

content

Canada's National News Media Magazine

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Number 72

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WORLD NEWS:

**PUTTING IT
TOGETHER
— PAGE 14**

**THE WORLD
PROJECTION**

ERCA
OJECTION

HOW PRESS FREEDOM LOST IN WINDSOR — PAGE 8

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WE ALL KNOW that questions of principle are seldom decided in pristine simplicity, uncomplicated by human considerations. In a beautifully-told story, Allan Mettrick, with compassion and telling detail but without self-righteousness, describes how and why he resigned his \$400-a-week journalism teaching job in December. Would you have? **8**

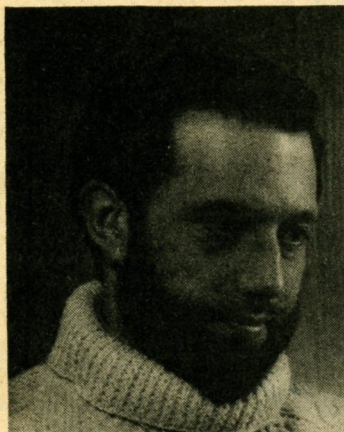
SURELY FOREIGN NEWS is not treated by some Canadian dailies as fodder "to fill early pages with cheap ready-made copy"? And the writer who suggests this is also claiming that only "a handful" of Canadian papers even employ a foreign news editor. Will someone please tell this John Gordon Miller who's spent 3½ years as foreign editor of *The Toronto Star* that he must be mistaken? . . **14**

WHO'S AFRAID OF SIGNED EDITORIALS? Not Bill Wheatley, publisher of *The Windsor Star*. The editorial board of every other English-language daily in Canada appears to be trembling in its ivory tower at the thought of such a revolutionary concept. Stephen Lint reports what happened when the *Star* took the plunge. **3**

THERE'S NO WAY of exaggerating the importance of Carleton journalism professor Wilfred Kesterton's recent book *The Law and the Press in Canada*, writes reviewer David McFadden. And the book is anything but boring, McFadden finds. **17**

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INSIDE CONTENT



Nick Russell, who with this issue becomes West Coast contributing editor for *Content*, heads the journalism training program at Vancouver Community College, but is quick to add he's a newsman, not just an academic.

Russell, 38, apprenticed with weekly newspapers in London, England, before coming to Canada and joining

CP for a very brief stint in Halifax. He then moved to *CFCF-TV* news for two years and took a B.A. at Sir George Williams and McGill Universities. A variety of part-time jobs while in university included *Canada Month/Canada Week* magazine, *CBC* radio news, and *CBC International Service* news.

Russell then returned to London for a master's degree and worked for a year with the *BBC World Service*.

Next stop was Vancouver, where he spent a year on rewrite and the desk with *Canadian Press*, before joining the VCC Journalism program.

With maniacal energy, Russell has pursued a philosophy of career training based on realistic assignments given by professional journalists as teachers, instead of textbook exercises handed out by degree-laden academics. He claims his graduates now work in all the best newsrooms in the west.

To keep in touch, Russell does occasional freelancing, and last summer joined the reporting staff of the Yukon's every-other-daily, *The Whitehorse Star*.

His hobbies include his family and archaeology.

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FOTOG KALNINS 'MEDIA CAUSE' COURT BATTLE

MISSISSAUGA, ONT. — A freelance photographer arrested here Jan. 11 while taking pictures of what he thought might be a news story outside the local hospital says he will be pleading a "media cause" in court — the right of the press to be present at any news scene.

Alex Kalnins, 41, who freelances to the *Mississauga News* weekly, *Toronto Star* and *CFTO-TV*, was to have appeared in Brampton provincial court Feb. 15. He is charged with obstructing police, assaulting police, assaulting with the intent to resist arrest and causing a disturbance.

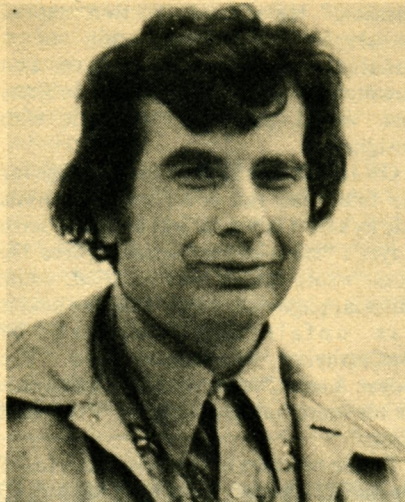
His lawyer, Dave Cousins of Toronto, has filed five counter-charges against two Peel Regional Police constables, including one that accuses the two officers of using violence without lawful authority to stop Kalnins from doing his job as a newspaperman. The other four charges are theft over \$200 (Kalnins' equipment), forcible seizure, wilful damage to his equipment, and assault causing bodily harm.

The incident caused a flurry of activity among Toronto-area newsmen after Kalnins appeared on *CFTO-TV* and alleged he had been roughed up by the police.

The one-and-a-half minute TV account was followed by stories in the *Toronto Sun*, *Brampton Daily Times* and the two *Mississauga* weeklies. Kalnins, who was at first charged with two counts, was then charged with two more.

News media in the area have not shown much interest in the broad implications of the case. The strongest reaction came in a *Daily Times* editorial Jan. 20 written by managing editor Dick Wright: "... a newsman is likely to be present at the scene of any happening and ... a hasty, yet friendly and firm explanation (by police) would be more welcome than the officious borderline hostile attitude frequently encountered."

Although Wright would not comment, it was learned the police took exception to the editorial and a deputy chief told *The Globe and Mail* that it has prejudiced the Kalnins case.



Alex Kalnins

The Mississauga News, which uses most of his pictures, refuses to mention in its stories Kalnins was its regular freelancer.

Individual news photographers have expressed concern on Kalnins' behalf. "There, but for the grace of the police, go I," *Brampton Daily Times* photographer Peter West reacted.

"What happened to me out there could happen to any newsman," said Kalnins, a 17-year veteran who is tall, stocky, and speaks with a soft, slow accent. He says the only other time he was escorted from a news scene was about 16 years ago.

What happened the night of Jan. 11? This is the only part neither side denies. Kalnins, after eating in the *Mississauga* General Hospital cafeteria, stepped out of the building to see an ambulance rush up and policemen jump out of it.

Because the case is now *sub judice*, publication of the allegations being made on either side would constitute contempt of court.

Newsmen from Brampton, *Mississauga* and *Toronto* have reacted by suggesting a fund be set up to help Kalnins with his legal expenses. Response in *Mississauga* has been poor. A *Mississauga News* editor said she wanted to know more about the fund first. *Mississauga Times* managing editor Michele Steeve commented: "I know the principle. I know Alex. And I can't support him as representing that cause." She added that, if Kalnins is acquitted and the police are convicted, it could

adversely affect police-press relations across the country. The refusal of a *Brampton* publisher to support the fund came after conferring with, among others, the police chief.

Kalnins has been refused legal aid because of savings the freelancer has built up over 22 years for his retirement. A legal aid spokesman told him he would have to sell some of his assets to finance his court battle. Middle-income people are always the worst hit, the spokesman said.

The few newsmen who are supporting Kalnins feel that, because of the broader implications of the case, he should not have to bear the expense of the legal battle. The Ontario Newspaper Photographers Association has been approached to administer the fund in the broader context of use by any newsman in a similar situation. Simultaneously, some print and broadcast newsmen have decided to raise money privately for Kalnins. If money is sent to *Content*, it will be forwarded.

Kalnins, trying to get back into news work, applied for a recent innovation of the Peel police — press identity cards. His application was granted. — Zuhair Kashmeri.

NO SIGN AT IVORY TOWER

WINDSOR — "Shame on you, Bill Wheatley," wrote *Edmonton Journal* publisher Pat O'Callaghan in an editorial in the *Journal* Jan. 7.

The object of his scorn was a decision by *Windsor Star* publisher Bill Wheatley to allow *Star* editorial writers to sign their names to their works.

In the three months since his decision, *The Star's* publisher hasn't been deterred by O'Callaghan's admonition, the refusal by any other English-language daily to follow suit or the quiet acceptance of the paper's 200,000 readers.

While the argument over signed vs. unsigned editorials is perennial at editorial writers' conferences, only two or three dailies in the U.S. have adopted the practice. In Canada, French dailies have carried signed editorials for years.

The Star's new policy was announced in an unsigned editorial Dec. 6. In general, it said, editorials would be signed when the editorial represented a

Lede Copy

personal viewpoint or field of interest or expertise.

In a *Content* interview, Wheatley said he felt anonymous editorials were remote from the readership. He feels — although he admits there is more gut feeling than hard evidence to support his stand — that signed editorials will remove some of the barrier between writer and reader.

In addition, says Wheatley, readers will be able over time to identify the particular political/philosophical stance

editorial.”

Despite this apprehension, *The Star* has no intention of abandoning its new policy, Wheatley said.

Unsigned editorials will be run on occasion because “there are some issues on which the paper should take a position.” He offered abortion, capital punishment, the endorsement of a political party or candidate and downtown redevelopment as subjects that would probably be dealt with unsigned.

On Jan. 29 the *Star*'s editorial page for the first time ran conflicting editorials side by side. On the subject of Jean-Pierre Goyer's “enemies list” letter, Spiros De Bono wrote that it was justified, while editorial page editor Pat Whealen held it was unfair and smacked of McCarthyism. A common head, “The Goyer Letter,” ran over the editorials which were tabbed simply “Pro” and “Con.”

Public reaction to the new policy (as of the end of January) has been slight.

Whealen said there had been no increase in the number of letters-to-the-editor. Of the dozens received since the new policy was implemented, only four or five mentioned the name of the writer.

Wheatley and Whealen say all the comments they have received in person have been favorable. Public reaction will be more broadly measured in a readership survey later this year.

The publisher said he had considered running pictures of editorial writers Whealen, De Bono and Bob Chamberlain over each one's works but dropped the idea because of the problems it would cause for daily staff columnist Sandra Precop.

Wheatley felt it would be difficult for readers to distinguish between editorial comment and Ms. Precop's columns if all carried photos and bylines.

In his rejection of the signed editorial policy, *Journal* publisher O'Callaghan expressed the same sentiment as other editors I called: the editorial writer is merely a decanter of the editorial board's opinions and it would therefore be improper to attribute an editorial to one person.

This may be the case at other papers, but not at *The Star*.

In virtually every case, *The Star*'s writers conceive the idea, research it and write the editorial. Rarely is an editorial rewritten. — Stephen Lint.

GLOBE SPARKS AUTONOMY DEBATE

OTTAWA — Relations between the Ottawa press gallery and media proprietors have been further strained by harsh words at the gallery's annual meeting Jan. 15.

The relations became touchy last fall when the gallery decided not to give temporary cards to “strike-breaking” supervisors during the *Canadian Press* labor troubles.

They worsened with disclosure at the Jan. 15 meeting that *The Globe and Mail* had ordered its Ottawa reporters not to vote on a recommendation to make permanent the ban.

The disclosure brought charges against the *Globe* of management intimidation and coercion, along with suggestions that other employers had also exerted improper pressure on their gallery people.

The gallery held back from any direct condemnation, after *Globe* reporters argued that this would simply make their lives more difficult. But members voted 45 to 27 to “investigate suggestions that employers pressured their employees.” They also voted to “examine the nature of the relationship created by virtue of membership fees being paid by the employers.”

On a secret ballot, the meeting also voted 58 to 47 to shelve the strike-breaking issue until members were “freed from coercive instructions by their employees, including denial of their constitutional right to vote.”

That motion was moved by Carl Mollins of *CP* at the start of the debate, and in effect cut off substantive discussion of the strike-breaking issue, which had prompted proprietors to charge the gallery with censorship.

Mollins said the *Globe* had instructed its reporters not to vote on the issue, “on pain of some kind of punitive action,” and other employers had circulated condemnatory opinion in what amounted to a campaign of intimidation.

“In this atmosphere of challenge and attempted coercion, it's doubtful in my view that this meeting can properly conduct a reasoned debate and a full, unquestioned vote.”

Mollins said the shelving action would leave intact precedents set during the *CP* strike, while allowing flexibility in dealing with future labor-management issues.

He also said the coverage of Parliament was likely to be transformed

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Saturday January 29 1977



The Goyer letter

Was Jean-Pierre Goyer right to inform cabinet colleagues in 1971 of what he suspected to be dangerous elements in the civil service? Or were civil servants shabbily treated by the methods used by the three solicitors-general to convey the warning? The questions produced disagreement at an editorial conference at *The Star*, and no clear consensus emerged. Herewith, two differing views of the current incident in Parliament.

Pro

Government has not only the duty to govern but also the duty to protect its citizens and its institutions from those seeking changes bureaucratic, but by

Con

Jean-Pierre Goyer's blacklist of federal civil servants has about it an unmistakable smell of the guilt-by-association tactics of McCarthyism. Twenty-one persons were suspected

of the three editorial writers and this should help readers evaluate the editorial statement.

On the other hand, he mused, “signed editorials might not carry the same weight as the unsigned, corporate

by introduction of broadcasting to the Commons, and by the planned opening of all galleries to note-taking, and that this might change the nature of temporary accreditation.

Finally, he said, entrenchment of the strike-breaking rule might embarrass Speaker James Jerome, who had considered only the particular situation when he declined to intervene in the CP affair.

After Mollins' motion, Charles Lynch of *Souham News Services*, the outgoing gallery president, asked whether anyone from the *Globe* staff wanted to confirm or deny the allegation of interference. No one did, although columnist Geoff Stevens said he couldn't comment because he didn't know anything about it.

George Radwanski of the *Financial Times* said the shelving action was being suggested for the wrong reasons, since in

effect it would mean giving in to pressure. Ian Urquhart of *Maclean's* agreed, but said it was unfair "to ask our colleagues who have felt this coercion to participate and vote on a motion when it could cost them their jobs."

Freelancer Jack Best said he was tempted to move a motion of censure against the *Globe*, but felt that since the charge was very serious, it should be studied further by the executive to see whether there actually had been interference.

Shortly after this the *Globe's* Ottawa bureau chief, John King, rose to confirm that the paper's managing editor had in fact instructed Ottawa reporters not to vote on the strike-breaking issue. He also confirmed that there had been a warning about possible penalties.

"... when there was some question ... they explained that, yes, it was an order — and that if we chose to

contradict the order then we would suffer the consequences that we possibly could get for contradicting a management order.

"We asked that that be put in writing and that has now been put in writing and I have a letter upstairs from the managing editor."

At that point, Stevens rose again to explain that he himself had had no conversations with management and was under no instructions.

Columnist Richard Gwyn of *The Toronto Star* said the gallery should write the *Globe* publisher and ask him to explain his position.

"If the publisher of *The Globe and Mail* has the right to dictate how his

REPORTERS P.R. (PAINFULLY REMOVED): J. JASMINE

"We're in the business of saving reporters' souls," explained the jolly chief of Media Salvation, Jerome Jasmine, when I called in response to the PR firm's form letter.

"I'm talking about salvation from the sins against good public relations, common courtesy and everything that makes this country, even outside Toronto, a great place to live.

"You take that bunch of journalists in the national press gallery," he said. "What they did to themselves last month should serve as a textbook example of bad PR . . ."

"What did they do?"

"Over the past couple of years, the membership of the gallery has grown from about 150 to something near 200.

"The Liberals don't like pushing their way through an army of reporters in the government lobby every time they leave the Commons. You wanta believe the Tories would feel the same if they ever stumble into office. And then there's another place where there's trouble. The parliamentary restaurant."

Oh-oh.

"Hungry MPs and senators don't like standing in line at the door while a bunch of unkempt mopheads from the gallery dally over a subsidized lunch. Some of them would even kick the press right out of the restaurant.

"So, the gallery decided to head them off at the buffet, so to speak. The executive whipped through the list of press members and came up with 19 names which it thought could be easily

expunged."

"And of course," I said, "the people who were cut off were the worst offenders."

"Not at all. When a few people inquired why they had been dropped, they were told that they didn't use the facilities enough and therefore they didn't need a membership."

"Ah, the old numbers game! What kind of investigation did the executive make of the membership list?"

"Very detailed. As each name came up, somebody would say, 'What does he do?' and another guy would say, 'Oh, I see him in here two or three times a week' and the first guy would say, 'O.K., I guess he qualifies. Who's next?'"

"Sounds like a fair assessment," I agreed. "When were these 19 people called in to defend themselves?"

"Oh, they weren't. The executive simply posted a list of people on a couple of bulletin boards."

"But of course, most people would be around the Hill during the parliamentary session," I argued.

"Yes, but this notice was posted just before everybody went away for the Christmas recess. Some had already gone," Jasmine said.

"Look, you're just wasting my time," I yelled into the telephone. "You're maligning a group of serious, dedicated journalists with some fantasy created for your own purposes. You're just . . ."

"There's more," Jasmine interrupted calmly. "The outgoing executive recommended the establishment of an

associate membership category for some of these 19 people, and a few others. It stuck its proposal on the local bulletin board."

"And went on a massive selling campaign to the membership," I guessed, figuring that somehow Media Salvation wanted to become involved in the politics of press galleries.

"No," he replied patiently. "They made no attempt to explain what they were doing, unless somebody asked. And reporters are only human. They'd rather spread rumors than be informed."

"I can see the executive was in deep trouble," I said. "How did it rescue itself?"

"Well, it reinstated everybody and took its associate membership proposal to the annual meeting of the gallery."

I tried to wind this story up. "And the gallery, recognizing that the executive had finally seen the light, accepted the self-discipline and overwhelmingly approved the proposal."

Silence. "No. No. No. The members wanted no part of associate memberships. And they rejected both the executives who were running for re-election."

"There's a moral there somewhere," I said slowly.

"Yes," replied Jasmine. "We're trying to get it across to those souls who have strayed from the narrow path of true PR."—Orland French

Orland French is Parliamentary writer for the Ottawa Citizen and a member of the Parliamentary Press Gallery.

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reporters shall vote on a particular motion, of course he has the right to do it on every motion, and so does every other publisher — in which case the whole function of the press gallery becomes completely undermined.”

Freelancer Peter Ward, chairman of the committee which produced a majority report calling for constitutional entrenchment of the policy on strike-breaking, argued unsuccessfully against putting off a decision.

“I submit that if we do table this thing . . . we’re laying ourselves open to the same kind of coercion every time this sort of thing comes up. And it’s bound to come up again in the future.”

When discussion turned to a possible investigation of employer pressure, Stevens argued against.

“For one thing, it will have absolutely no effect on the management of *The Globe and Mail*, except perhaps to cause it to withdraw its members from the press gallery,” he said.

“And secondly, I don’t think it really is properly the business of the press gallery what arrangements exist or don’t exist between management and its employees — that’s a problem for employees and management to sort out on their own terms.”

Stevens argued an investigation would only make life more difficult for *Globe* members of the gallery.

Hugh Winsor of the *Globe* also said a motion related specifically to his paper would help neither the gallery nor the *Globe* staffers. He said the *Globe* viewed gallery membership as an extension of employment and therefore believed it had the right to direct.

“Now, I resent that personally and I feel frustrated that there’s not a hell of a lot . . . Virtually the only way you can make your point many times with *Globe* management is to quit, and I don’t think we want to do that.”

Brian Nelson of *Standard Broadcast News* argued that the *Globe* issue had nothing to do with the gallery, which he said should be only a housekeeping operation.

“This is an issue between *The Globe and Mail* management and *The Globe and Mail* staff. I suspect the reporters they send down here are big enough boys to do their own fighting, and they have not asked for our help. And it is precisely this type of interference which we exercised at the last major issue — the CP strike — that’s got us into this whole

hogwater in the first place.”

George Radwanski, and Craig Oliver of *CTV* also urged that the gallery not take any action, since the *Globe* reporters were not asking for any, but Gwyn disagreed.

“The issue is not us fighting for *The Globe and Mail* reporters. It is us fighting for the rights and privileges of the gallery.”

Douglas Fisher of *The Toronto Sun* and *CJOH-TV* also favored an investigation. He said it might be useful if gallery fees were paid by members, rather than employers.

“I think we’re right at the heart of a really core issue about freedom,” he said. “I don’t know how to resolve it other than to say that the incoming executive should look at that very closely.”

The gallery then approved a motion by Paul Taylor of *NewsRadio* asking for the investigation but making no reference to the *Globe*. — Carman Cumming.

JOURN. SCHOOL FOR PRAIRIES IN THE OFFING

REGINA — A five-member committee has been appointed by The University of Regina to study establishment of a journalism school.

Such a school would be consonant with the university’s recent expansion into professional programs from its small liberal arts base. It would be the first university-level Canadian journalism school west of London, Ont.

The composition of the committee, headed by English professor Warren Bennett, reflects a desire for a program closely tied to the working media. *Leader-Post* editor Ivor Williams and *CKCK-Radio* general manager Ron Lamborn are members. English professor Robert Cosbey and university information director Jim Osborne complete the committee.

In response to an upsurge of student interest in journalism, universities in Vancouver and Calgary have also expressed an interest in establishing such a program. Undergraduate journalism schools at Carleton University in Ottawa and at Toronto’s Ryerson Polytechnical Institute could find room for only a fraction of their applicants last fall.

Students from the prairies obliged to travel east for training in journalism complain of the distance and expense.

Bennett has found eastern media personnel sceptical of any journalism program located outside the eastern media metropolis. Bennett notes that

schools of journalism exist across the United States. Students there, he claims, don’t expect jobs in big cities off the bat. He sees graduates from Regina moving into jobs in cities such as Weyburn and Swift Current.

Bennett sounded out media people in Toronto, Ottawa, London, Vancouver, Calgary and Regina. Research assistant Lyn Goldman did the same in Saskatchewan centres. In addition to visiting university-level journalism schools in Canada, Bennett looked at schools in Portland and Eugene, Oregon. He also visited programs at Mount Royal College and the Southern Alberta Institute of Technology, both in Calgary.

The study — called by Bennett the most comprehensive ever done in Canada — included a survey of Regina media people. The questionnaires established a “profile of a journalist,” which was then matched with the interests and aptitudes of 2,000 high school students in southern Saskatchewan to find those with journalistic potential. A computer is being used to analyze the data. A series of public hearings were held in Saskatoon and Regina; 15 briefs were received, mostly favourable, according to Bennett.

All of this will go into a report to the university’s president early in 1977. If the university decides to create a journalism school, that decision must go for approval to the Saskatchewan Universities’ Commission, the provincial government body which holds the strings on university spending. The Commission authorized \$13,000 to finance the feasibility study. — Ruth Warick.

Ms. Warick is a free-lance writer who works part-time for The University of Regina’s extension department.

FANSHAWE ON-THE-SPOT FOR CARTER

LONDON, ONT. — *Radio Fanshawe*, operated by the radio broadcasting program of Fanshawe College in London, Ontario, may well have the distinction of being the only Canadian radio station to have sent a reporter to cover the inauguration of U.S. President Jimmy Carter. Reporter Brian Decker was one of six students accompanying Fanshawe Broadcast Journalism Coordinator Warren Michaels for the kind of on-the-spot training the college wants to extend throughout its radio broadcasting program.

Radio Fanshawe operates a closed-

circuit "in-college" station. Last October the CRTC approved in principle an application from *Radio Fanshawe* to add an FM outlet which would broadcast into London and the surrounding community. The new outlet has been assigned the broadcast frequency of 106.9 and has applied for the call-letters *CLOO*.

Station Manager Barry Sarazin, formerly Program Director for *CKLB-Radio* in Oshawa, says the purpose of the station is to train broadcasters and to provide a community service.

According to Michaels, the operation will draw on the resources of two college programs, radio broadcasting and broadcast journalism, which have a combined enrollment of about 90. *CLOO* will be staffed mainly by second-year students. First-year students will develop their skills on the closed-circuit station.

Initially the new station will be on the air about 18 hours a day. Students will be responsible for management of the station and the bulk of the programming. Michaels characterizes the extent of faculty supervision foreseen as "... no more than is needed."

Station programming will include an hour of community-access time each day and courses for credit. There will be live broadcasts once a day from the college's Music Industry Arts studio. Commercials will be replaced by announcements described as "informative-drop-ins."

Sarazin says of the operation: "We've always had criticism from the industry that you can have a lot of laboratory training, but that's not the real thing. This, of course, is the real thing." — K.P.

WATCH WHAT THEY DO, NOT SAY — CARL BERNSTEIN

OTTAWA — Carl Bernstein, one of the two *Washington Post* reporters who first broke the Watergate scandal, says reporters are lazy.

Addressing an audience of more than 300 at Glebe Collegiate Institute here Saturday, Jan. 15, Bernstein said the media "don't do their job well enough and have helped undermine their own credibility."

The best advice for a reporter, according to Bernstein, came from John Mitchell just after he was made U.S. attorney-general: "Watch what we do and not what we say." Bernstein said:



Carl Bernstein

"Perhaps, if we had done this, there would not have been a Watergate.

"There is a long tradition of printing what public officials say without first subjecting it to the basic test of truth," said Bernstein. "A reporter has got to attempt to infiltrate the official facade."

He said he and Bob Woodward, co-reporter from the *Post*, "made no presumption of regularity in the Nixon administration because we just wanted to find out where the facts would lead us.

"What we did was not so astounding," he said. "We merely used empirical police reporting that is taught in all schools of journalism . . . We had no alternative except to start from the bottom and gradually work our way up to higher sources."

He said most of the Washington press are still indulging in an "orgy of self-congratulation primarily because of Watergate." He emphasized this mutual back-slapping is not warranted, "especially when you consider that out of over 2,000 full-time reporters in Washington D.C., fewer than 14 were required to cover the Watergate story during the first six months after the first Watergate break-in, and of those reporters, only half a dozen were interested in reporting what happened as opposed to publishing announcements from government officials."

Bernstein said: "We now have a new administration which will take office next week and after this unique experience over the last few years in Washington, I hope this time we will really watch what they do and not what they say."

Bernstein said he will continue public lecturing because: "I feel strongly about some of the things I say and you can say things with more force." — Lin Moody.

(30)

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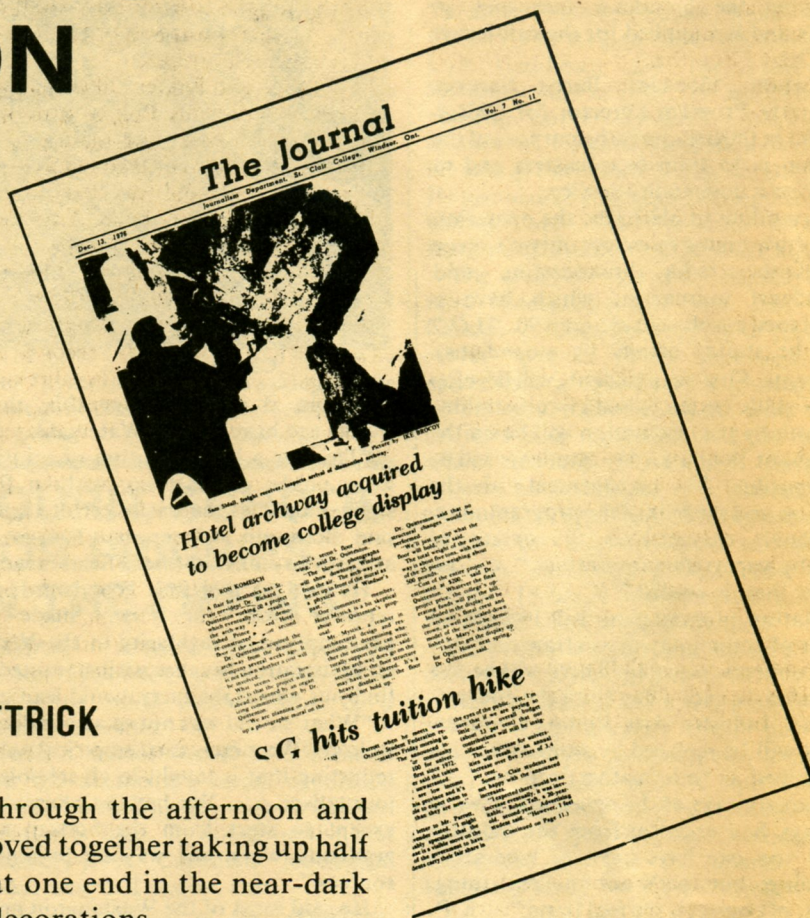
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A JOURNALISM PROFESSOR'S EDUCATION IN WHEN TO QUIT



By ALAN METTRICK

There had been about 40 of us through the afternoon and evening, at long tables which were shoved together taking up half the tavern. Now the three of us sat at one end in the near-dark under the smoke and the Christmas decorations.

What to say? We had been colleagues who liked and respected each other, and because of a bare-assed principle we had managed to do quite a lot of damage to each other.

If we could have located the principle amid the empty draft pitchers, ash and trash on the tables, if it had been something we could see and touch, we would have beaten it to death.

I said: "How the hell did we get into this?" I said it the way those good old boys, perching on your desk in the newsroom when they're suicidal, or sometimes when they're loving it all, ask. . . "What are we doing here?"

I think Bradley said: "How do we get out of it?" and we started talking about that, but we didn't really think we could put Humpty together again. No way.

This was on Tuesday night, Dec. 14. On the Friday before that, Tony Hodgkinson and I had quit our jobs on the faculty of the journalism program at St.

Clair College in Windsor. Hodgkinson was journalism co-ordinator at the college. I was a sessional instructor. Together we were the entire journalism department. Our resignations had gone to David Bradley, chairman of the Communication Arts Department.

All of us had good track records in the news business, and on some pretty ritzy turf, too.

And here we were, fighting for our credibility over a so-so story written by a couple of first-year journalism students who may or may not end up in the business.

Fighting, too, in public. A story

running to almost a column on page three of *The Windsor Star* of Dec. 13 was headed: "Teachers quit posts in dispute at College." The *Canadian Press* version ran across two columns in *The Globe and Mail* the following morning. The head was "College blocks story, journalism staff quits."

And God knows where else in Canada people who had known all or one of us were scanning a filler and saying: "What are they playing at down there? Are they crazy?"

They were paying me around \$400 a week for 18 hours in the classroom, so I wondered about that, on and off.

Hodgkinson has a wife, three kids, a dog, two station wagons and a home on the lake. I dare say he gave it a thought.

And Bradley, who had just acquired \$65,000 worth of high class VDT hardware for a program which was rapidly running out of warm bodies, was stuck in the middle like a wood-saw.

Crazy. But then that was the week Braithwaite told Trudeau to stick his sake up his ass, and Lynch had his sit-in.

What the hell is going on?

Whenever I tried to explain to the students at St. Clair why I had quit, there was a hiatus of milliseconds after we had pulled up our chairs for a better look at each other, cleared our throats, and got to look serious, when I couldn't think of a thing to say.

(When I first showed up at the college an amiable chap called Al Trotter who teaches photography said: "I can't tell you the number of times I've stood up there with my back to the class and my hand raised to the blackboard, holding the chalk, and said to myself, "Please, God, tell me what to write.")

At best your explanation — if it's a *principle* you're trying to get your mouth and mind around — will be a paean to perception.

And I plain hadn't had much practice. In 16 years I hadn't quit for any reason more fundamental than a change of scenery.

* * *

The story was about a civil servant, the head of a department within Health and Welfare Canada, who said he didn't think there was any evidence of an epidemic of swine flu and that he thought the nationwide immunization program was a political decision and not based on medical considerations. (This was about a week before the vaccine program was halted because of the danger of paralysis.)

The civil servant was Dr. David C. Villeneuve, head of the Biochemical Toxicology Unit, which is part of the Health Protection Branch of Health and Welfare. He made the comments on swine flu in the course of a lecture to students in the college's Health Sciences Program. Two first-year journalism students, sent to cover the meeting, were in the room. Anybody could wander in and out, and the journalism department had been specifically invited to cover Dr. Villeneuve's talk for *The Journal*, the weekly newspaper students put out.

After the lecture and question period were over, the two journalism students, Neil Poli and Bill Baxter, asked Dr.

Villeneuve to elaborate on his swine flu comments. He told them: "The Department (Health and Welfare) doesn't like its employees knocking government programs, and I wouldn't want to lose my job."

He then asked to go off the record, but nothing he said subsequently conflicted with his earlier on-the-record indictment of the swine flu program.

I told Poli and Baxter I liked the story.

They were nervous. Poli, who had been one of the brightest and sassiest of the first-year group, went through his notes for me, and his hand was shaking. I felt good towards them both. You know when you're feeding the hungry.

(A couple of points: First-year students did not normally write for *The Journal* as part of their program; that was generally left to the second- and third-year segments of the three-year program. So this was a departure, and a tough situation for Poli and Baxter to walk into.)

And journalism programs, like other college courses, owe a lot to the abacus. It's the numbers game, baby. The more students you can attract to a program — and hold for the long haul — the more enrolment money comes in, the bigger the matching funds, the more lavish the program becomes. So you begin to make body counts like a mad mortician, looking for signs of life here, a flicker of talent there. (One of the best days started when I asked one young woman: "You're not going to drop out, are you, Sue?" and she said: "I've wanted to be a journalist since grade seven.")

Bxaxter and Poli went to telephone Ottawa to find out exactly what the Biochemical Toxicology Unit of the Environmental Toxicology Division of the Environmental Health Directorate of the Health Protection Branch of the Health and Welfare Department — that's what it said on Villeneuve's card — well, what they actually *did* there.

The Biochemical Toxicology Unit, aghast at the audacity, refused to say what it did. "We can't comment on that here. You'll have to go to the public relations department."

It was a fine thing to see a couple of rookies get mad. Baxter and Poli had wanted to do the job as discreetly as possible, without bandying Villeneuve's name about. Now, we had to put some more students on the story to help out. And we had to contact more people in Ottawa. The hell with the budget. These kids were starting to get an education.

It took a day and a half to get the people they needed in Ottawa to stand

the story up. It wasn't perfect, but it hung together. We put it in *The Journal*, on page 1. As the lede.

The copy is typeset and the pages made up in a room adjoining the larger newsroom in the basement of the college.

The office that Tony Hodgkinson and I shared is also in the basement, just across the corridor from Bradley's office. The college itself is a grey four-storey pinstripe of a place located close to where the 401 empties into the outskirts of the city. When he was describing the structure to me on the telephone before I'd set eyes on it, Bradley had said: "It looks like a prison."

The decor in the basement is all acned pastels. A grey army of lockers, single file, hugs the walls.

The journalism program was surprisingly well-equipped, I thought. The newsroom has more than 20 electric typewriters, sitting at enclosed desks around the walls. There is a *Broadcast News* teletype.

In the make-up room is a headliner, typesetter, and the rest of the paraphernalia for paste-up. The paper, which comes out every week, is usually eight or even 12 pages of news and features — no advertising. We didn't bother with rock concert reviews or a slew of juvenile comment pieces — there isn't much demand for 19-year-old editorial writers — but concentrated on hard stand-up news and features. In the weeks before the Villeneuve story, we had page one material on a hockey coach who saved the life of a player on the ice, a Christmas fund for poor families which had racked up a paltry \$2, a federal liberal MP saying on campus that one way or another Trudeau wouldn't last past the next election, gun-running between Detroit and Windsor, the news that students might have to start paying to park their cars in college parking lots. It's closer to the real thing than any other journalism program paper I've seen.

And I had a lot of time for Bradley and Hodgkinson.

Once a couple of men I had never seen before came into the newsroom while I was conducting a class. One of them introduced himself as acting president of the college. He was "sitting in" for the president, who was away. His companion was also a senior college official whose title I forget. The acting president said that a vice-chairman of the board of governors was very upset about a story we had run in *The Journal*. The story had described regular outbreaks of drunken violence in the streets of Wallaceburg, Ontario, where the vice-

chairman lived. The vice-chairman was worried about the image the story might give the town. The vice-chairman thought the reporter, a third-year student, should have talked to the Member of Parliament for the area before writing the story. (She talked to everyone else: hotel owners, police, local organizations, residents . . . it was a tight, well-researched story about a small town in a lot of trouble.)

I had no wish to get involved in this Mickey Mouse debate and, in any case, they wanted Bradley, who was out. I took them down the hall to the office to talk to Hodgkinson. Hodgkinson heard the vice-chairman's views as related by the acting president of the college and after he had heard it he said: "I don't give a damn what he thinks."

Then Bradley came across the hall and into the office. He had no idea what had transpired to that point, so the delegation went through it again.

When they finished Bradley took his pipe out of his mouth and said: "Tough shit."

After they had gone, Bradley said: "He signs the cheques. He probably won't sign for the VDT equipment now." He made a joke out of it, but I said: "That sort of stuff is only going to get worse around here as the kids get better."

He said: "I know."

Bradley is slight, sharp-featured and tenacious. Once I saw him spend several hours on his hands and knees trying to remedy an electrical fault in the headliner. He fiddled with panel after panel and fuse after fuse until he got it fixed.

In the interests of instilling what he called "good work habits" in the journalism students, night after night, he would go through the newsroom after they had left, tossing all textbooks and exercise books left there into the garbage. He used to say: "Can you imagine Honderich walking in on a mess like this? He'd have a heart attack."

Usually Tony or I fished them out again before the garbage was taken away.

When he hired me to teach journalism, Bradley said: "It beats working."

His reputation was that of an efficient administrator and smart politician, respected for many reasons, not least for looking after his staff. He was a former *Toronto Star* assistant managing editor. He read the papers front to back every day, and would come into the office, shut the door and say things like "Goddam tourism's feuding again" — the Tourism Department faculty is also under his jurisdiction — as if newspapermen had more sense than to fight each other. His demeanor is austere. Some of the kids are

frightened by his distance, yet he and I agreed to go to lunch a couple of times, not at the faculty lounge or some restaurant, but to a topless bar he called "The Tit Palace."

He's a tweedy, drab dresser, like a country farmer, which he is, part-time, with half-a-dozen acres and some livestock. One faculty member said to me: "At one time he used to come in and put his shoes on the desk and there was pigshit all over them." On the day of the Villeneuve thing, in the morning, he had come across to the office and told me his wife had just called. The guy who picked up the sheep for slaughter was on his way to the house to make a pick-up, and his wife, home on her own, had to chase all over the acreage to get them penned. His wife taught part-time at the university.

Bradley is also president of the NDP in Windsor. He always seems to be lighting his pipe while you're talking to him.

At about 10 a.m., while third-year students were putting the paper together, Neil Poli came into the news lab trailed by a lady I had never met. They were both excited. Poli said: "Mr. Mettrick we're in trouble. We can't run that story. This lady says we are going to be sued."

I went down the hall to my office with the woman, who was co-ordinator of the Health Sciences program. Her name was Dorit Girash. In the office she said Villeneuve had been on the telephone from Ottawa saying that the Ottawa papers had got hold of the story of his speech and that it must not appear.

I said: "The Ottawa papers can't have the story. It hasn't appeared in our paper yet and we haven't talked to anyone else about it."

"He said some paper has been calling up and he's in trouble."

"That would be our journalism paper, *The Journal*. We're running the story," I said.

"You can't. This man could lose his job. He has helped set up programs for Health Sciences. He helps the students find jobs . . . what he said was off-the-record."

"What he said after the speech was off-the-record, or part of it. We're not running that. We're running a report of speech he gave to 60 kids in public."

She said: "You are on faculty and you have a responsibility to the college as a whole. You can't wreck a program like this."

"I understand your feelings, but we just can't kill stories on that basis, even in *The Journal*," I told her. "If you feel this strongly, you're going to have to talk to David Bradley."

Bradley wasn't in his office so I took her telephone local. He came down the hall a couple of minutes after she had left. I told him what was going on and, when I said Villeneuve had apparently helped set up some college programs, he said: "That's bullshit." I got him a copy of the story, an estimate of the number of people who were at the lecture and a memo saying we had specifically been invited to cover Villeneuve by a class representative from Health Sciences.

Later he came and leaned against the doorframe of the office. "She phoned Stan Bah (Bah is the dean of the School of Health Sciences). He tells me Villeneuve can sue us for libel if we run the story."

"And he concluded that from what he was told on the phone without seeing the story?" I said.

"Yes."

We both thought that was funny.

Then Bradley said something to the effect that Villeneuve had in fact helped set up part of the Health Sciences program and was involved in getting jobs for graduates.

Before he left he said: "I'll kill the story if Q tells me to kill it."

Q is the nickname for college president Richard Quittenton. He signs himself "Q" at the foot of official memoranda, such as the President's message in the annual college calendar.

When Hodgkinson got back from his class I told him briefly what had happened. Hodgkinson is an emotional six-foot-plus transplanted Britisher who smokes cigars commensurate with his size. He had been teaching journalism at the college for more than four years. The kids liked him a lot.

Hodgkinson went to talk to Bradley. They were friends and treated each other with a press club irreverence out of place in the basement. There were a lot of serious people down there. Nobody went home without a briefcase.

Baxter came down the hall and said to me: "I thought for sure you'd kill the story when she (Girash) started talking like that . . ."

For some reason that made me angrier than anything else. "You don't kill newspaper stories because somebody asks you to," I told him.

When Hodgkinson came back from Bradley's office he said: "I told him if he killed the story I would have to take a certain action" meaning, I took it, he would quit.

I thought: "What the f--- is going on here?"

"It's not going to happen," I told him.

CP News Picture of the Month



Photographer: Charles Mitchell.

Situation: The course of human events and nice timing by CP Ottawa Bureau photographer Mitchell transformed what could have been a dime-a-dozen handshaker from last December's premiers' conference into an absorbing photo which captured Quebec's ambivalent feelings about Confederation.

Mitchell was packed in with 40 other photographers, but had one advantage: he is six feet seven inches tall.

Technical Data: 24-mm lens at f4 and 1/250th of a second. Nikon camera.

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

So many readers have asked; an explanation is in order. Why did we carry — in our last issue on the media and the Parti Quebecois — assessments on just 32 dailies? And how did we choose the ones we did?

With the time, energy and money available we couldn't arrange assessments of many more. We attempted to balance regions and French and English papers, and to have some smaller papers included.

COMING IN CONTENT

**Bizarre events at the
Cowichan Leader**

He said: "How can we go back in there and talk to those kids about freedom of the press if we have to kill a story every time somebody in this place takes exception to it?"

Only a couple of weeks earlier, Tony had flown to Texas at college expense to attend a conference where the chief topic was "freedom of the press."

I agreed with him. "It's going to be hard for me to ask any of those kids to cover a meeting or get on the phone and hustle if this story doesn't go. If they kill this, we'll have no guarantee we'll be able to get anything in the paper. And without the paper the program is dead."

Tony said: "Let's get the paper out and to the printer as soon as possible. If Bradley doesn't know it's gone, he can't very well stop it and nobody can blame him later."

We went down the hall to speed up the process.

At one point a little later Bradley said to me: "What time is that paper going out today?"

"As soon as we can get it out."

"Christ, don't do that," he said.

"You want us to hold the paper?"

"Until this is sorted out. Otherwise you know who will be standing in the middle of the road when the shit starts to roll downhill."

Third-year students had been trying for most of the day to set up a picture to go with the Villeneuve story. At around 2:30 p.m. a downtown immunization clinic said we could take some pictures. Tony offered to run the photographer down to the clinic and back. While he was gone, Bradley came into the lab and said: "Kill the Villeneuve story." He said it so quietly I didn't hear him the first time.

When he'd gone I told the kids to take out the story. Somebody shouted: "What?" and I said: "Just do it, will you?"

While I was still in the lab, Bradley came back. He was nervous. "That was the least of my problems today," he said. "Wait until tomorrow," I told him. Then I thought it sounded a bit too tough. As he was leaving I said: "I hope your wife got the sheep together."

By the time Tony came back there were notes for both of us from Bradley explaining essentially that he had killed the story rather than endanger another program within the college. He said he had made the decision personally without any pressure from anybody. It was a weak note.

Hodgkinson and I shared an electric typewriter. I swung it onto my desk. He said: "I'm next" — and we wrote out our resignations.

I put mine under Bradley's office door that night. Tony left his on his desk the next morning, until he could hand it over to Bradley himself. We went for a drink.

Nowhere in my note did I mention specifically why I was resigning. Instead I made some vague reference to teaching "being farther away from the newsroom reality than I had anticipated . . ."

I was embarrassed about it all.

I felt myself that too much had been made of the Villeneuve thing. I didn't want to look like a martyr and I certainly didn't want the people in Health Sciences who had blocked the story to have the magnitude of their victory — and that was how they were treating it — spelled out.

When we left the bar to go to Tony's house, it was blowing and snowing and the roads were icy. Once, the station wagon he was driving skidded and we slid out of control through a stop sign, barely missing the tail end of a line of traffic on a main road.

Bradley phoned shortly after we got in. He wanted to come over. Tony said no . . . we'd been drinking and it would be better if we talked in the morning. Bradley said he would be tied up the next day.

When he got off the phone Tony said: "Bradley went down to the bar to look for us. When has he ever done that before? He must be pretty worried about this."

Tony's wife, Doreen, said: "You did the right thing. You've been drinking. He's stone-cold sober."

In the morning Bradley asked me about my resignation. "Is it over that story?" he asked.

"Yes," I said.

He asked me into his office and he said he should explain that he had other problems the previous day. "Any other day I might have made a different decision," he said. "I couldn't fight two major issues at once."

Tony went in to talk to him and handed over his resignation note. Bradley made the same explanation to him about not having the time to think it through. "That makes it a damn sight worse," Tony said afterwards.

Dorit Girash, thinking, with some justification, she had won all the marbles, was prominent in the hallway. Tony said: "I don't think I've seen her more than twice in four years. She's been past the office four times this morning."

And as news of the resignations got around, the basement got busier. Sam Pitt, who runs the television studio, told Tony: "You can't fight city hall."

Tony said: "I could have rammed his

biggest camera up his ass."

One faculty member came to say he had overheard a group threatening to put Tony and me in hospital if the story ran.

When he had left, I said to Tony: "Why don't I just put the goddam story back in the paper?"

Because of our abrupt departure the night before, *The Journal* had been left overnight and was now almost completed with a replacement story as the lede.

"If you're thinking of doing something like that, don't tell me about it," he said.

I went down to the lab, and looked at page one. The students looked at me. "I'm examining the logistics of putting that story back in," I said.

They had already made over page one twice. I wasn't about to force them to do it again. But I didn't have to. They wanted the Villeneuve story to run badly and they let me know it. "Screw 'em — put it back in," I said.

The trouble with that idea was that we had also that morning talked with *The Windsor Star*. We couldn't have avoided it if we had wanted to, because Ciaran Ganley, one of the students in a beat reporting class I taught — which took up all of Friday morning — was a *Star* reporter. Ganley is known as Skeeter. And Skeeter wasn't letting us out of his sight. Tony had also spoken by phone with a senior editor he knew personally. *The Star* was interested in checking out the Villeneuve story for itself. It was also interested in the resignation story.

But if the story ran in *The Journal*, bang went our cause and the chance of telling a wider audience about a fundamental point we felt was very important.

What I believed was that, if we smuggled the story in we would have won the original skirmish, and there was a good chance we would then be able to rescind our resignations — given Bradley's conciliatory attitude — and all go back to work.

(Bradley subsequently said to me: "That would have been the best thing you could have done. If that story had run I would have backed you all the way.")

Anyway the whole thing by now was crazier than a three-ring circus. ("Send in the clowns . . . don't bother, they're here.")

I had a flight booked to Toronto so I left for the weekend. Tony went to the printers to remake page one. Again.

On Monday night the lead on the *Windsor Star* story was: "St. Clair

College's two journalism instructors have submitted their resignations to protest an order by a superior not to run a story in the journalism department newspaper."

The last three paragraphs of the story read: "Mr. Bradley said he decided to order the story killed because he felt it could be detrimental to the health sciences program at the college.

"He said he did not think public money should be used to publish a story that could harm students at the college.

"He said he did not think the order would do any harm to the journalism program and 'if you want my personal opinion, I think they (Hodgkinson and Mettrick) over-reacted'."

In the corridor Tony said to Bradley: "Your quote was on the turn . . . you know nobody turns to page four."

The same day Bradley sent me a letter which said "I have no alternative but to accept your resignation, though this is done with the deepest regret, and with a request that you reconsider your decision.

"You have so much to offer the journalism students that it would be irresponsible of me not to make a final plea that you remain . . ."

Tuesday night at the party the students left us together at the table, some of them obviously thinking we might still be able to work something out.

I said: "We had a good program that had the potential to be one of the best. We had the best paper I've seen of its kind, the kids were starting to look really good, we had the VDT stuff which would have put them 'way out in front, we got along together . . . how the hell did this happen?"

Bradley said: "What will make you stay?"

But after a while Tony and I went to join the students somewhere else and Bradley went home.

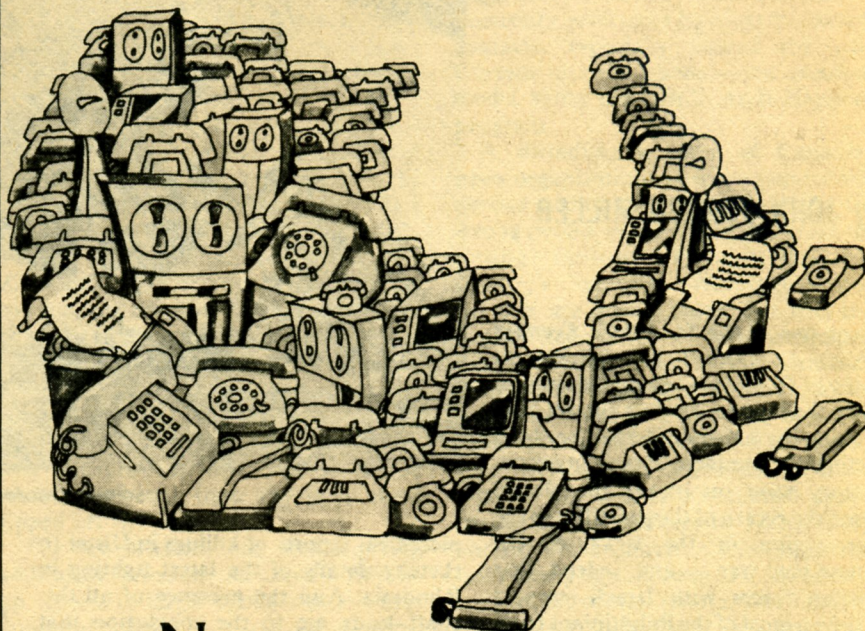
POSTSCRIPT — After a meeting between Bradley and senior college officials in mid January, Hodgkinson withdrew his resignation. The college is setting up "a policy review board to avoid arbitrary decisions of the kind made in this case. Pre-publicity disputes will be aired fully and decisions made on contentious stories under the eye of a senior faculty advisor." Hodgkinson says, "I am satisfied there is no way a story can be killed again in this manner."

Paul Vasey, a *Windsor Star* staff writer who left the *Star* last August on leave-of-absence, replaced Mettrick in January.

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Alan Mettrick is a former Toronto Star writer and assistant city editor.

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TELL THIS TORONTO STAR FOREIGN EDITOR HE'S MISTAKEN

By JOHN GORDON MILLER

Page one of the St. John's *Evening Telegram* on Dec. 7 last carried an *Associated Press* story saying Palestinian guerillas had gone on "maximum war alert along the Lebanese-Israeli border," expecting an imminent Israeli invasion. The story went on to say that Israel opposed the return of the guerillas to the border region in the wake of the Lebanese civil war — and, indeed, that "Christian forces with Israeli support have driven most of the Palestinians from the border region and they haven't been able to return."

This was a hoax news story — one of many that have come out of the confusing Lebanese conflict. The facts presented in the story indicate that the Palestinian claim to have placed forces on "war alert" was propaganda. The story says most of the Palestinians had been driven out by Christian and Israeli forces. Obviously, if there were few Palestinians in the border area, then there couldn't have been very many to go on alert. The editor was taken in by the "hot language" of imminent war.

In *The Montreal Star* of Dec. 17 we read that "left-wing guerillas have claimed responsibility for a bomb explosion inside an Argentine defence ministry building which authorities said killed 9 people."

Why should we be interested in this? What was the significance to Argentine politics? The *Reuter* story didn't say, except to speculate that the incident was in retaliation for the police killing of Montonero leader Norma Esther Arrostito. And who were the Montoneros and what does a left-winger want in Argentina these days? Again, no answers.

These two stories should never have been run in Canadian newspapers. There are scores of other examples — from



John Gordon Miller

Photo by Alex Kalnins

piecemeal reports of killings in Ulster to sketchy details of the latest fighting in Rhodesia. And the presence of all this chaff leads me to the conclusion that Canadian publishers and editors just aren't thinking about the kind of foreign news they're putting in their newspapers.

Some pack their front pages with it, to mask inadequate local coverage or in the mistaken belief that, if news bears some exotic foreign placeline, it's important. Others consign foreign news to the truss ads and the op ed pages, treating it like fodder to fill early pages with cheap, ready-made copy. Others ignore significant foreign news and splash the bizarre — because, after all, it's easier to make fun of something Idi Amin says than it is to dig up belly laughs in Back Yard, Ont. Still other newspapers give inflexible priority to local and national news and only allow a slim quota of foreign news into their columns because they believe that, although people don't read foreign news, they expect to find it in their newspapers; the poor reader should at least have the *illusion* that his paper offers him a perspective on the world.

Is this good enough in a country as cosmopolitan as Canada, in a land which has such an affluent, educated, mobile population? Does this treatment of foreign news mark our metropolitan newspapers as anything more than myopic?

The answer, I submit, is no. Not by a long shot.

I experienced a sudden smack of empathy reading the published comments of Gerry Haslam, editor-in-chief of *The Winnipeg Tribune*, who told a York University conference in October that foreign news was generally mishandled by Canadian newspapers.

He's right, of course. The large U.S.-oriented wire services are not doing their jobs — and Canadian editors, out of convenience, ignorance or incompetence, tend to regard what comes off the wires as writ in stone. It is editors and publishers — not the public — who don't read foreign news but expect it to be in their newspapers. How many Canadian newspapers even employ a foreign news editor? Maybe a handful. I know of only three. The job is too often left to some overworked telegraph editor who spends most of his time trying to figure out what that *CP* story out of Ottawa really means.

Assuming I don't have to argue for the inclusion of foreign news in our press (to dissenters I offer the observation that *The New York Times* is considered a great newspaper, not because it covers New York better than the opposition, but because it provides its readers with a mirror on the world), let's examine what kind of foreign news should be run. And how it should be prepared.

First of all, let's not try to compete with television. The rapid-fire, orgasm-a-minute reports we see on that medium get

to the consumer a lot faster than we can. Up to 75 per cent of Canadians get their basic news via radio or TV; that indicates that they are looking to newspapers to fill in the background, provide the context, offer an interpretation. You can't do that by filling your paper with as many six-inch stories as fit, or a lot of soft, timeless features.

Secondly, newspapers have not picked up the main lesson of television — the art of presentation. Readers' attention spans rival those of editors for brevity. You have to package and display news in an attractive way, or else people will read the headline and pass on.

Thirdly, ask yourself this question about every piece of news in the paper: What makes this story interesting or significant and why should it be in the newspaper today?

Too many stories — those about Ulster, Lebanon and South Africa are cases in point — are written by people too close to the action to evaluate their significance and are processed into the paper by editors who think they're too important to leave out. It's too much to expect readers to share that closeness to the subject.

Economic stories are the worst offenders. They serve up jargon that only economists can understand. A pleasant surprise was a Dec. 5 story in the *London Observer* on Britain's financial plight — a big story there for two years. British editors could perhaps be forgiven for presuming a fair amount of knowledge on the part of their readers. Yet, by the fifth paragraph, the story neatly summed up the potential political and social impact of the government's decision to stand fast against an IMF ultimatum to drastically cut public borrowing. At stake was a massive international bailout loan. If Britain didn't get it, massive spending cuts and increased unemployment would be imminent and the government would probably fall.

I think Canadian newspapers should present foreign news in two ways:

(1) They should single out the four or five major news developments each day and deal with them in a full and interesting way, accompanying each story with a map and/or illustration.

(2) They should deal with the rest of the vital news in brief, perhaps by running a column of one- or two-paragraph items highlighting the news that is important but doesn't merit background treatment that day.

How should these major back-

grounders be prepared? Well, most of the material can be gleaned by an intelligent editor from the volumes of wire news filed each day — but it should be augmented by the running file of backgrounders that any good foreign editor keeps in his desk. Any serious newspaper should subscribe to at least one special wire service — the *New York Times*, *Washington Post-LA Times* or *Observer* services are first-rate. *Reuter* news service provides the fastest instant-backgrounder services (they often move within 60 minutes of a major news break) and it's generally pretty good.

An editor dealing with foreign news is remiss if he does not do a fair amount of outside reading: I recommend the *Sunday New York Times*, *Time*, *New York*, *New Times*, the *New Republic*, *Foreign Affairs* (a quarterly), the *Economist*, one or two British Sunday newspapers, the *New Statesman* and the English edition of *Der Spiegel*.

A well-read editor can often piece together a good background report on some complicated situation, incorporating running news stories, interpretation and background, that will serve the reader far better than any news story ripped off the wire.

The newsbrief column, besides giving additional news, should contain follow-up reports to larger backgrounders that appeared earlier — and these items should be cross-referenced (giving the date and page of the original backgrounder) so that keen readers can refresh their memories.

Naturally, handling foreign news in this way requires an editor who knows how to use the wire services. The *Washington Post* file is often intimidating, for example. The stories are geared primarily to a U.S. audience and there is much that is of no interest here. But there are generally two or three valuable pieces each night and it's the astute editor who can spot them, edit them down (the stories are invariably overwritten) and toss out some of the routine wire agency stuff that everyone else has.

CP, *Associated Press*, *Reuter* and *UPI* — the wire services most Canadian papers rely upon — are churning out essentially the same quality of news, in the same skimpy format, that they have been selling us for the past decade. They are often lazy; they don't follow up stories. They should be bugged and bugged. You're paying for their service — so why not make them live up to your standards? Phone collect to New York or Toronto and demand answers. Editors on my desk at *The Toronto Star* averaged at least 10 calls a week to various news

services — to check out conflicting figures (*UPI* says 10 dead and *AP* says 13. Why the discrepancy?), to demand follow-ups (What happened to the report two days ago that Palestinian guerrillas had captured an Israeli pilot?) or to ask for special features (How about a round-up of the year's worst oil spills?).

Cultivate other news sources — university professors have extraordinary contacts, especially behind the Iron Curtain; use the phone — an excellent model being the *CBC's* *As It Happens* program.

A dwindling number of Canadian news organizations base correspondents abroad — but they often tend to be the wrong people in the wrong places for the wrong reasons. Considering our country's heritage, Washington and London are logical bases. But isn't it a terrible indictment of our newspapers that there has been no full-time Canadian correspondent based in Africa during the past six months? There are, basically, three reasons for this: (1) Africa is not a very pleasant place to live; (2) The cost is high — but that hasn't stopped papers basing people in Paris or Hong Kong; and (3) Most Canadian news organizations send people abroad to cover news of a direct Canadian nature, like bilateral trade and diplomatic matters. *CP* operates abroad almost exclusively this way. How many *CP* reports did you see out of Washington on last year's presidential election campaign?

I think we all know that Canadian reporters can compete as equals with any other reporters in the world, but what we often forget is that Canadian newspapers can compete on major international stories — and they should.

Canadian newspapers often send senior reporters overseas and promptly forget about them, making the most highly-prized jobs in journalism little more than the modern-day equivalent of a sinecure on the copy desk.

A lot is wrong with the way our few Canadian foreign correspondents are used. One of them, a very good one, told me as he was leaving for Washington that he saw his job as covering the United States as if it were any other foreign country. I think that's the best marching order a Canadian correspondent can have. They shouldn't just sit in Washington or London and clip the local papers. They shouldn't write about Washingtonians or Londoners as if they were typical Americans or Britishers, because of course they aren't. Any news organization that can't afford to send its Washington bureau reporter out of

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CANADIAN ASSOCIATION IN SUPPORT OF THE NATIVE PEOPLES

Washington a goodly part of the year — to write stories about how the *real* Americans live and work and play — should not have sent a reporter there in the first place.

For newspapers which are serious about foreign coverage but lack the resources — it costs about \$100,000 a year to operate a travelling bureau out of London — what are the alternatives?

Well, the phone for one thing. Andrei Sakharov just won the Nobel Peace Prize? Phone him and get his reaction. There are Eastern European emigre groups that know how to reach him, and there's generally someone in his Moscow apartment who speaks English.

Another idea is selected overseas trips for deserving home-based staffers. One of the best examples of this was the *London Free Press* sending a reporter and photographer to Japan with a group of Grassy Narrows Indians who were curious about the effects of mercury poisoning at Minimata. This effort — clearly within the budget of any middle-sized Canadian daily — helped that paper win a Michener Award last year for public service reporting on the Grassy Narrows problem. It was refreshing to see.

The Toronto Star last year sent a reporter to Mexico especially to investigate the plight of a Canadian tourist who was jailed for several months due to a bureaucratic misunderstanding. The stories led to his release from jail — no mean feat in Mexico.

It's also useful for any paper to have one or two well-placed stringers active abroad. There is no dearth of fine young journalists — many of them Canadian — working or freelancing in places like London, Paris, Rome and Washington who are quite willing to work on a per-piece basis and are at your beck and call.

The finest use I've made of part-time correspondents was last summer when I engaged five of them, in Tel Aviv, Athens, Rome, Paris and London, to reconstruct the hijacking of an Air France jet and the subsequent raid by Israeli troops to free the hostages in Uganda. Our dramatic story, running to 7,000 words, appeared six days after the rescue — and before such publications as the *New York Times* appeared with their own, similar accounts.

The same techniques can be used to pursue foreign stories of a particular Canadian interest. *The U.S. wire services won't provide them*, so we're left to our own devices. There was some controversy last winter when the Judy LaMarsh

royal commission on media violence was to embark on an expensive foreign junket to investigate how some other countries dealt with the issue. The *Star* quickly gathered reports from its correspondents in those countries and, the day before the commissioners left, printed a story saying this is what they'll find out. The story cost us a total of \$350.

The most important thing to have when dealing with foreign news is an eye for history. On the day Richard Nixon was forced from office, that was virtually the only news people wanted to read about. On the day man landed on the moon, what else was there to print? Readers save such landmark editions — and we're cheating them if we tell less than the whole story. How many editors really have that in mind when they're culling the wire file on such nights? How many Nixon resignation issues contained, for example, a history of the Watergate scandal? How many spotlighted the other victims or the people who pried out the truth from a stonewalling White House? It's all part of the story. There are some days when a foreign news event should dominate Canadian newspapers.

This eye on history is also the best argument I know of for paying more attention to obituaries of well-known, important world figures. Their names will likely never appear in our newspapers again. I was shocked, for example, when I saw a six-inch-long obit of Andre Malraux in one of Canada's largest newspapers. In the same issue was a nine-inch obit of a local businessman. Where's the perspective in that?

Foreign news is not second-class news — but it will remain such unless Canadian editors learn to treat it intelligently and ask themselves this question when making up their front pages: How can I give my readers some perspective of the events that shaped their lives today?

Until we do, we will continue to have situations in which a Canadian newspaper can toss out its only page of foreign news to accommodate extra pictures of a local Shriners convention. That really did happen not too long ago in Toronto. And it was just as much the fault of the editor who selected the news as the publisher who made the decision. (30)

John Gordon Miller spent 3½ years as foreign editor for The Toronto Star before taking a leave of absence last fall as a Southam Fellow at The University of Toronto.

BOOK REVIEW

KESTERTON'S LAW BOOK LEARNED AND LIVELY

By DAVID McFADDEN

The Law and the Press in Canada, by Wilfred H. Kesterton. McClelland and Stewart Ltd., Toronto, 1976. 242 pages. \$4.95.

"'Copulate' is acceptable; 'fuck', unacceptable. 'Coition,' 'fornicate,' 'vagina,' 'clitoris,' 'penis,' 'testicles,' 'urinate' and 'defecate' are sanctioned where their use is necessary. 'Cunt,' 'cock,' 'balls,' 'piss' and 'shit' are taboo words."

This quote, from the "Obscenity and Censorship" chapter of *The Law and the Press in Canada*, is presented here in an attempt to give some flavour of the delightful thoroughness with which the author, Wilfred Kesterton, has attacked this most crucial subject. The quote forms part of a discussion on the rather indistinct distinction between obscenity and non-obscenity, a discussion that goes on to quote John Masefield's famous poem "Cargoes" as well as to explain the meaning of such World War II neologisms as "snafu," "tarfu," "fafu" and "fubar." The discussion is an attempt to hold these darkly-tangled obscenity definitions up to the light of sweet reason, our sweet reason that is, not Kesterton's. Both sides of the case are presented and we make our decision without really knowing what side *he's* on. And what could a John Masefield poem have to do with obscenity? Oh, buy the book and quit asking such questions.

Actually, you'll probably find the book invaluable even if you already knew, for instance, that a newspaper may comment all it wants on a court case once the verdict is given, even though an application for a new trial is pending. Such comment does not have to end until an order for a new trial has been definitely made. It would be interesting to know how many key journalists aren't aware of legal niceties such as this, their newspapers failing thereby to provide services they are legally entitled to provide. Ignorance of the law is no excuse for committing a crime, for instance a libel, but it is often an excuse for doing nothing.

And did you know that the late Hon. Mr. Justice J. H. Sissons, for 11 years prior to his retirement in 1966, allowed photographers to take all the pictures they wanted in Northwest Territories courts? Courts down north are much less formal anyway, he reasoned, since Eskimo women frequently nurse their babies in court. A different concept of privacy. All this is from the "Contempt of Court"

chapter. By the way, Jack Sissons' memoirs, *Judge of the Far North* (McClelland and Stewart, 1968. \$2.95) is recommended for anyone wanting more information about this unusual man who didn't feel the click of a shutter would shatter a thousand years of British justice.

In his chapter on "Revealing of Sources," Kesterton points out that the "uncertainty of the status of journalism" has something to do with the reluctance of the judiciary to give up its power to make decisions for or against disclosure.

Journalism "is not a profession, has no code of ethics, is not subject to self-regulation as is the case with law or medicine, and in Canada is just beginning to face the gentle and by no means ubiquitous scrutiny of press councils." Gentle and by no means ubiquitous? By God, this man is subtle!

The principle is held by some members of the judiciary, he adds, that contempt convictions for refusing to reveal sources serve to "encourage reporters not to rely on their unnamed sources but to . . .



CP Feature Picture of the Month



Photographer: Dave Cooper.

Newspaper: *The Toronto Sun*.

Situation: Cooper was attracted by the waves as he drove along the Toronto waterfront. The ship moved under the cloud and he shot most of a roll of film trying for the right effect as the wind shipped spray across the rocks. The winning picture was his last frame.

Technical Data: 24-mm lens at f16 and automatic control advanced two stops. Tri-X film. Olympus camera.

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

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

verify their information with evidence they could expose to public scrutiny."

In the 13 pages of this chapter, Kesterton makes a necessarily compact but nonetheless illuminating history of the disclosure question in Canada and the U.S. and comes to the conclusion that "the media enjoy a degree of protection far greater than generally realized." He draws a pathetic picture of Canadian journalists in general stopping short of pursuing stories as far as they might, and indeed as far as they have every legal right to, simply because they tend to be hazy about what really constitutes their legal rights. If reporters knew more press law, newspapers would be able to tackle a greater number of worthwhile stories, he reasons. In situations where reporters run semi-blind, leaving questions of libel, contempt of court and other offences to be picked out by the publisher's lawyer like fleas out of a dog's fur, the newspaper's legal fees — with several such stories every day — can become seriously crippling to the function of the newsroom. Editors, likewise, should not be left with the responsibility of purging stories of legal liabilities. They'll be at least one stage removed from the source of the story and unless the reporter's legal-mindedness is acknowledged, will tend to delete anything that *might* prove dangerous, particularly in relatively routine stories of local corruption and run-of-the-mill avarice and thievery. And particularly when the publisher has just given him a blast about the high cost of legal retainers.

In his "Civil Defamation" chapter, Kesterton touches on the all-important issue of fair comment. How often has a misunderstanding of this principle been exploited as an excuse not to rock the boat? He quotes a little-known British decision on a libel case in which a newspaper had been sued for printing a letter to the editor charging a civic employee with corruption. The case was thrown out when it was ruled that the letter was fair comment, since the writer was an "honest man expressing his opinion on a subject of public interest. . . no matter that his opinion was wrong or exaggerated or prejudiced; and no matter that it was badly expressed so that other people read all sorts of innuendoes into it . . ."

The decision went on to state: "When a citizen is troubled by things going wrong, he should be free to 'write to the newspaper' and the newspaper should be free to publish his letter. . . ." How many thousands of letters to the editors of Canadian newspapers are tossed out each year simply because they are judged at a first reading to be libellous?

Perhaps one of the reasons why some of

the otherwise brightest reporters seem dim on the subject of press law and are reluctant to get into it until they are absolutely forced is that the subject is so dull. Kesterton, however, makes things come alive with arcane literary allusions and a sampling of some fascinating case histories, some of the most fascinating Canadian. A professor of journalism at Carleton University, Kesterton has a lively mind and to the lively mind nothing is dull. There's no way of exaggerating the

importance of *The Press and the Law in Canada*.

This is Kesterton's second book in the Carleton Library series, published by McClelland and Stewart in association with Carleton's Institute of Canadian Studies, his first being *A History of Journalism in Canada*. (30)

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

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Column by Morris Wolfe

Legion Magazine, which is published monthly for war veterans (Canvet Publications, Suite 504, 359 Kent Street, Ottawa, \$3.50 per annum), is always filled with a kind of grim nostalgia. The December 1976 issue, for instance, includes excerpts about the Second World War from Canadian novels and short stories written by women — Margaret Laurence, Mavis Gallant, Gabrielle Roy and Elizabeth Smart. There are a couple of pieces about 1976 Remembrance Day services in rural Saskatchewan and in Ottawa. Douglas Fisher writes an open letter to one of his sons prompted by the son's interest in the minute details of war but not in larger questions. ("Today you asked me what the coloring was of the German Panzerfaust, and further, was the printing or stencilling white or black.") Last Post, a column which lists members who have died, gets longer and longer in each issue. It takes up almost six pages in December. Not surprisingly, the Lost Trails column ("HMCS Arrowhead: Will ex-crew members please contact . . .") is considerably shorter.

* * *

The January 1977 issue of *Chatelaine* contains a fascinating article by Jean-Louis Gauthier about the mother of Jacques and Paul Rose, the FLQ terrorists. Mme. Rose had been apolitical through the mid-1960s. By 1967 she'd been sufficiently politicized by her son Paul that she'd come to accept the need for, and to participate in, certain non-violent acts like making "Vive le Quebec libre!" signs. During the events of October 1970, at first she couldn't believe that her sons had been involved in the kidnapping and murder of Pierre Laporte. Later she came to believe that what they'd done was necessary. Now, she says, she's proud of Jacques and Paul. What they did has helped sensitize other Quebecers to what needs to be done. There must be a lot of mothers and fathers of young separatists who are slowly being convinced, not to condone murder *a la* Mme. Rose, but of the need for an independent Quebec. A lot more

middle-aged people may wind up voting "oui" when the referendum is held than many of us in English Canada might like to believe.

* * *

The January 1977 issue of *The Malahat Review*, an international literary quarterly edited by Robin Skelton (University of Victoria, Victoria, B.C. \$8 per annum), is a special number devoted to Margaret Atwood under the guest editorship of Linda Sandler. An interesting and varied issue it is, too. There are poems in honour of Atwood by Ralph Gustafson, Al Purdy, Susan Musgrave, Gwendolyn MacEwan and others. I especially liked Linda Sandler's description of what we've done to Atwood, in "Collage for Lady Oracle."

*We found you
inland, stranded
on a ridge of bedrock,*

defining your own island.

*We decided you were a civil god.
We crowned you with maple leaves*

There are stories by John Hofsess and Atwood herself. There are essays by Robert Fulford, Jane Rule and George Woodcock. And there's a nice tension between things said in one section and those in another. In an interview with Sandler, Atwood tells us she's no ideologue; all anyone can do politically, she says, "is opt for the society that seems most humane." Rick Salutin, however, argues that Atwood's book of literary criticism, *Survival*, is a Marxist document. "If not Marxist," he says, "it is proto-Marxist, or perhaps pre-Marxist, in a healthy and anticipatory way." Other Atwood comments from her interview: "No matter how much people bitch about Toronto, the fact is the literary world in Canada is far less centralized than in the States." "In the States . . . you're supposed to be successful. Failure is in bad taste. In Canada, success is somehow considered vulgar . . ." "In the States they have citizens' action groups too, but the machinery of government is out of control . . . America is a tragic country, because it has great democratic ideals and rigid social machinery." (50)

"Not the violent conflict between parts of the truth, but the quiet suppression of half of it, is the formidable evil; there is always hope when people are forced to listen to both sides."

John Stuart Mill

COMING IN **CONTENT**

Public trials: does the public include the press?



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Letters

SNS REPORTER CAUTIONS: DON'T BOW TO DAVEY

Editor:

About your report of a media conference in October on foreign coverage: What riled me somewhat was the fact that Senator Keith Davey was invited to comment. It seems he is invited everywhere to comment on the media. Good Lord, hasn't anyone who organizes these things thought of the potential conflict of interest the good senator carries with him in his baggage every time he is invited to one of those things?

Here he is the principal political adviser to the prime minister and the Liberal Party. He is a powerful factor in this town and in the country. His major job is to get the Liberal Party re-elected. The knowledge of the media he gained chairing the so-called Senate committee study of the media has been used effectively by him for partisan purposes. Do you remember during the July 1974 campaign when Senator Davey was the man through whom all government press releases were cleared before they were issued?

This doesn't mean ascribing to him any sinister motives. But after four years attempting to operate as a reporter out of Ottawa, I say the good senator is the last person I would nominate for the freedom of information award and the last person the media in this country should be bowing before.

James Ferrabee,
Southam News Services,
Ottawa, Ont.

DECLINE AND FALL

Editor:

For a Latin scholar who uses such classic phrases as *ominium-gatherum* and *otherum*, you should be ashamed. You have fallen into the same trap.

In boobs #118 (Jan. 1977) you say: "Many in the media apparently don't know that the word *media* is plural. It is the plural of *medium*, which is the singular."

Wrong. *Medium* is the accusative case

of *medius*, which has the difficult-to-pronounce plural of *medii*.

Media is a contrived word, therefore writers can mis-use it any way they want.

Jack Fisher,
Editor,
The Trail Daily Times,
Trail, B.C.

CONTENT replies:

We are Latin scholar enough to know our declensions. The plural of the accusative *medium* is *medios* (not *medii*). We also know the plural of the nominative singular *medium* is *media*.

The learned but trendy *mass media* appeared and stuck as a logical plural for the singular *mass medium* (witness the *Report of the Special Senate Committee on Mass Media*, etc.).

The *Compact Dictionary of Canadian English* (Holt, Rinehart and Winston, 1970) deals with the word thus:

media *n.* [*sing.* -dium] newspapers, magazines, radio, television, and other means of communication and advertising, collectively. Also **mass media**.

→ Careful writers and speakers do not use **MEDIA** as a singular noun. *Radio is a medium of communication, and one of the mass media.*

The essential point, however, is that the origin of a word, even a "contrived word" (is there any other kind?) is irrelevant to its current use.

Consider these consecutive quotes from a *Toronto Sun* editorial Jan. 7:

- Of course the media pays attention because it thinks . . .
- Before we, the media, are finished immortalizing . . .
- Our media is gentle enough, courteous . . .

Such gross inconsistency and mis-use

is illiterate from Trail to Toronto and back again, and unacceptable in any language. We stand by our original statements.

WOLFE PUZZLES HOFSESS

Editor:

Morris Wolfe's comments (February) about my article on Jane Rule (January) are most puzzling. He says, for example, that Jane Rule is "not a popular writer," and that if mass-circulation magazines ignore her "it's not anti-lesbianism that's at play. It's nothing more than the fact that mass appeal magazines deal with mass appeal subjects. I don't expect anything more of such magazines and I'm surprised that Hofsess does." Yet he noted that *The Canadian* (which advertises itself as "Canada's largest-circulation magazine," and which does have a greater circulation than *Saturday Night, Maclean's* and *Chatelaine* combined) did publish a story about Rule (Dec. 4; "One Kind of Loving" by Paul Grescoe) without seeming to realize that he had contradicted his own thesis. If the most widely-read magazine in Canada can devote several pages to a "profile" of Rule, why can't the others at least review her books?

In an article to be published later this year in *Content* I will be examining the response to Jane Rule's new novel, *The Young in One Another's Arms*, in Canadian publications, compared with their American counterparts, and further, examining in detail how major publications (including newspapers) in both countries have treated gay people generally over the past 10 years.

Fortunately, not all "mass appeal magazines" view their influence and power as giving them a right to oppress, ignore or distort the lives, culture and history of minorities. The editors of *The New York Times* (which recently ran a series of articles about gays in the clergy) or *Washington Post* (which ran a famous series about gay athletes) would certainly disagree with Wolfe's apologia for silence in the mass-media on "unpopular" subjects.

John Hofsess,
Hamilton, Ont.

30

OMNIUM-GATHERUM

ATLANTIC PROVINCES

The 4th Estate, Halifax's alternative weekly paper, has lost publisher **Nick Fillmore** to *CBC* in Toronto, where he's working as editor/writer for 24 Hours, a local television show. Fillmore founded *The 4th Estate* in 1969. The paper's other publisher, **Brenda Large**, now assumes the entire burden. Large comes from a well-known radio-broadcasting family. Her parents, **Bob** and **Betty Large**, operated for more than 40 years radio station *CFCY*, founded in 1924 by her grandfather, **Keith S. Rogers**. Large got into print journalism with the *Ottawa Citizen* and went on to serve six years in the *CP* parliamentary bureau.

Large says Fillmore's departure and their separation are "friendly decisions." She describes Fillmore's eight years with *The 4th Estate* as "an important contribution to journalism in Nova Scotia," and says he will continue to have close ties with the paper.

Former Winnipeg newspaperman **Eugene Weiss** has joined the staff of *CBC Radio* in Moncton as a story editor with Information Morning.

Former Halifax-based radio freelancer and producer **Jeff Turnbull** is off to Charlottetown to work for the new *CBC FM* radio station there which will be carrying *CBC AM* programming.



Jack Brayley, *CP* Atlantic bureau chief for the past 30 years, was honoured by a group of his "news contact" friends in government at a complimentary luncheon Dec. 16 on the eve of his retirement. A well-known conservationist, Brayley is shown here being presented by premier **Gerald A. Regan** with a photograph of cormorants nesting in Pictou Harbour.

QUEBEC

Le Devoir did not publish Jan. 10 because a heavy storm made delivery to homes and newsstands next to impossible.

People in the know dept. An election pool among editorial staff at *The Montreal Star* produced some humbling results last November. According to the house organ, *Intercom*, 12 of the gamblers put their money on a PQ win, with only three predicting a PQ majority. But 73 of the pundits forecast a Liberal win. And one luckless soul threw away his money on a UN minority government. The winner was part-time copy editor **Mark Wilson**, whose prediction of 65 seats for the PQ fell just five short of dead-on.

IWC Communications Ltd. has taken on **Bill Townsend** as vice-president and general manager of *CFOX Radio* in Pointe Claire. Townsend moves to Quebec after five years as station and general sales manager of *CHOK Radio*, another IWC outlet, in Sarnia, Ontario.

ONTARIO

Give me an 'I' dept. The site of *UPI's* 18th annual **Conference of Editors and Publishers** has been moved from Toronto to Puerto Rico because of new U.S. tax laws limiting deductions for meetings held outside the United States. The 'I' in *UPI* stands for "international."

The *CBC* has established a bilingual northeastern Ontario news bureau in Sudbury. Staff includes production assistant **Michele Pellis**, a Sudbury native, and reporters **Mick Lowe** (English-language), **Francois Lacombe** and **Rejean Mathieu** (both French-language).

Multilingual Television (Toronto) Ltd., headed by **Dan Iannuzzi**, has filed application with the CRTC for a licence to operate Canada's first completely multilingual television station.

Net paid circulation of *The Toronto Star's* weekend edition averaged more than 800,000 during November, setting a Canadian record.

Robert Hurst, former municipal reporter for *CFTO-TV* in Toronto, is moving up to replace **Ted Stuebing** as news director. Stuebing, along with former *CFTO* day news manager **Jim Bard**, is starting a community newspaper, *The North York Maple Leaf*.

New faces at *CFTO* include assignment editor **Bob Roberts** and reporters **Evelynne Michaels** and **John Borley**.

The Windsor Star has won an award from the **Inland Daily Press Association** for investigative reporting of governmental activity. The paper received the honour for its coverage of a continuing news story in governmental affairs in Essex County.

THE WEST

Terrence O'Neill has moved from *CP's* bureau in Vancouver to the Victoria bureau, where he joins **Bruce Obee** and replaces **Mike Hughes**, who has gone to the *Victoria Times*.

The Revelstoke *Herald* started to publish twice weekly in November.

CBC radio and TV in Regina had a raft of changes late in the program year. Among those leaving were **Judy Darling**, a television/interviewer for the evening news show 24 Hours, news editor **Don Scandrett**, and **Mairi MacLean**, a production assistant in the music and arts department. Darling returns to Toronto after a short and unhappy stay with 24 Hours. Scandrett takes a news job with *CBC* in Toronto and MacLean becomes producer of the radio network musical show *R.S.V.P.* MacLean's position as a music assistant in Regina goes to **Linda Masurat**, most recently an employee in the Saskatchewan premier's office.

New faces in the *CBC* newsroom include **Jacqueline Toupin**, hired permanently after several months of temporary assignments, and **Garry Aldridge**, who replaces **Peter Mansbridge** as national news reporter for Saskatchewan.

Terry Teskey has been appointed associate editor of *Lance* community papers in Winnipeg, while **Bob Holliday**, sports editor for the same group, moves up to managing editor.

Norman Flaherty has joined the North Battleford *News-Optimist* as news editor. Flaherty arrives from Edmonton, where he was a business writer for *Engineering*, a Southam magazine published in Toronto.

Boobs

From a recent issue of *UPI Reporter*, the usual two pages of which are generally more thoughtful and always more entertaining than the usual four of *AP Log*:

"From (a) story: 'UNREST-PLAGUED South America WAS A BEEHIVE OF DIPLOMATIC ACTIVITY . . . and officials PREPARED TO THRASH OUT the problem . . .'

"To which the *UPI Log* added: 'Somehow we neglected to say that tight-lipped officials, on the horns of a dilemma, huddled behind closed doors, sought a middle course to chart and tried to hammer out an agreement.' 90

MAGAZINES

Braker Broke, a monthly aimed at CB radio owners, saw the light of day in January. The publication gets under way with a controlled circulation of 20,000. Editor **Eugene Bordnick** and publisher **John Bowman** can be reached at 801B-228 Notre Dame Avenue, Winnipeg.

* * *

Scope, a weekly tabloid dedicated to "probing all aspects of the high life" made its appearance in Toronto with the New Year. The intended market for the publication is hard to imagine, but seems to be limited to those who can stand page after page of apparently unintentional parody of coffee-table glossies.

* * *

All About Homes, a weekly with a controlled circulation of 500,000 in Toronto, makes its debut in April to coincide with the National Home Show. Aimed at prospective new home buyers, the periodical will compete directly with a number of established publications, including *The Toronto Star*, by offering articles on home improvement, etc.

Commenting on an endorsement received from the Toronto Homebuilders Association, publisher-owner **Russ Eastcott** says the association sees *All About Homes* as the best vehicle for marketing new homes.

* * *

LEGAL FRONT

In a letter to Justice Minister **Ron Basford**, the **Victoria Newspaper Guild** has urged that the confidential relationship between reporter and news source be protected by law. The proposal came in the context of an endorsement of Newspaper Guild Western Canada Vice-President **Roger Stonebanks'** protest to Basford over a search for reporters' notes and other material carried out in the Vancouver *Province* and *Sun* newsrooms by federal investigators Jan. 11.

The Victoria guild told Basford that reporters do not like being faced with "the stark alternative of the present situation — that is, to obey the letter of the law, or defy the law in pursuit of what may be perceived as a higher duty."

MISCELLANEOUS

The Ottawa *Citizen* may already have the 1980 Olympic breast-beating championship all sown up with the following entry from a Jan. 11 editorial: "When was the last time a Canadian external affairs minister visited South America? Why are so few reporters accompanying the ministers? . . . from the way the Canadian media are covering that vast area, one would think we were living in the horse-and-buggy age." Says one of our sources at *The Citizen*: "Neither *The Citizen*, nor its ally, *Southam News Services*, nor any of the other Southam papers, sent a reporter with Mr. Jamieson."

* * *

Well-known American media critic **Spiro Agnew** now heads a tax-exempt foundation, **Education for Democracy**, which will "address itself to the problem of advocacy journalism." Agnew invites concerned Americans to "join with us in this effort to achieve a better balance in the news."

* * *

Bruce Phillips of CTV News has been elected president of the parliamentary press

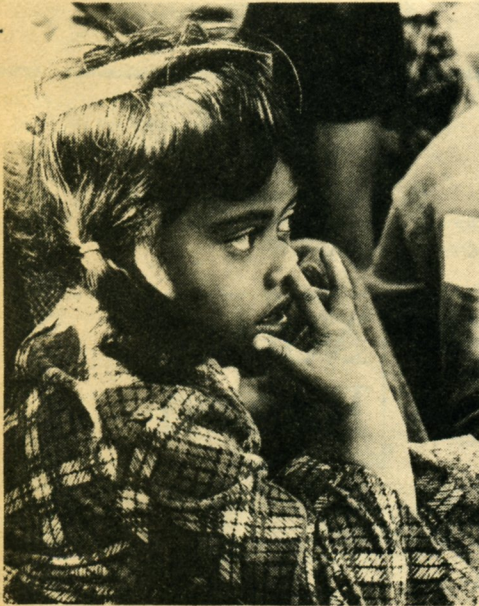


PHOTO REJECT 8(A)

Saskatchewan-born photographer **Lee Burkitt** was covering the 50th anniversary celebrations of the Turangawaiwai Marae Maori community in New Zealand in 1973 when he caught this child in rapt attention at the official residence of the Maori Queen.

Burkitt's editor at the *Waikato Times* in Hamilton, N.Z. rejected both pictures in the sequence. Burkitt recently returned to Canada and is freelancing for *The Toronto Star*.

PHOTO REJECT 8(B)



By the way, about those photo rejects . . .

The rejects we have received and published have turned out to be somewhat different from what we expected when we introduced this feature in issue 52. You may remember we promised, "From the socially-significant to the risqué, we're willing to look at them all with an enthusiastic eye."

Contributions so far have tended to accent the risqué. All the rejects we've received were originally rejected on the grounds of "poor taste". Changing community standards of "taste" make such rejects interesting. *Content* is one place where news media people can see these and decide for themselves.

But we suspect there are even more interesting rejects not seeing the light of day. We mean good photo-journalism turned down because it might embarrass someone considered "important" by an editor or publisher.

Do you know of such cases? Squelching of good journalism for the wrong reasons is serious. Publication in *Content* can make a difference. We will protect sources where necessary.

Send photos to: *Content*, 22 Laurier Ave., Toronto M4X 1S3.

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until Mar. 3 (guaranteed insertion), Mar. 7 (inset, not guaranteed) for next issue. Distrib. Mar. 15. First 20 words, including address, free up to three consecutive issues. Each additional word, 25¢ per insertion. Indicate **boldface** words. Display heads: 14-pt., \$1 per word; 18-pt., \$1.50 per word. Box number \$2.

Canadian Information Sharing Service Newsletter. Summaries of materials produced by Canadian grassroots groups working for justice. \$10 year/6 issues. 51 Bond St., Toronto M5B 1X1. 19-74

Journalism student with practical experience looking for low or non-paying part-time job assisting professional as part of education program. 20-73

Photography student looking for low or non-paying part-time job assisting professional photographer (photojournalist preferred) as part of educational program. 21-73

FREELANCE INTERVIEWERS REQUIRED — To be available for occasional interviews for FM stations on topical business/economic subjects. Experience in presenting complex topics in everyday terms an asset. Understanding of business issues essential. Locations — Vancouver, Calgary, Toronto, Montreal. Send tape and/or resume to Box 86, Content. 18-72.

Freelance Writers

HOME DECOR, NEW HOUSING, COUNTRY PROPERTY AND COUNTRY LIVING
We are looking for top professionals to freelance for our publications in the Metro Toronto market. You must have good credentials and be able to write with flair and imagination. Send resume to Russ Eastcott, Datalist Ltd., 1262 Don Mills Road, Don Mills, Ont. M3B 2W7.

WRITER

Specializing in New Housing

We're looking for a top-calibre writer who can handle projects from start to finish.

If you are a solid thinker with knowledge of the new housing field and experience in print, ready to take responsibility and all that goes with it, this will probably interest you.

We would want you to spend about 2½ days a week with us to develop first-rate features.

You must have good credentials. We offer good remuneration and a professional environment.

Send resume and a couple of your best examples to Russ Eastcott, Datalist Ltd., 1262 Don Mills Road, Don Mills, Ont. M3B 2W7.

OMNIUM-GATHERUM

gallery, succeeding **Charles Lynch** of *Southern News Services*. Other new officers are vice-president **Paul Racine** of *Radio-Canada* and secretaries **Doug Small** of *Canadian Press* and **John Warren** of the *CBC*. The five directors are **Ken Lawrence**, *Geoff Scott Communications*; **Terry Hargreaves**, *CBC*; **Peter Thomson**, *Montreal Star*; **Juliet O'Neill**, *CP*; and **Richard Gwyn**, *The Toronto Star*.

Plus ca change dept. "It's not the role of a newspaper to give knowledge. We are not there like a university." The man should know; he's **Pierre Peladeau**, owner of a Quebec sex-and-violence tabloid empire, quoted in *Weekend Magazine*. And now, *Maclean's* editor **Peter C. Newman** on journalism: "Within the limits of the truth and libel, the journalist's most essential talent is the creation of interest."

Bureau of Broadcast Measurement surveys indicate that, despite the loss of anchorman **Lloyd Robertson** to the competition, *CBC-TV's* *The National* has increased its lead over *CTV* on the late night news front. During October and November, the *CBC's* newscast

averaged 1,220,000 viewers, while *CTV* drew 985,000.

OBITUARIES

George Derksen, 51, Saskatchewan publisher and former Manitoba newspaperman, died in Regina November 25.

Chris Higginbotham, 75, formerly an editor with the Regina *Leader-Post* and journalist with *The Vancouver Sun*, died in January.

Thomas Farmer, 66, retired editor-in-chief of *The Spectator* in Hamilton, died Nov. 17.

Thomas R. Melville-Ness, 68, former editor and publisher of *The Western Producer*, died in Saskatoon Dec. 18.

Greg Clark, 84, well-known writer and humorist, died Feb. 3 in Toronto.

Bernadette Andrews, 33, feature writer for *The Toronto Star's* family section, died in November.

Arthur Blakely, journalist for the *Montreal Gazette* since 1947 and member of the parliamentary press gallery, died in January.

Erica Woodward, 62, former journalist for the *Leader-Post* and the *Swift Current Sun*, died Oct. 16.

Notice Board

MAR. 3-5: Toronto, Ontario Weekly Newspapers Association annual meeting.

MAY 27-29: London, Ontario, Ontario News Photographers Association seminar.

AUG. 21-24: Madison, WI USA, Association for Education in Journalism convention.

SEP. 21-24: Richmond, B.C. British Columbia and Yukon Community Newspapers Association annual convention.

MOVING? Don't wait until it happens to let us know! To make sure we move when you do, let us know six weeks ahead. That way, your next issue won't end up as somebody else's junk mail. Type or print your name and new address at right, clip along the dotted line and mail to *Content*, 22 Laurier Ave., Toronto, Ont. M4X 1S3.

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