

# *content*

*Canada's National News Media Magazine*

*July 1977*

*Number 76*

*Sixty Cents*



*"After sports and the weather, we'll be back again with all the news  
all the time, day after day, year after year, forever and ever."*

Drawing by Lorenz; © 1976 The New Yorker Magazine, Inc.

## **ALL-NEWS RADIO:**

*'It isn't like radio that you've heard'*



## INSIDE CONTENT

With this issue of *Content* you receive the first of your free issues of the *Carleton Journalism Review*, Canada's newest journalism publication.

*CJR*, a new tabloid out of Carleton University, is to be quarterly eventually and will be distributed as a continuing bonus to all *Content* subscribers.

The two periodicals will be totally independent editorially and due to their similar interests will be in competition in some editorial areas.

*CJR* signed an exclusive distribution arrangement with *Content* because, in the words of the agreement, the publications believe it is in their mutual interest "to co-operate rather than compete at this stage of (our) development."

Except for bulk orders from journalism schools, *CJR* can only be had in conjunction with a subscription to *Content*.

The next issue of *CJR* is planned for the Fall.

Also to appear in the Fall will be the second edition of *Sources*, *Content*'s new semi-annual directory edition.

*Sources* (*Content* No. 75) went to all *Content* subscribers last month and also to controlled and direct-request controlled circulation in nearly every Canadian newsroom, print and broadcast. *Sources* also was mailed to press galleries, news services and magazine

offices.

Take a close look at *Sources* if you have not already done so. You may be surprised at the number of useful contacts included.

With 147 organizations listed, *Sources* is the most comprehensive publication of its kind ever produced in Canada. The Fall edition is guaranteed of being more comprehensive yet, as a number of orders for Fall listings are on hand already.

\* \* \*

What would have been the September issue of *Content* will not be published in August as in the past. This omission has been planned since January (in our February masthead we inserted the statement that *Content* is published 11 times annually). The reason is simple: we need a rest once a year.

The office will be manned continuously, however, and the 7th anniversary issue will be a combined Sept./Oct. issue.

\* \* \*

*Content* has applied for membership in the Audit Bureau of Circulations. Correspondence is being exchanged as to this magazine's proper classification. If *Content* gains ABC membership it will be the only such journalism journal in North America. Neither *Columbia Journalism Review*, *MorE*, nor any Canadian journalism publication is ABC-audited.

— B.Z.

## Lee Lester's U.K.

A report in the *Daily Telegraph* alleging a Palestinian guerilla had entered Canada on a diplomatic passport has cost that paper a substantial sum in libel damages.

The report, in a story last July, claimed publisher and political thinker Abdul Wahhab Said al Kayyali was a leader of the guerillas and his presence in Canada was a threat to the Montreal Olympics and to games participants.

The High Court in London was told, although Kayyali was a champion of Palestinian self-determination, he was also well known for his opposition to terrorism.

The *Telegraph* is to pay Kayyali's legal costs as well as publishing a correction and apology. The amount of damages was not disclosed.

\* \* \*

The silly season is almost on us once again. If there's a heatwave, some paper,

somewhere, will surely come up with a picture of an egg frying on a sidewalk.

But Canadian papers will have to go to some way to beat the silly season stories that appear in British newspapers. During last year's hot summer, the *Daily Mirror* reported that a service to bless pets had been cancelled "because water for dogs' drinking bowls might be wasted."

The *Sun* told how consumer protection officials investigated a complaint that "a stunt girl at a Yorkshire show had not been fired from a cannon but had merely crawled out of the muzzle."

And the *Daily Telegraph* carried a tale of a gas station refusing to serve owners of Japanese cars because of World War II atrocities.

I am offering a book prize to the sender of the silliest story published in a Canadian paper this summer. Just mail your entry to *Content*.

## content

Established 1970

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## SOUTHAM PRESS PLANS SPECIAL UNITY ACTION

HAMILTON — "Nothing's as scared as a million dollars." The truth in that quotation highlights the admirable intention behind an unprecedented plan by Southam Press Limited.

The plan is to invest between \$500,000 and \$1-million for a "special response . . . to the challenge to national unity." It was announced in those words by president Gordon Fisher in his report to Southam's 100th annual meeting here April 14.

Fisher, questioned after the meeting, was vague and seemed almost uneasy about the plan, which he said originated from within Southam's 17-man board. (Noting in his report that none of the board members was "visibly female," Fisher promised that at or before the 101st annual meeting, a [presumably visible] female would be appointed.)

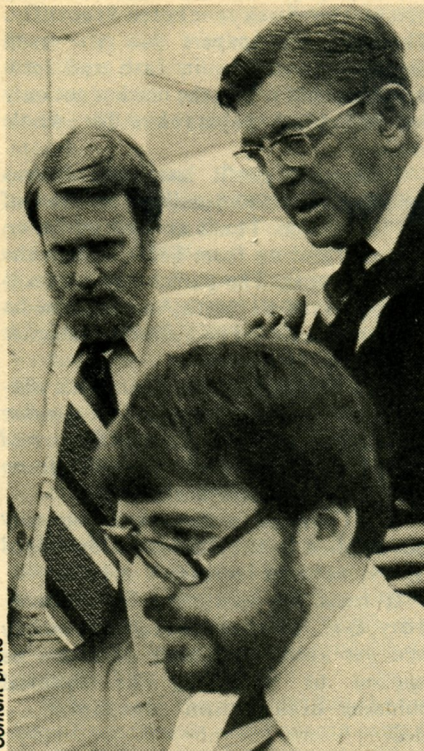
A special task force, Fisher said, is planning how to invest the money, some of which is being used to hire researchers. It could be a unique brand of investigative journalism. Some of the money could be used to make extra space in Southam papers, although none would be obligated to carry any or all of the special material.

(That such journalism can be valuable is borne out in May by *The Toronto Star's* week-long series, called "What Quebec Really Wants," based on its own in-depth study of Quebecers' attitudes.)

Fisher said Southam is "not going in with a bias" for or against Quebec independence. The company, with 1,400 employees in Quebec, doesn't plan to leave that province voluntarily and in fact will increase its capital investment there.

The intention of the "special response" and its outcome could be two different things. At least one shareholder publicly urged caution in this apparent departure from the stated company policy of adopting no editorial stands. And the few outsiders to take note of the plans have expressed some skepticism.

The most ill-graced I heard was expressed in a conversation after the Thomson Newspapers Limited annual meeting May 19. "How much good will it do?" asked Thomson director John A.



Rob Austin, associate ME of *The Spectator*, Hamilton, shows electronic editing equipment to Michael Davies, left, publisher of the Kingston *Whig-Standard* and Beland Honderich, publisher of *The Toronto Star*. *Spectator* was scene of 100th annual meeting of Southam Press Limited. Competitors were invited.

Tory.

His company's response — as expressed by board chairman Ken Thomson — was a general expression of concern followed by the statement: "I must confess that I consider our company fortunate in not having any newspapers in Quebec." A line which perhaps unfairly earned the only laugh the Thomson shareholders found in Thomson's annual report.

Southam Press has the resources to make a significant contribution to the national unity debate. Gross revenues in 1976 were \$298,110,000 and net income \$24,112,000.

Fisher, in response to a question from *Content*, said there had been no change in company policy or practice relating to freebies. In defence of this inaction, Fisher trotted out several generalizations and irrelevancies and omitted to address the central issue, although the shareholders appeared not

to notice.

Southam policy, he said, "continues to be to avoid freebies whenever possible." It is possible to avoid them for travel writers, yet Southam does not.

Fisher said it is "no particular pleasure" for a travel writer to receive free air fares, accommodation and meals. Why a travel writer would not find pleasure in a good meal the same as the rest of us was not explained by Fisher. In any event, the central point about freebies is not whether they bring pleasure to the recipients. It is whether the reading public can or should believe what's written by writers and presented by media corporations "on the take."

There's also the matter of hypocrisy and therefore the press's credibility. Southam and other newspapers will front page news about municipal officials' accepting TV sets, yet fail to tell their readers their travel (and other specialist writers) regularly accept gifts of one kind and another.

Southam's annual report contains a public statement for the first time defining the company's business. "The company recognizes that public concern with concentration of mass media ownership is legitimate. As a result the company will not acquire control of more than one medium of mass communication within a single community nor will it acquire control of any group of media that might represent a regional concentration." The company is in the "communications" field and will have no equity in enterprises outside this field. The company's emphasis is on "information" and "knowledge" rather than on "entertainment." — B.Z.

## MONEY USELESS WHEN APPLIED TO EDITORIAL?

TORONTO — For a director of a company with so much of it, John A. Tory, Q.C., of Thomson Newspapers Limited, has a curious notion about money.

At the 12th annual meeting of Thomson Newspapers May 19 Ken Thomson, chairman of the board and president, graciously welcomed a question from a non-shareholder, the only question from the floor.



# Lede Copy

The question, from *Content*, went something like this: "Discounting inflation, what items of added or extra expenditure on editorial, were made this year over last?"

The chairman turned to St. Clair McCabe, executive vice-president and chief operating officer, for assistance.

Several editorial consultants had been added and in-house staff training plans had been further developed, McCabe said. Efforts toward editorial improvement were "on-going" and "we take it seriously." He agreed editorial improvement expenditures had "not been substantial this year."

The meeting had started precisely at 11:30 a.m. in the Royal York Hotel and ended precisely at noon. Most of the time was devoted to chairman Ken Thomson's report, which contained precisely two sentences on editorial product. "Our newspapers do a good sound job for readers and advertisers. We constantly strive to improve editorially . . ." the chairman said.

After the meeting, Thomson approached *Content* and said: "You know, I can't mention [editorial] too much [in my annual report]. I shouldn't be talking like this, but I mentioned it in past years and found you can say too much. I wanted to tone it down."

This was interesting, but at this point John A. Tory intervened. "Why do you think extra expenditures would improve editorial quality?" he asked me with a trace of warmth. "Dollars and cents don't count. It's the quality of the people."

To get quality people you have to pay more money, I suggested. I added foolishly that more money could also be used to hire more editorial people.

Ken Thomson — completing some sort of circle — rejoined at this point to say that numbers weren't as important as quality, that one Thomson person he named, in London, England, "is worth 12 men."

Tory suggested Thomson's news services should not be expanded because news services impose copy on editors who would rather create their own.

Considering Tory's inability to see the potential of money for improving editorial product, it was interesting how practically nothing else was discussed at the annual meeting except how valuable money is for shareholders.

Money is also capable of producing results in plant and equipment, so Thomson spent \$14-million on those in

1976 and would have spent \$20-million except for some delays. In 1977 the company expects to spend \$19-million in plant and equipment.

Money is also fairly useful in buying out more papers, even though the asking prices have skyrocketed recently. Thomson Newspapers has so much money (\$24-million in cash and term deposits) that it is in the market not only for individual papers but for whole chains.

Thomson's profit last year, it was reported, was \$40.8-million on sales of \$217.6-million. That's an 18% return on revenue, and up from \$35.4-million the previous year. The percentage return is the highest of all North American media corporations listed by *Editor & Publisher* in its May 14 issue.

Yet J. J. Stephenson, Thomson's vice-president — finance, told *Canadian Dow Jones*, as reported in *The Globe and Mail* Sept. 17 last year: "We can't go on absorbing increased costs forever."

Ken Thomson confirmed the company has applied to the Anti-Inflation Board for "some price increases" in 1977.

It must be frustrating for John A. Tory, Q.C., to be awash in all that money and yet know that none of it can be applied to improving the editorial columns of Thomson newspapers. — B.Z.

## DEATH OF SUNDAY CHILD HURTS PARENT

VANCOUVER — *The Sunday Times* died soon after birth, and threatened to drag its parent paper, the *North Shore Times*, down with it.

Publisher C. S. Q. Hoodspith told *Content* he dropped \$100,000 on the Sunday paper during its few months of operation and reckoned such an undertaking in the future would need a quarter million to start.

Meanwhile, the Wednesday paper also suspended publication in mid-April, with no date set for republication.

"We needed some major surgery, and we had an employee enema," said Hoodspith, describing the letting-go of staff. "We had a lot of headaches: 48 of them."

Hoodspith vehemently denied reports he was negotiating to sell the *North Shore Times*, but said it would come out in a new style with different distribution.

Hoodspith also runs weeklies in Squamish and Whistler areas, and has a substantial commercial printing operation. — Nick Russell.

## NEW AWARDS IN HOT WATER BUT BUBBLING

TORONTO — Discounting complaints that eligibility criteria for its new series of four writers' awards are exclusionary and self-serving, the Periodical Distributors of Canada has decided not to change the rules governing its recently announced Author's Quill Awards for Mass Market Writing. The PDC is an association of wholesale distributors which says it handles the majority of mass market magazines and paperbacks sold through retail outlets in Canada.

There are four awards, worth in total \$2600. Announcing them March 7, PDC spokesperson Jack Shapiro said: "We want to draw public attention to the many fine writers that we have in Canada, and in doing so, to help promote sales of Canadian authors."

The PDC entry form specifies the scope of the awards as "outstanding writing in the fields of fiction and non-fiction, published in Canadian mass market magazines and mass market paperbacks distributed in Canada." But a special note defines "mass market" as "sold generally through newsstands and retail book stores" and adds: "Weekend newspaper supplements and free distribution publications not eligible."

While not hidden, the note is not prominently displayed and the exclusion is not mentioned in publicity for the awards.

The exclusion brought written protests early in May from *The Canadian* magazine editor Don Obe and managing editor Alan Walker and also from *Homemaker's* editor Jane Hughes. Work published in the two periodicals would not be eligible for a Quill Award: *The Canadian* is among the "weekend newspaper supplements" and the controlled-circulation *Homemaker's* counts as one of the "free distribution publications."

In their letter to the PDC, Obe and Walker said the association was "restricting entries to magazines which are in effect the PDC's own clients." And Hughes wrote: "To exclude from the competition all magazines that are not PDC distributed is to diminish the stature of such a program."

Later, Hughes told *Content*: "I may have exaggerated my case to make my point." Even so, she describes the PDC's role in the awards as "very self-serving."

Quill Awards coordinator Ray Argyle told *Content* May 17 that the complaints "have been given very serious considera-



## THE AUTHOR'S

# Quill

AWARD  
FOR MASS MARKET WRITING

tion" and that the awards would go ahead "on the basis originally announced." He said the decision had been made "in consultation with representatives of freelancers, the paid media, the roto press and the controlled circulation press."

While conceding that the PDC definition of "mass market" is "perhaps not generally recognized by the public or by some people in the industry," Argyle defended it as "a well established definition in the context of the business of the distribution companies."

He also defended the failure of the PDC to publish the exclusion prominently: "When you announce a competition, you deal with the areas of eligibility, not areas of non-eligibility." Asked whether the contest judges knew of the exclusion, Argyle replied: "I think I can safely say they were aware of that — there have been several conversations with Fiona Mee, for example."

But Mee, the editor of *Quill and Quire*, told *Content* she did not know about the exclusion. However, she added that, even if she had known about it, she would have agreed to serve as a judge.

Meanwhile, Argyle says the competition for the Quill Awards is enjoying an enthusiastic reception among those whose work is eligible and has produced "a heavy volume of entries." — K.P.

## EASTERN BIAS HIT BY SOME SASK. SCRIBES

PRINCE ALBERT — A group of journalists in Saskatchewan is disgusted with national media coverage of recent events in the province.

The group, members of the Saskatchewan Journalists' Association (SJA), is saying that when you put the media boys from the big city into the "outback" they insist upon seeing militant farmers and anti-French rednecks behind every outdoor privy.

A resolution has been passed, the local populace has been informed and darted

letters will soon be on their way east informing national reporters that they have "reinforced their own bias and stereotypes about the province" and, even worse, committed a national disservice.

Barry Wilson, a journalistic journeyman who has worked for print and broadcast outlets in Newfoundland and Saskatchewan, proposed the resolution at the SJA annual meeting late last month.

Wilson, whose specialty is political reporting, was incensed at the coverage which he saw, heard and read when prime minister Trudeau swooped into Saskatchewan for two days in April.

Now, it's true that federally elected Liberals have been as scarce in Saskatchewan lately as fish in the desert. It's true that farmers threw spoiling wheat at Trudeau in Saskatoon in the late 1960s, and it's true that Saskatchewan dairymen and at least some consumers don't like the "lait" on their milk cartons.

But Wilson's point is that Trudeau's latest visit was not the same as his others. The reception, if not extravagant, was at least cordial, a fact which may mean that Liberal fortunes are on the rise after the long drought.

Wilson told the meeting that the city boys from Ottawa and Toronto came to see "anti-French rednecks" and militant farmers. When they didn't see them, they invented them. The losers are the people of Saskatchewan and viewers, listeners and readers in nine other provinces.

Wilson asked the meeting to accept his resolution that "the SJA express displeasure at the way national reporters distort the news during their forays into the Saskatchewan hinterland so far away from their womb in Ottawa."

Several of Wilson's colleagues protested. News is always a matter of interpretation. Maybe after following the PM, those national reporters were in a good position to compare his receptions around the country. "Womb in Ottawa", OmyGod."

Before the dust cleared a substitute motion less stringently worded had been defeated. Wilson's motion had been accepted and referred to the executive for further action, and two other examples of "biased" coverage had been unearthed.

Richard Gwyn's series of columns in *The Toronto Star*, resulting from a western swing, were described as containing a number of errors of fact and interpretation by Ellen Nygaard, a reporter with the *Western Producer*, a farm paper published in Saskatoon.

And "What Breadbasket?", a CBC film television documentary on farmers,

## Lede Copy

elevators and railroads received passing abuse as well. That work, which gave the nation film shots of one farmer in his airplane and another in his huge swimming pool, was the object of such outrage among prairie farmers that CBC president Al Johnson made a special trip to Regina to explain to officials of the Saskatchewan Wheat Pool.

The SJA meeting also approved a resolution which would have any media outlet "purporting to be national in scope" maintaining fulltime reporters in Saskatchewan. — Dennis Gruending.

## FAVOR NATIVES IN HIRING, MEDIA URGED

PRINCE ALBERT — After a seminar on native-media relations, the annual meeting of the Saskatchewan Journalists' Association (SJA), held here April 23 and 24, called for measures which would increase the representation of native people in journalism.

In the seminar, Rod Durocher, a spokesman for the Association of Metis and Non-Status Indians of Saskatchewan, said the media do very little investigative reporting of native affairs. He said that, whenever natives hold a demonstration, there is media coverage, but there is no follow-up of the issues raised.

Dennis Gruending, a CBC Radio producer in Regina, said native organizations are basically political groups playing power politics and journalists should realize the natives, like any political group, try to manipulate the press to get their message out.

He said the media may not be doing the job they should on native affairs, but neither are the native organizations doing an adequate job in dealing with the media. He cited native spokesmen who do not keep appointments for interviews.

He said the move away from the beat system in media outlets should be reversed because a person on a beat can develop reliable contacts and gain greater understanding of complex issues, such as in native affairs.

Responding to a question about the proper conduct of white reporters on Indian reserves, Durocher advised that reporters should first contact native organizations to obtain the names of key contacts and only after talking to them



# Lede Copy

should reporters interview native people at random.

During the discussion on how the representation of natives in the media could be increased, Brian Dagdick, a native human rights officer, said people should not be concerned about reverse discrimination because natives already are discriminated against.

Dagdick noted that 17% of the province's population is native, but there are few native people in the media. He said there are natives within the CBC, but noted that they are "ghettoized," covering only native affairs.

The SJA members afterwards decided to recommend that executives of Saskatchewan newspapers and broadcast outlets take "affirmative action" by hiring and, if necessary, training native people on the job as journalists. They also urged that native people employed in the media not be limited to covering native affairs and that media outlets establish and maintain native affairs beats as is done for other areas such as education, agriculture and labor. — John Twigg.

*John Twigg is a member of the Saskatchewan Journalists' Association.*

## OTTAWA PRES OF TAB-TO-BE CLAMS UP

OTTAWA — *Ottawa Today*, a proposed morning tabloid for Ottawa, has already given rise to a lot of speculation and created some problems even though it is still in the planning stages.

Bill Morrison, former president of *CFGO-Radio* and president of *Today Publications Inc.*, has been unavailable for comment. Mr. Morrison refused to talk about the paper until city council had approved the use of 700 downtown vending boxes. This decision was approved May 16, but Morrison was still unwilling to talk to *Content* by our deadline time.

It was announced by Morrison's lawyer that the tabloid will be 85% Ottawa-owned, will hit the streets by 5 a.m. and will provide 150 jobs.

The *Ottawa Citizen* quoted an official of the tabloid publishing team as saying that some final funding arrangements still have to be made, but "we plan to be hiring full (editorial) staff in a month,

maybe six weeks," and that the paper could be rolling off the presses as early as mid-June. It was also suggested that although the paper is planning to establish its own editorial, advertising and production operations, the printing will be done on the presses of *Le Droit*, Ottawa's French-language paper.

*Ottawa Journal* publisher Lou Lalonde said he didn't think the new tabloid would affect the circulation of his paper. Russell Mills, editor of the *Ottawa Citizen*, said he felt the tabloid would probably have more of an effect on *Globe and Mail* or *Gazette* sales than on *The Citizen's*, but it could still affect *Citizen* street sales. "If people buy a morning paper, they are not as apt to buy an afternoon paper," he said.

*The Citizen* has had its share of problems over the proposed tabloid. Charles King, former associate editor of *The Citizen* who was with the paper for 10 years and with the Southam chain for 33 years, said he was accused by Mills and the paper's publisher of being the editor of the proposed new paper and of recruiting *Citizen* staff.

King says he denied the charges, but told them he would consider resigning over the issue. After consulting a lawyer, he decided not to resign and sent a letter to Mills to that effect. However, he was quickly advised in a memo that his verbal resignation had already been accepted.

He then sent a second lawyer's letter to *The Citizen* saying that, in light of their recent memo, he would bring action for a wrongful dismissal against the paper. He says he hopes for a settlement, but is sad that the story has ended this way. He adds: "I am not associated with the new paper at this point but I would like to join them."

*The Citizen's* publisher, Robert Southam, could not be reached for comment.

Another person rumoured to have been called on the carpet about *Ottawa Today* is John McLean, former national editor and front page editor of *The Toronto Sun*. McLean told *Content* the whole story:

"... any suggestion that *The Toronto Sun* fired me for acting as an agent for another publication is not only unfair, but untrue. In the first place, I was not fired. I resigned May 3 for personal reasons that have no interest to the general public and had nothing to do with Bill Morrison or Charles King.

"The confusion appears to arise on the fact that Morrison was seen getting into my car in front of the Sun building at 333 King St. E., Toronto, at 2:30 p.m. May 2.

"There is nothing subversive or

mysterious about this: Bill Morrison and I have been personal friends for more than 20 years and we grabbed the opportunity of him being at the *Sun* that day to talk over old times like when we used to go horseback riding together.

"Morrison had been at the *Sun* to talk to managerial people about the problems and know-how of setting up a morning tabloid in Canada at a time when more newspapers are dying than being conceived.

"No job was offered to me although we did talk of a need in Ottawa for a lively and informative morning newspaper to provide the 'today' news the capital's residents are not getting.

"And I am sure Morrison has not offered King a job. As Bill made clear the day we talked, no jobs have been offered because the publication still is not established."

McLean continued: "My knowledge and respect for both Morrison and King is such that I cannot conceive of either of them resorting to such backdoor methods.

"If Morrison launches a newspaper in Ottawa, he'll have to put security guards at his door to keep the applicants in line — that's how much Ottawa needs a fresh, new paper." — Lin Moody.

## FRANCO/ANGLO MEDIA BIASES GROWING: FEAR

KINGSTON — Both French- and English-language reporting show bias in separatism stories, a Radio-Television News Directors Association conference was told May 13.

Michael Donegan of *CFCT-TV* (Montreal) and Bob Fisher of *CJAD Radio* (Montreal) said there is bias on both sides and their stations face increasing pressure from their audiences to become champions of anglophone Quebec.

About 90 delegates attended the two-day regional conference in the banquet rooms of the Holiday Inn. They sported the signs of electronic success in styles that ranged from three-piece suits to open-neck sports shirts as "gossip" coverage of Margaret Trudeau, the cost of teletype ribbons, and the possibility of objective reporting on separatism were debated. No francophone directors were present.

Donegan said: "We have a definite bias against the Parti Quebecois and the francophone media, if not biased toward the PQ, is not fulfilling its journalistic



objective by questioning the PQ."

Fisher said French reporters are sometimes just taking government press releases. It's hard to be objective if a Levesque minister threatens to close the radio station to strike a Quebec media balance, he added.

Donegan said both sides are trying to make up for the deficiencies of the other and it is creating a dangerous polarization of politicians and journalists.

James de Wilde, a bilingual professor of political science, gave media good marks for maturity and lack of bias. He said he had encountered no fabrication, deliberate distortions, or propaganda.

He cited the different assumptions held in French and English Canada about democracy and political life. The Anglo-American school concentrates on individual rights and civil liberties, but collective rights and responsibilities are part of a strong francophone tradition.

De Wilde's "no bias" claim was challenged by Sydney Margles of *Standard Broadcast News*. He said there was a definite bias in French-language treatment of the incident in which a car driven by premier Levesque struck and killed a man. Any mention that the premier was not wearing glasses as called for on his driver's licence was either omitted or played down in French-language reporting, he added.

Fred Evans of *CFGO* challenged the association's right to take a collective stand on any political issue, be it confederation or the re-election of the Ontario Tory government.

Another delegate rejected objectivity as impossible. "Only God can be objective." The best hope for a news man is to rely on subjectivity; an accurate report of what he sees and hears and avoidance of a "This happened" approach.

De Wilde said both academics and journalists are facing pressure toward partisanship. "The pressure on you guys will be much more intense in the future."

He called for more stories about underlying problems and less attention to politicians' escalating rhetoric.

Donegan said English-language news rooms should hire more francophones and French language operations should hire more anglophones to "culturally integrate" journalism in Quebec.

There was a general agreement that stories should be written on Margaret Trudeau's activities because of their effect on the prime minister, but that Canadian journalism lacked a tradition of personality reporting which made doing Margaret stories difficult.

"We don't have an acceptable form yet;

a Canadian gossip style book hasn't been written yet," said Fred Inglis of *CFGO Radio* (Ottawa).

Peter Desbarats, Ottawa bureau chief for *Global Television*, admitted, "We don't often tell the truth about our own activities." He recalled the prime minister's trip to South America "when we taped that little song Margaret sang on the plane.

"Well, no one reported the behaviour of the media on that plane, engineering her into singing that song . . . If you didn't understand the setting you really couldn't understand how that song got on the air." — Jennifer Hunter & Bill Hutchison.

## FREELANCERS: PULL PEEWACK CORD FOR HELP

TORONTO — Freelancers ineligible for membership in the Periodical Writers Association of Canada will be able to draw on the expertise and experience of its members through the association's newly formed umbilical cord committee.

When PWAC was founded last year, professionalism and membership qualifications were much discussed. A broad, flexible formula based on the quantity of writing done over a fixed period was adopted and is applied to the PWAC membership committee.

More than a hundred freelancers have joined the association. Inevitably, some applicants for membership have been turned down.

But, says umbilical cord committee chairman Eve Drobot, PWAC feels it has a responsibility to all freelancers whether they qualify for membership or not. "One of our goals is to break down the isolation of the freelance writer," she notes.

She says the umbilical cord committee has been formed "to meet the need of every member of the profession for support and information." The committee will refer non-member freelancers to PWAC members for information on fees, editing policies of various magazines, dealing with specific editors, and other questions.

Drobot says that, if there is enough interest in the service from beginning writers, PWAC will try to organize a workshop on freelancing later this year.

Freelancers are invited to seek the help of the umbilical cord committee through Drobot at 259A Broadview Avenue in Toronto (416-463-2843). — K.P.

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# JUSTICE HITS MARK WITH VERDICT ON MEDIA BUT HIS REFORM RECIPE NEEDS REHABILITATION

By JIM POLING

OTTAWA — Chief Justice Bora Laskin of the Supreme Court of Canada has found the news media guilty of "grave neglect" of his nine-man court.

He delivered the verdict April 20 in Toronto, where the media hierarchy was gathered for the annual dinner of The Canadian Press. It was a 3,800-word judgment in which little time was spent on diplomatic nicety.

Laskin dispensed immediately with the electronic media, saying radio and television are not "likely to provide anything but barren coverage" of the court. Broadcasts of court decisions often were without context and choice of coverage usually was "related to the sensational rather than to the rational."

"Well, time is short on radio and television; but space in newspapers appears to me, all too often, to be also at too much of a premium to be lavished on the Supreme Court when compared with the demands that apparently must be met of other newsmakers, for example, entertainers of various kinds and sports contestants."

The evidence shows that the chief justice rendered a sound verdict. Even the offenders cannot argue honestly that reporting of the country's final appeal court is not irregular, sometimes uninformed and occasionally downright inaccurate.

Of the approximately 200 journalists accredited to the parliamentary press gallery and who presumably cover national affairs, not one is assigned full-time to the court. *CP* and *The Globe and Mail* have been considering full-time Supreme Court staffers, but for years the only regular contact with the court has been a *CP* person who also covers another beat.

Highly questionable, however, are some of the thoughts leading to the verdict and the chief justice's ideas for rehabilitation. These indicate that the learned judge, considered one of the more brilliant persons to don legal robes, is less than well-informed about the role, needs and operation of the media.

He suggested that *CP*, and the press in general, should do a better job of

covering current judgments and provide reasonably regular assessments of the issues before the court. He wondered if the day ever will come when *CP*, or the leading newspapers, will put law-trained reporters on the Supreme Court beat.

Reporting of the court requires interpretative competence, he said. He placed it higher on the scale of importance than reporting of a fire, a murder or a cabinet shuffle.

"The exercise is far different from the reporting of mere facts . . ."

Perhaps so, but reporting of the "mere facts" still is largely what the news business is all about. The basic objective is to gather facts on a situation of interest, put them into concise and coherent form and deliver them to the population.

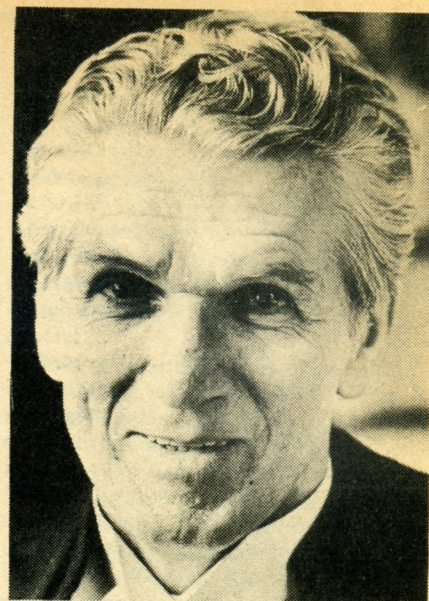
Certainly there should be analysis and interpretation. A news package without insights into what the facts mean and what effect they will have on the reader, listener or viewer is not full coverage.

Providing all this from the highly technical Supreme Court is indeed difficult and dangerous. But what the chief justice is suggesting is that only "law-trained reporters" can do the job properly.

Maybe. More likely than not they would become so bogged down in legal jargon and technicalities that they would become incoherent to the public they serve.

Also, it is a point for heavy debate whether general public reporting of the court should be turned over to lawyers: as politicians, they write the law; as barristers and judges, they interpret and administer it; as scholars, they report it to the legal journals; and as educators, they teach it.

Journalists have been through this



Bora Laskin

argument before, many times. Its illogical conclusion is that politicians would cover Parliament Hill, doctors would cover the annual medical conventions, PhDs would cover the school boards and clowns would cover the circuses.

What is required is regular Supreme Court coverage by competent, full-time journalists who will carve delicately into the yards of legal mumbo-jumbo, remove and deliver the "mere facts" and analysis of them to the general public.

There is no way that there ever will be more than one or two full-time reporters assigned to Supreme Court. That is the reason that it has been suggested to the chief justice than an information officer be hired to assist the reporters who pass by occasionally. He rejected the idea in his speech.

" . . . to have someone who would sum up the views of the court or who would interpret those decisions to the public is, in my view, out of the question. It would not comport with our conception of proper judicial behavior."

With respect, as they say over at the court, that is a gross misconception of the role of a public information officer. Not to mention the fact that many people think that judges are little too stuck on "proper judicial behavior."

The job of such a person would not be to interpret the court or its members. He or she would guide reporters to cases of interest, provide background, explain points that are obvious to someone working full-time in a legal setting, and steer reporters to persons able and willing to give analysis and interpretation.

Considering that judges are aloof and isolated from life's little dirties, the information officer would have no favors



to gain and nothing to lose from the court. It would be a true public information post, unsoiled by the politics that usually go with such positions.

What we are talking about here is accurate, honest and down-to-earth communication. And, again with respect, the legal profession has shown time after time that it is far removed from the common folk.

The chief justice's speech provides an excellent example of the difference between common and legal communication.

A good lawyer, hired to check the speech, would have pencilled in ambiguity and caution, probably adding another thousand words. A good journalist would have cut it by at least one-half without twisting context or losing important points.

It all boils down to a verdict that is correct, but the guilty parties will have to plan their own rehabilitation.

*Jim Poling covers Indian and northern affairs and the Supreme Court for CP.*

## Squirmers

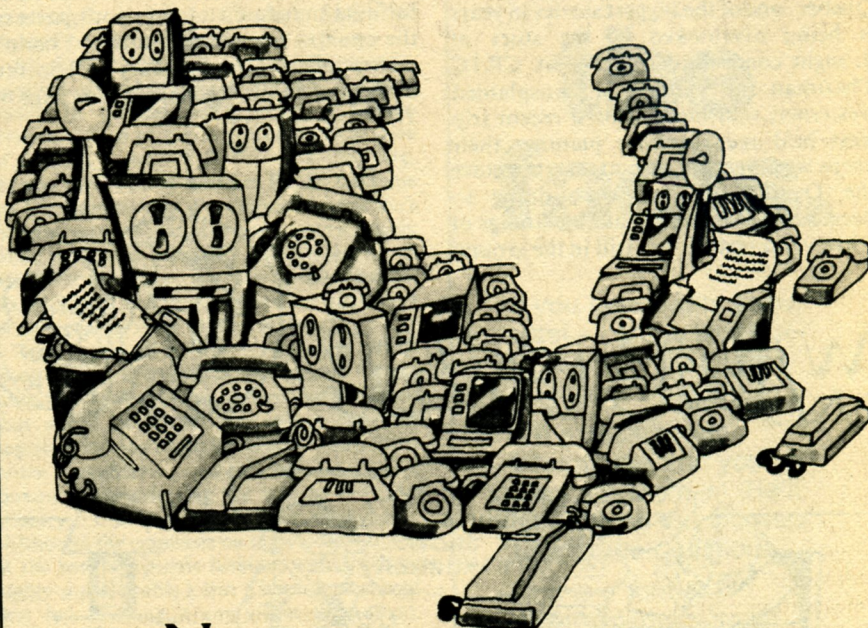
"Nixon defends power 'abusal' " won't bring *The Toronto Sun* (May 16, 1977) any awards for verbal inventiveness. Richard Nixon engaged in an *abuse* of his power, not an *abusal* of it. A non-word and non-starter if ever we saw one. The hed writer responsible, however, should get an honourable mention for buck-passing. By placing *abusal* in quotation marks, he or she implied that someone else had used it first. In fact, the offending term appeared nowhere in the accompanying story, in quotes or out.

\* \* \*

A CP wire story out of Montreal, dated 23-04-77, read in part as follows: "... the limits on press freedom are different in Canada than in the United States." Now, as every school child used to know, it's *different from*, not *different than*. The passage should have read: "... the limits on press freedom in Canada are different from those in the United States." And in the lede, too.

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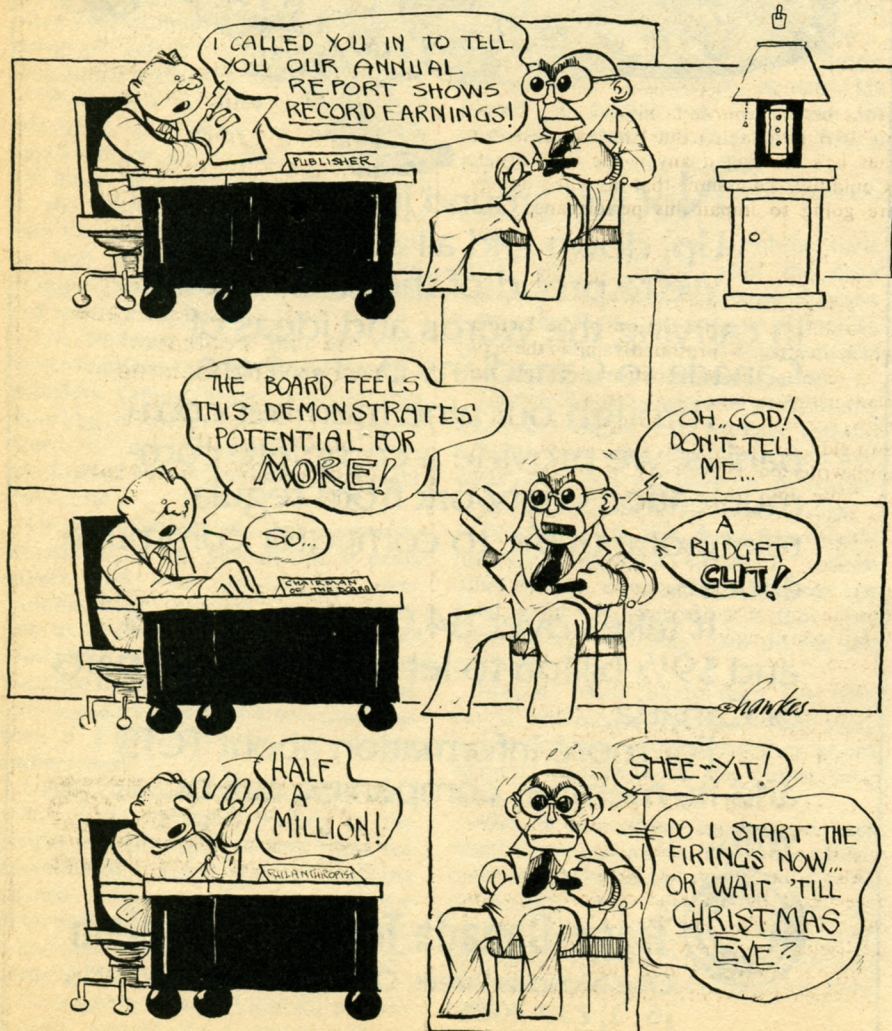
# Column by Morris Wolfe

The central Canadian bias of the media has been showing even more than usual these past few weeks. While we central Canadians continue to be obsessed with Quebec, one of the biggest stories in years is being overlooked — the story of drought conditions in the West. CRTC Chairman Harry Boyle, a transplanted westerner, told me that on a recent trip west he'd seen farmers planting their crops weeks earlier than at any time since the Depression; they were doing so because they wanted to take advantage of whatever moisture was still in the ground

after an almost snow-free winter. Boyle said that his western friends, men like James Gray, saw the CBC's failure to report the story as typical of its failure to fulfil its mandate to tell various parts of the country about one another. I hadn't seen a mention of the story in Toronto until May 3 — on the second last page of *The Toronto Sun*.

\*\*\*

## WILF FILLER



**Length, Breadth and Hite Department:** The editorial content of *Elite*, "The Canadian Entertainment Magazine for Men" (\$15/12 issues, 606 Avenue Road, Toronto), continues to be about as sophisticated as its advertising. The May issue contains a full-page ad for a "new" technique of penis enlargement. Men who use Dr. Brian Richards' technique, we're told, have increased the length of their penises by an average of 17% and their breadth by an average of 16%. "However irrational it might appear, every man would like to have a large penis," says the ad, if for no other reason than that's what "the vast majority of women" prefer. Brian Richards and his associates obviously haven't read (or are choosing to ignore) *The Hite Report* by American writer Shere Hite, which suggests that not only is the penis length irrelevant to a woman's sexual satisfaction, but the penis itself may be irrelevant. According to Hite, 70% of women are unable to achieve orgasm through penile penetration.

\*\*\*

The 1975 Michener Award for public service through journalism went to writer George Hutchison and photographer Dick Wallace of *The London Free Press* for their excellent investigative reporting of mercury pollution in Ontario. Now they've turned part of that story into a fine angry-making little book (*Grassy Narrows*, Van Nostrand, \$8.95). Grassy Narrows is an impoverished Ojibway community in Northern Ontario and mercury has proved to be just one more additive in the lives of an already oppressed people. As Hutchison puts it, "While mercury cannot as yet be diagnosed directly as the cause of any deaths, it has clearly worsened a dreadful situation and contributed to alcoholism and outbreaks of violence." The best journalistic book I've seen in some time. My only complaint is that the photographs are a bit dark in reproduction.

\*\*\*

With this issue of *Content* I reluctantly bring this column to a close. The pressure of my other work is such that I've simply got to do some cutting back. I'm grateful to Barrie Zwicker for having allowed me to sound off (including sounding off about *Content* itself) over the past year and a half or so. — Morris Wolfe.



# Letters

## LEE LESTER OPENED A CAN OF COMMENTS

*THE PROBLEM: Mass media which seem to think the prime minister's family life deserves more attention than his government's economic policies.*

*Talk shows which trivialize important issues. Articles and television reports which concentrate on personalities rather than policies. A general lack of intelligent analysis of what's happening in Canada.*

*That's the problem.*

Those are the opening paragraphs of a promotional brochure soon to be released by Toronto's *This Magazine*. (I know because I wrote them.) But they're also a good start for an explanation of why Lee Lester's conception of journalists' proper function ("The Media Missed Margaret" *Content*, May 1977) is wrong, wrong, wrong.

We don't, when talking about "the media", consider that term as seriously as we should. In any society or social group too large for effective and universal one-to-one communication, there are media of one sort or another — stone tablets, wall posters, telescreens. They are, exactly as their name implies, in the middle, between communicator and audience.

Of course, the style used by the communicator (what he/she includes and leaves out; the ordering and organization of material) determines, to some extent, the way the recipient of the message looks at whatever portion of the world is under discussion. The more your total perceptions of the world are based on information conveyed through such media, the more important the media and their messages become as determinants of your views, your way of looking at the world.

In Canada, unless we happen to be one of a very few insiders, almost all our perceptions of the political world are either personal and subjective (the price of gas is going up; the premier's speech was inspiring) or "mediated" by newspapers, radio, television and so on. And the style in which information is conveyed in those media — that is, what the reporter or producer considers important — is therefore a critical element of the message. This is the practical and incontrovertible truth of McLuhan's famous dictum.

Not only do we know only what we read in the papers, we only know it in the way newspapers tell it.

Now, a style of journalism which considers "people in the news" important because they're rich/famous/beautiful/bizarre reinforces the entire Hollywood syndrome which is almost universally characteristic of television and film, those most powerful of mass media. That syndrome, in a nutshell, consists of viewing all the world's problems as created by evil, misguided or troubled individuals, and soluble by purer/stronger/more beautiful (ideally all three) individuals.

The extension of the Hollywood approach to news reportage means that political problems are reducible either to acts of God or to the misdeeds of evil individuals or SPECTRE, and what we really need is "good leadership" — that is, Charlie's Angels or James Bond to come along and save us.

All right, so let's get back to the specific question, that of Margaret Trudeau. The news media in general suffer from a fanatic overestimation of the importance of the lives of the rich — witness the Eaton kidnapping, witness the Demeter murder. But let's assume for the moment that it's not just because she's rich and famous that Margaret is news. Surely when the prime minister's wife carries on as Margaret has done, one can assume that his stability is in danger, therefore the country is in danger, therefore all this is news?

This is the Hollywood syndrome at its finest. The only motives and causes we are supposed to be able to understand are those that would fit comfortably into a one-hour segment, leaving room for commercials. If the prime minister's marital troubles were demonstrably affecting the way he runs the country, that would, indeed, be news. (Although the emphasis on individual leaders, in the best late-movie fashion, would still be highly questionable.) But I haven't observed that he's running it any worse than usual. (Could he?) To assume that his wife's doings are going to impair his performance, and therefore to make them news, is pure soap opera. Political life as "Police Story".

The crunch in all this comes when the prevailing style of journalism makes it almost impossible to analyze seriously the factors which *do* affect — profoundly and in the very long term — the way political decisions are made in this country. This is precisely what has happened in Canada's mass media. Analysis is unwieldy, complicated, and demanding — for both writer and audience. Far better and easier to lapse into the comfortable clichés, to assume the political actors act from motives as simple (and simplistic) as those of the prime-time protagonist. And easier, still, to lapse as Lester does into the classic justification that this kind of rubbish is what the public wants.

For when much of the public's view of a section of the universe is — must be, given the size and structure of our society — based on the depressingly uniform informational style and content of a set of mass media, it may well be what the public wants, in one sense. But if the public wants it, it could be very well be because that kind of journalism is all it's been given. (I apologize to the few exceptions to this rule; they know who they are.)

Also, the simplistic ways of thinking engendered by this kind of world-view are easy. They eliminate the need for a lot of intellectual work. And most of us, however noble our motives, tend to avoid work of any sort when a convenient and attractive way of

(To page 21)

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the right place for an all-news operation. I feel FM is a vehicle for music." What does he think of *CKO*? Waters, not an ungenerous man, will only say "It's interesting."

Doug Trowell is more intrigued. "Eleven licences! That's a profound and exciting thing to have in your hand." And if *CKO* succeeds, "it opens the possibility of competition. But if they have to fold it, what does it do to the successors? There'll be a lot of difficulty selling disenchanting advertisers."

Trowell says when he first began to examine all-news he looked into networking and decided it was not feasible: too expensive to run and too difficult to sell. Line costs, he says, drawing on his experience with *News Radio*, are so high that the material for all-news would cost more to move than to assemble. Trowell also hears from Shoreacres's national radio sales house, Stephens and Towndrow Ltd. They tell him that national advertising, what he calls "the soup-bone business" that keeps a network going, is tricky in Canada where advertisers face varying problems in different markets. When it comes to all-news, Trowell concludes, "We have a very clear idea of what it takes." He knows and admires Grafstein and Switzer: "dynamic, brilliant people. I'm enormously impressed by them. Maybe they don't believe they'll have these problems. I don't know what their sources of information are. But we probably know this field better than anyone else in the country."

**G**rafstein, equally cordial, doesn't agree with Trowell's commercial arguments at all. Ruskin anticipates no trouble meeting his line costs, which he estimates at \$100,000 a year (someone had told him it would be a million.) Both men agree with Trowell on another point: senior editorial staff will be hard to find. But Ruskin is confident he'll have 50 journalists in place, running the three stations and the five or six other bureaus he plans to open this summer in Vancouver, Edmonton, Calgary, Montreal, Quebec City and perhaps Halifax. "I've checked our salary ranges all over the place and I think they're competitive," adds Ruskin. Are they competitive with Toronto Newspaper Guild rates, for instance — \$400 for a reporter with five years' experience? "Yes, if we get a fellow who's had considerable experience, we'd look at dollars like that."

Mainly, they're looking for young people. "We hope this will be a great opportunity for them," says Grafstein. "When we crossed the country, going

from hearing to hearing, I knew there was lots of talent out there." He believes many people would like to be able to be a part of a national organization without having to leave their part of Canada.

With less than eight weeks to the on-air deadline, *CKO* finally ended its long search for a national news director. Don Foley, a bilingual Montrealer with twenty years' experience as a reporter and editor, was hired away from the *Montreal Gazette* where he was city editor. He had held the same job at *The Montreal Star*. He has no broadcasting background, but he believes "all-news represents a daily newspaper format in an hourly period. You offer your listeners a fifty- or eighty-page newspaper within sixty minutes. I think it's the ideal format for today's society, when they haven't got time to sit down and analyze the contents of big newspapers the way they should be done." On the first of June, Foley was to move back to Ottawa (where he was once Executive Assistant to Jean-Pierre Goyer) and begin going through a hundred and fifty waiting job applications. He anticipates no difficulty finding staff. There's no salary scale, he says. "The attitude I've taken is that I'm deciding on individual applications. Whoever is hired will be compensated according to his background and our needs, depending on where they will be situated and what will be expected of them." Foley sees no fundamental change in his work. "My background has been to inform people and I'm going to be doing the same thing except with a different vehicle."

The vehicle is being designed by an expert, Frank Goerg. He's an American with extensive experience in setting up all-news stations and getting them on-air. Ruskin says he imported Goerg in

February on a one-year contract because he was unable to get any Canadians with all-news experience of that kind. The intention is that *CKO*'s continuing staff will be all-Canadian.

**B**efore falling back on the senior service, as electronic journalism so often does, *CKO* had spent about a year searching the ranks of Canadian broadcasting for a national news director after Brian Nowlan departed. Nowlan, a widely-experienced journalist who has made a name for himself as an independent television documentary producer, says he had several projects in the planning when Ruskin et al. invited him to take their top editorial job. He agreed to consider it, and actually appeared before the CRTC as "news director." But he also told Ruskin he might have to go with whatever project fell into place first, and that's what happened. He found backing for his "Global News" venture (unconnected with Global Television) before the CRTC approved the new network. Nowlan says it was a tough decision to drop *CKO*, a project he's still "really excited about."

Mike Duffy is another man who turned down the chance to become the network's top journalist because the job, he said, was "so goddam big I could see I'd have no personal life for a long time." He remains a reporter with *CBC-Radio's* parliamentary bureau, but he finds all-news "a very exciting concept, great for the industry. I hope they make a million bucks." Duffy says money wasn't a factor in his decision. As the proposition was presented to him, he says, he could have written his own salary. "You were given a budget. If you could hire the people you needed to do the job and still pay yourself a hundred thousand a year, they were quite happy. Of course, if it didn't work, you wouldn't be making the hundred grand for long. But money was never a problem."

Such open-ended offers didn't seem to be in the air this spring. In fact, Ruskin admits that some people's big-money expectations are part of the problem. "We're not in a position to double anyone's salary," he says.

A quality *CKO* seeks in every prospective staffer is flexibility. "David keeps making the point," says Grafstein, "because everybody comes to this type of radio with certain biases built on experience." He comes back to the difficulty he has explaining all-news to anyone who hasn't heard it: it's different in a way that's hard to deal with in the abstract. He's listened to a dozen such



David Ruskin

Reprinted from Marketing



stations in the U.S. and in England, "and it's really different."

**C**anada has had only one attempt at an all-news station, (*CKVN*, Vancouver) and it didn't succeed. The *CKO* people have had to draw on foreign experience and hope it will apply here. In the case of audience demographics, it may not. The spoiler is the *CBC*, with its heavy emphasis on local news and information programming, morning, noon and late afternoon, followed by network news and information.

"When Canada is in trouble, Canada turns to the *CBC*," says Ron Haggart, senior producer of *The Fifth Estate* on *CBC* television. He's referring not to his own show but to the radio network, which he believes has been a factor in the tardy arrival of all-news in Canada. "The kind of demographics which all-news radio can claim, which is probably a little upscale, is obviously the *CBC* radio audience. You have *The World at Eight* and *The World at Six*, probably as good as any radio news in the world. And *Frum*, which I think simply has to be the best use of radio for journalism. That's pretty stiff competition. Ruskin and Grafstein play down the inevitable competition with the *CBC*, but the corporation is either present or implied in much of their discussion. It may be the reason why they'll aim for a broader blue-collar audience than all-news tends to draw elsewhere. "The news has to be more meaningful to more people," says Grafstein, "and that means very much a man-in-the-street approach, as opposed to a man in an Oldsmobile driving down University Avenue." In Ruskin's terms: "We're more people-oriented than issue-oriented. The *CBC*'s primarily, in their news, issue-oriented. In some of their programs that they do extremely well, like *As It Happens*, they're more people-orientated and we're going to try to combine that approach. The history of all-news is that it naturally gravitates to those who are older, more affluent; but if we don't reach the other part of the audience we won't be a success." Adds Grafstein: "We won't be an alternative."

The promise to be an alternative was echoed in the CRTC approval, and is not to be taken lightly. But *CKO* didn't just promise to offer a new national voice; it also said it would provide a change from what it called the excessively local preoccupations of both existing private radio and the *CBC*. In a way it sounds like a death-wish, a promise to shun the key to prosperity, if you accept conventional broadcasting wisdom. "All-news is best when it's locally-oriented," believes Doug Trowell. "If you're going

#### the staffers

It's different for staffers, for audience and for advertisers. Ruskin's background is in *CBC* current affairs as well as in private television management. He sees the distinction between news and current affairs as an artificial one, designed to separate two *CBC* departments. He'll expect his staff to deliver both kinds of material at once, developing stories and conducting interviews in such a way that they can be used in a variety of positions in the format and still sound fresh. An interview, for instance, would begin with short, sharp, tightly-focussed questions and answers to provide a minute or two of hard news off the top, then follow with longer and more probing exchanges for use as feature and background material. The interviewer might also file a report, engage in a live ad-lib exchange with the anchorman, and provide the desk with other contacts for a follow-up phone-out interview. All-news radio has time for that variety of material; for what Ruskin calls "a better use of people." It may mean more work per story than the average radio reporter expects, but it may also be more satisfying work than plumbing people for profundities and complexities and disasters, all in 30-second clips. The bankruptcy of that approach was revealingly demonstrated in Robin Spry's film, *Action*, about the October, 1970 crisis in Quebec. A radio reporter asked Rene Levesque to comment on the death of Pierre Laporte, a former colleague. He thrust a microphone at the PQ leader and said "Gimme forty seconds." Levesque was astounded and appalled. At length he collected himself and, surprisingly, gave the reporter what he wanted — although the man had long since been shamed into dropping his time limit.

#### the audience

The job of the all-news staffer may be easier in another sense because of the way people respond to that kind of radio. Jerry Grafstein says he's seen it happen elsewhere: "You may be able to get officials, for instance, a lot more quickly just because they know you're there, and they're going to get on-air." When Harry Brown's award-winning *Metro Morning* show became established in Toronto, broadcasting news and information locally from six to nine in the morning. Brown was able to get the provincial premier on the phone, Grafstein remembers. He sums up: "The system tends to draw a type of story and a type of coverage and a type of actuality that you don't normally get from a local radio news operation. And we'll have a double advantage, being national."

#### the advertisers

Ruskin says the first all-news station was not *WINS* in New York, but an outlet in Tijuana, Mexico, beaming into Los Angeles.

They taped their news in 15-minute segments and repeated it. The result was that listeners tuned in and out even faster than usual. The station, says Ruskin, had the lowest quarter-hour ratings in Los Angeles (fewest listeners at a given time) but in cumulative audience, it was number one. *CKO* has to convince advertisers that cumulative ratings are more important for all-news. Other factors: the audience is relatively conservative and affluent, and listens more attentively. The latter point presented Grafstein with an exquisite dilemma during the hearings, when the CRTC was inquiring into the financial prospects of the network. "Won't the format lend extra credence to commercials?" asked a commissioner. "Yes," Grafstein wanted to say, "that's the point

to be listened to you'd better be local."

Ruskin's answer: "A person in London, Ontario, has to feel that he's hearing all-news, *London*. The fact that a portion of it comes from another source is irrelevant as long as he feels it's coming from London somehow. That's our goal." It sounds a little devious; in fact it's probably no more so than the present widespread use of syndicated reports in local newscasts. It means that national feeds and local time slots will not be identified as such. The national material fed from Ottawa will be introduced only by some such phrase as "This hour's top stories." Ruskin is counting on local references (such as weather and traffic) before and afterward to maintain the hometown flavour. In addition there'll be the time periods devoted to local stories — up to 35% of programming in some cities — and the fact that one or two of those stories may turn up in the national

feed. Says Ruskin, "Even the way you cover a story is different." An example: unemployment. Normally you get *Stats Can*, lots of numbers, reactions from opposition parties in Ottawa and from big labour, says Grafstein. "Our approach to that same story is 'Look, if you're out of work in Vancouver and you're a steamfitter, there's a good chance that you might be able to get a job in northern Alberta.' You'll put that in the context of the unemployment figures. You take the national story and you localize it in a real sense." He doesn't accept the contention that the *CBC* is already doing the same kind of thing. *CKO* will be different, he says, because it will be able to provide immediate coverage and continuing updates. It will avoid the recap, shun the daily summary. It will concentrate on what's happening *right now*.

Regional access will also help to make



*CKO* different. Grafstein is confident of that, because there's a built-in discipline. "The nature of things is to centralize. But the counterweight is the fact that if the station in Vancouver doesn't give that type of balanced format that's of use to guys in Vancouver, we're gonna get bombed in Vancouver."

Is that really what Vancouver is waiting for? A new kind of national information source? Doug Trowell is skeptical. "They say it. The commissioners say it. I don't know that the country says it. It's a political idea and you and I know that political ideas can be off the mark."

So can the business ventures of experienced broadcasters. Last September Robert Mountry, vice-president and general manager of *NBC Radio's News and Information Service (NIS)* was saying there was an absolute need for his all-news network; that it would be in the black in 1977. Six weeks later *NBC* announced that *NIS* would fold in 1977. Mountry's boss, Jack Thayer, was quoted as stating: "The unavoidable conclusion is that there is no long-term future for *NIS* as a national service." The U.S. trade magazine, *Broadcasting* (the source of the quotation), estimated losses at more than \$10-million.

If that worries the *CKO* men, it doesn't show. "In a way we really anticipated the problems of *NIS*," claims Grafstein. His briefs to the CRTC emphasized the absolute necessity of a network of owned and operated stations rather than independent affiliates. *NBC* had depended on what it called "subscribers" to carry *NIS* to the audience. These affiliated stations paid up to \$15,000 a month, plus four commercial minutes, and had to carry the network for at least half of each hour. The service failed to attract even half the number of stations *NBC* had expected. Audience at the end of last year was less than a third of the projected figure.

*CKO* obviously avoids the affiliate problem, at least initially. If they eventually deal with some affiliates, they won't depend on them. It's more difficult to gauge the implications of the *NIS* failure in terms of audience. *Broadcasting* said the most successful *NIS* affiliates were those with strong local news operations. *CKO* plans to have its greatest staff concentration in Ottawa.

Local information programming has been successful for *CBC Radio's* owned and operated stations, according to the deputy managing editor of *CBC Radio News*, Bill Donovan. "We have been

doing it in our local morning shows for a number of years. We don't refer to it as all-news, we refer to it as information programming. We do include some music, not a lot. It has been successful in terms of whatever yardsticks you can use. The journalistic level is pretty good in most places and excellent in some locations. How else do you measure these things? Audience? That's one measurement. The audience has increased." So is Trowell's emphasis on local content correct? Says Donovan, "Our audience depends on us, it seems to me, for the best in national and international coverage, and also for a full range of local news and information. I think most broadcasters, particularly in the private sector, would argue that it's the local contact which makes or breaks the station. Our experience is that local contact, particularly in the six-to-nine period in the morning, has demonstrated that more people will come to us for a total service if that service includes heavy coverage of the local scene."

Jerry Grafstein's Toronto brief stated: "Today, when you turn on *CBC Radio*, the overwhelming portion of its prime time is dedicated to local news and information — even in markets where local news services and information are already abundant." Donovan takes the criticism as "a certain amount of rhetoric and PR. It isn't true, quite obviously, if you examine the [CBC] system. All those local periods have threaded through them national newscasts, and in our belief they're the *only* national newscasts that are now available or will be even after our friendly competitors come on the air — national in the *geographic* sense. Who else has a reporter in Inuvik? When Dome Petroleum has trouble with its drilling, Larry Sanders is up there with his little Sony on his shoulder, and I think Larry would welcome some competition if anybody wants to get into the *truly* national news business."

Nor does Donovan accept the contention in Grafstein's brief that "the national news broadcasts of the *CBC* . . . rely heavily on *Canadian Press*." He agrees that "*BN* and *CP* are the dominant force in both print and broadcast journalism in the private sector. It's plain ordinary *not true* of the *CBC*. The *CBC* uses *Canadian Press* in a very different way from the private stations, all but a very few of them. It's essentially a backup service for us. Our primary source, if you want to listen to *The World at Eight* or *The World at Six*, is our own staff reporters. Our secondary source is our own freelance people. The tertiary sources are the wire services, and that includes *Reuter* and *UPI* as well as *Canadian Press*. So the thesis, as far as it

applies to the *CBC*, is not accurate."

However, much of what Donovan has to say tends to support the arguments of *CKO*: that the listeners want strong national coverage along with local content, and that a major source of national news is local coverage across the country. Donovan is sure the new network will succeed in its ambition to be different: "God knows there are a million ways to do this business. They will *have* to be different from *CBC Radio*. They're talking about news of the major cities for the major cities, from what I understand. Our objective is to be able to cover the entire country, geographically. We welcome the competition, because if they do it well we hope we'll be able to do it better."

*CKO* will be the first national news service to be centered in Ottawa since the *CTV* National News was produced there by *CJOH*. Tom Gould, *CTV's* former vice-president for news, says the reasons for pulling the operation out of Ottawa had to do with problems peculiar to television. "It was a question of microwave lines coming up from border stations for network feeds, a question in those days of how many flights there were in and out of Ottawa for shipments of film; it was labs; it was all those things that are more prevalent here (in Toronto) than they were there. But Ottawa is obviously the single biggest news source in Canada."

Says Bill Donovan, "I would worry about a concentration on political and institutional news. Ottawa is a great seducer of journalists in that there's just so much information rattling around and it's so readily available that it can tend to dominate your thinking." (There's an ironic resonance here. Ruskin accuses *CBC* news of taking an official, statistical approach.) Donovan continues: "Being based in Toronto has its own pitfalls in that it doesn't tend to make you terribly popular in the west, sometimes. There's no perfect place to be centered because of the perception of your colleagues that the centre of operation dominates the information flow. That may or may not be true."

Grafstein, who knows Ottawa from the inside, admits that the capital "tends to have a certain type of orientation to its news, and people will tell us that Montreal and Toronto and maybe Vancouver are really the news centres. But maybe that's one of the reasons why Ottawa is a *better* place. You get the national feel and on top of that they become a much better arbitrator of what the top stories should be." Don Foley in Ottawa will be the man the *CKO* staffers



will have to sell their stories to, but they'll have the support (or hindrance) of the bureau chiefs across the country. Each day there'll be a conference call down the line, bringing all of the network's top editors together to work out strategy and assignments. "That very discussion between them and Ottawa will be different in essence from what you have today," says Grafstein. "It won't be necessarily collegial in the sense that everybody votes, but in fact four or five guys say 'That's a great story,' the guy in Ottawa has his instant little referendum and says 'I guess that's what we go with.' He's got an instant check on his judgment. As opposed to walking down to an assistant editor, he'll have an electronic editorial board, able to respond more quickly. It won't be a debate. Those judgments are made instantaneously." It may be difficult to maintain that kind of system, Grafstein continues, but it's a commitment they made to the CRTC. "If you want to have a package that's integrated so that the news sounds like it's from Vancouver then the guy from Vancouver has to have a voice in that process."

**W**hat will Ruskin, Grafstein and Switzer, none of them journalists, be like as publishers? "Their content, if they get what they want, will be zingy and slangy — that refers to concept and content, not so much to the language," predicts Ron Haggart, who knows the three from his days as producer of *The City Show* at *CITY-TV*. Haggart spent three years at the station. Grafstein was a founder and is still a director of *CITY*, and Switzer spent a lot of time there because his wife Phyllis was also a founding director. Ruskin arrived early in the life of the station, Haggart remembers, and was for a time the *de facto* station manager, "although they didn't call him that." Then Haggart hired him as director of *The City Show*, where he showed a good instinct for finding colourful and entertaining guests.

"Conceptually, as a person working on the edges of journalism, he has a good populist point of view. I think he understands the common man's view of the world. Grafstein is quite the opposite. He operates in the upper stratosphere of convoluted Liberal politics. He was an executive assistant (to John Turner) in Ottawa and he lives in a world of the Liberal mandarins and the ex-mandarins who form a very particular class in this country. I think that he has a conceptual mind about politics that is really quite highly developed. He understands how issues are perceived by people. He can perceive public affairs in theory and then

## CP News Picture of the Month



**Photographer:** Boris Spremo.

**Newspaper:** *The Toronto Star*.

**Situation:** Margaret Trudeau and her children were visiting with an aunt in Winchester, Mass. on April 13 when Spremo caught the Prime Minister's wife stepping over a three-foot-high fence with trays of food, en route to an outdoor meal.

**Technical Data:** Nikon, 300-mm lens, f5.6 at 500th of a second.

**Award:** Canadian Press "News Picture of the Month," April 1977.

**Congratulations:** This space is contributed regularly in recognition of excellence in photo-journalism by The Canadian Life Insurance Association, representing the life insurance companies of Canada.



Target on-air date	City	Call letters	Frequency	Power (in watts)
July 1, 1977	Ottawa	CKO-FM 1	106.9	100,000
	Toronto	CKO-FM 2	99.1	100,000 <sup>1</sup>
July-August, 1977	London	CKO-FM 3	97.5	50,000
September, 1977	Montreal <sup>2</sup>	unknown	1470 (AM)	50,000 <sup>3</sup>
Fall, 1977	Calgary		103.1	100,000
	Edmonton		105.9	100,000
	Vancouver		96.1	100,000
Spring, 1978	Winnipeg		99.1	100,000
	Regina		94.5	100,000
1978	Halifax		103.5	100,000
	Saint John		99.7	100,000
	St. John's		101.9	100,000

1. Directional

2. If purchase by CKO is approved by CRTC

3. If approved

apply it as practical knowledge."

Haggart sees a useful balance in the contrasting political views of the three partners — views that he says produce a paradox but not a conflict. "I can't think of a more apolitical man than Ruskin. He's clearly just not interested in politics as issues. Switzer has very strong political views." Where do they fit into the spectrum? "I think he's a bit to the right of Genghis Khan, but in a very charming and amusing way. He's the kind of person who believes in the absolute minimum amount of involvement of the state in the lives of its citizens. Grafstein is a member of the Liberal Party, which is our leading exponent of involvement of the state in the lives of its citizens. But they've all worked with each other for a long time. They know each other very well. Their political views are probably a good mix. I would hate to see any organization run by people who are all the same, especially a news organization."

Ken Cavanagh, host of *The City Show* under Haggart, remembers Ruskin as the man who brought "pizzazz" to the production. "A good showman," adds Cavanagh, but he associates him with a "cheapening" of *The City Show* after Haggart left in 1975 for *The Fifth Estate*. "People were surprised when I suggested

Ruskin" originally, admits Haggart, but "there were no conflicts of any importance whatever."

**T**he term "hatchet-man" crops up regularly when Ruskin's name is mentioned among broadcasters. Tom Gould sees that as a positive, rather than a sinister attribute. "David was the man who had to do the axe-job at *CJOH* in Ottawa when they got into great flaming financial problems. No one likes to do that but it had to be done. It was that or collapse. I think he'll now avoid the mistakes people have made over the years in broadcasting, being too ambitious. I think over-optimism has destroyed more companies — look at *Global*. Al Bruner built a dream. Go talk to Murray Chermov (CTV's president) about the opening days of *CFTO* (Toronto) when he had to let so many people go that it's still an emotional scar on the man. That gives anyone a real sense of necessary caution. I think that having gone through that will make him (Ruskin) a much more sensible broadcast manager. He's very unprepossessing, willing to listen. Those are very rare attributes in that heady world."

Will the big shakeout, what Gould

calls "a disease of the industry," be inevitable at *CKO*? Ruskin is cautious: "I'm sure we'll have some kind of turnover as every operation does in the first couple of years. I suspect that a year from now we'll have a different sound on the air and some different people."

Changes may not hurt all-news radio as much as they could damage traditional broadcasting, because it's not personality-based. "There are no stars in all-news" says Ruskin. That should help him in his campaign to keep down his costs. Tom Gould, who hired Lloyd Robertson away from *CBC*, knows about salaries in broadcasting and he says they're highest in private radio, where individual pulling power is equated directly with dollars. "People are appalled at salaries in television," adds Gould. "Let them ask Jock Webster what he makes, or Pat Burns. Ten years ago he was making \$85,000." He agrees that Ruskin won't need stars. "They're of no use to him. All people want to know on all-news radio is what's going on."

The big names on *CKO* are more likely to be freelances, and Gould could turn out to be one of them. "We've had discussions," he says, without elaboration. Ruskin expects that all the network's comment and news analyses will be supplied by freelances. "The difference between freelance and staff is a marginal difference to us. It often just means that somebody doesn't want to devote twenty-four hours of their time to our organization, or we maybe can't support them on a full-time basis."

Although Ruskin is concerned about operating costs, capitalization (\$4 million) is assured. "The major underwriter is Agra Industries," adds Grafstein. "They've undertaken to pick up fifty per cent of the funding and they will in effect underwrite the balance, so if we didn't get other investors, they would be good for it. But we'd still like to be able to get the others and we'll announce them as we go along. We've got the commitments, but not finalized. We'd like a regional spread and also a talent spread that can add some depth."

**G**rafstein speaks in similar dimensional terms about staffing, but that will take longer to reach the full complement than the partners had planned. Hardware will have to come first in order to get the twelve stations on the air within the CRTC's three-year limit. "A place like Regina will have to run as an automatic repeater for quite a while, and that can be done at minimum cost because there's no staffing," adds Switzer. "The Maritimes could be centralized out of one operating centre



for several years until they become individually viable." The centre could be in Halifax, "then Saint John and St. John's are automatic repeaters with some young fellow locally just to put the time and the weather into it. From a public service point of view it's better than no all-news station at all. It does give those people access to regional and national viewpoints they wouldn't otherwise get."

In medium markets, things might happen a bit faster. Edmonton is Ruskin's example. "We'd probably start with our local input in the morning and afternoon drive-times, but from — say — ten to three and seven to midnight they may plug directly into the network. Now, maybe by year two we've expanded that staff, depending on our results there."

"Part of the problem is that it's FM," acknowledges Switzer. "AM in small centres would bring viability very much sooner. There's a kind of critical mass in FM. As long as there's only one or two stations nobody bothers (buying receivers.) So until there are more FM radios around in these smaller places we have no choice. We've got to keep the costs low to provide any service at all."

When Ted Rogers opened *CHJI-FM* in Toronto in the days when the city had few sets that could receive the station, his remedy was to hand out radios to the public. Doug Trowell had thought of trying a similar campaign, had his bid been successful, to boost FM installations in cars. "The appetite for news is strongest in the peak periods, morning and evening, when people are in their cars," he says, "but there aren't that many FM auto radios."

**S**witzer remembers Rogers' giveaway but he doesn't think anything similar is necessary now. "In the States, total listening on FM will probably surpass AM within a year. Canada's two or three years behind that. What we have to do is start campaigning for an all-channel law, so that all radios sold have to tune AM and FM."

Switzer also campaigns for changes in the policies governing electronic common carriers. "There's no competition in the communications (transmission) business in Canada," he complains. "We're paying twice what I think we should be paying. In the States, because the satellite companies are competitive, both with each other and with Bell, the broadcasting industry is currently benefiting with significant rate reductions for networking."

Apart from such campaigns, Switzer's involvement in *CKO* is, as he would have it, "architectural." He's a physicist who began his career in petroleum ex-

ploration. In 1954 he happened to read a magazine article about cable television, and, threatened with a transfer to some tropical jungle, seized on cable as a business opportunity that could keep him closer to home (he's from Calgary.) That year he organized and built the first cable operation on the prairies, he says. In 1967 he moved to Toronto as chief engineer of Maclean-Hunter's new cable operation. After a few years he set up Switzer Engineering of Mississauga, in which he and Maclean-Hunter are partners. (They approved of his competitive bid against their man Trowell, and now they have the minor consolation of a share in the engineering work for the new network.)

Switzer was a moving force behind *CITY-TV*. He says the network idea occurred to him and to Grafstein independently, prompted by the CRTC's FM policy. (Tom Gould says the FM regulations suggested networking to him, too, "but like most newsmen I did nothing about it." Perhaps Gould's observation explains the absence of journalists from the *CKO* partnership.)

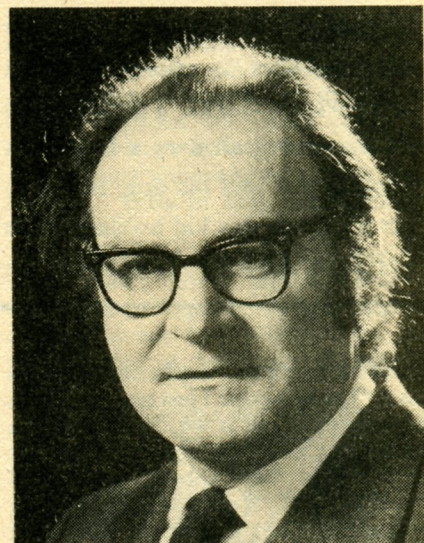
Switzer likes to turn his ideas into substance, whether he has time for new projects or not. In the case of *CITY*, as he explains it, it was his wife who had leisure to see it through. Then, "I had the idea one day that we ought to do a national all-news radio network and I told Phyllis, and she said 'Gee, that's funny, Jerry was telling me that just the other day. Why don't you guys get together?' So we did. Since we're both in full-time professional practise on our own, and Ruskin seemed interested, we got him to do the full-time work. I'm concerned with the architecture, the technological skeleton on which it's built. They have to flesh it out with journalistic substance. I'm interested in the eventual evolution of this into the electronic newspaper, some little device in your home that enables you to read your paper on a TV screen. It's Grafstein who's interested in news. That's his personal nature. He's always wanted to be a publisher."

**G**rafstein grew up in London, Ontario, "and believed until I was eighteen years old that nothing was true until it was in *The London Free Press*. It was like being doused with cold water when I discovered that *The Globe and Mail* also existed, and had an entirely different point of view about what was important in the world. Since that time I'm a compulsive news reader." And since then he's been looking for opportunities to own a news operation and influence its policies, unlike Switzer who feels unqualified to deal with the editorial side, he says. Grafstein is one of many people

who have been looking for a chance to open a new daily newspaper in Toronto, but he says "the capital cost is just too great. I got involved in *CITY-TV*, and part of the premise there was that there was going to be a different approach to news, which there was. But the place where you got the biggest opportunity with the least amount of capital was in radio." As *CKO*'s briefs stated it, baldly and repeatedly, "There is more bang for the buck."

"One of the problems with television news," continues Grafstein, "is that it's becoming increasingly costly, and as a result it's becoming increasingly selective in what the hell it can cover. And the only place that's left for real innovation, I think, is in radio." (Radio is *immediate*," proclaims the brief. "Radio is *ideal*!")

Canadian journalism has not reciprocated Grafstein's interest, he feels, and on this point he takes on an insistent tone of grievance. "Why is it that *Content* has only chosen to do a story about us eighteen months after the event? When we were trying to gin up some response for this idea in Canada, we had a great deal of difficulty. I thought it would be *terrific*, that *Content* and some other magazines would say 'Isn't that great? It'll be *another source*!' At the time of the *CKO* proposal, India and the whole Third World were talking about restricting news to a single, official



Israel Switzer

source. "I thought that out of the War Measures mentality there would be a tremendous resonance in this country for alternate national news services. *Very* little interest. *Very* little coverage. *Broadcaster* magazine to date hasn't done a big, forward-looking piece. Maclean-Hunter's never covered us in national news magazines. We got better coverage from local newspapers, from guys in Edmonton and Regina, than we



# CP Feature Picture of the Month



**Photographer:** Ken Oakes.

**Newspaper:** *The Vancouver Sun*.

**Situation:** "Just before I got that winning shot," reports frequent prize-winner Oakes, "I spent half an hour running all over a field with another kid and his dog, trying to get a shot of this kid holding on to the leash. After two rolls of film on

that, I figured I had something. Just as the dog walk was about to start, I spotted this couple . . . She was holding the kid on a leash and he was holding the dog. I asked the guy if he could walk holding both and when they left, the kid decided he wanted to stay with Mother and the dog wanted to go . . . and Father was in the middle all tied up."

**Technical Data:** Pentax motordrive with 85-mm lens, 250th of a second at f8.

**Award:** *Canadian Press* "Feature Picture of the Month," April 1977. As a tribute to the art of feature photo-journalism, Ford of Canada is pleased to regularly sponsor this space.

got out of Toronto." Grafstein shakes his head. "The thing that I just can't satisfy in my innermost gut is why there wasn't a fascination with this concept from the very people who should have been fascinated." He doesn't expect boosterism from a body of people he knows to be skeptical, and properly so, he adds. But he did expect to be noticed by other newsmen, and to have what he calls "spiritual support." Will his

annoyance at being largely ignored, as he sees it, make him a more responsive publisher? He laughs. "No, no, I'll be five levels removed from what goes on the air."

Ruskin thinks perhaps the lack of media interest in *CKO* can be blamed on the fact that people still don't know what all-news is really about. Grafstein says they'll find out. "We're really gonna change the terms of reference of radio journalism, just by being there." Other stations are already boosting their news operations in anticipation, he says. He's eager, looking forward to the competition. "We're committed. They're committed. Off we go."

*Art Cuthbert is a Toronto freelance broadcaster and journalist.*

Updates for

## SOURCES

A Directory of Contacts  
For Editors and Reporters in Canada

### AIR CANADA CONTACTS:

*Vancouver:*

Hal Cameron,  
Regional Public Affairs Director,  
Western Region  
Office: (604) 278-1262

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### COMMITTEE FOR AN INDEPENDENT CANADA

Membership Office: (416) 863-0173

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### COMING IN CONTENT:

Martin O'Malley  
on the Mackenzie Valley  
and the media



(From page 11)

doing so presents itself.

Enough of this rambling. I, for one, resent Lester's statement that "you can bet every Canadian has more than page 5 interest in finding out if his prime minister is really a wife-beater and if Margaret Trudeau is really a battered bride." I don't give a damn. I do believe, however, that the idiot level of most mass-media news and opinion coverage is partly responsible for the present dismal level of Canadian political culture. I would be vitally interested in some serious media discussion of why our politics and our country run the way they do.

I suspect there are a lot of people who, given consistent exposure to genuine alternatives, would feel the same way.

Lester and his ilk are, I suspect, neither willing to present us with that kind of alternative nor capable of doing so. They'll stick with Margaret Trudeau and her nipples. If the New Journalism means sticking to issues, not actively creating non-issues, then let's throw out the Old Journalism epitomized by Lester.

Ted Schrecker,  
Alternatives,  
Peterborough, Ont.

Don't tell Lee Lester of "The Media Missed Margaret" fame that my 12-year-old neighbor kicked his cat the other day. The story has fantastic socio-political implications and obviously is indicative of the nation's state.

Damn paper here wouldn't even touch the story. No guts, I guess. By the way, Ron Verzuh, my Ottawa spy, tells me for certain that Trudeau's secretary has a thing for pink carnations. Now if that doesn't need the work of a top flight investigative journalist like Lester, I don't know what.

Cut the crap, Lester, and focus your lunacy on how a so-called profession of journalism is rapidly losing credibility because of its sensational nonsense.

Eli Sopow,  
The Citizen,  
Prince George, B.C.

## Lee Lester replies:

Schrecker misses the point. If Margaret is not news, you don't carry the stories at all. If she is, then do so before overseas publications.

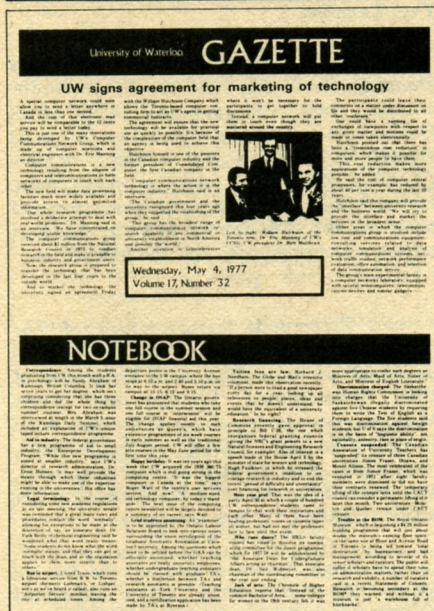
As to his observations on the role of the press, we probably agree more than he suspects. However, the world would be a pretty dull place if all papers were alike. Some people prefer plain fare a la Schrecker. Others think the dish tastes better served with sauce.

As Mao says: "Let a thousand flowers

bloom."

I don't know what is news up in Prince George, although I now have some idea. But publications from Germany, Britain, the USA, the Netherlands, etc. indicate what is in the rest of the world.

Funny, isn't it, that after Canada saw how the foreign press was handling it, the media here cottoned on to its news value, too? Better late than never . . .



"A front page unlike any you've ever seen before. It has a gutter along the fold."

I like the new front page of *The Leader Post*, but they weren't first with that particular idea. The *University of Waterloo Gazette*, a tabloid, has been doing the same thing since April 1975. Samples are enclosed.

Chris Redmond,  
Editor, *UW Gazette*,  
Waterloo, Ont.

## MAG EDITOR COMES CLEAN

The last thing I want to do is become involved in the silly argument between John Hofsess and Morris Wolfe over whether Jane Rule was/was not/should/should not be reviewed/profiled in magazines/newspapers. I think they're both full of sophistry.

But since it's *The Canadian* they're batting around on your letters pages, I'm forced to point out an unbelievable factual error in Wolfe's latest letter (April). He says he wrote his column for

February based on Hofsess' January article. "Since (italics his) I wrote that column, he goes on to say, "an article on Ms. Rule has in fact appeared in *The Canadian*." Our article on Jane Rule in fact (italics mine) appeared last December 4.

Given Wolfe's regard for accuracy, I can inform him and Hofsess that the reason Ms. Rule was not profiled even earlier in our magazine is not because she's a lesbian but because she's a black francophone Inuit who went to all the wrong schools.

Don Obe,  
Editor, *The Canadian*,  
Toronto, Ont.

## HOFSESS DEFENDED

I can understand Morris Wolfe's objection to the phrasing of a particular point in John Hofsess' letter in your March issue. But I cannot sympathize with his enlargement of this point into namecalling ("marble roller") and a charge of hobbyhorse riding.

Hofsess' original article in *Content*, like his earlier profile on Jane Rule in *Books in Canada*, is a valuable piece of reporting. It was well-researched, and its conclusion carefully phrased: "Jane Rule, it appears, has suffered from a combination of sexism and the fate so often suffered by many talented Canadians (regardless of their sexuality): that of being without honour in their own country," even as they are honoured elsewhere.

For Wolfe to proclaim that Hofsess' article didn't "prove" that Jane Rule is discriminated against, "because she's a lesbian" is his own version (you see, name-calling is catching) of marble-rolling.

I'm glad *Content* ran the article, and sorry that it has been subjected to Wolfe's charged of "knee-jerk liberalism." Hofsess documented an unpleasant but undeniable aspect of Canadian publishing. That his "hobbyhorse" continues to be necessary is proven by anyone who read, say, the *Globe* and the *Star* reviews of Rule's new novel: reviews which rather acidly treated not just Rule's book but also Hofsess' articles on her. . .

John Hofsess' work on Rule deserves, quite simply, our praise and thanks. Not an extension of (probable) homophobic neglect of her to attacks on him.

Michael Lynch,  
Assistant Professor of English,  
University of Toronto.



# Omnium gatherum

"... there are different views about what's important, basically about the value system that should guide society.

"At The Toronto Star this value system is defined and reasonably well understood by all the people involved in getting out the paper — not perfectly, to be sure, but with enough certainty that editors can make judgments about what to cover and how it should be displayed within a consistent vision of this society and the values The Star would like to emphasize.

"This is not a process that selects out or inhibits dissenting views. On the contrary, it encourages the widest possible discussion of the subject matters which the newspaper's value system says are important."

Martin Goodman,

Toronto Star editor-in-chief.

## ATLANTIC

**The 4th Estate**, a Halifax-based weekly newspaper, has closed in its ninth year of operation. Publisher **Brenda Large** cited continuing financial losses and competition from both the Halifax Herald Ltd. and the Fundy Group in Yarmouth as reasons for the closure. Also affected were the weekly *Spryfield News* and the arts guide, *City Life*, published by her company, N.I.F. Publishing.

The Fundy Group and the Kentville Publishing Co. Ltd. which printed *The 4th Estate* were recently acquired by prominent Nova Scotia industrialist R.B. Cameron.

A former member of the parliamentary press gallery bureau of *The Canadian Press*, Large had been editor of *The 4th Estate* since 1970 and in January acquired controlling interest in the paper from her former husband, **Nick Fillmore**, now working for *CBC* in Toronto.

**Alexander M. (Sandy) Campbell** of Sydney has been appointed executive director of the Canadian Broadcasting League. Previously involved with *The Canadian Press*, Maclean-Hunter Publishing, and the *CBC*, as well as various maritime newspapers, he served as president of *Radio Cape Breton* and its outlet *CHER*.

Mr. Campbell replaces **Mrs. Kealy W. Brooker** who has gone to *CBC* Toronto to be special advisor on policy.

## QUEBEC

**Andre Saindon**, head of Hydro-Quebec's press relations, has been elected president of l'Association des relationnistes du Quebec. **Jacques Lefebvre**, public relations director for the SNC Group and **Thomas-Louis Simard**, director of visual identification for Quebec's Department of Communications are vice-presidents with **Claire Noel**, assistant to the director-general of information for the Federation des Cegeps, as secretary and **Mario**

**Laliberte**, information officer for the Quebec Federation of School Commissions as treasurer.

**Radio-Quebec**, the provincial government educational network, has taken over bankrupt Hull TV station *CFVO* in a move to build up French defences against the area's heavy English influence, says network president **Yves Labonte**.

The Quebec Federation of Journalists says *Radio-Quebec's* role must be to promote the cultural, social and economic values of all Quebecers and to be an instrument for social change in a democratic context. *Radio-Quebec's* educational television needs more regional production facilities and more varied programs if it is to develop in a way that best reflects Quebec society says the federation.

**John Richmond**, literary editor of *The Montreal Star*, has been elected president of the Montreal Press Club. **Axel Thogersen**, of *CBC International Services* and **Boris Miskew**, assistant city editor of the *Star*, were elected first and second vice-presidents, respectively. **Eric Richter**, of the Royal Bank, was elected treasurer while **Dave Todd**, of CN public relations, became secretary.

**Tom Sloan**, author of *Quebec, the Not-so-Quiet Revolution*, has been appointed editorial page editor of the *Montreal Gazette* effective May 30. He replaces **Tim Creery** who plans to publish a magazine specializing in confederation issues.

## ONTARIO

The CRTC has turned down a proposed ownership change of Ottawa radio stations *CKOY-AM* and *CKBY-FM* from *CKOY Ltd.* to *Moffat Communications Ltd.* saying plans for a computerized music control system were not in the public interest.

The Canadian War Correspondents Association has started a program of short-term loans to needy students at Canadian journalism schools. The loans, \$750 a year to participating institutions, are intended to tide a student over a temporary financial crisis and are interest free.

**Doug Payne** has been named senior editor of the national radio newsroom, *CBC* Toronto. **Judith Charles**, **Doug Fraser** and **Gary McCarthy** have been appointed editors with the national radio newsroom.

The Toronto Press Club has announced three new members of its Canadian News Hall of Fame. They are: **Frederick Gilmore Griffin**, a reporter with the *Star* and *Star Weekly* for 30 years until his death in 1946; **Robert**

**Chambers**, a former cartoonist of *The Chronicle-Herald* and *The Mail-Star* in Halifax; and **John R. Heron**, news executive of *The Star* and *Star Weekly* until 1940 when he began his career as anonymous author of the Royal Bank of Canada's monthly letter.

The Ontario Press Council has set up a committee to watch for sexist portrayals of women in newspaper stories and advertising. The committee is chaired by **Frances Denney** of the *Kitchener-Waterloo Record*.

## THE WEST

Associate editor **Larry Elliott** has been appointed special projects co-ordinator at the *Edmonton Journal*. He will be responsible for co-ordinating the newspaper's multi-million dollar production plant to be built in late summer. Replacing Elliott as associate editor will be **William Thorsell** who returns to the *Journal* from the *Toronto Globe and Mail*.

*The Winnipeg Tribune* has reached and soared past the 100,000 circulation figure. That's an increase of 12,000 over this time last year and 30,000 over the number of subscribers when the *Trib* was revamped in 1975. No longer can the *Free Press* boast a 2-1 advantage over the *Tribune*.

Award-winning foreign correspondent **Paul Kidd** is doing a weekday morning report on *CJJD*, Hamilton. Kidd, once a recipient of a Nieman Fellowship at Harvard University, continues his nightly opinion spot on *CHCH-TV* in Hamilton.

**John B. Howse** has succeeded **Jim Stott** as business editor of *The Calgary Herald*. Stott, a specialist in energy, becomes a senior editorial writer.

**Geoff White**, editor of *The Saskatchewan Indian*, is president of the Saskatchewan Journalists' Association; secretary, **Bill Armstrong**, *CKSW-Radio*, Swift Current; treasurer, **Clarence Fairbairn**, the *Western Producer*, Saskatoon; convention organizer, **John Twigg**, *Canadian Press*, Regina and newsletter editor, **Barry Wilson**, the *Western Producer*. **Stu Fawcett**, *CKCK-TV*, Regina sits on the executive as past president.

**Wesley Dearham** has taken over the Yorkton bureau of the *Regina Leader Post* from **Jack Maluga** who resigned.

**Paul Robertson** has returned to *The Leader Post* after three years with the *Edmonton Journal* as reporter and deskman and **Ken Cuthbertson** has rejoined the *L-P* after a stint with the Saskatchewan government as an information officer.



## BRITISH COLUMBIA

John Ansell, station manager at Victoria radio station *CJVI*, has been re-elected president of the British Columbia Association of Broadcasters. Walter Gray, station manager of *CKIO* radio in Kelowna, was elected vice-president. Elected for two-year terms on the board were R.L. Sharp of *CHBC-TV* Kelowna, John Skelly of *CHNL-Radio* Kamloops, and Allan Anaka of *CKLG-FM*, Vancouver. Bob Singleton of *CFVR* Abbotsford will complete the term of Don Wall of *CJOR* Vancouver who resigned from the board. Wall has been appointed vice-president of Jim Pattison Industries in addition to his responsibilities at the Vancouver station.

\* \* \*

Ma Murray, the outspoken 91-year-old former newspaper publisher of the weekly *Bridge River-Lillooet News*, has gone over to the competition. Ma sold the *News* four years ago and for two years contributed a column entitled Ma Says. Then her resignation to organize against a proposed federal maximum security prison for Lillooet led to the publication of *The Lillooet Guardian*. Printed by opponents of the prison development, the *Guardian's* front page has a Ma Murray comeback column called For Damshur.

\* \* \*

*BC Today* is going to survive, but it does not appear that any of this success will be attributable to support from colleagues in journalism across the country. "Perhaps the lack of interest in our paper outside British Columbia reflects a deep-seated provincialism" says Peter McNelly, publisher of *BC Today*. The statement was made in light of a very poor response to their subscription drive to journalists across Canada. Having sent out 1,452 packages across Canada, they received only eleven replies.

\* \* \*

*The Terrace Herald* has begun daily publication with a press run of 10,000 to serve the Terrace and Kitimat area about 350 miles northwest of Vancouver. The morning newspaper is owned by Sterling Newspapers Ltd.

## MAGAZINES

*The Canadian* and *Weekend* magazines, Canada's two largest circulation general interest magazines — 3.7 million copies combined — will introduce local advertising to help boost sluggish advertising revenue.

## MISCELLANEOUS

CBC's the fifth estate broke the two-million audience mark March 29 with "About Face," a program on facial deformities and a revolutionary form of surgery to correct them. The ratings for the week make it the second most popular Canadian program after hockey.

\* \* \*

*Canadian Churchman*, national newspaper of the Anglican Church of Canada, won six out of nine possible awards at the Associated

# Classified

**TELEPHONE ORDERS NOW ACCEPTED.** Until July 8 (guaranteed insertion), July 11 (insertion not guaranteed) for next issue. Distrib. July 19. 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.

## JOBS AVAILABLE

**DIRECTOR OF NEWS SERVICES** for the United Church of Canada. The incumbent will be expected to:

- maintain a working knowledge of the relationship with all Divisions of the Church's National Offices
- inform the news media of Church policies and programmes
- assist in media-related training programmes

The individual we seek will have solid experience in the field of News Services, preferably post-secondary training in journalism, highly developed interpersonal skills, and a commitment to the work of the United Church. Oral and written fluency in both English and French an asset.

Salary: \$21,100 per annum. Position available 1 January 1978

Interested persons are invited to submit a resume in confidence to: J.A.H. MacFadzean, United Church House, 85 St. Clair Avenue East, Toronto, Ontario. M4T 1M8 44-78

## CAUGHT IN THE UNEMPLOYMENT SQUEEZE?

Feature writers wanted for syndication. Please send resume, availability and area of specialty. Also wanted: freelance journalists in all major centres. **CNS News Service Ltd. / Condensé de Presse CNS** Ltée PO Box 623 Manotick, Ont. K0A 2N0. 33-76

## JOBS WANTED

**Versatile writer seeking new assignments.** Experienced non-fiction writer for research assignments and interview/article projects for magazines. Resume and clippings available. Write: Jay Myers, 640 Roselawn Avenue, #512, Toronto M5N 1K9. 416-783-1367. 30-76

**Home writer** seeks practical experience with magazine or newspaper. Experience — versatile, travel and English history research a specialty. Resume and portfolio available. J. Marsey, 535 North Service Rd., Mississauga, Ontario L5A 1B4. 416-275-5674. 31-76

**Editorial Designer:** Experienced and available for periodical or educational publishing. Request resume/portfolio. J. Paul Brandon, 401 Euclid Avenue, Syracuse, N.Y. 13210. 43-78

Church Press convention. The *Churchman* swept honors in the newspaper division for best news and best feature articles, as well as those for photography, graphics and general excellence.

## OBITUARIES

Veteran British Columbia newspaperman **Bill Hambly**, 60, died in early May. He was a copy editor at the *Vancouver Province*. Formerly Hambly had worked with the *Haney*

## SERVICES

**CANADA WRITES!** tells you about 205 Canadian writers and their books. Order from Cannonbooks, 1205 Bathurst St., Toronto (416) 537-2536. 41-78

## ATTENTION TORONTO-AREA PUBLISHERS/EDITORS

Are you interested in saving costs on PMTs, line and screen? And in having a PMT service available days, evenings and most weekends? Response to this ad will determine economic feasibility. Call *Content* (920-6699) with the answers to the following: (a) How many PMTs do you order monthly? (b) What is the largest size of original copy you normally order reproduced? (c) Do you have any special requirements? (d) What prices are you now paying? (e) Would you be willing to sign a one-year contract at fixed rates? 42-76

## PUBLICATIONS

**Market File:** Establishing periodical information file for writers. Publications please send all relevant data, samples, to: Box 3986, Regina, Sask. 40-78

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

## OTHERUM

### FREELANCERS

Barrie Zwicker and Dean Walker are contemplating publishing an annual Directory of Freelance Writers (journalists, stringers, PR and advertising copy writers) starting in 1978. Watch this space for further announcements. 36-77

### WANTED TO BUY: LARGE HOUSE, DUPLEX OR UP TO SIX-PLEX IN TORONTO CITY

*Content* has outgrown its present home. Reluctantly we will sell Don Vale townhouse on dead-end street, providing big cash down payment for large residential unit up to six-plex. Early possession desired, mid-August latest.

One unit, for use as office, 620 sq. ft. or more. Second unit, for residence, to be three bedrooms, rec room and preferably fireplace. Building should be close to good public transit. Will consider within area bounded by Lakeshore, Woodbine, Lawrence and Keele. Call Barrie Zwicker at 920-6699; if busy, 920-7733, day or evening. 45-77

*Gazette*, the *Lillooet News*, the *Abbotsford News*, *The Columbian* in New Westminster, and a Calgary public relations firm.

\* \* \*

**Joe MacSween**, reporter since 1946 with *The Canadian Press* died in April of cancer. He was 57. MacSween had won three National Newspaper Award citations for his reporting, working at *CP* bureaus from St. John's to Vancouver and in the London and New York bureaus.



# THE SOUTHAM NEWSPAPERS

are pleased to announce

that, from a list of 31 applicants,  
the following have been selected  
by a University of Toronto selection committee

to receive a

## SOUTHAM NEWSPAPERS FELLOWSHIP FOR JOURNALISTS

for the 1977/78 university year  
at The University of Toronto

Mr. John Croft Aitken  
Miss Linda Jean Hughes  
Mr. Denis Massicotte  
Mr. Michel Nadeau  
Miss Christina McCall Newman

— Weekend Magazine  
— The Edmonton Journal  
— CBC News  
— Le Devoir  
— Saturday Night

To all of them, our warm congratulations and best wishes for a rewarding experience at U. of T.



The Province, Vancouver; The Prince George Citizen; The Edmonton Journal; The Calgary Herald; The Medicine Hat News; The Winnipeg Tribune; The Windsor Star; The Owen Sound Sun-Times; The Sault Star; The North Bay Nugget; The Brantford Expositor; The Spectator, Hamilton; The Citizen, Ottawa; The Gazette, Montreal.