

content

Canada's National News Media Magazine
January 1977 Number 70 Sixty Cents

SEX:
JANE RULE EMERGES FROM THE MAGAZINE SHADOWS

POWER:
DUTCH NEWSROOM CHARTER EFFECTIVE THIS MONTH

DEATH:
CONCENTRATION COUNTDOWN

New Ger

Ousted from girl, 7, 5

Justice Frank Weatherston and his transportation to and from his farm near Owen Sound.

acks student prom

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WHY HAVE Canada's mass-circulation magazines said so little about Jane Rule over the years? She's the accomplished author of six books. She's enjoyed the praise of her peers. Is it because Jane Rule, author, also happens to be a lesbian? 6

JOHN TWYNN was an English printer in the 17th century. He was sentenced to be hanged, drawn and quartered for refusing to name the author of an allegedly seditious book he had published. Modern-day controls on the press were discussed at a University of Western Ontario conference recently. Reg Silvester was there 10

IS IT IN THE NATURE of Canada's present economic system that the big must get bigger and the small be gobbled or destroyed? As time goes by there are fewer daily papers and even fewer owners. In a condensation of his Carleton University honors research paper, Robert Clarke surveys the ownership concentration scene six years after the Davey committee surveyed it (and didn't like what it saw) 12

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INSIDE CONTENT

SURVEY SHOWS COMPANY YOU KEEP

Ever wonder who reads *Content*? We had an opportunity to find out when the Canadian Periodical Publishers' Association (CPPA) commissioned Gordon Lusty Survey Research Ltd. of Don Mills to conduct an independent readership survey for CPPA members who signed up and paid the fee. Sixteen magazines did.

The survey excluded libraries and institutions and, in *Content's* case, the 1,250 controlled circulation to all members of the Canadian Community Newspapers Association.

More than 60% of you are in the news media. The equivalent figure for the *Columbia Journalism Review* is 48%.

Another 11.7% of you are public relations and information personnel (65% being heads of your departments).

The next-largest group of non-media readers (8%) are academics. Nearly one-third of you are full university professors, deans or higher.

The balance of you, excluding a minority of journalism students, might be called "media-aware citizens." You tend to be managers, owners, lawyers and others with a desire to know more about the workings of the media.

Back to those of you in the media: most of you hold senior editorial posts — you are news directors, managing editors, senior producers and so on. Quite a few of you are publishers.

All this is borne out by the fact that 27.6% of all of you readers have four or more people reporting to you. Forty-four per cent of you make \$25,000 a year or more before deductions, and 41% of you have university degrees.

All-in-all, you're bright, skilled, lot. Of the readers of the 16 magazines in the survey, you had the highest "occupational" profile. Eighty per cent of you fall into the "professional, technical, owner, manager" category, 11% ahead of the readers of *Cinema Canada* and *The Canadian Forum*, who were tied for second spot in this regard.

What do you think of *Content*? Eighty-five per cent of you find this magazine useful or very useful; 91% credible or very credible; 93% interesting or very interesting (the same percentage who believe *Content* "fills an important need" in Canada) and 78% of you find this magazine entertaining or very entertaining.

How do you want *Content* changed? Fifty-three per cent of you indicate you are satisfied with the present editorial mix; 11% did not respond to a question on this. Thirty-six per cent of you, on balance, would like to see a bit more analysis of media performance, more humorous items and features, and a bit less news and information and Omnium-Gatherum.

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ADMEN UNVEIL AD HYPE KIT

'Twas the day after René Lévesque took Quebec. So Anthony Abbott, minister of consumer and corporate affairs, sped through part of his prepared talk before launching a political speech on the need to preserve a united Canada.

He was speaking to the annual meeting of the Canadian Advertising Advisory Board (CAAB), the conscience of the advertising industry. The section he salvaged from his prepared text said credit company advertising tends to "sell the thing, not the credit," that advertisers are selling debt without stating its accompanying responsibilities, and that advertising provisions in the new Borrowers and Depositors Protection Bill will arm the consumer with better borrowing information.

Earlier in the meeting, held at the Royal York Hotel in Toronto, CAAB president Robert Oliver unveiled a new educational kit called "Getting Down to Basics About Advertising" (which takes part of its title from an Ivory soap commercial). The kit includes two films, which were shown for the appreciative audience of buyers, sellers and the middlemen of advertising.

Despite an attempt to be objective, the films reflect the defensive posture advertising people have been taking in face of growing public and government criticism. They stress the "marketing chain," where the consumer makes his needs known, industry produces them, advertising promotes them and the consumer consumes them. The films do not mention the possibility that advertising creates needs.

Mr. Oliver said Canadians cherish the freedom and diversity of their media. He said advertising permits the diversity. He didn't mention the possibility that advertising might narrow media options by favoring mass markets.

Since advertising isn't taught in the schools, he said, few Canadians understand the benefits it gives them. (Perhaps because teachers "look askance at the ideas of marketing and commerce.") So the kit was produced to be sold to high schools and community colleges, using \$10,000 seed money from the Women's Advertising Club of

Toronto and help from Procter & Gamble...

The Advertising Standards Council told the meeting that complaints about misleading advertising had decreased in the past year. Some members, reporting from regional standards councils, thought more responsible advertising accounted for the drop. But R.C. Marvin, executive director of the council in Toronto, said it "reflects a lack of publicity and promotion" of the operations of the council.

In the year, 42 of 406 complaints were sustained by the council. A large number of those not upheld were on the basis of personal views on tobacco, alcohol and sexism, he said, and not within the ambit of advertising's self-regulatory body. —Reg Silvester

GUILD WEAKENS, SIGNS 3-YEAR AGREEMENT

Guild members at *Canadian Press* have accepted a first contract — without the union security provisions they sought.

The security question had been top-of-the-agenda since the Guild came back to *CP* last year after an exile of more than two decades. It was the main concern leading to this year's rotating strikes and to political action that surfaced in the House of Commons.

Guild officers made clear they were far from satisfied with the contract, but felt it was the best that could be won without a long strike.

"We had to back down on virtually everything," said Glenn Somerville, one of 10 Guild negotiators.

"It left a pretty bitter taste, but I think it also left a good deal of determination to use this contract. I think it might work out."

There was also a feeling that the Guild's strength was at its peak because of political factors, including criticism of the company in the House of Commons and federal labor minister John Munro's action in assigning his own deputy minister, Tom Eberlee, to chair mediation sessions. These intensive sessions went on for about 150 hours, by Guild estimate.

The contract was ratified by 72 per cent of those voting. The bargaining unit is part of the Canadian Wire Service Guild and represents some 275 employees of *CP* and its affiliate, *Broadcast News*.

The settlement provides for something close to an open shop. The sole union security provision is a "maintenance of membership" clause under which members may not withdraw from the Guild. There is no requirement that new staff members pay dues, a key point during the rotating strikes.

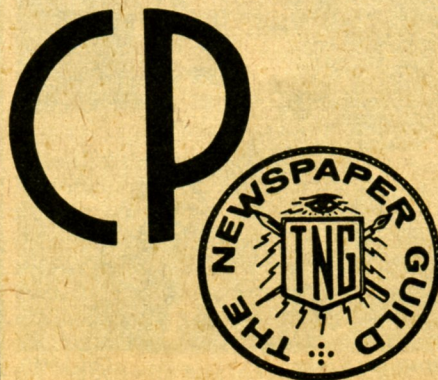
Union negotiators acknowledged that the contract leaves the Guild vulnerable to erosion of its strength if *CP*, which has high staff turnover, hires new people opposed to the union.

"I think they'll try in Toronto to do that," Somerville said. But if the company wants to hire bright and competent people, he said, the odds are that these people will be "naturally inclined toward the Guild."

Guild staff negotiator Jerry MacDonald said he was not convinced the company would try to weaken the Guild through hiring policy. "At this stage of the game I'm convinced they have accepted it and are going to try to live with it."

CP General Manager John Dauphinee insisted throughout the negotiations that the company was prepared to live with the Guild, but would not accept a requirement that staff members must join or pay dues. The company rejected a formula recommended in June by a federal conciliation commissioner, under which all new employees would have had to pay dues.

The contract runs for three years, retroactive to Jan. 1, 1976. The Guild had sought a two-year pact. Negotiators



Lede Copy

said the three-year contract was accepted in exchange for bigger pay increases at the lower salary levels, especially for messengers.

The pay scales — never a major issue during the rotating strikes — provide for a nine-per-cent increase retroactive to last January, 8.5 per cent at the start of 1977 and 7.5 per cent at the start of 1978.

The starting salary for a reporter-editor is \$218 a week, rising to \$254.57 by the start of 1978. The rate for a five-year person is \$344.44, rising to \$401.75 by the start of 1978.

Left up in the air is a dispute between CP and the Parliamentary Press Gallery, over the gallery's action in refusing temporary membership to CP staffers sent in to cover Parliament during the intermittent strikes. A gallery committee

set up to look into that issue had not reported at the time of the settlement. — Carman Cumming.

PRESS CLUB CAN. ADDS TO NAME, NOW FRENCH TOO

What is Press Club Canada? What does it do? Where is it going?

These questions — especially the last one — were usefully aired by representatives of 17 of the country's 21 press clubs over the Thanksgiving weekend at Saint John, N.B.

According to *Interclub*, PCC's monthly bulletin, it was the largest and best annual meeting of the national organization, which exists to:

- Link Canada's press clubs to each other and to similar organizations abroad;
- Act as an information clearing house for member clubs;
- Undertake projects not feasible on a

local or regional basis;

- Promote journalistic excellence (although the national body's constitution states it "is not a professional body and nothing in this Constitution authorizes the Board of Directors of the executive to speak for Canadian journalists or become involved in the enforcement of ethical or other standards among journalists.").

PCC came out of the Saint John meeting with a new name, plans for a new membership card and votes of confidence for president Bob Weber of London, Ont. and secretary-treasurer Bob Wyatt of Edmonton, both re-elected. It is the first time a PCC president stays a second term.

The new name is Press Club Canada/La Federation des Cercles des Journalistes du Canada, and the new membership card will be bilingual.

The 17 pages of minutes indicate the clearing house function of PCC is hampered by inadequate communication from member clubs. The board is encouraging each club to appoint a PCC

FRUM FAN FRUMMED

Jared, a journalism student and housemate of mine, came up the back stairs and into the kitchen one day a few months ago, slightly out of breath. There was a faraway look in his eyes, a kind of lilted wilt in his voice.

"She's coming," he sighed.

He gets that way whenever Her name is mentioned, or whenever he hears Her on the radio, sees Her on the tube.

The event that set the lad to swooning in anticipation was Barbara Frum's Atkinson Journalism Lecture at Ryerson Polytechnical Institute in Toronto, November 24.

With her own *CBC Radio* long distance telephone interview show, a new book based on the show, ACTRA awards, profiles in the big magazines and good looks, Frum's potency as a draw was ample. But it was cinched when, just a few days before the host of *As It Happens* gave her talk to 300 students, John Diefenbaker told her over the nation's airwaves: "You are a remarkable person."

The Chief's right. Throughout the Ryerson talk she displayed the intelligence, clarity of mind and personal warmth Canadians have come to expect from their Number One female news media star. Jared, sitting about half-way back in the crowd, was melting.

She told the students good journalism is

"telling the truth clearly, working your head off and making good decisions every minute of your day . . . (but) there's no useful little rule book about what's right or wrong . . . It's not a cookie-cutter, fill-in-the-blanks situation." She tried to show the complexities involved in trying to make those "good decisions."

The best stories, she said, involve human drama and personal pain — stories everyone can relate to, and which move the heart. The best way to get such stories is with a compassionate approach to the people involved. Too often, according to Frum, journalists take a cold approach. At other times, too much is made of stories which don't warrant the

amount of coverage they get, Frum said. She gave Jimmy Carter's *Playboy* interview remarks and the Lassa fever scare as examples.

Rather than seeking it out, news people would often rather the news be given to them, she said. She noted how they "genuflect (to former Liberal finance minister John Turner) as he turns off and on his privacy buttons."

Frum also said:

- It should be recognized how much broadcast journalism relies on print. "People aren't aware of the power of the night editor of *The Globe and Mail*. What his sense of priorities is, his lineup, affects all of us" and determines much of the content of the next day's news broadcasts.
- There's a willingness in the press to support people who promote themselves, and ignore others.
- In an interview situation "it's better to be straight (with interviewees) about your biases."

On a more personal level, Frum revealed that when Pierre Trudeau leaned over and touched her leg, saying "Yes Barbara, I'm happy" during her October television interview with him, she reacted with a squeak which didn't make the microphone. It was, she said, a surprise reaction to an unexpected intrusion into her personal space.

When it was all over, Jared, who had chatted with Frum at a reception afterwards, confided to me, "Oh, I'm just wiped." — R.B.



Barbara Frum

CBC photo

liaison officer.

While working to consolidate its strength, the club voted down two motions to become involved with journalistic awards beyond its present administration of the Michener Award. Michener Award administration is to be improved under the continuing chairmanship of C.W.E. (Bill) MacPherson of Ottawa.

Regional vice-presidents elected were: Bill Anderson (Eastern), Jim Shuttleworth (Central) and Larry Gunia (Western). Anderson is of Moncton, Shuttleworth of Toronto and Gunia, Regina.

HOLLAND TRIES A BETTER WAY

Anyone truly interested in better Canadian newspapers — and more sophisticated practices within them — will read to the end of this piece.

Consultation between management, editors and journalists will be *required*, beginning this month, on all newspapers in the Netherlands. *Required* on such decisions as sale, merging or closure of a paper. *Required* on changes in editorial aims and practices, on hiring or firing of the editor, on typographical redesign. *Required* on matters affecting deadlines, working conditions and much more.

Required between editors and reporters on handling of stories. Sounds unrealistic, eh? Read on . . .

Twelve years' negotiations between the Nederlandse Dagblad Pers (organization of newspaper enterprises) and the Nederlandse Vereniging van Journalisten (journalists' union) resulted in the signing in May of the Model Charter for Editors-in-Chief and Editorial Staffs.

It is the key document. Each Dutch paper must introduce by this month a version of this intricately-detailed operational charter.

It contains provision for appeal to the president of the Dutch court of justice in some cases of dispute over the decision-making process. This is not Mickey Mouse stuff.

Newsrooms will no doubt be abuzz as the required editorial council (the editor and at least five elected staffers) is established at each paper. Wish you were there? The developments were described by Dutch editor Max Snijders in a recent



Max Snijders

issue of the International Press Institute's *IPI Report*.

Changes in the character or appearance of a paper will require "thorough consultation" with the editorial council, as will proposals for changes in the forms or functions of the editorial staff.

When the consultation does not lead to agreement, the council will deliver a "written and argued advice." If management deviates from this advice, it must inform the council of the "weightiness" of its reasons for doing so. The appeal to the court can be made with regard to the procedure of this decision-making process but not to the substance of the differences.

"The reason for these strict regulations," Snijders wrote, "is that the parties wanted to make it as hard as possible for management to deviate, without very good reason, from . . . advice of the Editorial Council. On the other hand, they did agree that in the last resort management should have the opportunity to deviate in its decision from the editorial advice."

This point alone absorbed two years' negotiation.

Each editorial council will be the organ for editorial participation in all matters relating to editorial. It will be the information and discussion link between the editor and editorial staffers. And it also will represent the *editors* in their relations with the *managers*.

Council meetings will be chaired by the editor, must be open to all editorial staff, and minutes must be kept. For important decisions a three-quarters majority will be required.

Instances in which management cannot make decisions without consulting the editor have been laid out: changes in the title or typography, acceptance or refusal of ads pertaining to editorial, ads for the paper itself relating to editorial content or staffers, changes in deadlines or times of delivery of the paper, changes in the system of editions, sale of articles or pictures to third parties, changes in working conditions of the editorial staff.

The editors of Dutch papers will have to be kept informed, by the owners and managers, of "facts and figures regarding the exploitation of the paper." Any time matters having a "direct influence on editorial function" are to be discussed by the Board of Directors or management, the editor must be invited to sit in. The editor may — and must, if two-thirds of his editorial council requests — take one or more members of the council with him to such meetings.

Lede Copy

Rules of conduct for editors in relation to their staffs were discussed by Snijders.

"The right of the editor to change articles or to give orders regarding the editorial work is not infringed upon, so as not to diminish the possibility of taking swift decisions.

"But when a member of the editorial staff objects to an order . . . he can appeal to the Editorial Council.

"His appeal . . . does not mean that the editor's decision can be reversed." But the editor is obliged to explain himself.

"The intention of the articles . . . is two-sided. First, it is meant to forestall too quick and easy changes in (stories) of staff members. Second, it is intended to help establish a certain (jurisprudence) within the paper — because an editor will generally be inclined to bear in mind opinions the Editorial Council has expressed on former occasions."

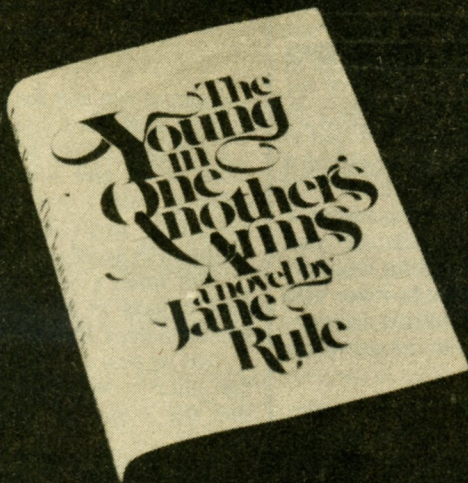
Editorial budgets will be established by management only in consultation with editors. The editors will be responsible to management only for a factual accounting of their funds, "not for the efficiency of the use of the funds spent, because that might be a way in which management could influence editorial policy."

Plans for selling, merging or closing papers must be discussed with the editor even if they are only "eventual." As soon as the "expectation is reasonable" management must notify all personnel including the editorial council. Each component of the paper will have the right to appoint an independent expert to review the plans. The experts must be given (confidentially) all financial and other information on which the plans are based.

"One of the most important aspects of the model," Snijders wrote, "is that it is based upon the essential harmony in aims between the three parties concerned: manager, editor and editorial staff. The 'dispute model' has consciously been rejected . . ."

Compare the Dutch model with journalist-manager relations in Britain. And which model are we heading toward in Canada?

Come to think of it, those truly interested in bettering Canadian newspapers may not all have read to the end of this piece . . . just the ones who still dream difficult dreams. — B.Z. 30



WHO IS JANE RULE? AND HOW MUCH DOES HER SEXUALITY HAVE TO DO WITH IT?

By JOHN HOFSESS

When Jane Rule opened a copy of *The New York Times Book Review* (June 28, 1970) and saw a full-page spread heralding her second novel, *This Is Not For You*, as one of the major events of the publishing season, she was tempted to believe that she had greatly overestimated the hostility of the "straight world" toward a lesbian. She looked at the advertisement, placed by Hy Cohen of McCall Publishing in New York, with the overdue joy of a woman saying to herself, after a long stint of uncertainty and darkness, "Look! I've come through!"

There, in large type, was a critical endorsement from Margaret Laurence: "Jane Rule explores with delicate precision the interpersonal and sexual relationships between men and women, men and men, women and women. She takes as her difficult theme the many

meanings and manifestations of love and friendship, their hazards, their sometime grace, and she realizes this theme splendidly. A beautiful, ironic, civilized novel."

Author and critic George P. Elliott was quoted as saying: "Of all the post-war novels I have read, *This Is Not For You* is by far the most elegant." And so on, down the page.

This time, Rule believed, the silence would be broken. There would have to be reviews. Increased coverage in the Canadian press would presumably lead to better sales. Her career as a novelist would at last develop momentum. Her first novel, *The Desert of The Heart* (Macmillan, 1964) had gone almost directly from printing presses to "remaindered" tables in bookstores, ignored by most reviewers, unknown to the reading public, unmoveable even as a

99-cent special. Her editor in Toronto, Kildare Dobbs, well known as a critic of perspicacious taste, said upon reading the first draft of *The Desert of The Heart* that he knew she was "a good novelist and Macmillan agreed." Rule has published five books since — a third novel, *Against the Season* (McCall, 1971, Manorhouse paperback, 1975), a collection of short stories, *Theme For Diverse Instruments* (Talonbooks, 1975) and her best-known work, *Lesbian Images* (Doubleday, 1975, Pocket Books, 1976) consisting of essays on Colette, Gertrude Stein, Elisabeth Bowen, Violette Leduc, and other lesbian writers. Each book has increased the respect of well-known writers and critics who have come to appreciate what Dobbs first perceived — that Jane Rule has a uniquely valuable sensibility.

John Robert Colombo recently said of *The Desert of the Heart*, while preparing an entry on Jane Rule for his new book, *Colombo's Canadian References* that it struck him as being the work of "a true artist and sensitive person." Joyce Carol Oates said of *This Is Not For You* that it was "an intelligent and utterly believable novel." Marian Engel said of *Lesbian Images* that it made her proud to live in a country where such a brilliant and courageous writer could be published. Marie-Claire Blais contacted Jane Rule immediately and offered to translate the book into French. Margaret Atwood met Jane Rule while teaching at The University of British Columbia. "A wonderful person," she told me. "Meeting Jane was the highlight of my entire year in Vancouver." Margaret Laurence, reviewing *Theme For Diverse Instruments* in Toronto's *Globe and Mail* June 28, 1975, called Rule "one of the best writers we have, (whose) work compares very well indeed with the best fiction being written anywhere."

The curious thing about Jane Rule's career is that with her sixth book (a novel, *The Young in One Another's Arms*) being published by Doubleday this month, she was, until last month, virtually unrecognized by Canada's mass-circulation magazines. Her hopes that *This Is Not For You* would mark a turning point were not realized. Apart from reviews in literary periodicals (Keath Fraser in *Canadian Literature* called *This Is Not For You* a novel of "profundity and acute humanism," and described Rule as a novelist of "classic talent and intelligence,") and a few newspapers (*The Globe and Mail* has reviewed all of Rule's books over the past 12 years), Jane Rule's reception by the mass media in Canada consisted of near-total silence, interrupted occasionally by a stab in the back. Only on

Dec. 4 did *The Canadian* profile her, and the December *Chatelaine* printed her short story, *A Delicate Balance*.

The reasons for the previous pervasive silence were maddeningly unclear. Rule was prepared to endure whatever Canadian novelists have to endure, serving their apprenticeship, but she couldn't help but notice that other novelists, with spotty sales — Adele Wiseman, Sylvia Fraser, for example — did get written up in *Saturday Night*, *Maclean's* and *Weekend*. Last year, the first edition of *Theme for Diverse Instruments* sold out and 4,000 more copies were printed, *Lesbian Images* had 10,000 copies published in the United States, another 5,000 this spring in Britain, prior to the mass paperback which appeared in July. But no matter how many copies Rule's books sold, or what her peers said in praise of her work, she was still denied access to Canada's major magazines.

There was a time when doubt and anger ate away at her nerves. She suspected but could not *prove* that she was a victim of sexual prejudice. She quickly saw however that dwelling on her relationship with the mass media would only lead to paranoia and a debilitating rage, a state of mind that would sap creativity. She decided instead to withdraw, and if possible, transcend the issue. In August, she moved from Vancouver, where she has taught English over the past 20 years, to Galiano island, for what she hopes will be "a good stretch — of at least 10 years" to do nothing but write. At 45, with an increasingly painful, arthritic deterioration of the spine which already prevents her from working at a desk for more than a couple of hours a day, what matters most to Jane Rule is the best use of her prime time: growing and writing. Whether or not she, or any other gay artist in Canada, is subject to sexual prejudice in the mass media is a question that Jane Rule put from her mind; a personal solution but hardly an answer.

Knowing that *Maclean's* and *Saturday Night* had never reviewed a single book by Jane Rule, and that three mass-circulation magazines — *Chatelaine*, *Weekend* and *Saturday Night* — turned down proposals by various writers this year to profile Rule, I wrote to the editors concerned, asking, where applicable, if they would explain why Jane Rule's books had gone unrecognized. Was her new novel likely to be reviewed? Was an article about Jane Rule a conceivable and likely prospect any time in the next year? Important as I believe Jane Rule's work to be, there was more at stake in my

inquiries than the reputation of one author. The way in which a society treats its minorities is a touchstone of its sophistication, humanity and moral courage. Here are the replies:

Chatelaine's reply was immediate and unequivocal. Editor Doris Anderson said, "It's true that only one of Jane Rule's excellent books has been reviewed in *Chatelaine* (*Lesbian Images* in 1975) but we have never received her books without asking the publisher — which is generally long after other reviews have been published.

"*Chatelaine* has no prejudice or special policy regarding homosexual or lesbian themes. I would welcome the chance to consider running an excerpt from Jane Rule's upcoming book (and) I can conceivably see us doing a profile on Jane Rule if we felt the public were sufficiently aware of her writing to merit a full length profile."

"*Maclean's* makes up its book list on the basis of news value and literary interest in relation to the space available in each issue," wrote Barbara Amiel, *Maclean's* book critic. Amiel has found space for such books as *Mo: A Woman's View of Watergate*, *My Search for Patty Hearst* and Golda Meir's *My Life*, but not Jane Rule's books, nor another well-reviewed Canadian book with a lesbian theme, Lovat Dickson's *Radclyffe Hall at the Well of Loneliness*.

"Personally I don't care if writers enjoy the company of men, women or beached whales in their private moments," Amiel continued. "If a sexual preference becomes the central theme of a book my sympathies depend entirely on its quality of thought and writing." This attitude of sexual sophistication was nowhere to be found in her reviews. Marian Engel's *Bear* (which *The New York Times* recently praised for its "purity of style and concept, illuminated by an artist's imaginative power") was sniffily dismissed by Amiel: "Nature retained more dignity when Melville made war on it than when it was made love to by Engel." She told readers that in order "to enjoy Sylvia Fraser's *The Candy Factory* it helps if you share some of her interest in the more specialized forms of human sexuality such as coprolagnia and sodomy." No book, over the past year, with a sexual theme got a good review from Amiel.

Amiel refused to say why *Theme For Diverse Instruments* and *Lesbian Images* were not reviewed last year, or

even if they were considered. Unlike *Time* magazine, which regularly gives proportional coverage to various minorities, *Maclean's* has a history of negativity and silence where gay people are concerned. The first year of the new *Maclean's* for example, did not carry a single news item about homosexuals. Though articles have been run on such seemingly trivial matters as taxi drivers banning smoking in their cabs, and the revival of Newfie jokes and T-shirts, such events as the sensationalistic treatment (by police officials and the press) of the alleged teenage male vice ring in Ottawa (which ended in one man being convicted, one committing suicide due to social pressures, and 15 acquittals or withdrawn charges) or the civil rights battles of former Ontario racetrack steward John Damien, or Saskatchewan school-teacher Doug Wilson, were not considered to be news by *Maclean's*. In fact, the last time *Maclean's* dealt with the subject of homosexuality was in *Couples: A Portrait of the Homophiles as Just Plain Folks*, by Penny Kome, in 1972.

Saturday Night: "There is no policy against reviewing Jane Rule's books in *Saturday Night*," replied editor and critic Robert Fulford. As to the practice of not reviewing her books, he went on to explain:

"*Saturday Night* does not review all the books published in Canada. We review what we think will interest our readers and we review what we regard as the important books. Jane Rule's next book will be considered along with all the other books that come to us for review. My own personal opinions don't rule the review columns, but they do have an influence. I've tried to read several Rule novels and found them boring. I did read *Lesbian Images* and found it flat and unoriginal.

"As to the more general question: is an article on a 'creative, loving "well-adjusted" person who happens to be homosexual' conceivable and consistent with *Saturday Night's* policy? Yes it is."

Weekend: "I would be most interested in reading and publishing a fair and sensitively written article about Jane Rule at any time," Sheena Paterson, *Weekend's* editor-in-chief replied (prior to her recent resignation).

"My refusal to entertain an article you yourself planned to write about Miss Rule was centered on my extreme disappointment in the article you prepared for us on Toller Cranston."

The perplexing part of this explanation is that *Weekend* turned down in January

the suggestion to profile Rule whereas my article on Toller Cranston wasn't submitted until April 16.

Paterson spoke of her "admiration for Jane Rule's work" but apparently couldn't remember, or wouldn't say, what the real reasons were for turning down a story about her. Nor did she explain why, given her great admiration for Rule, she never assigned the piece to someone else during her term as editor. A letter pointing to the discrepancy in dates and inviting further comment met with no response.

Indications are that *Weekend's* new editor, John Macfarlane, who took over Dec. 1, will be more generally liberal in his responses to story ideas of a possibly controversial nature. In the past, he said, *Weekend* "has not been surprising enough."

The *Canadian* provided the most positive response to my questions and the fullest explanation of its editorial procedures.

"It isn't true that we 'turned down' a profile on Jane Rule," editor Don Obe said, last September. "Last year, when I first took over as editor, the idea to do an article on Jane Rule was suggested by Paul Grescoe, and I said we should wait until, first, writers such as Gabrielle Roy, Margaret Atwood, Robertson Davies, Marian Engel, among others, are written up in the magazine. We are constantly expanding the cultural dimensions of the magazine, and that is why, now, Grescoe is going ahead with the Jane Rule profile. One cannot suddenly put in a magazine, that seemed to consist primarily of sports and cooking stories, some fairly sophisticated material about a writer who is a lesbian. One has to evolve — readers and magazine alike — to the point where adult themes can be treated responsibly, instead of pretending, through silence and evasion, that social change does not exist."

More recently, *The Canadian's* managing editor, Alan Walker, agreed that lesbianism is "something male editors are uncomfortable about . . . Jane Rule's books are not something they'd read of an afternoon and so a lot of editors would not have known about her."

While he noted the Dec. 4 *Canadian* piece on Rule was fair, he said he would not be surprised if some angry letters were received from readers who felt the Grescoe article "promotional" of lesbianism.

I asked Pierre Berton if he thought, based on his extensive contacts and

working experience, that sexual prejudice existed in the Canadian mass media. (It is Berton's plan to leave his large, family home in Kleinberg, Ont. as a residence for writers who will be able to live there free, for six months to a year or so, providing comfortable surroundings for a community of authors while they complete their work. "It will be clearly stated in the legal papers," Berton told me, "that there will be no sexual discrimination permitted. Residents will be free to live with whatever male or female friend or lover they prefer.") "I suspect that the fact that (Jane Rule) is a lesbian may have conspired against her getting reviews," he replied. "A book which sells 4,000 copies deserves more interest than this one seems to have received." He mentioned, however, the apparent paradox that books by or about homosexuals from other countries (the works of Gore Vidal, Christopher Isherwood, Truman Capote, among others) are widely reviewed in Canadian publications.

The distinguished literary critic George Woodcock was also intrigued by this seeming contradiction. "Internationally, gays have done pretty well," he said, citing the interest, some of it deserved, some vogueish, in the work of such writers as Marcel Proust, Jean Genet, Radclyffe Hall and Violette Leduc. Yet he noted there seemed to be a striking difference between the way gay writers and those of other more fashionable minorities — Jewish or black — get treated in the press.

"We feel historic guilt towards blacks and Jews and therefore tend to exaggerate their virtues or abilities; while we feel guilt only towards selected and especially persecuted homosexuals, like Oscar Wilde." Secondly, "We never identify ourselves with blacks or Jews in the sense of feeling there but for the

grace of whoever I worship go I. Except on a highly symbolic level (*White Niggers of America*, etc.) the roles are not really interchangeable. On the other hand most of us are aware of homosexual potentialities within ourselves; there is always the temptation to identify, and it is in resisting this temptation, that we show our prejudice, often under the guise of indifference."

Linda Sandler, currently editing a special issue of *Malahat Review* dealing with the work of Margaret Atwood, replied, "It's hard to tell what degree of prejudice is sexual. There's so much that a certain generation is uncomfortable with that I would say it's not exclusively sexual. I've found that whatever is vital, aggressive, intelligent, alien, will call up the same response. It's all part of a larger, general discomfort editors and readers feel with anything that threatens the familiar assumptions."

Going on to say that she also is lesbian, Sandler wrote, "If some editor rejects a lesbian poem, I'm inclined to say that if it were better they couldn't refuse it. I think that if something is undeniably brilliant, prejudice won't get in the way. Jane's past is full of unhappy brushes with prejudice, I know. I think her present and future won't be. That much has changed."

But remembering that 10 years ago, when John Herbert completed *Fortune and Men's Eyes*, no Canadian publisher or theatrical production company would accept the manuscript, and that he had to go to New York where Grove Press and an off-Broadway success made the play "respectable," it would appear that not much has changed. Jane Rule, it appears, has suffered from a combination of sexism and the fate so often suffered by many talented Canadians (regardless of their sexuality): that of being without honour in their own country.

It could be argued that Jane Rule is beginning to be "acceptable" to Canadian magazines because she is now regularly published by major U.S. firms and her reputation is being made abroad, in those cities and countries where sexual sophistication permits gay artists to be appreciated. There are few Canadian magazines that reflect, with any democratic sensitivity, the diverse make-up of modern mass society. The veil of silence may now be lifting, but Jane Rule's career would have been a completely different story if the editors of this country had greater moral courage.

John Hofsess is a freelance writer living in Hamilton, Ontario. (30)

COMING IN CONTENT

**How Canada's dailies
reacted to the election
of René Lévesque.**

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NEWSMEN, LAWYERS, ACADEMICS WRESTLE QUESTION OF MEDIA CONTROLS: WHO, HOW AND HOW FAR?

By REG SILVESTER

Consider this sentence:

"That you be led back to the place from which you came, and from thence to be drawn upon a hurdle to the place of execution. And there you shall be hanged by the neck, and being alive, shall be cut down and your privy members shall be cut off, your entrails shall be taken out of your body, and you living, the same to be burned before your eyes, your head to be cut off, your body to be divided into four quarters, to be disposed at the pleasure of the King's Majesty. The Lord have mercy on your soul."

It would be enough to make any modern journalist scream out the name of an anonymous source. But the punishment was imposed in the 17th century upon John Twynn, an English printer who refused to name the author of an allegedly seditious book he had published. Roy McMurtry, Ontario attorney-general, who read that sentence in the course of a conference on media control at the University of Western Ontario, Nov. 19 and 20, noted that punishment today for contempt of court pales in comparison.

When the sentence was first read, there must have been gasps or deadly silence. When McMurtry read it to his audience — composed mainly of newspaper editors, radio news directors, television executives, lawyers and academics — there was laughter. It's an inconceivable punishment in these days when freedom of the press is something the law protects more than it threatens.

It was an irony of the conference that

people with so much control over the media spent so much time talking about control by the law, government and public institutions. They did not talk about media control by owners and managers, or consider the life-and-death power advertisers use when they decide which publications they will grace with money. (In fairness to the UWO journalism and law departments, who organized the seminar in co-operation with *The London Free Press*, unsuccessful attempts were made to have advertising agency representatives and Senator Keith Davey attend. They would likely have addressed those two topics.)

McMurtry, at one point in his speech, talked about corporate courage — the need for news organizations to stand behind their investigative reporters. He cited *CBS*, which had suspended Daniel Schorr from his network news position. "It is ironic to note that although the house ethics committee summoned Schorr before it in September and nine times threatened him with jail and fines for refusing to reveal his source, it ended up by taking no action. Schorr was thus not punished or sanctioned by the government, but by the media."

Corporate courage did not come up in the discussion following the speech.

My own voice, conditioned to stay out of conversations and to ask questions later, was eventually raised. Although I was sent by *Content* to cover the conference, I was received as Barrie Zwicker's substitute and given his place at the conference table. I wanted to sit with the workers at the press table, but

decided to stay where I was put and keep my mouth shut.

Annoyed by a series of statements by Morris Shumiatcher, a Regina lawyer, I finally had to speak up. He didn't approve of government grants to writers or publications. He didn't agree with tax incentives giving a competitive edge to Canadian publications in Canada. He claimed that individuals who write the news and create ideas are fettered by the intransigence and rigidity of the organizations for which they work.

I had to express my view that individuals, no matter how good, could not function without the organizations, and that many of the organizations could not function without protection. I wanted to say that some force, such as government grants, had to exist to counterbalance advertising's penchant for high circulation, at the expense of minority-interest publications.

The conference chairman, Davidson Dunton of the Ontario Press Council, acknowledged my turn to speak. I spoke. When I finished, Dunton thanked everyone for participating and declared the conference closed. For what it was worth, I'd had the last word.

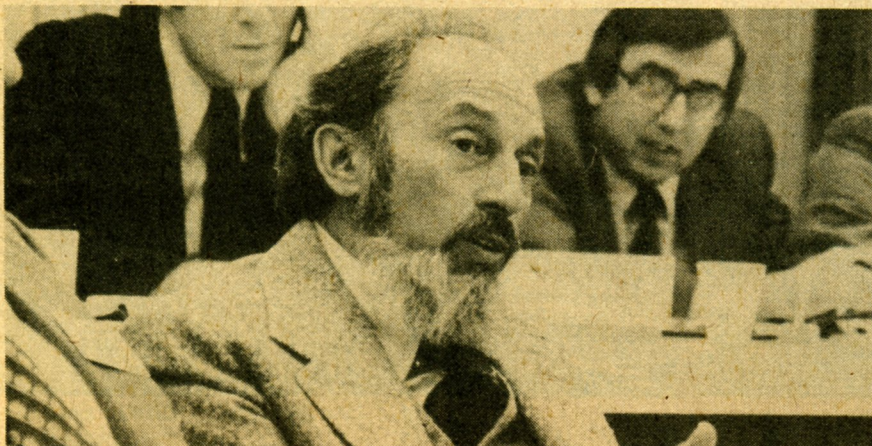
Of all the characters that emerged around the conference table, the grey-bearded Shumiatcher, appearing inscrutable behind half-frame reading glasses, was the most controversial and disturbing. *Global* newsman Peter Silverman saw him as a rabbi. Fraser Kelly, political editor of *CFTO-TV* in Toronto, unable to find the words to argue with Shumiatcher, finally shook his head, said: "It's amazing how a man can be so eloquent and yet so wrong," and left it at that.

Shumiatcher listened to Judy LaMarsh talk about her 18-month royal commission on media violence and her major concerns: growing television addiction in North America, possible repetition in real life of violent acts reported or represented in the media, the effect on children of too much television watching, the domination of television by advertisers.

Then he questioned the legitimacy of a provincial royal commission studying what is a federal concern.

"Your quarrel is with the Ontario government," LaMarsh said.

"But you're going to be writing the



Morris Shumiatcher: Controversial, disturbing.

Roy Cook photo

report and signing it," he replied. "And I suggest very seriously that you might put down that these are very interesting questions. Happily, the Ontario government doesn't have to worry about them."

That position fits with his tendency to oppose any government intrusion into everyday life. "The only thing that governments print more of today than laws is money. And by virtue of the very overkill, the value of both of them is declining," he said.

Shumiatcher also listened to McMurtry discuss the role of the investigative reporter, the accompanying problem of protection of sources, the seriousness of contempt of court, and the individual's right to privacy.

McMurtry said it would take corporate courage in the media to preserve freedom of the press in face of "a shocking fragility to the foundation of public support of civil liberties . . .

"Of course, courage in the context of today's free media is not only a central question in preserving its existence, but also in preserving its credibility. While it takes an act of courage to confront government, it also takes an act of equal courage to insist on accuracy before publishing a story."

McMurtry foresaw public pressure for legislation protecting privacy. "In view of the sophistication and power of the news dissemination facilities available today, we can understand the feelings of the citizen who wants respite from the glare. Yet we dare not lose sight of the fact that the media . . . can and must play a major role in blocking governmental intrusions on privacy."

Then Shumiatcher had a proposal to help reporters concerned about protecting sources. Don't use anonymous sources, he suggested, get the documents.

"Do we subpoena to get it? Is that how we do it?" asked Rae Corelli of *The Toronto Star*.

"No no," said the Regina lawyer. "If the informant says there is such a document in such a place, there are many ways and means of getting such a document."

"Theft is one of them," Corelli said.

"And if you do resort to theft, that's no real problem," Shumiatcher said, getting a laugh. "Because all you have to do then is plead the Canada Evidence Act and they can't use your admission to prosecute you. And you will not then, under such circumstances, be under contempt of court."

Two threats of outside control over the media were raised at the conference. One arose from a discussion of cultural

nationalism, in which Gerald Haslam, editor of the *Winnipeg Tribune*, warned of possible federal pressure to take a nationalist stand on the Quebec issue. The government cannot be considered above forcing its views upon newspapers, he said, since federal ads were withdrawn from the separatist *Le Jour* in Montreal.

The other threat is now a local London issue, although it might spread. The London police commission is considering a policy of releasing names of arrested persons only after they have been arraigned before a justice of the peace and formally charged. The purpose would be to prevent social stigma upon anyone arrested in error and to allow police the time to ensure that an accused person is not using someone else's name.

William Heine, *Free Press* editor, resists the proposal, saying it could result in secret imprisonment of innocent persons. He would change his mind, he said, if "the public can be assured that no policeman would ever make a mistake." He said the name of the person charged, as well as the charge, is part of the system of open justice.

Sam Lerner, a London lawyer who took part in the conference, supports the policy. "There is no inherent right of the press to get information from an investigating authority such as the police, nor is there any responsibility upon the police to tell them." The basis of coverage should be "what you see, you will report."

Ontario Supreme Court judge Horace Krever said he personally applauded the policy, but brought up a different side of the argument: "What concerns me is the criticism, that some police forces on the continent have received, that they are using the media to help get convictions by pre-trial publicity — consciously using it."

Shumiatcher said police often obtain confessions between arrest and formal charging. And while most citizens would want to co-operate with law-enforcement, they want to be sure it is enforced fairly.

As for finding out who's in the cells, he said, a prison is a public institution. "Haven't the representatives of the press the right to find out who's there at any time? . . .

"Haven't the eyes and ears and tongue of the people of the country the right to know who's in a public hospital? I don't know if they have the right to know why you're there. That's another question. Or a mental institution. (The chairman interrupts to say that time is running out.) Or a burial ground." (30)

Reg Silvester is a freelance writer living in Toronto.

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Column by Morris Wolfe

Canadian sports writing, I keep being told, has finally grown up. No more boosterism. Sportswriters now tell it like it is. Everybody's a Roger Kahn. I wish I could see more evidence of that. Once the Toronto Argonauts had been eliminated from Grey Cup competition, for example, it turned out every sportswriter in the country had known all along about the bad blood between Russ Jackson and J.I. Albrecht and of Russ Jackson's problems with Anthony Davis. Why hadn't they told us? What were they protecting us (or the team) from? If they were political reporters would they keep the Joe Clark, Claude Wagner rift from us? Many of those same sportswriters have been churning out an endless stream of copy preparing us for the ineptitude of the Toronto major league baseball team, the Blue Jays. They've softened us up so much that if the team wins more than a dozen games all season the fans will be ecstatic. Sportswriting must be the best training ground there is for PR work.

While *Maclean's* is still making plans to go weekly, one Canadian city, Edmonton, has developed its own weekly newsmagazine. The *Saint John's Edmonton Report* is now in its third year. The November 15 issue runs 48 pages, has lots of ads, is fairly attractively laid out, and for the most part

reads well. Although the Social Credit leadership convention had just ended, there's a report in this issue on the return to Edmonton of party president (and defeated leadership candidate) Martin Hattersley. Hattersley, we're told, "is confident that the collapse of the Liberal Party is inevitable and that the Conservatives and the NDP are too unstable to step into the vacuum that will result." Who else is there to "fill the void" but the Socreds, asks Hattersley. Who else indeed. The *Saint John's Edmonton Report* is available from 11224 — 142 Street, Edmonton, Alta. T5M 1T9, \$15.00 per annum . . . Also recently arrived is the Fall 1976 issue of the quarterly bilingual children's newspaper *Nous Journal* (P.O. Box 1985, Ottawa, K1P 5R5, \$1.50 per annum). The title is silly but the contents are good. This issue is mostly devoted to *Nous Journal's* favourite subject, children's art. There are a number of reproductions. And there are a couple of nice little essays about children's art. What I liked best in this issue, however, were some of the kids' poems. Especially one by Cindy Nichols of Deer Lake, Nfld. about "A sparkling jet plane / Gently unzipping / The tender blue sky."

The largest industry in Canada is the education industry. It costs us something like \$14-billion a year. Newspapers

report regularly on the politics of education — teachers' strikes and the like. They editorialize, almost daily it seems, about declining standards, when the fact is the education most of us got was even crummier than that which our kids are getting. Why do so few of those newspapers have education reporters regularly telling us about what's actually going on in the classroom? About how reading and spelling are taught these days? About what kids learn in Grade Six social studies? About the kind of text books that are being used? I want to know these things. And I want to know them as much as I want to know who won last night's hockey game.

CBC television's the fifth estate (Tuesdays at 9:30 p.m.) is the best public affairs show we've had in years. It keeps getting better too. This week (November 22) there was a superb item by Peter Reilly re-examining the Keith Latta murder case. (Professor Latta was convicted of murdering his former business partner.) Every part of Latta's almost incredible version of what happened was subjected to lie detector analysis. The conclusion: he's telling the truth. The fifth estate suggested who the real murderer might be and even had on the programme three of the jurors who originally convicted Latta. All three said that based on the new evidence they now had reasonable doubts about his guilt. Based on what I saw there's no doubt in my mind that Justice Minister Ron Basford should order a new trial. On an earlier programme Eric Malling did an excellent piece reviewing the air traffic controller dispute. There's been nothing to equal it in the newspapers and magazines that I read. He talked to air traffic controllers from a number of other countries. All of them work in bilingual systems and none was sympathetic to the position taken by the English-Canadian pilots association. There is no safety hazard, they argued. Perhaps the least effective episode of the fifth estate to date was its review of the Quebec election. Not only was there nothing particularly fresh in what they were telling us, but Adrienne Clarkson looked very much out of place in her low-cut gown. I didn't figure out until later why she was dressed that way: CTV had the Miss Canada Pageant on at exactly the same time.

50

From the Mount Forest *Confederate*, Oct. 28, 1976

NOTICE

All hydrants that are tampered with or opened by unauthorized person . . . will be prosecuted to the fullest extent of the law.

Signed:
The Mayor
Floyd Rae
Town of Mount Forest

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Letters

Editor:

I just can't believe that ol' Barrie Conrod would lay down his furniture-refinishing tools long enough to have at that favorite drinkery, The Hamilton Press Club.

As a past president, like myself, surely Conrod must realize that it is the sacred duty of the pres. to issue occasional forecasts of doom, gloom, despair and impending oblivion, and further that such forecasts are always issued around fees-payable time in an effort to whip the masses into plunking down their dues. Hell, that's been going on since '56, and the joint just keeps ambling on.

What the HPC needs is the bringing back of cockroach races on the bar.

Hugh Whittington,
Editor,
Canadian Aviation,
Toronto.

EDITOR HEINE EXPLAINS MEMO BACKGROUND

Editor:

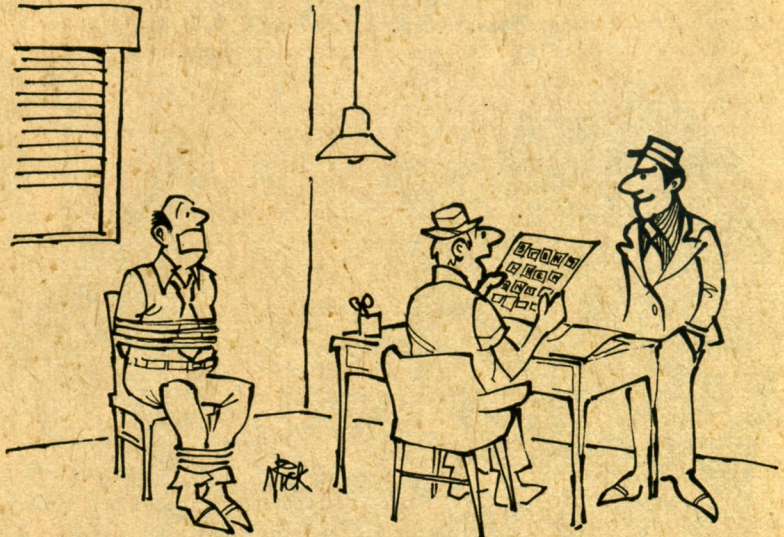
Your readers may be interested in the story behind the memo of mine to Jack Briglia you published in the last issue of *Content*.

We have had for many years, as most newspapers do, a policy of not identifying the names of rape victims. There was a case in this area where a man and wife were kidnapped. The wife was left at home with one kidnapper while the other took the husband to a jewellery factory where gold and gems were stolen. The kidnapper left with the wife forced her to perform oral sex.

The kidnappers were arrested. Prior to the trial, the man and wife were identified. At the trial there was testimony about the oral sex she was forced to perform. In a gross violation of our rule not to identify rape victims, we published that aspect of the trial testimony, either forgetting or ignoring the fact we had already identified the victim.

My memo was to make certain such a cruel error does not happen again.

Incidentally, I do not consider oral sex to be a euphemism for fellatio. The phrase oral sex to most people is a clear and unambiguous reference to fellatio. Believe me, all who knew the woman were fully aware from the phrase what she had experienced.



"You know something? I always wanted to earn my living writing."

As this newspaper publishes confidential information involving public servants, elected officials, and public funds, when we consider doing so to be in the public interest, I cannot very well complain about your publishing my memo to Jack Briglia.

You should not object, therefore, to my posting a copy of this letter on the *Free Press* newsroom bulletin board. You will, I hope, publish this letter.

William C. Heine,
Editor,
The London Free Press,
London, Ontario.

ACTION NEEDED ON MEDIA PROBLEMS: PROF.

Editor:

Two recent articles in *Content* brought into focus the need for more positive international communications and the

necessity for a Canadian freedom of information act.

In the former case, Barrie Zwicker reported on the pitiful one-way news flow situation from the U.S. to Canada. In the second instance, Tom Riley related the frightening power bureaucrats have in withholding information simply by classifying it under the Official Secrets Act.

While Riley's article was reassuring in that he injected a glimmer of hope in the decade-long campaign for a freedom of information act by Gerald Baldwin (PC-Peace River), there is little chance of a swift lifting of the secrecy shroud which many newsmen seem either oblivious of, or contritely accept.

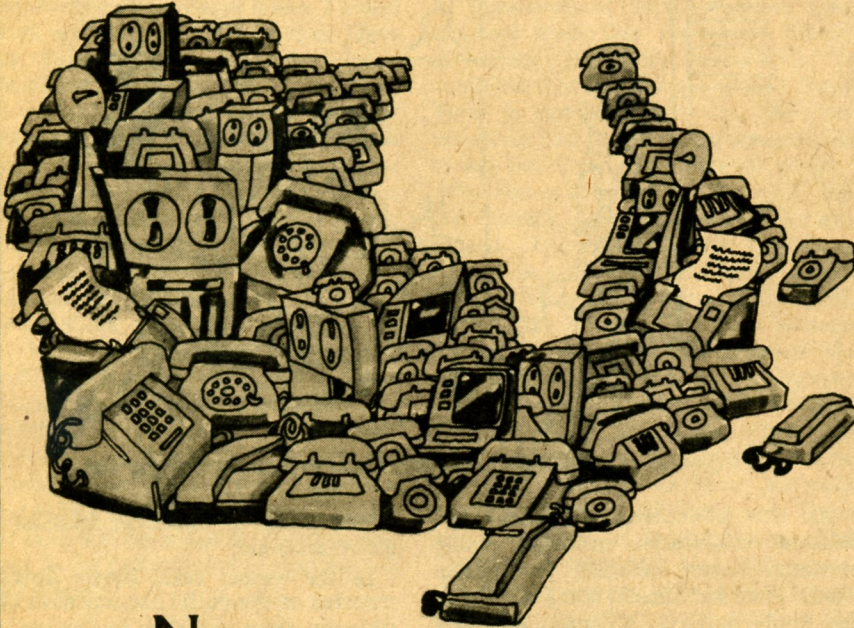
Indeed, it is astounding there was not an uproar at home and in other free nations when Indira Gandhi imposed censorship on India's news media. Of course, there were assorted editorials and

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analysis pieces condemning Gandhi, but little in the way of news media pressure to evoke political action.

Perhaps it would be naive to assume Canada could influence the machinations of Gandhi, but have we really learned a lesson from what has happened not only in India, but in other suppressed countries in Latin America, Africa, and Europe?

Only by heightened vigilance and support by news media for people like Baldwin can Canada hope to remain among the 19 per cent of the world's population that has access to a free press.

Furthermore, as Zwicker's report on a conference in Syracuse, N.Y., suggested, Canadian news in foreign newspapers is practically zilch.

This was amply made evident by two statistics — 49 per cent of foreign news in Canadian papers concerns the U.S., while only two per cent of foreign news carried in U.S. papers is Canadian.

The article brought out another absurdity — the lack of participation in the conference designed to bring communicators together.

The fact that neither *CP* nor *AP* was represented gave confounding credence to the old line about communicators being the least able to communicate.

If anything is to be learned from the articles by Zwicker and Riley, it is that apathy abounds in the news media. There is little, if any, unity among the working media or among teachers of journalism, or between both.

Of course, there are such organizations as the Canadian Daily Newspaper Publishers' Association, the Conference of Managing Editors, and a loosely knit group of Ontario college journalism teachers — but no umbrella organization that has clout.

The diffusion of groups which are supposed to share the common goal of upgrading the standard of journalism in Canada would be laughable were it not for the awesome responsibility of the news media.

If Canadian journalists and educators cannot get together in their own country, then those who are concerned will find another way to air their views, to seek out the opinions of others, and to present the Canadian perspective on national and global issues.

Already, several colleges and universities, St. Clair College included, have joined the Association for Education in Journalism (AEJ), an American organization founded early this century and boasting some 1,200 members.

Through the AEJ, I took part in an

International Media Conference at the Pan American University in Edinburg, Texas in November.

It afforded me, the only Canadian there, the opportunity of at least dispelling one misconception conveyed by the U.S. media — that Quebec had seceded from Canada in the wake of the mercurial rise to power of the Parti Quebecois.

The mere fact that I had to clear up this aberration demonstrates the need for a greater awareness in international communications. If news cannot be accurately transmitted between the U.S. and Canada, what credibility can be given to inter-continental news reports? Especially when one considers the Canadian news media's embarrassing reliance on wire services and its delinquency, albeit its cheapness, in having only a scanty contingent of foreign correspondents.

As one speaker at the Texas conference said, in reference to the dwindling number of free nations: "Mass communications, how we need you now."

Canada, beleaguered by governmental passion for secrecy, should take heed. Censorship is anathema to a free press. And heaven forbid the type of hand-out journalism Pierre Berton talks about.

Tony Hodgkinson,
Co-ordinator of Journalism,
St. Clair College,
Windsor, Ontario.

FOXY WRITER NETS \$10, SATISFACTION

Editor:

Thanks for the \$10. It spends just as well as those checks I've received from 14 other editors who chose to publish my work this year. Were I to be intimidated by ivory tower editors and rejection slips I'd have long ago looked to some other creative form for my outlet. But I *am* a writer — a writer foxy enough to get \$10 for my "private introspection."

My *Writer's Market* tells me that among others, your readers are "journalism students," some of whom (I thought) might be empathetic to my experience. Perhaps editors such as yourself were born to your station. Some of us have to toil in the field before we reach success.

In this us against guys-like-you free lance world your check does give me a great deal of satisfaction — ego gratification if you will. Thank the gods, most editors remember who writes their copy.

Linda Freeman,
Columbus, Ohio.

CP News Picture of the Month



Photographer: Doug Ball.

Situation: Sacha Trudeau takes to the air at Vancouver International Airport during his parents' stopover on their trip to Japan Oct. 19. Doug Ball, a CP Montreal photographer, made the picture despite a request by Mrs. Trudeau for no photographs. She told Ball she didn't want anyone knowing Sacha was staying in Vancouver. Ball had stopped shooting, but stayed near. A TV crew approached and Mrs. Trudeau asked the Prime Minister to tell them not to shoot.

"But Trudeau said 'Why not,' and I started shooting," said Ball.

Technical Details: Nikon camera, 24-mm lens at f2.8 and 1/125th of a second.

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

CONCENTRATION (from Page 13)

dailies is an increase in real numbers over 1970. The Senate report counted *The Columbian*, a British Columbia newspaper serving four suburban Vancouver communities, as four papers. Since the paper each of the communities receives is substantially the same, the committee's logic seems doubtful. The difference is no greater than in separate editions of many large city dailies. The figures here count *The Columbian* as one paper.

Shifting the focus from raw numbers — what the Senate report referred to as "counting noses" — and turning to circulation figures: In 1976 the 14 newspaper groups control a combined circulation of 4,109,046.

This is about 85 per cent of the total Canadian daily circulation of 4,846,151: it represents an increase in circulation

for chains of eight per cent since 1970.

Groups now control 100 per cent of the daily circulation in British Columbia, Alberta, Saskatchewan and Prince Edward Island (up from about 95 per cent in the first two provinces and from 66.7 in the last, with Saskatchewan holding fast). The other provinces vary from 25 per cent group-owned in Manitoba to 85.7 per cent in Quebec.

The writers of the 1970 report thought their "starkest finding" was the fact that the three largest groups — Southam, Thomson and F.P. — controlled about 45 per cent of total Canadian daily circulation. A dozen years earlier, the report said, the Big Three controlled only about 25 per cent.

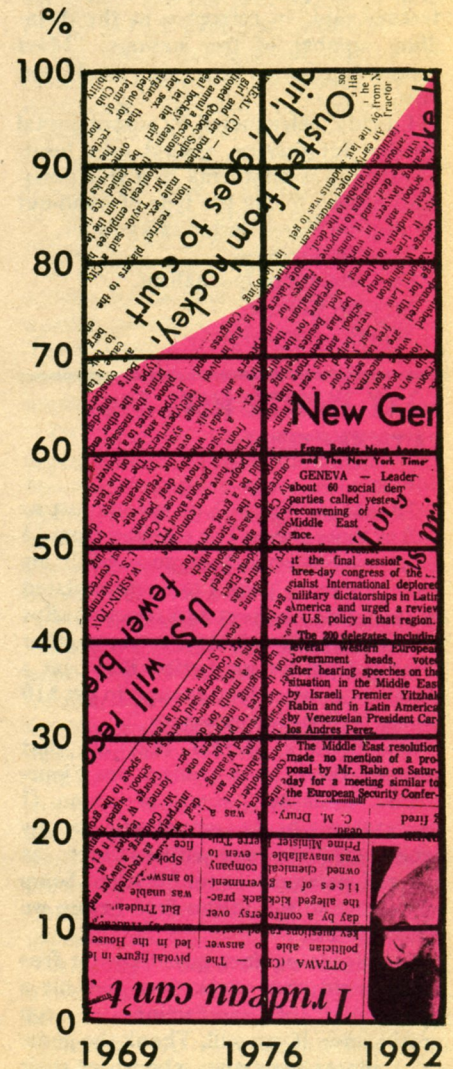
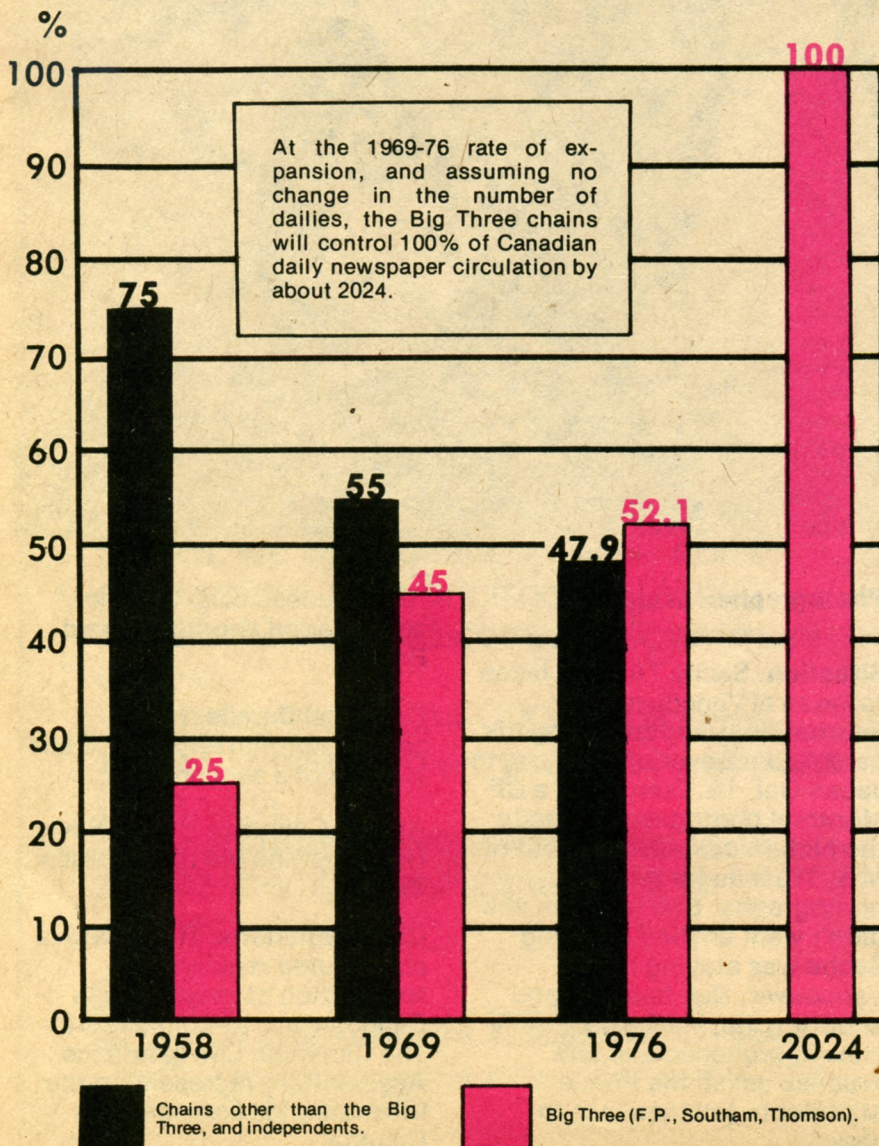
Today the proportion of the newspaper market controlled by those three groups has burgeoned to 52.1 per cent.

The circulation of Canada's largest paper, *The Toronto Star*, has surpassed

the total for the 35 papers of the Thomson chain. Although the Toronto Star Limited no longer controls more than one daily (its former daily in Oakville has gone from publishing five days a week to three), it is still considered a "group" operation because of other extensive media holdings, including (at last count) eight weeklies. *The Star* has 10.8 per cent of Canadian circulation.

If the four top groups are counted together now, they serve almost 63 per cent of the total Canadian newspaper-buying public.

Thomson continues to have by far the largest number of dailies, 35 now as opposed to 30 in 1970. But it continues to be a small-town chain (its largest circulation paper is *The Sudbury Star* at 33,478). As in 1970, the total circulation of its papers (9.8 per cent of total Canadian circulation) is less than half that of either Southam (14 papers; 22



If the 1969-76 rate of acquisition holds, chains will control all Canadian dailies by about 1992, assuming the number of dailies remains constant.

per cent) or F.P. (nine papers; 21 per cent).

In 1970, F.P. was in front of Southam in circulation, in spite of having fewer papers. Not so now: Southam's acquisitions since the Davey report have carried its circulation past that of F.P. It now is number one in numbers of readers and papers owned.

Another stronghold is the Paul Desmarais-Power Corporation group in

Quebec. This group provides what the Senate report called "the most powerful concentration" in the province of Quebec, owning *La Presse* in Montreal and four other dailies. Its share of total Canadian circulation has gone from 6.8 per cent in 1970 to 7.8 per cent this year.

As Dave Radler, the president of the youthful Sterling chain in British Columbia, says, "It's getting difficult to buy a newspaper in Canada these days —

there isn't much left to buy."

The point of collision with public interest may have come and gone without anybody noticing.

Robert G. Clarke studied concentration of ownership for a Carleton University graduate honors project.

The term Concentration Countdown was originated by Rob Burton for a graph in the Spring 1976 issue of Media Probe. (30)

OWNERSHIP CONCENTRATION LESS IN U.S., SWEDEN

By BARRIE ZWICKER and RAY BENDALL

The concentration of media ownership in Canada, compared to two other Western nations, has passed the danger point. The nations are Sweden and the United States.

In the U.S., a few thoughtful voices are persistently raised in concern about continuing concentration there. A 21-page article in the Nov./Dec. issue of the prestigious *The Center Magazine* decries the fact that the number of U.S. dailies has dropped (from 2,400 in 1910) to 1,775. "Even more significantly, 1,012 of these . . . are now controlled by 172 newspaper-chain owners," wrote editor Donald McDonald. (1910's 2,400 papers were owned by 2,387 companies and individuals.)

One hundred and seventy-two chains, and *The Center Magazine* is (rightly) worried. Canada, with one-tenth the population, has 10 chains. In other words, press ownership is twice as concentrated in Canada.

In Sweden the same trend toward daily mergers was sharply established until 1971 when selective production subsidies were introduced by the Swedish parliament on the conviction "that the press plays a decisive role in the democratic process. Fewer papers mean a poorer democracy . . ." The words are those of Stig Hadenius in the October issue of *Current Sweden*, published by the Swedish Institute, Stockholm.

Since '71, only one Swedish paper has folded.

Press mergers, as Pierre Viansson-Ponte wrote in *Le Monde* (Aug. 19) are "universal phenomena in the West . . ." In France, despite a law prohibiting anyone from publishing more than one paper, Robert Hersant has acquired *Le Figaro* and *France-Soir* in recent months, to add to his collection of 11 dailies, nine weeklies and bi-weeklies, 11 specialized magazines, a press agency, advertising agency and several printing operations.

"The letter of the law, not to speak of its spirit, is being ridiculed," *Le Monde* said.

Back in Canada, the continuing trend to fewer media owners and controllers is obvious. Events of 1976 merely underline the situation.

The Supreme Court of Canada in November overturned a lower court decision to break up the Irving empire in New Brunswick. Irving will continue to own the province's five English dailies.

The words of Lord Goodman, former chairman of the British Newspaper Publishers Association, come to mind. "Press freedom," he wrote recently in *The Sunday Telegraph Magazine*, "is the right of a newspaper through its editor, or whosoever else may control it, to say whatever he likes in whatever fashion he likes, subject to the established legal restraints. And so long as another newspaper exists to contradict him, and a third to qualify him, and a fourth to augment him, and a fifth to revile him, freedom of the press, as we understand it, survives . . ."

In Montreal, *Le Jour* has died, ironically. In Ottawa, the city's last independently-owned radio station, *CKOY*, and its sister FM outlet, *CKBY*, have been sold to the Moffat Communications group, pending CRTC approval.

The Toronto Star Ltd. in recent months bought \$6-million worth of Western Broadcasting Co. Ltd. though the Toronto firm has not gained control of Western.

Rogers Telecommunications Ltd. dropped a proposal to purchase Premier Cablevision Limited, but apparently not because of concerns expressed about the further concentration this would bring about.

Toronto's independent *CITY-TV* has sold out to Multiple Access of Montreal (a deal also waiting CRTC's okay).

Some developments have moved in the other direction. In July the Kingston *Whig-Standard* became the sole property of Michael L. Davies, 39, grandson of

the original owner. Davies said he was pleased to keep the *W-S*'s ownership "local and independent."

On Dec. 1, the owners of Ottawa's *Le Droit*, the Oblate Fathers of Montreal, agreed in principle to sell the newspaper to its more than 400 employees. Oblate spokesman Father Gilles Cazabon said the religious order and an employees' committee will negotiate towards "ownership and management formula which will guarantee the retention of the current aims and direction of the newspaper." Complete control will change over six or seven years.

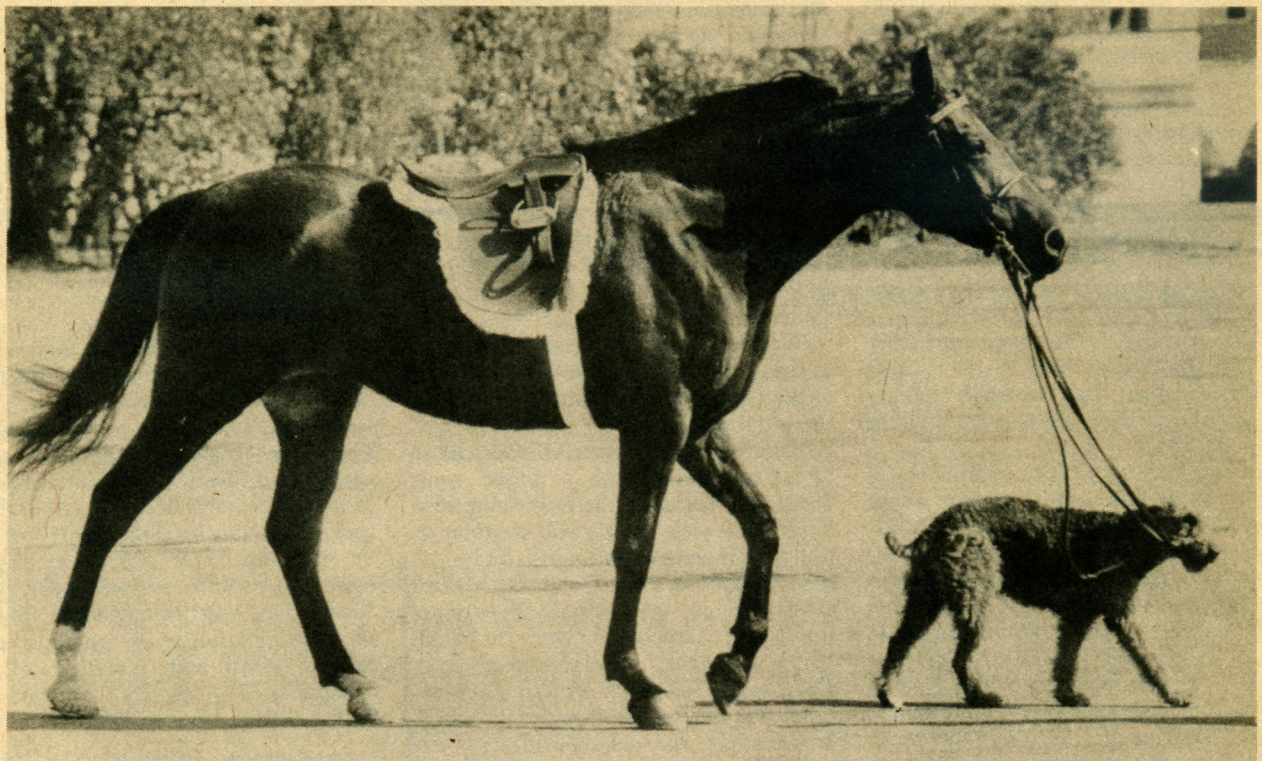
In Regina, Michael C. Sifton, president of Armadale Communications Ltd., in early December announced the sale of *CKCK-TV* to Regina realtor Frederick W. Hill. Sifton claimed political criticism about Armadale's combined ownership of the *Leader-Post* and *CKCK-TV* and *CKCK* radio "played a part" in the sale.

Some years ago, Southam Press Limited had the opportunity to acquire the *Red Deer Advocate* but demurred on the grounds that the acquisition would give Southam an unduly heavy presence on the Alberta media scene. Southam owns *The Edmonton Journal* and *Calgary Herald*.

" . . . neither customers, staff nor owners are allowed to impede the progress and acceleration of growth of the corporation," Eric Kierans told a University of Toronto audience in November. "Thus all profits are reinvested, creating the dangerous situation where the corporation has only one aim — its own internal growth." He was quoted by Bonnie Hurowitz in the Nov. 15 issue of *The Varsity*, U of T's student daily.

Kierans counselled splitting up corporations to limit their power. Borrowing from the poet Oliver Goldsmith, he described the situation today as one "where wealth accumulates and men decay." (30)

CP Feature Picture of the Month



Photographer: Tibor Kolley.
Newspaper: *The Globe and Mail*, Toronto.

Situation: Assigned to cover the All-Arabian horse show in Toronto, Kolley found it dull stuff. Thinking of a pretty-girl-with-horse picture, he lined up Debbie Rasmussen of

London, Ont. and her horse Clonsilla. Some pictures were made, but the winner came after the owner passed the reins to her dog, Buffy.

Technical Data: 180-mm lens at f8 and 1/500th of a second. Tri-X film. Nikon camera.

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

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

Boobs

#118

The word **media** is skidding out of control.

Many in the media apparently don't know that the word **media** is plural. It is the plural of **medium**, which is the singular.

It's so simple, yet in recent months we collected the following examples of misuse very easily. We didn't really collect them; they assaulted us.

- "Who advertises in *Marketing*? The media that reaches the market." (From a house ad in *Marketing* magazine.)
- "The media, it seemed, was determined to ignore them . . ." (From a column by Harold Greer in the *Owen Sound* (Ont.) *Sun-Times*.)
- "The media takes its lumps —

Conservatively but painfully." (A painful eight-column headline in the *Ottawa Journal*.)

- "Two members . . . said the English media, in particular, is biased and bigoted . . ." (From a CP story out of Fredericton.)
- "The media, print as well as electronic, loudly proclaims its 'right to know' but . . ." (From a letter to *Editor & Publisher*.)
- "And with the media being the way it is, there often seems to be an unconscious conspiracy to keep unfashionable facts from the people." (From the first paragraph of the Nov. 23 editorial in *The Toronto Sun*.)

The *Sun's* editorial writer may or may not be engaged in an unconscious conspiracy to keep unfashionable grammar from his readers. There are publications, however, where such an

elementary misuse should never occur. *Content* is one. Another is *MorE*, formerly (*MORE*), a well-known New York journalism journal. Yet a headline on the cover of (*MORE*)'s February '76 issue read:

- "Peter Schrag: The Media Exaggerates Child Abuse."

It gets more wondrous.

When you have adopted **media** as singular, what can you use as its plural? The Sept. 6 issue of *Confidential Bulletin* of the California Newspaper Publishers Association, Inc., shows what lies at the end of this crazy road. The *Bulletin* quotes a letter written by a northern California daily publisher:

- ". . . we would be more grateful for paid advertising support of the 1977 Oldsmobile announcement which we understand will go to electronic and other medias." (30)

OMNIUM-GATHERUM

ATLANTIC PROVINCES

Doug Milander, formerly a reporter and deskman at the Saint John *Telegraph-Journal* and *Winnipeg Tribune*, now is on the provincial beat for the Fredericton *Daily Gleaner*. **Brian Bannon**, a labour reporter at the *Gleaner*, has moved to *The Windsor Star*, and **Lorna Pitcher** has jumped from the *Gleaner* to *The Plain Dealer*. *The Plain Dealer* went weekly (from every two weeks) in November.

Dave Tweedie has joined the newsroom staff at *CBZ Radio* in Fredericton. He had been a Saint John *Telegraph-Journal* reporter. Also at *CBZ*: **Kevin Ryan** has returned to hosting *Information Morning*. **Susan Belyea** has become a story producer for the show. **David Folster** now is producing the show *Folio* and **Wendy Scott** is doubling as Folster's assistant and a reporter.

QUEBEC

Former all-star Montreal Canadiens centreman **Henri Richard** has started writing a weekly column for *Montreal-Martin*. He was admitted to the Professional Hockey Writer's Association recently and was given membership card No. 16, his old sweater number.

About 30 Quebec science writers have formed the *Association québécoise des professionnels de la communication scientifique* (AQPCS). According to the *Montreal Gazette*, the writers were "dissatisfied by the stodginess" of the predominantly English-speaking *Canadian Science Writers Association*. Phone numbers for AQPCS are (514) 844-3361 (Montreal) and (613) 995-6954 (Ottawa).

Recent appointments by new *Montreal Star* managing editor **Raymond Heard** include: **Steve Carleman**, assistant managing editor (nights); **George Prentice**, former editor of *Star Action*, now city editor; **Sterling Taylor**, *Star Action* editor; **Red Fisher**, sports editor; **Peter Raeside**, assistant lifestyles editor; and **Kevin Boland**, assistant sports editor (nights).

The *Canadian Jewish Review*, a magazine published in Montreal for the Jewish communities of Montreal and Toronto, was to stop publication in December. It was 55 years old.

Of course we all know advertising never, oh never, never affects editorial content, but when the directors of the weekly *l'Eclaircur-Progres* in St. Georges de Beauce removed from a story the names of three local businessmen who had been found by government officials to have violated the

weights and measures law, the editor of the paper complained to the *Quebec Press Council*. The council has upheld editor **Pier Dutil**'s complaint, saying the intervention seemed to have been inspired by the directors' desire to conceal an advertiser's name, making the news subordinate to the demands of advertising.

After a bit of consternation and discussion the Olympic Organizing Committee (COJO) finally decided in November to pay the \$107,000 tab for that newsmen's bash in Montreal on the last night of the Olympics.

The *New York Times* reopened its Montreal bureau early in November. It had been closed since June, 1975. Bureau chief is **Henry Giniger**, 54, who has been a *Times*

correspondent in Paris, Mexico City and Madrid.

ONTARIO

Consumer reporter **Lynne Gordon** has been appointed to a three-year term as chairman of the Ontario Status of Women Council, replacing **Lauria Sabia**. Gordon of radio station *CKEY* in Toronto, is also consumer affairs editor for *Global Television* and has a weekly column in *The Toronto Sun*.

Former *St. Catharines Standard* staffer **Paul Legall** now is manning the Hamilton *Spectator's* Grimsby bureau.

Former Hamilton *Spectator* city editor **John Bryden** has been made the *Spec's* new one-man Ottawa bureau.

Lee Lester's U.K.

The soaraway *Sun*, part of Australian Rupert Murdoch's News International group, is the success story of Fleet St. in recent years. International Publishing Corporation (IPC) was only too glad to get the loss-maker off its hands. But now the rejuvenated *Sun* is challenging the *Daily Mirror* for top spot in the circulation tables.

The JICNARS national readership survey shows that in the year ended June, 1976, the *Mirror* averaged 12,309,000 readers per issue. The *Sun* had 12,008,000. Moreover, the *Mirror* lost readers during the year whereas the *Sun* gained.

The *Mirror* is owned by Reed International which took over IPC.

Sun editor Larry Lamb commented in the *Commonwealth Press Union Quarterly* on the reasons for the paper's success. "At the *Sun*," he said, "we have have never wasted time on discussion about the policy of the newspaper. We have gathered about us a group of highly-professional newspapermen and encouraged them to get on with it.

"It may be hard for the pundits to accept (they love to put things in pigeonholes) but the *Sun* never set out primarily to SELL newspapers. "We set out simply to produce good ones, in the naive belief that all else would follow."

Cynics might remark that the *Sun's*

success has largely been based on the well-worn formula of the three B's — breasts, bellies and buttocks — being given maximum exposure.

But it seems significant that the London *Sun* and the Toronto *Sun* have both proved successful by aiming down-market. Perhaps, their competitors have overlooked the fact that there are an awful lot of non-intellectual people out there who want to be entertained as well as informed.

Chequebook journalism in Britain got a lift earlier this year when one enterprising newspaper used a helicopter to spirit away a man just released from jail.

There were skirmishes and scuffles outside Peterhead prison as the Glasgow *Daily Record* whisked away a man pardoned by the Queen from a life sentence for murder. The *Record* had bought up the man's story and was determined no one else should get their hands on its investment.

Now, the Aberdeen branch of the National Union of Journalists is asking the union's annual meeting to give "clear instructions to NUJ members not to become involved in the physical pursuance of the practice" of chequebook journalism.

Those familiar with the British scene will murmur: "We've heard that somewhere before..."

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Paul La Duke previously of the *Brantford Expositor*, has been appointed swing editor at the *North Bay Nugget*. Both **Nancy McGrath**, assistant family pages editor and **Tim Cowan**, the *Nugget's* Parry Sound bureau man, resigned recently. McGrath has been replaced by social notes columnist **Rosalie Little**. Cowan's job has gone to **Gordon Piluk**, formerly of the paper's Sturgeon Falls bureau. Other movings-around at the *Nugget*: Senior reporter **Kurt Johnson** took a leave of absence to run for alderman and his city hall beat now is occupied by **D.W. Robertson**; **Gordon McCulloch**, formerly in charge of the Temiscaming-Mattawa bureau is new district editor; the old district editor, **Sue Steinburgh**, has returned to reporting; moving up to Temiscaming is **Tony Jocko**; reporter **Don Gauthier** has jumped from the *Nugget's* editorial department to the promotion department.

The *Coburg Star*, a weekly since 1831, became an evening daily Nov. 15. Editor is **Leone Kiltzke**. Press run is 6,800, Monday to Friday.

At the *Kitchener-Waterloo Record*, **Cy Bamford**, district editor for five years, has retired. New on the *Record's* desk is **Alex Smith**, former managing editor of the *Guelph Mercury*.

Terry Glecoff, formerly a reporter at *CFTO-TV* in Toronto, and more recently marketing manager for the **Bureau of Broadcast Measurement**, has returned to reporting at *CFTO*.

Toronto writer **Naomi Malloy** won a silver medal and \$100 for taking first prize in the Media Club of Canada's Memorial Awards, International Women's Year category. Her winning-article, which appeared in 1975 November's *Homemaker's* magazine, was about women in sports.

THE WEST

Jim Armit has joined the news and public affairs department of Winnipeg's *CKND-TV*. Formerly the legislature reporter for *CJOB* radio in Winnipeg, Armit is a native of Regina. Before moving to Winnipeg he was with Regina's *CKCK-TV* and *CKCK Radio*. Also at *CKND*, **Ed Oliverio** has left his position as promotion and public affairs director and hopes to return to work in the print media. *CKND* reporter **Bill Kendrick** moved over to *CBC* Winnipeg.

Winnipeg Life magazine, which was to be launched in November, has been suspended due to lack of advertising.

Freelance **Barbara Cansino** has joined the *Winnipeg Free Press* on the entertainment beat.

Bill Mayrs, editor and publisher of *Westworld*, has now published the first issue of a new western magazine *Interlude*, which will be distributed to Pacific Western Airlines passengers.

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until Jan. 7 (guaranteed insertion), Jan. 10 (insertion not guaranteed) for next issue. Distributed Jan. 18. 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; 18-pt., \$1.50 per word. Box number \$2.

assisting professional as part of educational program. Box 84, *Content*. 14-71

ASSISTANT MANAGING EDITOR of metropolitan daily seeks editorship of daily or weekly. Fully experienced in running newsroom and producing newspaper from ground up. All offers considered anywhere in Canada. Reply to Box 82, *Content*. 13-71

Photography student looking for low or non-paying part-time job assisting professional photographer (photojournalist preferred) as part of educational program. Box 85, *Content*. 15-71

JOBS AVAILABLE

STAFF CO-ORDINATOR for progressive Saskatchewan monthly magazine. Duties include chairing staff meetings, liaison with government officials, enforcing staff decisions, general organization of the paper. Writes and does research and oversees the copy flow. Full-time job, \$640 a month. Staff of four who all get paid the same. Job to be filled before end of January. Contact **Briar Patch**, 213 — 1821 Scarth St., Regina. (306) 525-2949. 17-70

LEGION Magazine is looking for an experienced editor who is also a good writer, has the ability to originate ideas and knows the technical aspects of printing.

The successful applicant should be a mature person, a graduate of a university or recognized school of journalism with at least five years experience in newspaper or magazine writing, editing and production or have at least 10 years' experience in the same field, and proven ability to work without close supervision. A real opportunity for the right person. Salary based on qualifications and experience.

Applications with details of age, education and experience should be submitted to **Editor and General Manager, LEGION Magazine, Suite 504, 359 Kent St., Ottawa, Ont. K2P 0R6** to arrive not later than Feb. 15, 1977.

JOBS WANTED

Journalism student with practical experience looking for low or non-paying part-time job

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

PUBLICATIONS

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

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

OTHERUM

FREELANCE WRITERS. New organization forming for freelancers. Free details! Passages Press, Box 14, Evanston, Ill., U.S.A. 60204, Dep't CT. 10-71

GOOD used Compugraphic typesetting equipment.

(1) Model 2961 computer. A real workhorse for text up to 12PT (we've updated with a Computape 11) — \$3,000.

(2) Model 7200 for type from 14 to 72PT with or without character display (we have two) — \$4,000.

(3) Model 4961 Keyboard, one year old (we have one more than required) — \$2,000.

Apply *The Mercury*, Box 400, Renfrew, Ont. 613-432-3655. Graham Johnston. 12-70

FINANCIAL PICTURES

Philippe de Gaspé Beaubien and **Southam Press** have joined to purchase the Canadian edition of *TV Guide* for an undisclosed sum. Southam will hold 35 per cent of the action and Southam's French-language *TV Hebdo* will become part of the new operation.

One for the Guinness book: In the biggest newspaper sale in American history, **S. I. Newhouse** has coughed up \$305-million for 97 per cent of **Booth Newspapers**. Booth publishes eight dailies in Michigan. Newhouse, before the purchase, already owned 22 dailies, five magazines and 10 radio and television stations. The deal cleanly shattered the old newspaper sale record of \$99-million, set when Knight Newspapers, Inc. bought Ridder Publications in 1974.

We think the editorial quality of *Saturday Night* is usually second-to-none and were happy to read that the revitalized monthly's financial footing is solidifying. Four of the first nine issues of 1976 were profitable,

publisher **Ed Cowan** told *The Financial Post* (Nov. 20) and already more advertising has been sold for 1977 than in all of 1976.

Toronto Star Ltd. consolidated operating revenue for the fiscal year ended Sept. 30 was \$193-million, up \$64-million from 1975. Net income was also up, as were earnings per share — up 15 per cent to \$1.45 per . . .

Over at **Thomson**, consolidated net income for the first nine months of 1976 was also, of course, up several million dollars over the 1975 figures. Share earnings rose from 45.5 cents to 53.1 cents.

In Britain, **Beaverbrook Newspapers Ltd.** ended its 1976 fiscal year with a profit of 434,000 pounds. A year earlier the company finished nearly 1.5-million pounds in the black . . .

The U.S. oil company, **Atlantic Richfield**, has purchased *The Observer*, one of Britain's most excellent newspapers, but one which had been losing money for several years. Atlantic's 59-year-old president, **Robert Anderson**, took less than a week to decide to purchase after he learned the **David Astor** family could no longer stand the losses. Anderson's associates said he bought the 185-year-old *Observer* "solely to provide support . . ." to preserve its literate, independent character.

MISCELLANY

That's Life When You Go To The Movies: The Festival of Festivals, a film festival staged in Toronto toward the end of October, attracted 145 accredited press representatives, more from major newspapers outside Canada than from within the country.

Ye Grads: The following 1976 graduates of the Masters Degree Program at the Graduate School of Journalism, University of Western Ontario, are working in the following jobs in the following places:

Janet Bagnall, reporter, *St. Catharines Standard*; **Joy-Ann Cohen**, reporter, *Regina Leader-Post*; **Mike Doyle**, TV reporter, *CBC/Halifax*; **Pat Fredericks**, radio programming producer, Guyana; **Olga Gladkikh**, TV reporter, *CBC Halifax*; **John Grier**, writer, *The National, CBC Toronto*; **George Jahn**, *CBC Canadian Forces Services, Lahr, Germany*; **George Kerr**, Co-ordinator of Communications, School of Business Administration, University of Western Ontario, London; **Robert Lake**, reporter, *Financial Times, Toronto*; **Sheila Manese**, writer, *CKCO-TV News, Kitchener*; **Evelyne Michaels**, reporter, *CFTO-TV News, Toronto*; **Christine Morris**, reporter, *Halifax Chronicle-Herald and Mail Star*; **Alan Pryde**, Research and Policy Adviser, NDP, Ottawa; **Kristin Vilciauskas**, public relations, Prudential Insurance, Toronto; **Trish Wilson**, reporter, *Owen Sound Sun-Times*; **Ken Young**, reporter/newscaster, *CHLO Radio, St. Thomas*.

Judy Scrimger, lecturer, U.W.O. School of Journalism, is *Globe and Mail* correspondent, London.

NBC Radio plans to scrap its 'round-the-clock news and information service. The network hasn't been able to sell enough stations on the idea of all-news radio. The lack of subscribers (stations taking the service) and the \$10-million annual operating cost combined to nix the service. About 100 employees will be job hunting.

Metric Commission Canada is setting up a national freelance writers' bureau to assist writers working on metric typewriters, er, stories. Story ideas and "thought-starters" will be provided by the kilogram. The aim, according to a commission press release (which, incidentally, is printed on paper measuring 29.5 cm by 20.75 cm), is "not only to publicize metric conversion, but rather to encourage writers to create better understanding of the objectives and rationale behind the switch from Imperial to Metric standards." For more information write Ron

Notice Board

JAN. 26-27: Calgary. Canadian Daily Newspaper Publishers' Association regional seminar on law and consumer affairs reporting. Write CDNPA, 250 Bloor St. E., Toronto, Ontario M4W 1E7

FEB. 16-17: London, Ontario. Canadian Daily Newspaper Publishers' Association regional seminar on editing and headline writing. Write CDNPA, 250 Bloor St. E., Toronto, Ontario M4W 1E7

MAY 6-8: Lake Placid, New York. Outdoor Writers of Canada and New York State Outdoor Writers joint annual convention.

AUGUST 21-24, University of Wisconsin, Madison. Wisconsin Association for Education in Journalism convention.



OMNIUM-GATHERUM (CONTINUUM)

Wood, Media Relations, Metric Commission, 301 Elgin Street, Ottawa K1A 0H5.

The **Associated Press Managing Editors Association** has presented its annual Freedom of Information award jointly to the *Omaha World Herald* and the *Lincoln Journal*. The two Nebraska papers were honored for their fight against a court imposed gag order. That battle ended earlier this year with a U.S. Supreme Court decision which has sharply reduced the possibility of future gag orders in criminal proceedings.

Prepared for our last issue:

A prediction: If there's a contest somewhere in which media outlet promotional brochures are judged, a 20-page number from *CBC-Television* titled *Muscamera* should take a prize.

The item was squeezed out but the prediction came true, we learned from *closed circuit*, *CBC's* twice-a-month internal tabloid newspaper. **Franklyn Rasky** received a Certificate of Excellence for his production and distribution of the booklet. He also earned the TV Publicist of the Year award for his campaign in all media for the "Diane Stapley Show." The awards are *CBC* ones.



A page from *Muscamera*

Other news culled from *closed circuit*: former business and labor reporter for *CBC-TV*, **Sheldon Turcott**, has been appointed Far East correspondent; **Collin Hoath**, former Far East correspondent, is assigned to Vancouver for TV news after a stint in Toronto.

"**Sondra Diamond: Truly Alive**," telecast April 26 as one of the Man Alive series, earned the **Media Human Rights Award 1976** from the League for Human Rights of B'nai B'rith. The award was presented in Montreal on Nov. 7. Man Alive's first program featuring Diamond, born with cerebral palsy 37 years ago, gained more audience response than any other Man Alive program.

To round off the awards front at *CBC*, senior agricultural commentator **George Atkins** was given the highest award of the **Canadian Farm Writers' Federation**, an Award of Merit, for "the best agricultural radio news story of the year in Canada." Atkins reported on the invasion of the Army worms as if it was a "war story."

Grave Responsibility: A Norwich, England parish magazine, according to a November *CP* item, read: "The maintenance of the church yard is becoming increasingly costly. It would be of great assistance if parishioners would do their best to tend their own graves."

Brant E. Ducey has been appointed director of public relations for Canadian National. A native of Edmonton, Ducey for the past 10 years has been responsible for CN's audio-visual department in Montreal. Many of his films won major awards.

A seminar to identify topics for a proposed program in communication and social research courses was set for Dec. 4 by the University of Alberta Faculty of Extension in Edmonton. The seminar was also sponsored by the Edmonton chapter of the Canadian Public Relations Society, and the Edmonton Press Club.

Winner this year of the Myer Sharzer Memorial Award for Journalism is **Richard Conrad**, a Ryerson journalism graduate now working for *The Globe and Mail's* Report on Business.

The folks who spent two years working out the new joint AP-UPI style guide also decided the two agencies should use common dictionaries — a practice which was dropped more than a decade ago. The choice: *Webster's New World Dictionary of the American Language, Second College Edition*, published by Collins-World. As a back-up, for any words not in the *New World*, the authority will be *Webster's Third New International*, which first appeared in 1961.

OBITUARIES

Michael Barkway, editor emeritus of *The Financial Times*, died in Toronto in late October. Barkway came to Canada as a *BBC* correspondent at the end of the Second World War. In 1949 he joined *Saturday Night*, and later worked for *The Financial Post* and *The Toronto Star*. He won a National Newspaper Award in 1962 for a series of articles on the country's economic ills, which he had written for *Southam News Services*.

Charles J. McTavish, former managing director of the *Owen Sound Sun-Times*, died in October. He was 72. McTavish had also published the *Cornwall Standard-Freeholder* from 1929 to 1939.

Jean-Marie Martin, president of the Quebec Press Council, died in Quebec City Nov. 16. Martin, 64, had headed the council since its beginning in March, 1973.

Julius Frandsen, 69, former Washington manager and vice-president of *UPI*, died in November.

A former writer on world affairs for magazines and newspapers, **Henry C. Wolfe**, died Nov. 20 in New York. He was 78.

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