishers who own and control it.

—Anthony Westell,  
*The Toronto Star*, Oct. 21.

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# STRIKE — (CP)

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By CARMAN CUMMING

**T**he scene: Opening day of Parliament, Tuesday, Oct. 12, 1976. In the Press Gallery hot room, reporters are riffling through advance texts of the Throne Speech like horse-players when the forms arrive. But a basic part of the gallery is missing: outside the Commons entrance, *Canadian Press* reporters are leaning or sitting on a parapet, eating pumpkin pie.

It's unthinkable, of course. Like saying the ship's officers wandered off the bridge to play cards when a typhoon was on the horizon. Unthinkable, because everyone knows a CP reporter is faithful, 100 per cent.

Ginny Galt brought the pie, left over from Thanksgiving dinner the day before. Ginny Galt is a slight person who seems shy and uncertain until she smiles. The daughter of Bill Galt, late managing editor of the *Vancouver Sun*, she has been in the business full-time only four years. Her copy is clean as a computer printout.

Carl Mollins, CP Ottawa news editor, is cutting the pie and handing it out while Mike Lavoie puts a glop of Reddi-Whip on each piece. Mollins is 45, with a heavy beard that goes up to heavier circles under his eyes. His normal expression is one of despair that the world in general, and CP copy in particular, is never as good as it should be. He inherited a missionary complex from his

father, a Baptist clergyman.

As a newsman, Mollins is rated one of the best. In the last few days he has spent several hours planning coverage of the Throne Speech. At this moment he should be at his desk, slicing it up, passing out assignments and wimbling down in his memory to figure out which policy line has changed or which government promise has been dropped.

Instead, Mollins on this day committed a desecration. He himself brought a pile of Throne Speech texts from the Press Gallery to the main CP bureau on Wellington Street, just off the Hill. He was already slapping them on typewriters before he noticed that his staff had disappeared out the other door. So he turned over his own copy of the text and lettered a sign on the back:

CP ON STRIKE

And walked out.

Which may turn out to be some kind of punctuation mark in the history of relations between the people who own

newspapers in Canada and the people who write for them.

**A** strike anywhere in the news business is especially unsettling because it disturbs the dominant myths. The myth, for instance, that newsmen report news but don't make it. The myth that reporters are somehow above and removed from cliques and claques and factions. The myth that reporters and those who hire them are all of a family, joined in creative unity.

In the case of CP the damage is greater because the myths were — perhaps still are — stronger than in most news outlets. Especially the myth of neutral anonymity and the myth of Family. Any lawyer will tell you family quarrels are the hardest to fix.

There is a chance that the CP dispute may, by the time this is printed, be settled. There is no chance the myths — call them traditions if you prefer — will be as strong again.

If the issue is settled in favor of the union, it will mean that the Guild (the Canadian Wire Service Guild, a branch





Rod MacIvor — UPI

of the Newspaper Guild) has finally gained a foothold in the national news agency, more than a quarter of a century after it first tried.

If it does succeed, there will be some very surprised spear-carriers, because a feature of the conflict has been the sober caution of union members about their chances of success.

The Guild members are holding out mainly on the issue of union security — which means a minimum guarantee that the company won't chip away at the union once a contract is signed. Even on this point they have fallen back, to a formula recommended in June by federal conciliation commissioner George Ferguson. The formula would not require anyone to join the union, but would require new staffers to pay dues.

CP general manager John Dauphinee has insisted, publicly and privately, that the company this time is prepared to live with the union, but that it won't bend on

the question of an open shop. He says it would infringe on employee rights to require non-members to pay dues to the Guild.

The Guild has been certified since September 1975. Last summer it started holding a series of rotating strikes to protest the slowness of negotiations on a first contract. The strikes went almost unreported in the newspapers whose publishers pay CP salaries. Which is why the Guild members abandoned the tradition of neutral anonymity and resorted to PR manipulation of a kind they normally despise. They say the means justify the ends, but they find some of the means repelling.

**B**ack at the parapet, the CP picketers are showing this is not the usual kind of Hill demonstration. The mounties who normally keep demon-

strators in line remain at benevolent arm's length; MP's and cabinet ministers leaving the House drift over to take a copy of the strikers' handout and ask whether there's anything they can do.

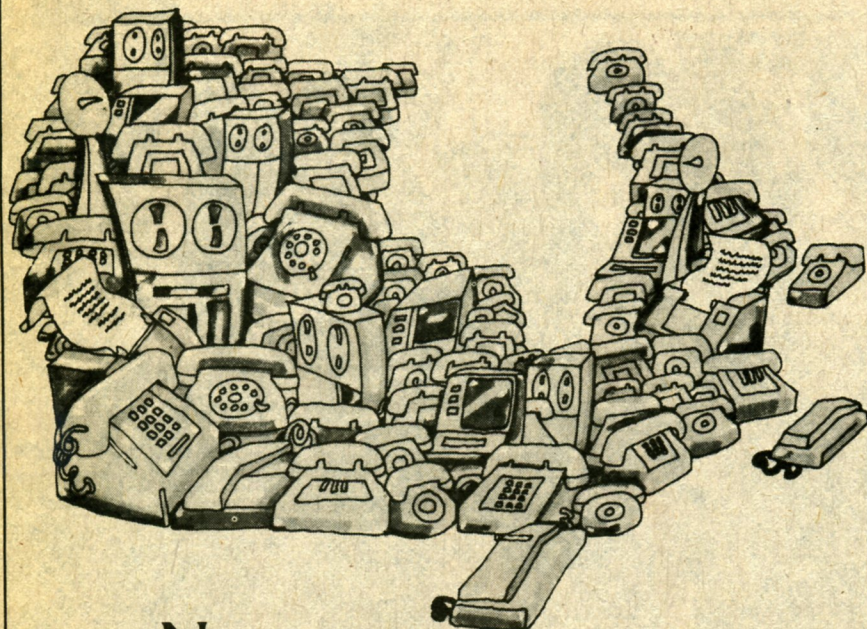
"Frankly, I'm a little embarrassed for your company," says Romeo Leblanc, fisheries and environment minister and former guildsman with the CBC.

Arch MacKenzie, CP Ottawa bureau chief, also goes by, on his way from the Press Gallery where he's trying to keep a service going with one or two other non-union people. He too looks a little embarrassed for his company. But he chooses the sidewalk that goes past the picketers when he could as easily have gone another way. There are nods and civil greetings. Rightly or wrongly, none of the strikers blames MacKenzie. It's assumed that he is doing what he can to get a settlement, and in the meantime doing what he must to keep his job.

Just as Mollins looks the part of the



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newsroom intellectual, MacKenzie looks like an executive. A former Washington correspondent, he's trim, well-groomed and crisp while Mollins is shaggy, thoughtful and hesitant. The people who work for them say MacKenzie and Mollins have been a good team, with MacKenzie in the role of organizer while Mollins worries about problems of news content. It's one of the heaviest ironies of this strike that MacKenzie is on the inside trying to keep the service going while Mollins is on the outside trying to disrupt it.

On the picket line, the strikers are talking, half jokingly, about how they should set up a media event. It's about 4 p.m. now and getting cold. The strikers know that the prime minister will walk over to the National Press Building about 4:30 for a news conference, and they decide they should walk over with him, to give the photographers a better shot and maybe get themselves on the 11 o'clock TV news.

John Diefenbaker gets out of a car at the Commons entrance, wearing formal clothes for the Speaker's reception. He sees a group of familiar faces and responds to the cue like an aging actor, coming over to shake his jowls and deplore the strike.

But Diefenbaker (not for the first time in his life) diverts attention from the main point. While clustered around the Chief, the strikers fail to notice that Trudeau and a couple of aides have started down the central walk from the Peace Tower, toward the Centennial Flame. One striker notices the PM and the group scurries away to intercept him at the corner of the West Block. They've all played this game before, but with different aims.

Trudeau, still in white vest and cutaway coat, takes the ambush amiably. "Is CP on strike?" he asks. Press secretary Richard O'Hagan, at the PM's side, looks nervous. Presumably it's part of his job to forewarn about things like this.

Trudeau and his flankers (with their picket signs now up for the cameras) head down the West Block steps and across Wellington Street, magically becoming a crowd as they go. More picketers are waiting outside the press building, along with the cameramen, who start rolling when the PM gets into range. The crowd congeals in front of the press building, with Gerry McNeil, designated Guild spokesman, in front of the prime minister.

The scene is perfect media hype: signs, movement, apparent conflict and, of course, The Personality — Pierre Trudeau. Reporters press in to hear the conversation.



McNeil explains that the pickets aren't trying to keep the PM out; they just want him to be aware of the situation, in case non-guild members from CP ask questions. They also wonder if they could have five minutes of the prime minister's time later in the week to explain their problem.

"Is it a legal strike?" Trudeau asks. Yes, says McNeil. "All right, then I won't cross." Trudeau turns abruptly and heads back toward the West Block, the pack scuttling behind. "This is better than the Throne Speech," one reporter says. "He's scooped himself," says another.

**T**here are two somewhat ironic postscripts to the Trudeau "confrontation," one on each side of Wellington Street:

In the Parliament Buildings, reporters who weren't close enough to hear Trudeau and McNeil crowd around one of their number who was, to get a fill-in on the exchange. The narrator is Claude Henault — of the rival UPI agency.

And back in the press conference theatre of the National Press Building, some reporters are annoyed because they missed the action outside — as well as the scheduled press conference by Trudeau. Gerry McNeil moves into the PM's vacant seat and gives an impromptu substitute press conference. Someone asks about the strikers' money demands and Gerry smiles sadly.

"Well," he says, "we don't have any argument about money. In fact, if we could get the minimum provided under the anti-inflation board guidelines, we'd be more than satisfied because that would be the biggest raise we ever got at CP."

**A**ny editor knows that news value is a curious thing. A situation may simmer for months or years without public notice. Then, for one reason or another, it stops being a situation and becomes news. Once so defined it takes on its own momentum.

For the CP strikers, the Trudeau incident marked the breakthrough. Politicians and editors suddenly were treating them as a national story. The reality of the situation had changed hardly at all; what was changed was the perception of the reality. But, as Walter Lippmann noticed long ago, people act in the real world on the basis of their perception of reality, not on the reality.

In the days following the CP incident the strikers found themselves almost constantly in the news, sometimes in

ways they didn't welcome.

CP head office in Toronto sent two non-union newsmen to work on the Hill, and the Press Gallery reacted almost instantly. A general meeting on Friday, Oct. 15 held up the granting of temporary gallery membership until a committee could recommend how to deal with that kind of situation.

Opposition MP's brought up the issue repeatedly in the Commons. On Friday Conservative Robert Muir said it was a "shocking disgrace" that no contract had been signed more than a year after certification — even though the union had been willing to submit to arbitration. NDP member David Orlikow said it was deplorable that scab newsmen were covering the Commons for CP.

On Monday, John Diefenbaker said the strikers' demands were reasonable and responsible, and something had to be done to solve the intolerable situation. Labor Minister John Munro said his department was doing everything possible, but he declined to take sides in the dispute. "There's such a thing as cowardice," the Chief growled. (This remark rather missed the point since Munro had been trying for several days — even before the publicity breakthrough — to deal with both sides in an attempt to find a solution. He later named his own deputy minister, Thomas Eberlee, as mediator in the dispute.)

Outside the Commons, controversy began to focus on Dick James, Ottawa supervisor for CP's *Broadcast News* subsidiary, who was continuing to work. Conservative Leader Joe Clark banned James from a press conference and Trudeau refused to take questions from him. Later in the week *The Globe and Mail* ran an editorial headed "Disturbing Precedent" saying Trudeau and Clark had no right to pick and choose which members of the press they wanted to have as their links with the public.

James was also subjected to what strikers called Mau Mau tactics. Strikers followed him around the Parliament Buildings and sounded kazoos and other noise-makers when he tried to record, or told politicians he was trying to interview that they were talking to a strike-breaker. Someone put Crazy Glue in the lock of his broadcast booth.

That night — Monday, Oct. 18 — someone also slashed wires leading from the CP office in the Press Gallery, but the union vehemently denied responsibility.

"We had nothing to do with that," said Glenn Somerville, a member of the Ottawa guild executive. "I know we had nothing to do with that. We went after everybody very hard the next day because we really suffered for that. We just about

The PM has been an ass for refusing to attend a press conference in the National Press Building because CP people were demonstrating outside . . . Most shameful of all was when Ottawa journalists asked Joe Clark to infringe on the rights of the press to report — Joe complied . . . A craven act, revealing Clark's lack of stature and his shortcomings as a possible future PM.

— *The Toronto Sun*, Oct. 24

lost people in Halifax and in Toronto — I don't know where else — before we convinced them it was some over-zealous friend who did it."

On Tuesday, Oct. 19, the Commons Speaker called in Guild and management executives, separately, and laid down the law. Somerville reported later the Speaker upheld the gallery decision on accreditation for strike-breakers but also demanded, and got, assurance that the harassment would end. The Speaker also told both sides the reporting of Parliament was a bigger function than any one company's private concerns.

Charles Lynch of *Southam News Services*, current gallery president, wrote a column saying the strikers had "put collective bargaining ahead of the freedom to report events," and worrying that the strife might jeopardize reporters' traditional rights in the Parliament Buildings. *The Globe and Mail*, in the editorial already mentioned, said Speaker Jerome had no right to banish CP representatives from Commons galleries.

Two days after the *Globe* editorial, John Dauphinee sent a toughly-worded letter to the Press Gallery with something close to a demand that it reconsider the decision on temporary accreditation. "You will have seen some press and broadcast comments critical of the

. . . neither the Prime Minister nor the Opposition leader has any right to inhibit in any way the free flow of information on how this country is governed — any more than Speaker of the House James Jerome has a right to banish representatives of CP from the Galleries of the House of Commons.

— *The Globe and Mail*,  
Oct. 21



gallery's decision," Dauphinee wrote. "From my own knowledge, I assure you that publishers, editors and broadcasters are much concerned at the ultimate effect those decisions may have on the fundamental freedom of the press to have access to and report on the activities of Parliament."

Dauphinee's letter was dated one day after he and other members of CP's executive committee had met Labor Minister John Munro in the minister's Parliament Hill office — while pickets outside chanted "Arbitrate," and "Sign or resign." Several MP's and at least two cabinet ministers joined the demon-

stration. Union people were careful to point out that the politicians hadn't been invited; they had been told that it would take place.

At one point that week Charlie Lynch met Carl Mollins in the Press Gallery and mildly took him to task for the way strikers were "using" politicians to support their own campaign. "You're bloody right we are," Mollins replied.

**C**arl Mollins' mind seems to work on two levels. With one part he is acting and doing, while the other part operates

somewhere off to the side, analysing each action.

"I've always been one of the most conscientious people about keeping the subject at arm's length," he says, nursing a beer in the National Press Club. "I've never established a close relationship with any MP. I've been careful not to identify with any political party. The signs on my lawn at election time are my wife's signs; she owns half the house."

Sometime last year, Mollins says he became convinced that establishment of a guild was essential to the well-being of CP — possibly even important to the well-being of the country.

"I thought it would strengthen CP and the media and the quality of the information that gets to people. I thought CP needed an external agency that would require them to be more efficient, more responsible.

"The publishers ought to have been that pressure group but they weren't doing it. All you have to do is look at minutes of the annual meeting to see they're interested only in a passing way in improving the service."

So Mollins opted for the union, even though he had reservations about whether it was what it purported to be: a guild devoted to improving the craft. Once the choice was made, it became a question of degree — how far to go in promoting the cause.

"It raised a terrible conflict of interest. We were hamstrung. Unlike any comparable unit attempting to get a collective agreement, we couldn't get attention because we were asking our own bosses to publicize our cause. CP refused and the newspapers wouldn't do it."

The Press Gallery decision on barring the non-Guild people from Toronto also raised a conflict of interest. "In another context, I might have voted the other way. But once you're committed, you shift to the point of view that means justify the ends."

The same thing happened when Mollins wrote a guild press release charging that newspaper owners had embarked on a campaign to destroy the union.

"I corrupted my craft," he says deliberately, "by using whatever skills I have developed as a journalist to write a tendentious polemic in the guise of an objective report. And I defy you to find a factual error in that piece."

(The report he wrote spoke of a "private, heavily-financed campaign" by the newspaper owners to combat establishment of the union. It said the campaign "involves the expenditure of



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tens of thousands of dollars to establish alternate communications systems plus pressure on non-CP journalists to write strike-breaking copy for the news agency." It said the publishers had financed purchase of tele-transmitting machines for the homes of eight to ten CP bureau chiefs and had also paid for "a secret, alternate communications centre with computerized sending and receiving facilities and standby operators hired from outside CP.")

(In Toronto, Dauphinee was quoted in *The Globe and Mail* as saying that CP management on its own authority had taken precautions to ensure the company would continue to serve its

obligations, "but the Guild's description of these precautions is much exaggerated.")

Mollins concedes that he simplified the Guild's case, and used "journalistic licence" in describing the CP executive committee as a strategy group of publishers trying to thwart the Guild. The aim was to exploit the natural antagonism of politicians and publishers.

"Politicians dislike publishers because they quite rightly believe the press exercises a great deal of power without responsibility," Mollins says. "We're playing on that instinctive dislike."

On the picket line outside the Parliament Buildings, a group of CP Montreal staffers joins the Ottawa regulars. Most of their signs are strident, but one held by bearded deskman Vic Dabby stands out in contrast. It's an elaborate watercolor of an ostrich, head deep in the sand and a small "CP" sign hanging from its tail. The caption is simple: "No — We won't go away." 30

*Carman Cumming is an associate professor of journalism at Carleton University, now on leave working on a study of the Parliamentary Press Gallery. He was a CP reporter and editor from 1955 to 1969.*

## FOR THE PRESS GALLERY, A QUESTION OF POWER

The Guild battle at *The Canadian Press* has had an unexpected side effect in the form of an apparent test of the powers and responsibilities of the Parliamentary Press Gallery.

At issue is the question of whether the gallery has the right to bar temporary membership to non-union newsmen sent in to cover Parliament during a strike by regular staff.

More broadly, it is a question of whether the gallery's rights and responsibilities flow from Parliament or from employers — or whether it has any rights solely its own.

The issue was joined on Oct. 15 when an emergency meeting of the gallery voted, with only two members opposed, to temporarily deny membership to two CP staffers sent from Toronto to fill in while the Ottawa bureau was on strike. A committee was set up to recommend a solution "so that any such future situations can be treated consistently."

Two kinds of reactions followed the gallery decision. The more moderate was stated in a *Toronto Star* column by Anthony Westell, who said he sympathized wholeheartedly with the CP strikers but felt that much more important principles, on press access to Parliament, were at stake.

"We members of the gallery have been granted in effect a monopoly — the exclusive right to report Parliament. It is a privilege entrusted to us by Parliament, and not a power we are entitled to use in another cause, no matter how worthy."

The second kind of reaction came in a *Globe and Mail* editorial which argued in effect the gallery privileges are entrusted not by Parliament but by employers.

The editorial appeared after the Commons Speaker declined to intervene

in the gallery's decision — and after both Prime Minister Trudeau and Opposition Leader Joe Clark had refused to take questions from non-Guild CP reporters. The *Globe* said neither Trudeau nor Clark "has any right to inhibit in any way the free flow of information on how this country is governed — any more than Speaker of the House James Jerome has a right to banish representatives of CP from the Galleries of the House of Commons."

Two days after this editorial, CP General Manager John Dauphinee wrote a stiff letter to the gallery executive asking it to "actively and promptly" reconsider its stand. "... From my own knowledge, I assure you that publishers, editors and broadcasters are much concerned at the ultimate effect those decisions may have on the fundamental freedom of the press to have access to and report on the activities of Parliament.

Unlike *The Globe and Mail*, however,

Dauphinee did seem to recognize the ultimate authority of the Speaker.

"For your information," he said, "we plan later to approach the Speaker on this same matter but it would seem more satisfactory if the matter is resolved promptly in the Press Gallery itself."

The issue is interesting from at least two points of view:

- It appears to be the first time the gallery has been at odds with employers as a group (there have been previous issues involving individual newspapers).
- The precise status of the Press Gallery apparently has never been defined.

The last major case involving gallery membership was that of Raymond Spencer Rodgers, whose request for membership was taken before the Commons committee on privileges and elections in 1963. At that time, the committee heard a report from Dr. P. Maurice Ollivier, the parliamentary counsel, who advised that it had a *de facto* rather than a legal status.

Dr. Ollivier went on to say that various Speakers had as far as possible recognized the autonomy of the Press Gallery. But he added: "If the Speaker should so decide his authority could still override the decisions of the parliamentary press gallery . . . There can be no objection to the press executive making representations but with regard to admission to any gallery they must bow to the Speaker's decision."

The outcome of the current dispute is not likely to be settled on legalities but rather on the basis of the relative power or influence of the three parties — the gallery, the Speaker and the employers. None would seem to have anything to gain by antagonizing the others.

—Carman Cumming

### SETTLEMENT—(CP)

A memorandum of agreement between Guild and CP negotiators was signed late Nov. 10, hours before this magazine went to press. A ratification vote was to be held the week of Nov. 15.

The three-year agreement would provide a total 25 per cent pay increase.

On the union security issue, the compromise was that new employees would be given the choice of authorizing dues deductions from their salaries. If they did, continued deduction would be a condition of employment.

Current Guild members would be required to authorize deductions.



# THERE'S MUCH TO BE MADE OF ALL THAT HABITALK

By JEAN COX

**W**as Habitat really just a lot of talk? That was the impression given by many of my news media colleagues who covered the United Nations Habitat Conference on Human Settlements held last May 31-June 11 in Vancouver. And there was a lot of talk — speeches, dialogues, monologues, harangues — involving more than 1,000 official delegates, several thousand participants at the unofficial Habitat Forum conducted by non-governmental organizations, and more than 1,400 members of the news media.

Many reporters who doubt the efficacy of a 12-day meeting, don't seem to understand Habitat was only a beginning. Its success will depend on keeping attention focused by reporting on problems and solutions vitally related to the quality of human life as if they were at least as newsworthy as sex scandals, accidents and sports events.

Some writers criticized the Habitat agenda for its failure to spotlight specific types of housing — a particularly near-sighted view which fortunately was not shared by U.N. committee members during two years of planning. They viewed "habitat" in its broadest sense, including not only shelter but also community, and the environment in which both are situated. Furthermore, the committee members were far-sighted enough to see that "habitat" must also encompass ordinary amenities — food, clean water, sanitary conditions, transportation, health services, and employment. They also saw that natural or man-made disasters, war, changes in economic balance, and political decisions directly affect people and their settlements and included them in both the agenda and the final Declaration of Principles.

Put briefly, the conference concerned "the whole of life" as it was succinctly phrased by the Vancouver Symposium, a group comprising Barbara Ward, Margaret Mead, and 22 internationally-

eminent colleagues, in a declaration of their own which they presented to the Habitat Conference.

**A**ssuming we are willing to take sides in favor of *improving the quality of life*, how can we be most effective? We can:

- Actively seek out habitat stories and try to get them a fair share of space or air time;
- Do some background study to enable us to fit such stories into their proper ecological, social, historical, political and economic contexts. (One reporter at Habitat confided: "I don't get paid to do my homework, so I don't do it.")
- Increase our awareness of potential stories by becoming familiar with the Habitat Declaration of Principles.

The declaration is not simply a rehash of everything we've ever heard in the U.N. It makes some significant advances. Although the "haves" are still expected to help the "have-nots," governments are no longer being asked to shoulder the responsibility for packaged doles — just the opposite. Delegates officially recognized that the people living in a settlement have a *right* to participate in all stages of planning, building, and management of those settlements. (The community development concept has been practiced with varying degrees of success over the past 20 years, but this could give it impetus on a scale not previously imagined.)

Taking the people-participation idea one step further, the delegates declared unequivocally that, "Women must be fully involved in efforts to improve the quality of life and should have equal opportunity to participate actively in all activities." (Attending to the quality of family life has always been a customary role of womanhood, and yet, how often

have women been allowed an active role in making major decisions which vitally affect it?)

The document also recognizes that, in order to make self-help feasible, changes will be necessary in zoning laws and building codes to permit the use of inexpensive, indigenous materials. (Scientists recently proved that the thick walls of African mud huts offer the best kind of insulation against hot days and cold nights, yet most building codes would not permit even a scientific application of the principle involved — putting the insulation on the outside rather than inside a building.) If we intend to improve the quality of life in the next few decades, people must be allowed to use their own skills and physical resources in constructing their own houses, which will give them not only shelter, but dignity and a feeling of self-worth — two things not inherent in a government dole.

A further advantage is that in solving their own problems, people will probably use common sense, an ingredient frequently lacking in government solutions. (In post-Second World War days the U.S. government supplied metal quonset huts to alleviate a housing shortage in the South Pacific. The metal huts were veritable ovens during the day. Ingenious residents raised them a few feet off the ground and did their daily chores sitting in the shade beneath them.) Technology, applied without common sense, can be exactly as Pierre Trudeau described it to the conference: "... often insufferably unreasonable from the psychological, social, and ecological points of view."

Media can help people be alert to new building materials, or better uses for old materials, especially those which are readily available, economical, and environmentally sound. The same goes for energy sources. (We know solar heat and wind energy are already possible but no big money is likely to be made in



supplying either of these because they can't be stored in impressive quantities or transported over long distances. Since supply will apparently be localized, national and multi-national corporations have shown little interest in their development. Is thinking "small" rather than "big" necessarily a regressive step?)

We can continue to check the effectiveness of a new system or project as reporters have always done — by interviewing the users. Who knows more about the liveability of a housing project, the reliability of utilities, or the convenience of public transportation, than the people using them?

**T**he declaration acknowledged the importance to a community of a sound, protected environment and then proceeded to the less evident observation that a community must also provide such amenities as food, clean water, good sanitary conditions, transportation, health services, and employment — all elements of a humane life. We take them for granted because we are among the fortunate 20 per cent of the world's people who own 75 per cent of the world's wealth. (Most of our cattle have better food and water than many residents of urban slums and primitive

rural areas. We could turn this situation around in relatively short order. A revolutionary new technique — the recovery of single-cell protein from wastes — could provide cattle feed, releasing grain for food which could go to the poorest people. This would also release some grasslands for grain production and, incidentally, reduce the pollution from cattle feeding lots. Would it be regressive to get our protein directly from grains rather than stuffing the grain into expensive cattle before utilizing it as human food?)

The environment, still an over-riding concern, was accorded due respect in this statement: "Nations must protect the environmental resources on which life itself depends, avoiding major and undesirable disturbances of the biosphere and oceans and ending exploitation of resources which may become physically exhausted or lose their ability to regenerate." (Yet we continue to pollute the oceans with radioactive wastes and assail the biosphere with pollutants from supersonic planes which, judging by their financial losses, are not a necessity.)

Such is the power of the military that the U.S. and Russia thought it necessary to propose, in August 1975, a treaty banning any modification of the en-

vironment which would have severe, long-lasting, or widespread effects — such as producing earthquakes, tidal waves, or changes in the atmosphere. On Sept. 18 in Geneva, the 30-nation Disarmament Conference agreed in principle to a draft treaty, before the U.N. General Assembly for debate as this is being written.

Several of the principles were branded as "political, and outside the purview of the conference" by most developed countries but were incorporated into the final document through the efforts of the "Group of 77" — a coalition of mostly Third World countries. Consequently, the conference:

- Declared inadmissible, actions that bring about changes in the demographic composition, the transfer or uprooting of the native population, the destruction of human settlements, and the establishment of new settlements for the intruders in all occupied territories.

- Adopted a recommendation defining land as the most valuable natural resource, and a scarce one which should be subject to public surveillance or control in the interest of the nation.

- Adopted (by consensus) an amendment by Panama that govern-

See **Habitat**, Page 18



UN photo



# 1976 — YEAR OF THE O

## BYLINE OF THE YEAR

**HOME  
COOKING**

By CHARLENE  
MONTE CRISTO  
SANDWICHES

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From "Better Living" advertising supplement to *The Globe and Mail*, March 27.

world your name was certain to appear in the "society pages." Those who attended parties and other events were listed as being invited and later listed again as having attended. Gowns were described and on greater occasions hostesses donned their special dresses in advance to pose for photographers. For one dinner dance a breathless public was advised that Mrs. J. W. Stewart would be seen (by those privi-

↑ This one, sent to us in late 1975, lay mislaid in one of our files until recently. Deserving of a niche in the annals of typographical blunders, it appeared in the column of Himie Koshevoy in *The Province*, Vancouver, Oct. 15, 1975.

## Vicar marries his

A Smethwick vicar had an extra special interest in conducting a wedding ceremony — the bride was his daughter.

## BONE HEAD DEP'T

*Scientist  
says land  
not limitless*

*The Toronto Star*, Oct. 9, 1975.

## AND WE ALWAYS THOUGHT "ORAL SEX" WAS A EUPHEMISM

inter-office correspondence *Copies to*

To: Mr. A. J. Briglia  
From: William C. Heine

Date: April 8, 1976

Subject:

A few times in recent years, not many, but occasionally, I've noticed stories in the paper about trials in which oral sex was mentioned. A couple of times I suggested it be played down. One case led me to ask that the term be restricted to copy and not used in headings.

Following another case recently, where the term was used, way down in a story, but nevertheless used, there had been a prior identification of the woman involved. I find this passes the bounds of good taste.

I'm all in favor of open courts and using information about a trial where it is pertinent to the conviction or acquittal of the accused, and where it may have a significant bearing on the sentencing. Yet the subject is so distasteful to so many people, and so marginally useful to our coverage of trials, that I've decided specific reference to oral sex should not be used in future.

Will you make sure that all editors are informed that effective immediately there is to be no reference to oral sex either in copy or in headings without my specific approval in each instance. If I'm not available, the acting editor may approve the phrase's use. Otherwise, the reference is to be deleted. I can't think at the moment of any occasion when I'd approve such references, but it is well to keep an option open. There may be a time when it must be used.

I dislike euphemisms, as you know, but this is one instance one is needed. Indecent assault is to be used; it can mean any one of a variety of practices.

**The**

A day *The Gazette* in intro

## Rape scare runs

Local police officials this morning flatly denied the existence of a rape scare here, but Truro Police Chief Lonnie Murray did admit that members of his force are investigating a recent incident of indecent assault.

Chief Murray said several complaints from local women claiming to have been followed by strange men have prompted him to detail members of his force to plainclothes surveillance duty in certain areas of the town. He did not, however, specify the areas.

"We've had three or four of these complaints in the last several weeks," he said, "but I certainly don't feel there's any threat to women who walk town streets either during the day or

at night. The chief v are survive indecassa have been

"As as followgo, always a have received during las

S. Sport D the Tru deta also crime existed a said betac compis of tempape the R0 whi any scase

From the *Truro Daily News*, the weekly 16.



# OVERSET

Year's end provides an excuse — er, opportunity — to bring readers some of the fluffs squeezed out through space problems during the past 12 months or so. This questionable display itself is bought at a dear price: delayed is Paul McGrath's sweaty epistle on hacking it in the campus press; Stef Donev's long-deferred page of creative prefixing; a barn burner called Concentration Countdown; how Infocan came to a sorry end; a droll piece by Ben Metcalfe on the difference between a journalist and a reporter; and much more. You don't believe this? Well, it's true. Consider this a "Coming in *Content*" blurb, something which should run every issue, as every responsible magazine editor knows, but which keeps getting squeezed out too. Same with Boobs. (We're making a New Year's Resolution about Boobs.) And don't think the items on this page are all the ones we were sent. Far from it. There was the dog on the front page of *The Toronto Star* who was air brushed into neuterdom between the three star and four star on May 4; the disjointed AP wire copy from the Houston Space Centre with inserts perhaps contributed by someone into his cups; bum photo rejects . . .



## is daughter

oon in Norway before return-  
to live in Smithwick.  
After leaving Gibbons Rev.  
Kelly became secretary to the

Coast News, B.C., June 4, 1975

## AND THE GOVERNMENT HASN'T RECOVERED YET

### LEE HITS FEDER.

Vancouver East Liberal MP Art Lee took a swip at the federal government's economic strategy Saturday, charging that the government has lost control of its own purse strings.

The Vancouver Sun, late Sept., 1975

## SCRAWLING ON THE BANDWAGON

### The Gazette

JUNE NEWSLETTER

We carried out a series of circulation promotions this spring, with quite encouraging results. HOW ENCOURAGING?

Our gains in home delivery over the past two months have been substantial and our single copy sales have held up exceedingly well. The London trip contest has proved to be worthwhile. DID ANYONE SUBSCRIBE BECAUSE WE'RE PUTTING OUT A GOOD NEWSPAPER? The Olympics offer a great opportunity to increase our sales. We'll be first with the Games results in the morning and with all the visitors in the city we should do very well. Our Olympic coverage is being planned in detail by the editors and we will present the Games' news and features in an especially attractive manner that can win us a lot of support. A LOT OF SUPPORT...ARE WE JOURNALISTS OR CANDIDATES?

Brodie Snyder will be in charge of the Olympic desk and 31 reporters and several photographers have been assigned for coverage. #11

# The Gazette

MONTREAL,

1976

Montreal was not proud of. (Inside the paper it was June 18.)

## rumors are flatly denied

Chief went on to note his men investigating the charge of assault, but said no charges had been laid.

As far as the complaints of being "d p." he commented, "we got a few of those. But we received an unusual number the last few weeks.

Art Davy, NCO in charge of the detachment of the RCMP, declined any knowledge of the rape scare situation. He said his detachment has received no rumors of either rape or attempted rape in the area, adding it is the RCMP which ultimately deal with such cases.

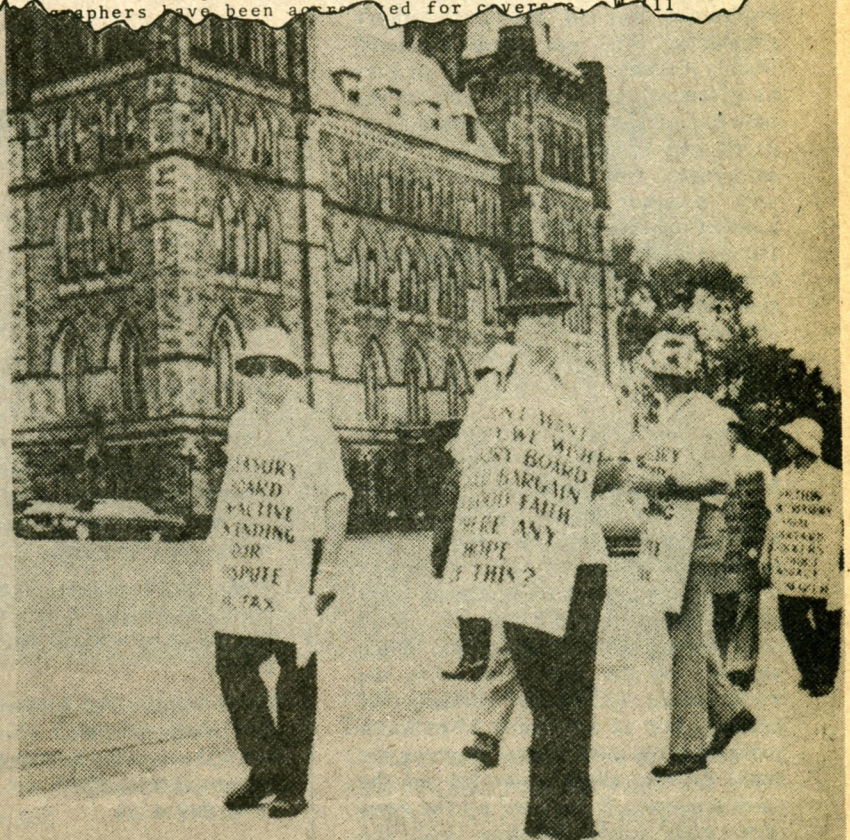
"We do all the rapes in Truro," he affirmed, "and we haven't had any complaints lately."

"It's like making a mountain out of a molehill," he remarked, predicting the publicity may well cause undue panic for local residents.

Meanwhile, reports received from unofficial sources indicating warnings in connection with the alleged scare were issued to CEC students were denied by CEC principal Archibald Robertson.

Mr. Robertson said that while some students may have discussed the matter with members of the teaching staff of an individual basis, no official warnings have been issued to students.

May 16. Thanks to Bruce Robertson of *The Evening News* New Glasgow, N.S.



DOCK WORKERS PROTEST — Half of eleven members of the Dockyard Trades and Labor Council—who arrived in Ottawa Tuesday to protest what they called the treasury board's lack of good faith in bargaining—picket the Parliament building. The council, representing 13 craft unions has been carrying out rotating strike action for several weeks to back the union's demands.

**NO PICTURE COULD DESCRIBE THESE WORDS**





(from Page 15)

ments must maintain full jurisdiction and exercise complete sovereignty over their territories, and that land should not be subject to restrictions imposed by foreign nations which enjoy the benefits while preventing its rational use.

- Recognized that every nation has the right to exercise sovereignty over its own natural resources and economic activities and freely choose its political and social systems, and

- Declared that human dignity and free choice — consistent with with overall public welfare — are basic human rights in all societies and therefore, it is the duty of all people to join in the struggle against any form of colonialism, foreign aggression and occupation, domination, apartheid, and any other discrimination.

The foregoing statements are undeniably political in nature. However, some political action will be required to implement any of the declaration's principles. Why are these different? Mainly because they threaten to take away some of the advantages now held by nations, multi-national corporations or privileged groups. Without these assurances, aren't questions of housing and humane communities mere academic exercises in Lebanon, Palestine, Rhodesia and South Africa? Can the quality of life in these places be substantially improved under present circumstances?

**T**his leads us to another Habitat principle — "Particular attention must be paid to the waste and misuse of resources through war and armaments with a goal of using the resources thus released to achieve a better quality of life." According to Vancouver Symposium members, all nations combined are spending approximately \$300-billion annually on the arms race while the world needs \$12-billion annually for housing. For an additional \$3-billion a year, over the next 10 to 15 years, we could provide clean water for all the earth's people. If we gave up the arms race, what might be done with the remaining \$285-billion after providing houses and potable water? Provision of food for the hungry, health care for the sick and aged, education for the illiterates of the world? Can we justify

current priorities? Are journalists exempt from responsibility for helping answer those questions?

For developing countries, achievement of most of the Declaration's goals will depend heavily upon a more balanced and equitable structure of economic relations among nations, providing them with the financial ability to buy what they need. Therefore, the document recommended immediate activation of the U.N. Charter of Economic Rights and Duties of States. Clearly, news media could assume a leading role in its activation if editors recognize the importance of economic news and reporters make it understandable.

Even less "newsworthy" than economics are the ideals expressed in the document's first principle which, if ever completely implemented, would result in universal brotherhood for four billion people. Recognizing that millions of people live in poverty — some without even the necessities of food and shelter — it pleads for "... satisfaction of the basic needs of food, shelter, employment, health, freedom, dignity, and opportunity for personal fulfillment without discrimination as to race, color,

sex, language, religion, opinion, national or social origin, or other cause." Delegates accorded highest priority to the needs of the least-advantaged people (dwellers in city slums and primitive rural areas) and those made homeless by natural or man-made catastrophes.

This leads directly to the issue of nuclear power — a topic which was sidestepped by the U.N. delegates, even though the media gave wide coverage to demands by the Vancouver Symposium and the Habitat Forum for a moratorium on nuclear testing, except for medical purposes, while further research is conducted to find safer, cheaper, and more ecologically sound sources of energy. Their argument was that radioactive leaks or a nuclear holocaust (accidental or otherwise) will destroy life — however much its quality has been improved. But delegates continued to ignore the question. Why? Perhaps, as Margaret Mead and others pointed out, the reason is that public outcry has caused a drop in sales of nuclear plants in the U.S., Canada, and other developed countries. They see a chance to recoup some of their losses by selling their expensive "white elephants" to developing countries which are willing to overlook the risks in the hope that nuclear power will catapult them into the twentieth century. (No one in power seems to be seriously considering the possibility that nuclear power could accidentally catapult the world backwards into the stone age.)

**T**rudeau, answering reporters at a Habitat press conference, piously declared that India has always acted honorably, even while admitting that India had illegally created and tested a nuclear bomb from materials supplied for peaceful uses by Canada. He went on to say that his government isn't going to take a "dog in the manger" attitude by keeping nuclear power to itself. The concern is for loss of control which could give the Idi Amins of the world the potential for creating nuclear weapons. According to the *Washington Post* on Aug. 29, U.S. intelligence reports indicated Taiwan had been secretly re-processing spent uranium fuel. It can now produce plutonium, the nuclear bomb material. U.S. officials have stalled another application from Taiwan for two more nuclear plants. In addition, the U.S. has dissuaded Korea from buying a re-processing plant from France and is attempting to stop purchases by Brazil and Pakistan. And yet we continue in the United States. On Aug. 11,

## FACTS

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

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

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

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

**BP Canada** 



the U.S. Senate passed a bill, by only one vote, to allow private industry to produce enriched uranium under government supervision. And on Aug 13, the project manager resigned from the Nuclear Regulatory Commission because it repeatedly ignored his warnings that three poorly-designed nuclear plants, some located near geographic faults, are a threat to the lives of millions of metropolitan New York residents.

Metropolitan problems have assumed compelling urgency since the majority of the population now lives in cities. The Vancouver Symposium noted this fact in admonishing governments to look upon human settlements as a "lead segment" in world recovery and development, and advised giving them first priority instead of allowing them to be residuals — merely the outcome of other decisions.

This would require major policy changes.

Change is not only desirable, but imminent, as we were reminded by several world leaders at Habitat. They warned that change is the only alternative, and failure to act will ensure that some will use violence in bringing about change. Doesn't the situation in Southern Africa demonstrate the truth of these warnings?

Mexico's President Luis Echeverria, referring to individuals as well as nations, said: "The rich must help the poor," and called the world a "block of abundance surrounded by an archipelago of poverty." Trudeau summed the situation up in a statement that was carried in media around the world — "the basic solution is love." Even granting that it was only a politician's rhetoric does not alter the truth of the

statement, which could well serve as Habitat's credo. As the prime minister expressed it: "We need to learn to love each other — not only to tolerate, but to love — in a way which requires us to change ourselves." Only then can we hope to change the world.

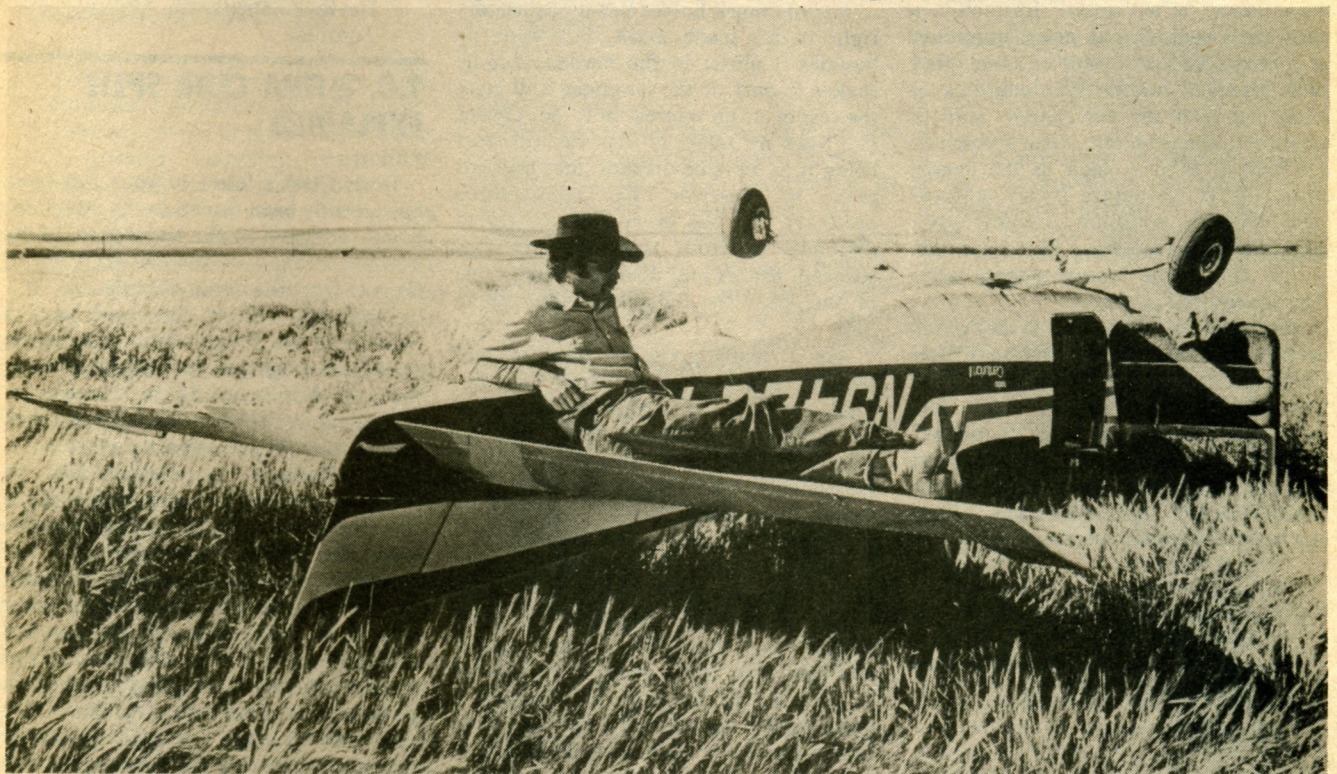
Let me ask my colleagues who said that nothing happened at Habitat — isn't it an achievement for representatives from 134 nations to reach agreement on such a strongly worded Declaration of Principles, especially within 12 days? I think the entire conference was a "happening" of great import.

Can we take our share of it from there?

30

*Jean V. Cox is a freelance writer living in Bainbridge Island, Washington.*

## CP News Picture of the Month



**Photographer:** John D. Colville.  
**Newspaper:** *Calgary Herald*.  
**Situation:** This Cessna Centurion came down in a barley field Sept. 10 after running out of gas three miles north of the Calgary airport. When Colville got to the scene, passenger Philip Smith was recuperating from the strain. Neither Smith

nor the plane's pilot were injured in the crash. Colville has been on the *Herald* staff for 12 years. This was his first picture of the month award.

**Technical Details:** Nikon camera with Tri-X film exposed at f8 for 1/1,000th of a second.

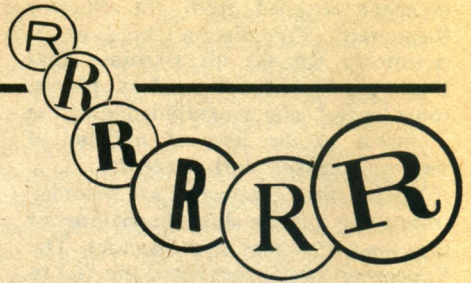
**Award:** *Canadian Press* "News

Picture of the Month," September, 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.



# Letters



Editor:

I was fascinated by Pierre Berton's article on handout journalism. Another example: the biggest story of the last five years, and probably of the next five, is the energy crisis but the news media have failed to give the public enough information about it, so we can't make any rational decisions about what we should be doing about it — mere "reporting" of the opinions of every Tom Politician, Dick Scientist and Harry Oil Executive is not enough.

Berton blames this poor coverage on the fact that newspapers are a business. I feel that blame can also be attached to the media's, and the public's conception that "news" is a "story." Implicitly, a story has a beginning (a news conference or controversial statement or some other such event) a middle (explanations or rebuttals) and an end (some sort of solution to the problem). Issues which do not have 5 W's — such as the energy crisis, tariffs, monetary policy, government secrecy, pollution, freight rates, transportation, changing life styles, etc. — are left to the feature pages, when they are covered at all.

A sidelight on Dosman's book, which Berton says received no publicity here but would have in the States: if the York University public relations office had blanketed the country with "handout" releases, the book would have been discovered by the reviewers and the media. The U.S. universities have bigger and better PR departments.

Cathie Fornssler,  
News and Publications Office,  
University of Saskatchewan,  
Saskatoon.

## A REGISTERED TRADE HEADACHE

Editor:

The interesting article on trade marks by Carlie Oreskovich in *Content* No. 67 neglects, to my mind, to come to grips with the central issue for journalists.

I have no quarrel with the registration of trade marks and the legal restraints this puts on competitors. I understand why public relations staff of trade mark holders fire off protesting letters when newspapers use trade marks in their news columns in ways different from those the holders prefer. I commend

these public relations men for their zeal in serving the interests of their employers.

But why does Carlie Oreskovich, and why do so many newspaper editors, seem to take it for granted that third parties, and newspaper reporters in particular, are under some obligation to go along? Surely the ordinary person's standard, and the newspaperman's, should be what it always should be: comprehension and the standard usage of educated people. For commercial reasons, other standards have to supersede these for a trade mark holder's competitors and their advertising agencies. But surely not for the rest of us.

A trade mark holder has a proprietary right to his trade mark, but when he bandies it about in the marketplace he makes it part of the language and gives the rest of us an interest in it too. One of the risks he takes is that we will start using it in ways he dislikes, and perhaps even to describe his competitor's products. He has every right to try to dissuade us from this, and he may succeed. But he may also fail. That is one of the ways the language keeps up to date.

Am I really going to have to quit putting vaseline on my chapped skin, and switch to something called "Vaseline" petroleum jelly" just so Chesebrough-Pond's can have an unblemished trade mark for their hair tonic? Do I really have to start sending my kid off to school with her milk in a vacuum bottle in order to make the world safe for the capital T on the trade mark of ice chests with fibreglass, I mean (F)iberglas, insulation? Are public-relations men really going to be allowed to control our language by xeroxing, I mean photo-copying, off a bunch of form letters and other such such prepackaged individual adhesive dressing measures? The idea makes me want to take a couple of acetylsalicylic acids.

The article mentions a lawsuit in the United States in which Coca-Cola is suing the Howard Johnson restaurants for serving customers who ask for coke their own brand instead of Coca-Cola's. The lawyers for Howard Johnson are contending, in part, that "coke" has become a generic term for a product made by several companies. I think they

ought to be able to buttress their arguments with examples culled from the nation's newspapers. They ought to be able to. But I suspect they would, in fact, find a lot of references to "cola drinks" and the like. This speaks well for the vigilance and initiative of the Coca-Cola PR staff. But it probably misrepresents the state of the American language. And it does not speak well for the independence of newspapers.

Harvey L. Shepherd,  
Toronto.

## T.O. MEDIA CLUB SPLIT EXPLAINED

Editor:

Doris Clark's letter in your July issue has recently been drawn to my attention. She is saddened by the withdrawal of the Toronto branch of the Media Club of Canada from the national body.

Since Ms. Clark has not been a member of the Toronto branch in recent years, she might be interested to know that we didn't decide to become independent in a sudden fit of pique: much serious thought preceded our move.

The increase in annual fees by National was not a major factor in the Toronto group's decision. Certainly, we didn't believe we were getting a fair return for the money we paid National each year; however, there were other reasons as well. Although the national executive is aware of our reasons, we feel it would be of little interest to others to elaborate on them here. As Ms. Clark says, \$50 is a small fee to pay if you feel you're getting value for your money. We did not.

We also agree with her statement that journalism is a profession to be honoured. We don't feel we are honouring our profession any less by operating independently. We will continue to have programs with interesting guest speakers, craft sessions and workshops. We hope to be able to arrange for even better programs than in the past now that our entire fee remains with us. We also intend to continue our



liaison with some of our former sister branches, especially Montreal where we have established close links.

Our new name, Women's Press Club of Toronto, is not entirely of our choosing. We would have preferred another "asexual" name. Unfortunately, the Ministry of Consumer and Corporate Affairs rejected our first two choices because of their similarity to existing clubs'. However, we hope the name will not put anyone off. We continue to welcome male members, as well as those from out-of-town.

If anyone is interested in inquiring about membership, please phone the Membership Chairman, Marjorie Rebane, at 367-8704 or write P.O.B. 6235, Station A, Toronto.

Corinne Nemy,  
President, Women's Press Club of  
Toronto,  
Toronto, Ont.

## PRESS CLUB ITEM: OMINUM-BUGGERUM

Editor:

Accuracy is in the eyes of the beholder. However, journalistic integrity is not.

I enclose a copy of the last dictate from our revered Hamilton Press Club president, one Randolph Rhodes.

It is a missive that deserves to be edged in black. In comparing it to the polyannish maunderings of one Stu Brooks (November *Content*) one wonders why the blatant and contradictory contrast.

Why does one get hearts and flowers about the club's success from Mr. Brooks and yet the last crack of doom from friend Rhodes.

Rhodes' letter, incidentally, follows quickly on the heels of our memberships' latest dues notice.

How many club members will pay their dues with so much uncertainty about the club's existence hanging over their heads? Not many I suggest.

*Content* has always been ever ready and willing to judge other practitioners of journalism. Perhaps just perhaps it's time for *Content* itself to set its own house in order in view of the misleading squib it published about the workings of the Hamilton Press Club, on face value alone.

Barrie Conrod,  
Past president,  
Hamilton Press Club.

Brooks replies:

My optimistic letter in your November issue about the Hamilton Press Club cannot be challenged as of Sept. 23, the day it was written and mailed, a week

before (*Content's* copy) deadline.

By the time the board of directors held our Oct. 21 meeting we were informed of deteriorating club support for the previous two weeks. It seems strange that Barrie Conrod as a journalist has not heard of "lead time" needed for a publication to finally appear in print.

I consider president Randolph Rhodes acted with commendable honesty in putting facts to members before rather than after the collection of dues. Had he collected dues and then warned of the dangers of non-support — and possible closure — the Barrie Conrods would have gnashed their teeth in righteous anger.

I do not understand his criticism of *Content* for publishing reports "on face value" unless he thinks a magazine should check every source of news and information and then use some form of censorship.

But more important than wailings of the minority is that the Hamilton Press Club gets support from the majority, or meets its logical end.

Stu Brooks,  
Hamilton, Ont.

*Content* comments:

We've gone over the Rhodes letter and can see no factual discrepancy between it and the Omnium item contributed by Brooks (November *Content*, page 13).

We would not think it necessary to point out to Conrod that as a monthly magazine, *Content's* "lead time" (from final copy deadline day to the day of mailing) is 18 days. Add (optimistically) one week for postal delivery.

So far as we can determine, the explanation is that from the day Brooks filed, to the date of Rhodes' letter, time marched on, giving the Hamilton Press Club a boot along the way.

There was a tone to Brooks' item which would not lead one to think the club would face peril shortly. But the hint of peril was contained in the lede: "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."

Considering Brooks is the volunteer PR man for the club, we mutually agreed his name should be attached to the item, as it was to a previous one (see August *Content*, page 22). (In that item Brooks noted the club was entering "what could be a difficult year.")

We seek all sides within the limits of our energy, time and money. In the end we rely on our contributors. We have no evidence Stu Brooks let us or our readers down. — B.Z.



## The Ortho Medical Journalism Award

The Ortho Medical Journalism Award is open to any Canadian resident whose writing in the general field of medicine is originally published in Canadian print media, in French or English, during the calendar year of 1976.

Although the award is financed by Ortho Pharmaceutical (Canada) Ltd., the administration of the program and the selection of the three independent judges is the sole responsibility of the Canadian Science Writers' Association.

Applicants for the award need not be members of the CSWA.

Last year's winner was:  
**Betty Lou Lee,**  
*The Spectator,*  
Hamilton, Ont.

The aim of the program is to honor "an outstanding contribution to medical journalism in Canada" and to encourage continued excellence in this field, both founding purposes of the CSWA.

The judges, whose decision is final, need not present the award when, in their opinion, no submission qualifies as outstanding.

The award consists of a scroll and \$1,000. Presentation will be made at the annual meeting of the Canadian Science Writers' Association. **Entries must be received by January 15, 1977.**

Each applicant may submit either three separate articles or one series of articles on a single subject. Three copies of each exhibit must be submitted for each entry, in the form of clippings pasted on *one side* of letter-size paper with date and source of publication clearly indicated. Similarly-mounted photostats will be accepted, if legible.

An entry form (obtain from address below) must accompany each submission and be sent to Secretary-Treasurer, CSWA:

Neil Morris,  
*London Free Press,*  
369 York Street,  
London, Ontario.



# Column by Morris Wolfe

**Scenes from the Life of a Freelance Writer (continued):** When we last met our hero (me), I was complaining about the *Vancouver Sun*, which had reprinted a piece of my work without asking permission. As we rejoin me, several comparatively uneventful months have gone by.

1. I've tended to subscribe to the quaint notion that writers should be read and not seen or heard. And so until recently I stayed clear of doing much work on radio or television. I rarely sought it out, and when asked to do such work have for the most part said no. Part of the trouble was that I took such work too seriously. I'd wind up spending hours afterwards thinking about what I *should* have said and how I should have said it. I wanted to do the kind of editing of my spoken words that a writer is able to do with written ones.

Anyway, I'm getting over that. I accept such assignments now, and whenever I can I avoid listening to myself or watching myself. And the fact is the money for such work is very good compared to the money one earns from writing. If I go on *CBC* radio's *Morningside*, for example, or *CTV's* *Canada AM*, and flap my lips for six or seven minutes, I'm paid \$75. And that's to say nothing of the "perks." One of *Canada AM's* staff gives me a wake-up call. When I get to the studio in the cab they've sent for me an attractive woman (is saying that sexist?) puts makeup on me. A third woman prepares me a breakfast tray. After I'm finished, they give me a little gift and send me home or wherever I'm going in a cab.

Compare that with working two, three or four days writing a book review for *The Globe and Mail*. I get paid 60 bucks for that. Or I'm working on a review article for the literary quarterly *Canadian Literature* for which I'll be paid maybe \$30. The only perks are that I get to keep the books. At the rate one is paid for lip-flapping (it works out to about \$600 an hour), I figure that if I flapped my lips for about an hour a week and did no writing at all, I could about quadruple my total freelance income for 1975.

2. Several weeks ago I reviewed the sixth edition of the *Concise Oxford Dictionary* for *The Globe and Mail*.

One of the things the review pointed out was that, although Oxford has always been a descriptive rather than a prescriptive dictionary, it was only now including the word "fuck" for the first time. It turns out that the use of such words in the pages of the *Globe* requires the approval of the editor or his assistant. (I picture editor Dick Doyle sitting at his desk, on which there's a sign that says, "The 'Fuck' Stops Here.") The editors read my review and felt I was making too much of the word; if it were to stay, the next 12 lines would have to go. But that part of the text was crucial; it attempted to put into perspective the non-use of the word "fuck" in other dictionaries — the paperback edition of the *American Heritage Dictionary of the English Language*, for instance, goes from "fuchsia" to "fuddle."

If I'd been consulted by the *Globe*, I

would have said that if they were going to run the piece at all, I much preferred that they retain the 12 lines and drop the word. After all, it was clear what word I was talking about. But the decision they took was the opposite one. And no one consulted me.

When I saw the piece in the *Globe*, I was irritated. As printed, the review now did seem to be little more than a vehicle for using the word. I wrote a letter to the editor complaining about the deletion. The concluding paragraph of that letter states: "One of the reasons Canadian freelancers recently formed the Periodical Writers Association of Canada is a sense of frustration with the arbitrary treatment of their copy by editors. Perhaps there was a good reason for dropping the lines from my piece, although I can't think of what it might be. All I know is that I should have been consulted and wasn't."

My letter didn't appear in the *Globe*. When I called to ask about it, I was told the letter wouldn't appear because I already have "access" to the *Globe's* editors. The irony is that if I'd had "access" to the editors when they were making their decision about the piece, I wouldn't have had to write the letter.

I don't want to make this sound like a Momentous Event. It isn't. It's the first time in six years of writing for the *Globe* that something like this has happened. (Writing for the *Globe* is *not* like writing for *The Toronto Star*, where one simply assumes that one's prose will be butchered by the editors.) And I've now been told by the *Globe* that I *should* have been consulted and they're sorry I wasn't. It's just an example of the kind of thing a freelance writer has to guard against even with the best of editors — substantive changes in his copy without consultation.

\* \* \*

The best thing about the bimonthly *Axiom* (75 cents on the newsstand, \$3.75 per annum from Box 1525, Halifax), subtitled "Atlantic Canada's Magazine," is Ray Guy's columns. Guy is the delightful Newfoundland humourist whose work is still too little known in the rest of Canada. (Two collections of his writing have now appeared in book form from Newfoundland's energetic Breakwater Press. The

## 1976 National Business Writing Awards

**Entry Deadline:  
January 15, 1977**

Entry forms will be available shortly in newsrooms and press clubs.

This annual competition for writers on business topics is co-sponsored by the Toronto Press Club and The Royal Bank of Canada.





## CP Feature Picture of the Month

**Photographer:** Al Leishman.

**Newspaper:** *The Montreal Star*.

**Situation:** One of 68,505 spectators at a Canadian Football League game at Montreal's Olympic stadium Sept. 26 was tooting in a new era. The

crowd was the largest ever at a team sports event in Canada, and the game was the first professional sporting event at the stadium. Leishman, 37, has been at the *Star* for 21 years.

**Technical Data:** Nikon camera with a 16-mm

fish-eye lens. 1/250th of a second at f16.

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

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

first, titled *You May Know Them As Sea Urchins*. Ma'am, was published last fall. The second, *That Far Greater Bay*, appeared in August.) Guy's June-July column in *Axiom* is, I think, the funniest I've seen by him. He suggests that Newfoundland's tourist industry has failed because it's been spending too much time trying to promote an image different from the popular one. Guy argues that Newfoundlanders should give tourists what they're looking for — a Baby Seal-Thumping Festival, for instance. "Here in the specially-constructed Bung Hole Tickle Coliseum on styrofoam ice floes, sweet little seal infants will be clobbered to death in the most thrillingly-barbaric fashion imaginable by relays of hulking, bestial hunters. Spectators in the bleachers will be provided free with rain capes to protect their casual holiday attire from spatters of baby seal gore and brain

particles as the innocent and adorable little creatures are whacked from one end of the Coliseum to the other like so many furry hockey pucks." Then there could be a Farley Mowat Whale-for-the-Killing Rodeo. "... the tourist lads have already obtained seven largish whales which will be grounded, one at a time, on a convenient sandbar near Burgeo. The 'Rodeo' will lean heavily toward visitor participation . . . tourists will be fully encouraged to pitch in and help the happy blood-maddened peasantry gouge, chop, rip, bash, shoot, tear, hack and otherwise bother the stranded

leviathan to death. Among the firmed-up events is a modified tug-o-war in which 'Visitor' and 'Home' teams will compete to see which can drag the greater length of intestine from the expiring creature in the shortest time." Finally, there'd be safari tours "in which tourists will be able to drive their own cars through the area and observe the antics and curious habits of the natives in their natural habitat. As the official tourist pamphlet puts it: 'See all those wonderful "Newfie Jokes" come alive before your very eyes from the safety and comfort of your own motor car. The beautifully-landscaped grounds of the Little Hearts Ease "Heritage Village" have been stocked with more than 700 cretins, morons, crazies and inbreds taken directly from last year's voters lists. Roar with laughter as one "Goofy Newfie" holds an ordinary household lightbulb to the socket while six others twist him around.'" (30)

# axiom

Atlantic Canada's Magazine



# NOISY TAPES NIX NOTE-TAKING IN COURT A CASE FOR PRESS TRANSCRIPTS

By NICK RUSSELL

Do the news media have the right to transcripts of police wiretaps?

The question may seem hopelessly presumptuous, considering how few rights of access Canadian news people have. But there may be a specific situation where such a right is important, even vital, to ensure fair reporting and to ensure that justice is seen to be done.

Such a situation arose in the Supreme Court of the Yukon this summer. I was covering the Yukon's first wiretap case for the *Whitehorse Star*, and a disproportionate time was spent on admissibility of police interceptions under the 1974 Protection of Privacy Act.

Finally Mr. Justice John Bracco, on loan from Alberta, permitted the tapes to be played. Machines were set up in the large, panelled courtroom, and the climactic moment arrived.

But the tapes were just a blur of noise.

For a couple of hours the judge, lawyers and defendants — but not the media reporters — leafed slowly through their transcripts, following the virtually inaudible telephone conversations on which the entire conspiracy-to-traffic-in-heroin case hinged. The press corps sat there, straining to catch the occasional word.

Phone calls between Cape Kennedy and the first moonwalkers were far, far clearer than those police wiretaps. Graham Bell's very first phone call was probably more audible.

The recordings, from a party-line of mostly Vancouver-to-Whitehorse calls, were truly dreadful, and the stenographers transcribed them deserve a fat medal. As played in that echoing courtroom (perhaps 25 feet high, 30 wide and 50 long), they were just a jumble of dial tones, blurred words and background music.

In the 14 wiretap recordings, reporters were able to recognize little more than one "Merry Christmas" and an oft-repeated copulative expletive.

At the lunch adjournment, I asked the court clerk to give me a transcript, or for an opportunity to read one. I offered to pay duplicating costs. After lunch he responded by saying the judge would allow me to sit closer, near the witness stand. And a better tape-recorder had been secured.

But these measures helped little.

At the next break I asked defence and prosecution lawyers for a copy of the

transcript. Defence naturally said No (potent evidence, this). The Crown prosecutor, who had entered the transcript along with the tapes as an exhibit, said No. He referred me back to the clerk, and later claimed he would be pilloried by the defence if he made a copy available to me. He implied privately he felt the transcripts should be public, but they were now in the clerk's jurisdiction, as evidence.

A written request to the clerk that afternoon elicited the verbal reply that the judge said No: exhibits were not normally made available to the press.

My argument that a significant part of the evidence was inaudible to the public gallery was ignored. (As it turned out,

the prosecutor relied heavily on the tape evidence, as no heroin was ever found on either defendant. And the judge evidently found it crucial, as he jailed both defendants.)

Stuck in the stuffy Whitehorse courtroom, I knew we had lost the case, however the defendants fared. But surely this battle has already been fought in other jurisdictions? Have the Canadian news media ever been allowed court documents under such circumstances? If not, have we any legal way of getting access, without hiring an expensive lawyer to argue for us? (30)

*Nick Russell is co-ordinator of the journalism program at Vancouver Community College.*

## BOOK REVIEW

# ALL THE JIVE ON 35

*Independent Photography*, by Robert Foothorap, Straight Arrow Books, San Francisco, 428 pages, \$7.95

By HENRY WITTENBERG

Be it in thought or in practise, I've committed all the sins of photography outlined in *Independent Photography: A Biased Guide to 35mm Technique and Equipment*.

I've shot the well-exposed, sharp images that say nothing, and I've considered buying all the expensive equipment, including all that "useless gadgetry pictured in photo magazines and pushed by camera stores." And yes, I used to treat the 35-mm camera with kid gloves rather than as a working tool, not realizing that the 35-mm camera has survived through more wars than I have.

But, thanks in great part to Robert Foothorap, all such foolishness is behind me now. When I go out on an assignment I can be sure I'll come back with at least one picture which will please my editor.

In one evening of easy reading, I learned more about the interaction of cameras, film and light than a whole semester of photography at university taught me.

Without appearing the least bit condescending, Foothorap begins on the premise the reader knows absolutely nothing about the art of photography, yet by the end of the book every reader

should feel he can earn at least a few extra dollars from the art.

To the writer, and especially the freelancer, being able to provide good pictures with his copy can often add that extra touch, the one that only the writer can have through intimate knowledge of his subject.

On picking up his first camera 14 years ago, Foothorap became an "instant photo-addict." But, he adds, "It took me three years of utter confusion to weed out a cogent body of knowledge from this morass of myth and equipment-hawking." In a short 231 pages, he's managed to do for his readers what he couldn't do for himself during those first three years.

Yet he possesses one of those qualities seldom found in a man whose life is more concerned with visual rather than verbal impact — he can write clearly and concisely, leaving his reader with a thorough knowledge of how it all works.

Which is not to say that the book is written in plain, textbook style. So much of the man himself is written into every page (hence the subtitle *A Biased Guide . . .*) that the book reads like a novel.

*Independent Photography* is a book which belongs in the libraries of all writer/photographers, or those hoping to become so. (30)

*Henry Wittenberg is a Toronto freelance writer/photographer.*



# MEMO OF THE MONTH—WOULD YOU HAVE WRITTEN IT?

Steve, Mike-Buzz -  
watch for it!  
R.

Roy Nagel..

Please ask your court people to ignore the sentencing of a Kent Romund, 29, of 203 Morely, for trafficking in cocaine. His wife works for a very strict-minded establishment, and is likely to lose her job if his name gets used. (She right now is sole support for the family.)

thanks. He's coming up for sentencing on Thursday.

dona  
sept. 1/76

*When Winnipeg Tribune managing editor Dona Harvey issued the above memo to editor Roy Nagel, someone told her to be careful, that it might end up in Content. Someone was right. Before rushing into print with our leaked copy, we asked Harvey for her comments on this case and the general, vexed, newsroom question: to name or not to name? Her written response follows:*

*The Tribune has no set policy concerning what to print or not to print. Each case is decided on its own merits.*

*In this particular case, these were the details:*

- The public already knew of Mr. Romund's crime, because we had printed his arrest and conviction.
- Between the time he was convicted and sentenced, his wife was hired by a "strict-minded establishment." She had had a difficult time obtaining a job, and was terrified of losing it because she is sole support for herself and three young children.
- *The Free Press* also had agreed to withhold publication. (Obviously it would make little sense for *The Trib* to not publish the story if other media were using it, or vice versa.)

*The Romund case didn't start a trend or a flood of other similar requests. It was an isolated incident. Sure, sometimes we are asked to keep names out of the paper — and most of the time, we decline. Occasionally (once a year?) the circumstances are such that we agree.*

*Some journalists suggest the press is in trouble the moment it refuses to publish any factual information it normally would use.*

*Generally speaking, I agree. Nevertheless, our entire business is one of filtering facts, of using and not using information given to us.*

*Newspapers are constantly weighing the public's right and need to know with the worth of a story and its impact on the reader.*

*In this instance, I think the public's right to know was served by publication of Romund's arrest and conviction. We were left*

*with the question of whether the need to know Romund's sentence out-weighed the potential harm to innocent people. I decided it didn't.*

*Some papers have a hard-and-fast rule that no name is ever withheld. But rules that can't be broken frighten me. They leave no room for the human element or special circumstance.*

*On the other hand, sometimes, despite the agony of people involved, we have no choice but to publish.*

*Such a case occurred recently.*

*A woman phoned and pleaded with me not to publish the name of her son, who had just been convicted of rape of a retarded girl — a case that hit the headlines when he and another man were charged half a year ago.*

*She begged not for the sake of the wayward son, but for his 15-year-old brother who had been put through hell by friends and schoolmates. He'd become a recluse and she was afraid another dose of publicity could harm him for life.*

*We had no choice but to publish the name. The case was far too celebrated to omit the names of those involved.*

*This story has a sad ending. The mother phoned a day later, in tears, saying her son had been attacked by kids at school, and sent to hospital with two broken bones in his hand.*

*All I could do was say I was sorry. I was.*

*But I'd run the name again.*

---

*Might The Trib have done better if it ran the sentencing story with names, then covered as a follow-up story if the "strict-minded establishment" had fired the woman?*

*Was the withholding of the Romund story not, in the final analysis, the result of a presumed unfair — if not illegal-action's probably being taken by the "strict-minded establishment?"*

*To what degree would the competition's decision not to run a particular story affect a managing editor's judgment in such a case?*

*Readers' comments are welcome.*

30



# OMNIUM-GATHERUM

n. Miscellaneous assemblage of persons or things, queer mixture, party to which everyone is invited. [mock L (omnium of all, GATHER)] — The Concise Oxford Dictionary of Current English, Fourth Edition.

## BRITISH COLUMBIA

**Gordon Craig** is the new program director and deputy director of television at Vancouver's *CBUT*. He had been head of TV sports for the *CBC* English network since March, 1975, and was in charge of the English broadcast team at the Montreal Olympics.

\* \* \*

The weekly *Prospect* of **Prince George** folded in the face of competition from the Southam-owned daily *Citizen*. When *The Prospect* first appeared last December, *The Citizen* started publishing a "shopper" on Wednesdays (the *Prospect's* publishing day) and reduced ad rates for advertising inserts in *The Citizen* on Wednesdays. (See *Content* #65, p.22.) *Prospect* publisher **Gerry Soroka** has left Prince George for a remote location "to heal."

\* \* \*

**Alan Daniels** of the *Vancouver Sun* has won this year's top \$500 prize in the MacMillan Bloedel newspaper writing awards program for a four-part series on retirement problems. From papers with circulations under 25,000, **Jan Broadland** of the *Alberni Valley Times* finished first for five stories on the programs

and problems of a Port Alberni youth centre.

\* \* \*

Vancouver actress **Pia Shandel** has joined **Mike Winlaw**, **Allan Fotheringham**, **Clem Chapple** and **Arden Ostrander** in co-hosting duties on *CKVU-TV's* prime time evening information show, Vancouver.

## THE PRAIRIES

In Saskatoon, **Art Robinson** has been hired as a reporter at the *Star-Phoenix*. Robinson has worked previously for the *Windsor Star* and the *Edmonton Journal* and spent his last four years in public relations with B.C. Fruit in Kelowna. **Gillian Syniatynski**, social services reporter at the *S-P*, left the paper and is freelancing in Saskatoon.

Several *S-P* reporters have had assignment changes. **Goff White** was moved from labour to the provincial beat; **Jim Duggleby**, education reporter, was shifted to general; and **Wayne Lowrie**, city hall reporter, was shifted to general reporting as well. All three are prominent supporters of the **Saskatoon Newspaper Guild** which has just negotiated its first contract with the *S-P*. None of the three would speculate about the reasons

for their beat changes, but some *S-P* staffers point to those changes, and to the *S-P's* refusal to rehire veteran reporter **Barry Wilson**, as evidence that *S-P* management remains bitter about the Guild's certification. Wilson had spent the summer as a researcher for a book being published in Alberta. He was not rehired at the *S-P* although several other reporters have recently been taken on after stints at out-of-province papers. Wilson, meanwhile, has joined Saskatoon radio station *CJWW* as a reporter.

\* \* \*

**Brenda McKenzie**, formerly a labour reporter at the *S-P*, is now working as an information officer for the National Farmers' Union out of Saskatoon.

\* \* \*

At the *Regina Leader-Post*, the city editor shuffle continues. **Tom McKegney** left the post in August and **Ray Guay**, who has occupied the seat previously, was given the job once again. Rumours are that Guay will stay at the job only until **Al Rosseker**, a former city hall reporter, and now a deskier, is ready to move in. Another former *L-P* city editor, **Foster Barnsley**, has returned to the fold after less than a year with the *Winnipeg Free Press* as its Saskatchewan correspondent. Barnsley will work out of the legislature. Barnsley will be joined at the leg by **Yvonne Zacharias**, moving from labour, and **David Halliday**, who wrote politics last year as well.

\* \* \*

Other new faces at the *L-P* include **Ben Cashman**, a veteran weekly newsmen, who will act as co-ordinator for provincial copy; **Tom Goldstein**, from *CKOB*, Kelowna; **Will Chabun**, from *CBOT*, Ottawa; **Rudy Lukko**, a Carleton graduate; **Bob Cheshire**, from the North Battleford *News-Optimist*; and **Joy-Ann Cohen**, who studied journalism at the University of Western Ontario.

The *L-P* lost **Ruth Warick**, a five-year veteran, to the extension division at the University of Regina. Warick, a past president of the Saskatchewan Press Club, will produce a radio program for the extension division. **Ray Brown**, deskier-entertainment writer-photographer, left the paper and will freelance out of Regina. Brown has been elected as editor of *The Saskatchewan Journalist*, publication of the **Saskatchewan Journalists Association**.

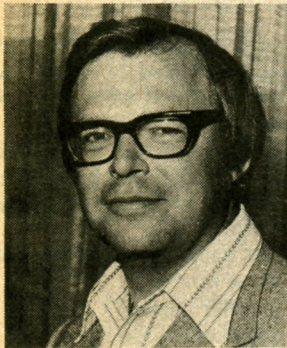
**Paul Brettle** of the *Leader-Post* has been elected vice-president of the Saskatchewan Journalists Association. Brettle replaces **Goff White**, who moved from the vice-presidency to become SJA president. That job was left vacant when president **Garry Fairbairn** of *Canadian Press* was transferred to *CP's* Washington bureau.

\* \* \*

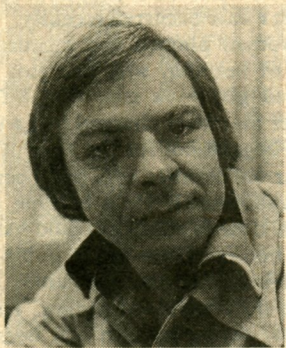
*CBC's* Regina television station, *CBKRT*,



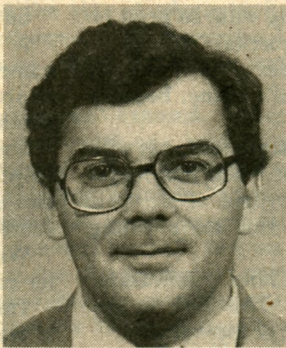
## CBC NEWS APPOINTMENTS



STEVE HALINDA



JACK KUSCH



YVAN ASSELIN

Steve Halinda, CBC News Director, Winnipeg, is pleased to announce the appointment of Jack Kusch as Radio News Supervisor, English Services Division. Mr. Kusch spent ten years in private radio before joining the CBC in Toronto in 1965. During his eleven years with the corporation he acted as Ontario Legislative reporter and National Assignment Editor. He has worked on all major CBC news programs, constitutional conferences and elections. His most recent assignment before taking up his new position in Winnipeg, was heading the Radio News team at the Olympics. Mr. Kusch will be responsible for the news coverage on CBC Radio, 990, including such major programs as Information Radio, heard weekday mornings from 6:00 to 9:00, and the dynamic news roundup, weeknights at 10:00. And at the same time, the CBC French Services Division in Manitoba is pleased to announce the appointment of Yvan Asselin as News Supervisor for CKSB and CBWFT, the radio and television French-language stations in the province. Before joining Radio-Canada in 1971, Mr. Asselin, who is a native of Jonquière, Quebec, worked as a reporter for a regional press agency in Chicoutimi, L'Agence de presse du Saguenay. He joined the corporation as a radio news reporter for CBJ in Chicoutimi, and in 1974 he moved to Toronto and CBLFT, where he was successively TV news reporter, TV line-up editor and assignment editor. Mr. Asselin will be responsible for all local and regional newscasts emanating from CBWFT and CKSB.



has been hiring newcomers and holding farewell parties for departees as the new season gets underway. **Peter Mansbridge**, national reporter for Saskatchewan, moved to Ottawa and the press gallery. **Drake McHugh**, contract performer on *CBK's* supper news show 24 Hours, resigned, and one of the show's producers, **Randy Roberts**, left for Winnipeg and the Points West television program.

New at 24 Hours is **Tim Naumetz**, formerly a *Leader-Post* reporter. Naumetz, and another newcomer, **Judy Darling**, who spent the summer with *CBC* in Winnipeg, will handle much of the interviewing for the program. New television producers include **David White** from *CBC* Edmonton, **Wes Gore**, from *CBC* in Saskatoon, and **Don Browne Wilkinson**, who stepped down from his job as director of television in Regina.

\*\*\*

**John Twigg**, who was a press officer with the NDP government in British Columbia, is now in Regina, where he is freelancing, mainly for *The Globe and Mail's* Report on Business.

\*\*\*

**Randy Singer** joins the *CKCK* Regina radio and television newsroom. Singer had been with *CFRB* in Toronto.

\*\*\*

**Gordon Colledge** is the new editor-publisher of the *Gull Lake Advance*. Colledge, once the information officer for the Lethbridge Community College, purchased the

weekly from **Ford Gamble**.

\* \* \*

At *CKSW Radio* in *Swift Current*, **Leonard Ens** succeeds **Wilf Gilbey** as station manager. Gilbey joins the news staff.

\* \* \*

**Don Baron**, former editor of *Country Life*, is now head of agriculture and resources programming for *CBC-TV*.

\* \* \*

**Mark Olson** has joined the *CBC* Winnipeg sports team.

\* \* \*

**Linda Fabian**, formerly of *CKRC* has joined the news department at *CKND-TV*.

\* \* \*

**Geoff Lee** is the new editor of the weekly *Fort Saskatchewan (Alta.) Record*.

\* \* \*

Promotions at *The Winnipeg Tribune* announced Nov. 8: **Jim Shilliday**, 48, who had been assistant managing editor in charge of the Lifestyle section, was appointed associate editor in the editorial section; **Lyne Sinkewicz**, 34, replaced Shilliday and became deputy to the managing editor. He had been in charge of the news desk.

**Roy Nagel**, 35, replaced Sinkewicz as news editor. Nagel for the past three years had been city editor. **Steve Roberts**, 27, became city editor. He had been an assistant to the city editor.

## ONTARIO

**Ken Adachi** is *The Toronto Star's* new book

# Boobs

#112

**Militate/mitigate:** To *mitigate* is to appease, to mollify, to alleviate, to abate, to reduce in severity. To *militate* means to have force, to tell against.

The evidence *militated* against the charge to some extent; as a result the judge *mitigated* the severity of the sentence.

#113

**-wise:** The addition of the suffix *-wise* to almost any given noun to form a usable adverb has got completely out of hand. Some words formed this way give no offence — lengthwise, crosswise, clockwise. But, as *Wilson Follett* has written in *Modern American Usage*, "What was handy as a device has . . . been made hideous as a mannerism, and it deserves to be outlawed from decent use."

#114

**Oblivious:** Oblivious is often misused, in two ways. It means forgetful, unmindful; it does not mean ignorant or unconscious of. And it should always take the preposition *of*, not *to*.

Correct: He entered the burning building *oblivious of* the danger to himself.

John Rae and Lamont Tilden,  
*CBC* Toronto.

#115

**Drop the commas:** "This odd fellow... was a close friend of the Scottish philosopher, David Hume, and an acquaintance of virtually all the leading Western thinkers of his day . . ." The commas enclosing "David Hume" suggest that there has been only one Scottish philosopher and you are giving his name.

#116

**On the "take:":** "After the adoption, an owner is expected to bring his pet to his own veterinarian." **Bring** in the sense of movement is to a place thought of as "here." If the movement is to a place thought of as "there," the proper verb is "take," and that is what it should have been in the quoted sentence.

From *Winners & Sinners*,  
The New York Times Company.

#117

**As far as, as for:** "As far as getting the employees back to work, Mr. Jones said he was negotiating . . ." etc. **As far as** needs to be completed by **is concerned** or something of the kind. The writer who drops it may be thinking of the similar but different phrase **as for**. It is correct to write "As for getting the employees back to work, Mr. Jones said he was negotiating."

John Kettle,  
Toronto.

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Toronto, Ontario  
M5H 1E9



editor, replacing Roy MacSkimming. Adachi had contributed reviews frequently to the book section while editing sports copy for the *Star* for the last four years.

\* \* \*

"Just thought you'd like to know *CKSO* radio in **Sudbury** was the only radio station in the country to refuse to run the radio commercials prepared by the Canadian Labour Congress to support the October 14 national day of protest." — **Marc Zwelling**, staff rep., Steelworkers District 6.

\* \* \*

Three student newspapers — *The Charlatan* of Carleton, *The Ontarian* of the University of Guelph, and the Durham College *Chronicle* — have recently joined the **Ontario Weekly Newspaper Association**.

\* \* \*

**Catherine Dexter** has moved to the *Guelph Mercury* from the *Etobicoke Guardian*. She formerly worked at the *Stratford Beacon-Herald*.

**John Andersen**, news editor at *CKGB* in Timmins is moving to Sudbury's *CKSO* as news director.

\* \* \*

Freelance journalist **Warner Troyer** has begun teaching broadcast journalism three days a week at the **University of Western Ontario's** journalism department. Troyer won two ACTRA awards this year — one for the best TV documentary script (for a program on Minimata disease) and the Gordon Sinclair Award for outspokenness and integrity in journalism.

\* \* \*

**Keith Knight**, former city editor of the *Welland Tribune*, is now running Guardian Publishing Company Ltd., which he has moved from Hamilton to St. Catharines.

\* \* \*

At the weekly *London News*, **Ian Mumford**, formerly a student at the University of Western Ontario, was appointed editor in August. **Alice Gibb**, a UWO journalism grad,

is new assistant editor. **Roy Dilworth**, a *News* sports reporter, moved up to sports editor in October.

## QUEBEC

The new representative of French-language private radio and television stations on the *Broadcast News* board of directors is **Henri Audet** of *CKTM-TV* in **Trois Rivieres**.

\* \* \*

The Montreal branch of the **Media Club of Canada** has contributed \$5,000 for scholarships to second- and third-year students in the journalism program at Montreal's **Concordia University**.

## AWARDS

*The Windsor Star* was the only Canadian newspaper among 28 winners in the **Inland Daily Press Association's** annual local government contest. City editor **Jim Bruce** and reporters **Otto Stein**, **Joe Fox**, **Mike McAteer**, **Dick Spicer** and **Rob VanNie** gave the *Star* first place in the over-75,000 circulation

(Warning: This item is in bad taste.)

*The Community Communicator*,  
Mount Albert, Ont.

Editor, *Content*:

I would like you to consider the enclosed photograph for your series of Photo Rejects.

The photograph was taken by myself at Sutton Fair and Horse Show. The Canadian Greyhound Racing and Breeders Association was giving a demonstration of speed trials and the entries were being paraded in front of

the main grandstand before the first race.

Entry No. 3, Peglett, decided that when you have to go, you have to go and, much to the amusement of the kennel boys and the crowd, did. Peglett, then obviously much lighter, had the last laugh — he won the race by a country mile.

Dave Pryer,  
Editor and Publisher.

*Content*,  
22 Laurier Avenue,  
Toronto, Ont.

Terry O'Connor,  
Consulting Editor,  
*Content*.

Dear Terry:

Would you print this if you were running *Content*? Barrie says "shitting is as natural as eating."

Ray (Bendall)  
Co-Editor.

Ray:

Zwicker is right — shitting is as natural as eating, but both are more enjoyable to do than they are to look at. I don't really see anything wrong with running it, but I would like to make three points:

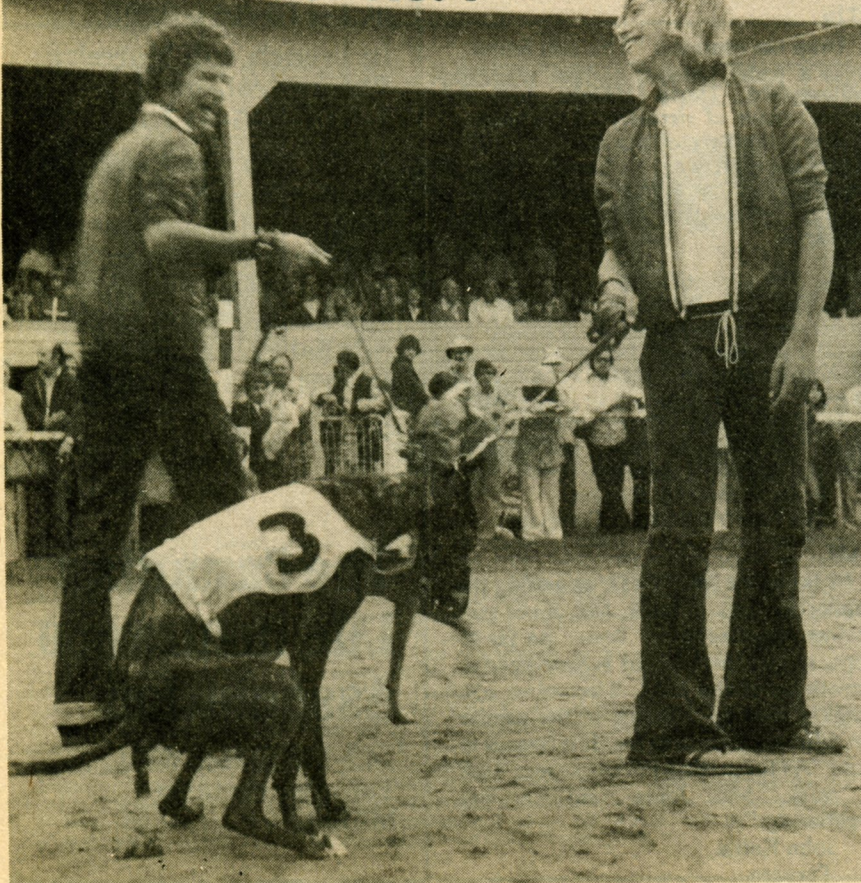
1. It should be run under the heading "ejects" rather than rejects;

2. In view of the situation the dog's number should be changed to 2;

3. No dog should be allowed to win a race on a sloppy track of its own making.

Cheers and all that crap.  
Terry.

## PHOTO REJECT No. 7





category for their continuing coverage on the restructuring of local government in Essex County. Inland is an association of more than 500 dailies in the U.S. Midwest, Rocky Mountain states, Canada, and Bermuda.

\*\*\*

**Bob Moir**, who was executive producer of CBC's English-language television coverage of the Montreal Olympics, is to receive the 1976 Quill Award from the Press Club of Windsor.

The award, founded in 1964, annually recognizes outstanding contributions by Canadians to the field of communications.

Moir, who was born in Toronto, is 46. A veteran sportscaster, he began his career in journalism as a sports writer with the *Winnipeg Free Press*.

He began doing the CBC evening sportscasts in Winnipeg in 1953 and became a staff announcer four years later. He left the corporation in 1965 to handle public relations for the Toronto Argonauts and returned to the CBC in 1967 as a TV sportscaster in Toronto.

Previous winners of the Quill Award include *Toronto Sun* publisher **Douglas Creighton**, CRTC chairman **Pierre Juneau** and **Max Ferguson**.

\*\*\*

**Pamela Fayerman** of Prince Albert is this year's winner of the **Saskatchewan Press Club** scholarship to a promising student intending to study journalism. Ms. Fayerman will study at Ryerson and wants to get into photojournalism.

\*\*\*

The irrepressible **Phil Stone**, formerly a vice-president at *CHUM* radio in Toronto and now head of **Humber College's** broadcast journalism program, has won the Central Canada Broadcaster's Association's Ruth Hancock memorial award as a "friend of the industry."



## MAGAZINES

A new special interest magazine for Winnebago freaks or "Canadian Recreational Vehicle Enthusiasts," is *Rollin' Homes*. It's mailed free of charge to interested persons (write to R.R. 4, Brampton, Ont. L6T 3S1). Unsolicited manuscripts will not be returned.

## Rollin' Homes

\*\*\*

Carleton University's journalism department will soon be launching a journalism review with the help of a \$10,000 grant from the **Atkinson Charitable Foundation**.

\*\*\*

**John Macfarlane**, executive editor of

*Maclean's*, has been made editor of *Weekend*, replacing Sheena Paterson.

\*\*\*

**Where Have They Gone Dep't:** We're referring to all those ad guys who went around — in the course of trying to shoot down Bill C-58 — telling everyone that passage of the legislation wouldn't make much difference to Canadian magazines. Advertisers would turn to radio or TV, or just cut down on advertising... Well, *Advertising Age* recently came out with some figures these guys aren't telling us about. Some changes in ad revenue for the 12 months ended July '76, compared with the previous 12-month period: *Homemaker's* up 27%, *Maclean's* up 29%, *Quest* up 26.2%, *Toronto Life* up 40%, *Reader's Digest* down 16%, *Time* down 35.7% (but still making a

## Classified

Send Box Number replies to **Content**, 22 Laurier Ave., Toronto, Ont. M4X 1S3

**TELEPHONE ORDERS NOW ACCEPTED.** Until Dec. 3 (guaranteed insertion), Dec. 6 (insertion not guaranteed) for next issue. Distributed Dec. 14. First 20 words, including address, free up to three consecutive issues. Each additional word, 25c per insertion. Indicate boldface words. Display heads: 14-pt., \$1 per word; 24-pt., \$3 per word. Box number \$1.

## JOBS AVAILABLE

**TORONTO NEWSPAPER GUILD** is seeking a Local Representative. Duties will include Organizing, Bargaining and Grievances. Applications with resume of qualifications and indicating salary requirement should be addressed to: John T. Bryant, Executive Secretary, Toronto Newspaper Guild, 37 King Street East, Suite 29, Toronto, Ontario. Final Date — December 1, 1976 9-69

**CONTENT MAGAZINE** seeks a professional to edit and write Omnium-Gatherum. Preference will be given to a person with long and/or current extensive contacts with the news media community. Omnium editor will not be responsible for finding material, but the right person will unearth some. Payment monthly on a per-hour rate to be negotiated. Hours range from five to 20 a month. The new Omnium editor will (a) hate inaccuracy with a seething, teeth-gritting intensity (b) take pride in the section (c) pay attention to the least punctuation (d) revel in turning a lump-of-coal fact into a glittering nugget as tight and bright and full of grace as this ad isn't. Please do not call but write: Editor, *Content*, 22 Laurier Avenue, Toronto, Ont. M4X 1S3, enclosing relevancies and rate of pay expected.

## Part-time, research

Toronto magazine writer needs fast, thorough researcher with solid experience, good story sense. Send full details. Box 80, *Content*, 22 Laurier Ave., Toronto, Ont. M4X 1S3 3-69

## JOBS WANTED

## SPORTS EDITOR WITH A PLUS

That plus consists of maximizing basic grammar and minimizing "sportgese." It's stemming the opinion trend in news/game stories and leaving personal reflections for

columns and viewpoint pieces. It's knowing the difference between colorful writing and game-playing on a typewriter. It's insistence on photographs that move and communicate and, when possible, tie in with the general theme of the story. It's a stress on organization of personnel and files thereby increasing efficiency. It's a functional, progressive approach to page design with maximum use of graphic tools available. It's encouraging the expansion, accuracy, consistency and relevancy of statistics in order to take advantage of a tool in sports coverage that electronic media will never be able to properly use. It's motivating the staff to look for the story behind the story, the people factor and the new twist of an old tale. It's drawing the line between co-operation with sports organizations and selling out to them. In a word, the plus is "professionalism."

My background includes approximately seven years of newspaper experience, including service as sports writer, columnist, photographer, copy editor and sports editor. Bachelor of Journalism degree. Electronic editing experience. Solid background in hot and cold formats. Box 83, *Content*. 11-69

## 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

## Media Probe

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

## OTHERUM

## Magazine Column

**OTTAWA MAGAZINE REVIEWER** keen to pick up Toronto news and gossip from editors, writers, free-lancers, readers. *The Citizen* has started a weekly column on magazines and the magazine crowd. Call Richard Labonté, (613) 829-9100, ext. 147 evenings, or 233-7819 days after noon, or write c/o *The Citizen*, 1101 Baxter Road, Ottawa, Ont. K2C 3M4.

## Notice Board

The Canadian Daily Newspaper Publishers' Association will continue its sponsorship of regional editorial seminars during 1977. Dates, places and topics are:

**Jan. 26-27** Calgary. Law and consumer affairs.

**Feb. 16-17** London. Editing, headline writing.

**April 8-9** Halifax. Editing and graphics.

**Many 10-11** Montreal. Law and political coverage.

**June 6-8** Saskatoon. Community news, headlines, editing.

**Sept. 21-22** Moncton. Sports, recreation.

**Dec. 6-8** Toronto. Community News, municipal coverage, consumer affairs.

National seminars:

**March 7-9** Toronto. Newsroom management.

**Nov. 14-16** Ottawa. "Family" pages (lifestyles).

For further information write CDNPA, 250 Bloor St. E. Toronto, Ont. M4W 1E7.



good profit . . . think about that). But the weightiest evidence we've seen of the building impact is that 238-page December issue of *Toronto Life*, a book that almost went belly-up more than once in the not-so-distant past. The birthrate of Canadian magazines is up, and some major new entries are rumored . . .

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*Winnipeg Life* magazine was due to make its first appearance on Winnipeg newsstands and at the doors of above-average income homes on Nov. 16 . . . Another new publication, *Eye on Winnipeg* was to publish Nov. 1. The *Eye*, a tabloid entertainment weekly, is published by **Dan Diamond** (a *CBC* producer) and **Steve Jones** whose background is in community newspapers. The editor is freelancer **Melinda McCracken**.

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The results of a *Maclean's* magazine readership survey, which had a 36 per cent response rate (1,729 of 4,826) showed that 67.8 per cent of the readers approved of the magazine's change of format and 24.4 per cent were satisfied with both the old and the new *Maclean's*.

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**Gratton Grey**, formerly a house byline at *Maclean's*, recently showed up in *Toronto Life* over an article about *Toronto Sun* publisher **Doug Creighton**.

### MISCELLANY

**Paul Warnick**, who parted company in June with the Hamilton *Spectator* where he was managing editor, is new assistant managing editor at *The Toronto Sun*. He will continue as president of the Canadian Managing Editors' Conference, a CMEC executive meeting in Winnipeg in October decided.

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**The Concentration Game:** The Canadian Broadcasting League (CBL) with headquarters in Ottawa, was the only national organization to register its reservations about the proposed purchase of Canada's largest cable television system by Rogers Telecommunications Ltd.

Purchase of Premier Cablevision Limited, the league noted, would transfer to Rogers effective control of Borden Cable Television Limited, Canadian Wirevision Limited, Keeble Cable Television Limited, Coquitlam Cablevision Limited, Oakville Cablevision Limited, Victoria Cablevision Limited and York Cablevision Limited.

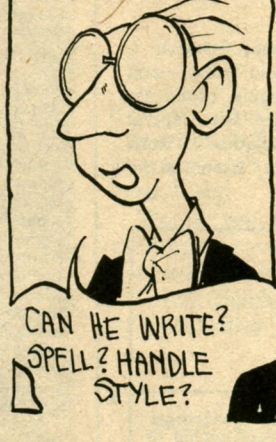
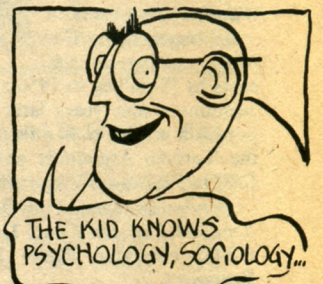
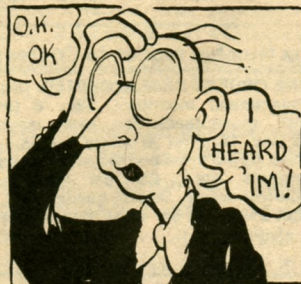
Rogers interests currently own *CFTR* and *CHFI-FM*, Toronto; *CHAM* Hamilton, *CK-JD*, Sarnia and *CHYR*, Leamington, and have their financial fingers in several other broadcasting pies.

In a five-page brief sent to the Canadian Radio-television and Telecommunications Commission (CRTC), the league said it "questions what impact this transfer of control may have on the checks and balances which diversity of media ownership has been seen to encourage."

The league registered "some doubt" that audiences of the outlets would benefit. It said the "cross-media ownership implications are substantial . . ."

"Reflecting the views of its national membership," the CBL said, it is "sensitive to

# WILLIE FILLER



what may be regarded as expanding communications colonialism." The "psychology of empire-building" in Canadian broadcasting should not be encouraged, said the league, and it passed along the "alarm with which CBL members view extension of Toronto-based communications conglomerates . . ."

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At the *St. Louis Post-Dispatch*, prior to the introduction of newsroom video display terminals, introductory manuals have been circulated to the staff. According to the *St. Louis Journalism Review* (Oct.), "the last paragraph of the manual has had reporters

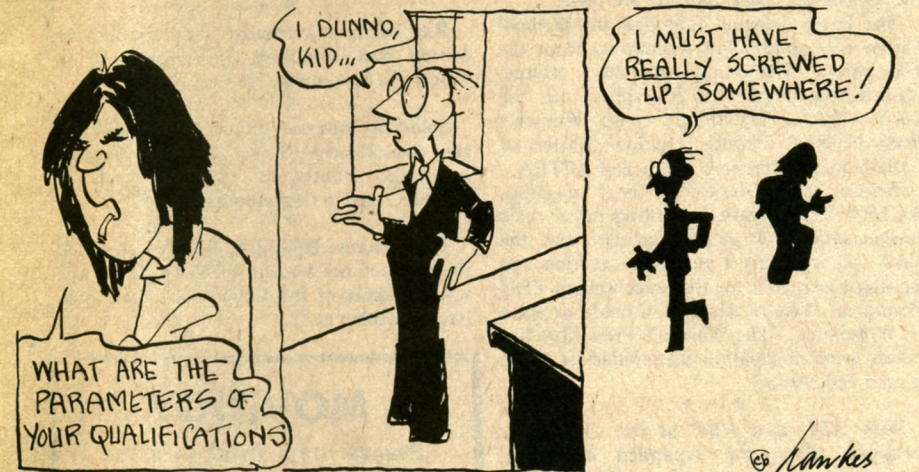
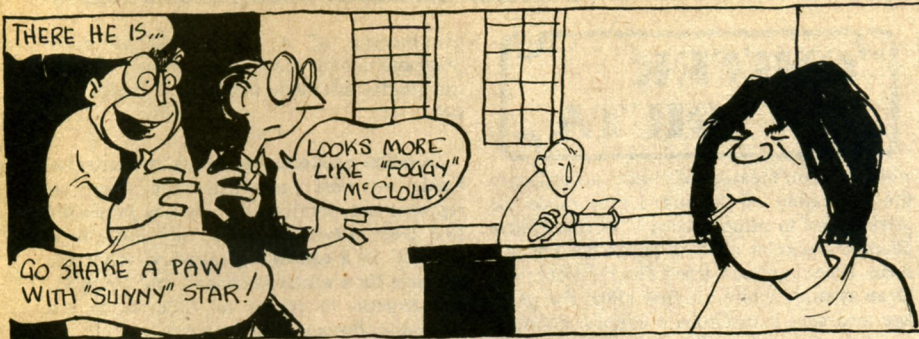
and editors tittering for weeks. 'Hopefully, there will always be a need for reporters to gather the news, photographers to capture the news on film, editors to select what is to be covered and how it is to be presented.'

"Unless a cheaper way is found," added the *Review*.

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**Reporters' Horror Stories [Continued]**  
**Dep't:** The November issue of *Quest* carries and excellent article by **Gordon Donaldson** on undersung foreign correspondent and best-selling author (his latest is *90 Minutes at Entebbe*) **William Stevenson**. Donaldson tells





how Stevenson, as a *Toronto Star* correspondent, used initiative and contacts to gain a 1976 interview in Kiev with the president of the Academy of Sciences of the Ukraine. From his interviewee he learned the Soviets were about to launch the world's first earth satellite. Stevenson is quoted: "He even told me the name of it — Sputnik One — and joked that it meant 'fellow traveller.' That was a year before it went up. My story made page 47 of *The Star*, because at that time nobody believed the Russians could make a decent watch. You get these problems with exclusive stories. I had a

terrific interview with Nehru that wound up among the obits. The story from Korea that won me a National Newspaper Award lay for a week in the telegraph editor's drawer before somebody found it and put it in the paper. That was about Chinese prisoners of war taking over their American camp and holding an American general hostage until they got better conditions — the first example of a terrorist tactic that's now used." What can be done to get some editors to look beyond their noses? Terrorist tactics are out because as hostages these editors wouldn't be worth anything either.

*Meet the Media*, a new book of interviews with eight well-known Canadian journalists has been published by its author, **Rob Bullis**, a Carleton journalism grad.

**Larry Zolf**, one of the interviewees, predicted the book would sell more copies than his own *Dance of the Dialectic*. **Charles Lynch** said the interview was one of the best he had ever given. **Pierre Berton** thanked the author for the interview and intimated that he should not have any trouble finding a publisher.

More than 20 publishers said "It's good, but, no thanks."  
Bullis scraped together \$1,000, had 200 copies printed, and quickly watched most of them grabbed up and sold by Ottawa bookstores. — Lin Moody.

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Former CBS-TV newsman **Daniel Schorr** will be teaching journalism at University of California in Berkeley during the spring term.  
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**Sanitation Department:** U.S. secretary of Agriculture Earl Butz said "I'll tell you what coloreds want. It's three things. First, a tight pussy; second, loose shoes; and third, a warm place to shit." When Watergater John Dean spilled the beans this fall, Butz admitted to the "gross indiscretion" and resigned. According to the *UPI Reporter*, at least one American newspaper — the Madison, Wisconsin *Capital Times* — reported the comments verbatim. *UPI* changed the words to "good sex, easy shoes and a warm place to go to the bathroom." *The Washington Post* translated to "a tight (woman's sexual organs) . . . loose shoes . . . and a warm place to (defecate)." *The New York Times* said "the things were listed, in order, in obscene, derogatory and scatological terms," and later changed it to "satisfying sex, loose shoes and a warm place for bodily functions." *The San Francisco Sunday Examiner* was more explicit: "a tight p----, . . . a warm place to s----." The Lubbock, Texas *Avalanche-Journal* put a notice on page one telling readers if they wanted to read the comments they could drop by the newspaper's offices. Two hundred people showed up, according to *AP*. One was a farmer who drove 70 miles to copy the words down and take back to other farmers in his area.

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**Ed Gould**, a newspaper and radio reporter for 18 years, is having his fifth book published. It's a handsome hard cover job titled *Oil. The History of Canada's Oil & Gas Industry*, put out by Hancock House Publishers. Gould, who worked in radio in Vancouver, Fort St. John, B.C. and Peace River, Alta., covered a number of oilwell stories, including two "scoops" on oilwell fires in northeastern B.C. The book's rich factualness bears the imprint of a dyed-in-the-wool reporter.

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In *René, A Canadian in Search of a Country*, top-flight reporter **Peter Desbarats** explores what makes Parti Québécois leader **René Lévesque** tick. Along the way the reader gains insight into the roots of Québécois nationalism and an inside look at recent Quebec political history. The McClelland and



# OMNIUM-GATHERUM

## (CONTINUUM)

Stewart hardcover has more typos than it should, perhaps the result of the book's being rushed into print just before the Quebec provincial election.

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*Broadcast News* is developing a style guide. Plans are also in the works for a special *BN* regional newscast and feature service to FM stations.

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*CTV's* "A W5 Special: The Children's Hospital" has been nominated as one of the five finalists in the non-fiction category for the International Emmy Awards. The show, about real-life dramatic events that occur every day at Toronto's Hospital for Sick Children, was produced by **Jack McGaw**, directed by **Pat Corbett** and written by Corbett and **Jeremy Brown**. Emmy winners were to be announced in New York late in November.

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*Southam News Services* plans to open an African bureau early next year. *SNS* London correspondent **Peter Calamai**, on a recent reporting tour of Africa, was also assigned to report to management on the logistical problems of opening an African bureau and the feasibility of Nairobi, Kenya as a base.

The *SNS* Peking bureau has finally closed. Correspondent **John R. Walker** was kept on six months beyond the planned April 1 closing date because of the various political and physical upheavals in China. Walker's new post is as Ottawa-based roving reporter specializing in foreign affairs.

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**Don't Mock Our Latin Bias Dep't:** The periodicals field offers a delicious choice in titling. Special-interest periodicals are especially fortunate. Elsewhere we note the emergence of *Rollin' Homes*, a magazine for mobile home owners (remember when they were just trailers?). The country may soon witness the emergence of a major monthly, currently carrying on the business of being born under the flag *Hirtle's Journal*. (Now there's your possible national scoop as a mere aside in *Omnium* here.) The nameplate that triggers this tide of trade trivia is *Obiter Dicta*, recently discovered by us to be operating out of Osgoode Hall Law School, York University. An *obiter dictum*, as Wilfred H. Kesterton points out in *The Law and the Press in Canada*, is "a chance remark, a saying by the way, that is not binding on future courts, although it may be later quoted



with a certain measure of respect according to the reputation of the judge who made the *dictum* and to other factors." Within *Obiter Dicta* is a regular offering by the law school's dean, Harry Arthurs, titled *The First Column*. Dean Arthurs wrote his first effort five years ago and sent it to *Obiter's* editors, noting it was "the first column" and suggesting a get-together to decide a title. The editors dubbed it *The First Column* and were too busy to arrange a get-together (we can understand that). Arthurs now is campaigning to have the column re-named, apropos its current anniversary, *The Fifth Column*. But the current editors can't seem to find time to meet with him about it (we can understand that).

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**Helen Robinson** of the Canadian Authors' Association (CAA) has been elected treasurer of the new **Federation of Canadian Writers** (FCW) and **Linda Lomax** of the Canadian Farm Writers' Federation (CFWF) is the FCW secretary. Co-ordination for the FCW has moved from the Canadian Conference for the Arts to **Margaret Collier** of ACTRA.

The Poets' League, following the Writers' Union of Canada, has withdrawn from the Federation. Remaining member groups, representing about 2,625 writers, are the CAA, CFWF, Playwright's Co-op, Women's Press Club of Toronto, Outdoor Writers of Canada and the Writers' Council of ACTRA.

Before the Federation's next meeting, ACTRA will prepare a working paper on a compensation for authors scheme and the CAA will work up a paper on taxation and standard contracts for freelance writers. (The Periodical Writers Ass'n of Canada is not a FCW member.) The Women's Press Club has taken over information dissemination duties for the Federation.

\* \* \*

Both *ABC* and *NBC* in the U.S. have scrapped plans for expanded 45-minute evening news telecasts, but *CBS* is still considering the idea of an hour-long *CBS Evening News*. As well, *CBS* is planning a new prime time information series for the new year to be hosted by **Dan Rather**. It marks, *The Toronto Star* reported (Oct. 26), "the

glimmering of a trend toward more programming for the thinking viewer" outside the Sunday afternoon intellectual ghetto time slot.

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**Omnium erratum:** According to **Catherine Ford**, we were only half-right when we reported last month (p. 12) she had joined the *Red Deer Advocate*. She's only there temporarily, in a consulting capacity, while she prepares for a winter in Ireland and England. She expects to return to Alberta, to the *Edmonton Journal*, next spring.

### OBITUARIES

Reporter-photographer **Frank Teskey**, a *Toronto Star* staffer for 40 years, died Nov. 2 at 64. He had retired in January 1975 and had had several heart attacks. A generous, religious man, Teskey made friends wherever he went. He was known to thousands in small southern Ontario towns to which he had been assigned, to capture the moods and aspirations of the people.

\* \* \*

**D'Arcy Marsh**, journalist and author, died in Vancouver during October. He was 70. Marsh had worked on Toronto, Hamilton, Calgary and Vancouver newspapers, and with the *CBC*.

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**Ray Blair**, a journalist with the *Calgary Herald* and *Hamilton Spectator*, died in Calgary in September. He was 52.

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**Solomon Bonneau**, 88, who once published the *Gravelbourg* (Sask.) *Star*, its French-language counterpart *L'Etoile* and 10 weeklies, died in Gravelbourg Oct. 2.

\* \* \*

Regina native **Harold A. Bell**, who founded the now-defunct *Vancouver News-Herald* and was publisher of the *Calgary Albertan*, died late in October at 72.

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