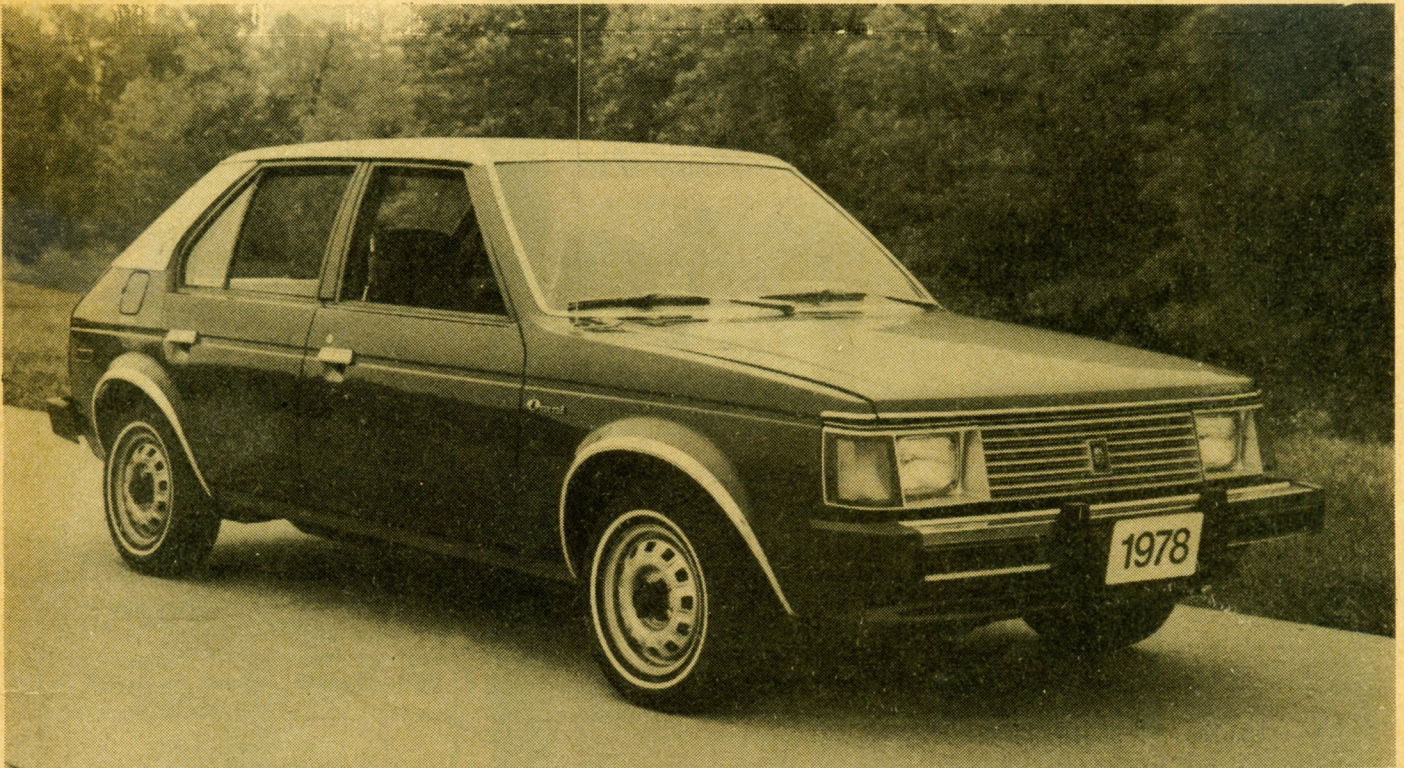


content

Canada's National News Media Magazine

March 1978 Number 83 75 Cents



Chrysler Canada Ltd. photo

TAKING READERS FOR A RIDE

How freebies distort the news

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CBC 'IRPMAN' ON SPOT IN CBC-NT ROW

TORONTO — A *CBC-TV* program shown three months ago has brought bitter complaints from Northern Telecom Limited and led to a minor internal *CBC* crisis. The *CBC* is now committed to doing a "make-good" show in response to the complaints.

On Nov. 7, 1977, *Newsmagazine* telecast an item dealing with financial incentives, including tax incentives, given by the federal government to various business enterprises, with specific reference to Northern Telecom. The item implied that such incentives to industry are generally supposed to help create jobs, but that the anticipated jobs have apparently failed to materialize. (In some cases the government does not insist on proof that a specified number of jobs have been created).

Reporter Ann Medina on *News Magazine*: "...This year Northern Telecom will earn more than \$80 million. Its sales will exceed a billion, and in five years the company hopes to triple that . . ." But "despite the corporation's billion-dollar pocketbook, this year it is laying off more than 1,100 and maybe as many as 1,600 workers. And that has been the trend since the beginning of 1975. Success for Northern Telecom has not meant jobs for Canadians...The government has poured literally millions into Northern Telecom..." To make matters worse, said *Newsmagazine*, the company has been exporting jobs to places like Nashville, Tennessee, where non-union labour is

copies to three other *CBC* officials, six federal cabinet ministers, and 19 MPs. He said the program had omitted to mention that the company had earned certain tax rebates by making considerable investments in research and development. Work on one of Northern Telecom's switching systems was responsible "for the creation of, or the security of" 3,000 jobs a year in Northern Telecom and a further 6,000 jobs a year in other (supplying) companies.

Another sum of tax deferments, he said, had been earned by investment in new plants, new equipment, and new jobs across the country from Calgary to St. John's.

"We have established factories...in the United States, as this is the only way in which we can penetrate the U.S. market. We cannot make the sales on a direct export basis...(T)wo former Nashville employees were interviewed and permitted to say that they has been fired because of union activity. No attempt was made to establish whether these charges were, in fact, true."

I have seen neither the telecast nor a videocassette copy that is said to exist, but I have read transcripts of the show's audio.

From the transcripts it appears that the *Newsmagazine* show did not deal with questions like the following...

- How much in financial incentives did Northern Telecom receive? When? How many jobs were held at Northern Telecom at various dates over the past few years? (Ms. Medina says that such information was provided in the video component).

- What was the government's motivation or objective for each of the incentives?

- If job creation was part of the purpose, could such jobs arise in other business enterprises?

- Is there a way of counting the number of jobs attributable to the incentives?

- How much time passes before the jobs materialize?

- If the overall economic situation is deteriorating, and the total number of available jobs is decreasing, can the company proudly point to a *reduction* in the number of jobs *lost*? (i.e., "job security" rather than job creation.)

- Could incentives to a company be justified for the sheer sake of supporting Canadian manufacturing industry? (About 69% of Northern Telecom's shares are owned by Bell Canada).

- Will incentives for research and devel-

opment help to create jobs? What types of jobs?

Don MacPherson, Vice-President and General Manager (ESD) of *CBC* replied to the Northern Telecom protest, promising to have the matter examined in a new *CBC* internal review procedure set up to deal with serious public complaints about unfairness in programs.

The internal review official, Peter Campbell, says he prefers not to be regarded as an "ombudsman." "An om-



budsman is a rather stately official who defends the downtrodden against the majestic power of the government. I'm sort of adjudicating for people who are not at all downtrodden, but who think they have complaints. I regard myself as an 'Irp' (Internal Review Person) rather than an ombudsman."

On Nov. 30 Campbell submitted his report on the Northern Telecom story to *CBC* management. The report began: "I do not think that a general charge of one-sidedness can be supported." Nevertheless, on Jan. 13 *CBC*'s Don MacPherson wrote to Northern Telecom, agreeing that the program was flawed. "...The tone of the program was unbalanced in the approach to various participants and as such a violation of our own journalistic policies...normally the government would maintain that its grant and incentive policies were designed to stimulate business and industry activity which should result, in time, in the creation of jobs in various ways and in various places. The program should have provided more information on this than it did. The program focussed on the limited and too narrow question of what jobs were immediately created in a particular company which had benefitted from the incentives...the program should have had a fuller reflection of the Northern Telecom research and development efforts



cheaper than Canadian labour, and workers who have tried to unionize there have been fired. The item called for direct "strings" to be attached to all such financial incentives — i.e., when corporations benefit from public funds, the government should insist on evidence of public benefit.

On Nov. 9, Roy Cottier, Vice-President, Corporate Relations of Northern Telecom, sent a detailed letter of protest to *CBC* President A.W. Johnson, with

Coming in Content

The world's first woman war correspondent was a Canadian. Watch for a feature-length illustrated flashback on the incredible "Kit" Watkins.

Lede Copy

as they relate to the question of creating future jobs...it is our intention to develop a new program which will take the needed broader look at this question of government grants and incentives and their impact on the public and on corporations benefitting from them...we would hope, with your help, to include the Northern Telecom experience in this broader look."

Having read this, *News* magazine reporter Ann Medina resigned. A core of resentment against *CBC* management emerged within the news department, involving somewhere between three and 12 persons. The exact number is difficult to determine. The resentment arose partly against the prospect of having to prepare a "make-good" program, partly because of what news staffers interpreted as lack of liaison between internal reviewers and reporters responsible for stories, and partly because of *CBC* management secretiveness. Some reporters feared they might be pilloried without being consulted. They pointed out that programs are aired with the approval of superiors. Complaints were expressed about unnecessary multiplicity of management echelons in the *CBC*.

CBC's Knowlton Nash: "You don't involve everybody, but you involve people who are directly concerned." Speaking about differences between Campbell's report and *CBC's* response to Northern Telecom: "His capacity is advisory. We're guided by him."

On Jan. 20, Northern Telecom replied to *CBC* with a sharp letter. "I have read your letter of January 13, and I am disappointed...The program left the unmistakable impression that Northern Telecom had plundered the public purse, and received financial gifts and concessions from the federal government, without providing new employment or contributing, in any way, to the national economy. Whether this was by design, I don't know. The title (of the program), No Strings Attached, suggests it was by design...I gather from your letter that you feel the complaint of the company was not justified, the program had only a few minor faults by *CBC* standards, and you do not see the necessity for any corrective action."

Towards the end of January, Ann Medina was back at work on *News* magazine. Differences of opinion between *CBC* staffers had apparently been resolved.

"She didn't resign," says Nash. "Nothing was formally processed at all...I've got a lot of respect for her...I am concerned about our policies and our standards of fairness."

Nash says the *CBC* will telecast the new

program on the incentives question "sometime over the next few months," but it will not necessarily happen in the *News* magazine slot. — Mike Hastings.

SELLOUT CROWD DRAWN TO HEAR FREELANCERS' TIPS 'N QUIPS

TORONTO — The most startling news to emerge from the Periodical Writers' Association of Canada (PWAC) seminar, "Words For Sale," held here Sunday, Jan. 15 was not generated by PWAC's panel of six seasoned journalists, but by the audience. It appears that public interest in magazine writing parallels the boom in the magazine industry.

More than 300 people—journalism students, business people, out-of-town-ers—filled the Ontario Institute for Studies in Education auditorium to learn about the mechanics of freelancing. The seminar started a quarter of an hour late while people paid \$6 at the door (advance tickets cost \$5) to sit in the aisles.

The seminar was spawned by PWAC's Umbilical Cord Committee, which for the last year and a half has been fielding questions from aspiring beginners.

If the Jan. 15 event is any reflexion, there is great public interest in freelancing. And it is of a hardnosed variety. Panel moderator Hal Tennant warned his audience that manuscripts would not be accepted for critical evaluation, and that seemed fine by the people present. Questions from the floor covered areas such as taxation, American markets and the value of agents. The questions came thick and fast, after each of the six panelists spoke, and again at the close of the three-hour long seminar.

After introductions by Umbilical Cord Committee chairperson Eve Drobot and moderator Hal Tennant, *Maclean's* contributing editor Bill Dampier opened with a short talk on finding ideas and markets. Stressing that there are few new ideas ("Journalists drink each other's bathwater," he said) Dampier explained the importance of making a general topic specific through local and personal angles.

Sunday Star contributor Marjorie Harris urged would-be contributors to familiarize themselves with the last six issues of their target publication. Betty Lee, who writes financial pieces for *Chate-laine*, talked about the business of freelancing — fees, expenses, taxes. Science and health writer Sid Katz discussed the psychological effect on editors of neat,

double-spaced manuscripts, and former *Maclean's* senior editor Tennant drove Katz' point home in his talk on freelancing from the editor's perspective. Tennant also underlined the importance of meeting one's deadlines.

Canadian Business contributor Val Ross listed some of the ethical problems arising in freelancing. She cited refusing to write a story or removing one's byline when a story is perceived to be unethical, and discussed the possible or potential distortion of the news created by freebies. (In the week following the seminar she even received audience feedback. The sole telephone conversation went thus: "I was very interested by your freebie trips. But how can I get one?")

The "Words For Sale" seminar netted \$1100. The money will help shore up PWAC's delicate finances and may aid in other association projects. — Val Ross.

BC TODAY DIES, NEW SHEET TO FOLLOW?

VANCOUVER — *BC Today* has died...but will it rise again?

Publisher Peter McNelly sure hopes so, and so do more than 5,000 subscribers spread around the rural areas of the province.

The feisty monthly tab, which concentrated on the provincial political scene, expired from a mixture of static circulation, an overworked and underpaid but loyal staff and McNelly's determination to do it all without advertising.

"The suspension was due to lack of money," McNelly told *Content* simply. The magazine could have survived with a minimum circulation paid of 6,700, he said, but they stuck at 5,300 after nearly two years of trying. These subscriptions paid publishing costs and salaries of \$750 a month to McNelly's three staffers. McNelly paid himself a royal \$350, supporting himself freelancing and even pouring some of that income into the paper towards the end.

"I couldn't ask them to be heroes, and I was tired of being broke." But McNelly said the paper is not bankrupt...its mailing list and its bank credit are intact.

"I am seriously considering coming out with a different product at the end of March," he said. He envisioned a subscription-only, tight-budget "modern-day political newsletter."

McNelly is convinced there is a need. The need is created by other papers' incompetence, he believes, pointing bitterly at "the upcountry chain papers, the Sterling papers..." and labelling them as

largely "ignorant, jingoistic and uninformed."

McNelly polled his readers last fall and found they were not wholly opposed to advertising. But he decided that, to remain true to his philosophy of being independent without corporate connections, the paper could only accept institutional advertising. And to take any ads at all would mean taking on sales staff they couldn't pay and printing extra pages they might be hard-pressed to fill. — Nick Russell.

MEDIA MUST PAY FREIGHT : NORMAN ISAACS

TORONTO — The Ontario Press Council, which has fallen somewhat short of leaping into the fray on the question of freebies, finally sponsored a public forum on the subject here Feb. 2.

Whatever the council's hope for the forum (about 75 persons attended), the panel it brought together was loaded, with four of seven members downplaying — in varying degrees — the negative effects of freebies. Two were vigorously opposed to free services or goods for journalists.

There was an illuminating exchange between Norman Isaacs, chairman of the (U.S.) National News Council and Jack Dulmage, sports editor of *The Windsor Star*.

Dulmage laughed when Isaacs said press box seats for sports writers should be paid for. "They can't be," Dulmage told Isaacs in a tone that suggested Isaacs was a retard in an ivory tower.

The trouble (for Dulmage) was that Isaacs, as head of a publishing company, editor-in-chief, managing editor, etc., had not only insisted press box seats be paid for, but had found out they *could* be.

Dulmage asserted flatly (as in "the earth is flat") that he didn't believe it. When Isaacs specified a string of cases, Dulmage declared: "Shame on them," referring to stadium owners who had cashed the cheque Isaacs had authorized. Such are the two solitudes of freebieism.

More substantial but less understandable evasions were put forth by Southam Press Limited president Gordon Fisher. Like a skier with fogged-up goggles, he slalomed down the freebies course, no less graceful for knocking over every marker on the way.

He began by outlining Montreal *Gazette* publisher Ross Munro's experience as a war correspondent with the Normandy invasion armada. Fisher called it the "classic freebie" because the Allied forces absorbed war correspondents' travel costs.

As fellow panelist Gerry McAuliffe, a *CBC* investigative reporter who has been instrumental in bring the freebies question to the fore, commented: "It only shows Southam's policy hasn't changed a hell of a lot since June 6, 1944."

Gathering downhill momentum, Fisher observed that it's not a black-and-white matter and that the significance of a freebie "depends on the circumstances." Fisher always states this as if (a) no one else knows it, and (b) it's the end of the discussion rather than the beginning.

The distorting effect on the news columns of the *pattern* of freebie-taking (as portrayed in Brian Bannon's story elsewhere in this issue) is absent from the downplayers' picture. Fisher admitted the Bannon story "worried" him, and panelist Peter Ward, an Ottawa-based freelancer, termed it "a damning indictment."

Turning adroitly but downing a marker anyway, Fisher introduced the straw man of "absolutists." This is a false characterization of those opposed to freebies that would make them out as hopelessly unrealistic, not to mention rigid and simple-minded.

The closest thing to an absolutist was sitting two seats over from Fisher in the person of Isaacs. Isaacs' "absolutism" consists of being consistently forceful and unevasive about the need for unswerving devotion by the press to the principle and practice of "paying your own freight."

"Credibility is the one thing the journalist has to sell; the journalist is the defensive line," Isaacs said. Anything — including the acceptance of freebies — that undermines that credibility is going to hurt everyone in the news industry, he said.

Isaacs termed "an absurd canard" the argument that the cost of some coverage is "inordinate." Fisher agreed at one point that Southam could afford to pay its way.

Fisher admitted Southam used to accept free air tickets for its travel writer but that now that person's expenses are paid by the company. "That is new," Fisher said. The reason for the new policy — down comes the marker — was "because it (the subject of freebies) was talked about so much." Fisher added doggedly that he didn't think the previous acceptance of free services was wrong.

Having knocked over the last flag on the course, Fisher wobbled, all skis and poles, to the finish line, contending that "the real pro's in this business have learned how to handle (freebies without effect)." Apart from the fact, implied in the statement itself, that "real pro's" constitute a minority of reporters, the notion that a travel or any other writer cannot be subject to a dangerous sense of obligation just doesn't stand up.

It may be taken on faith by many in the

news field. But as Isaacs noted, "that is not pertinent." It is the public, he declared, that must be able to believe the news columns are "absolutely uncontaminated by outside influence." Even those who wrap themselves in the flag "pro" surely don't expect the *public* to swallow the reporter-as-moral-superman assertion.

Just how flimsy any reliance on "pro's" can be was demonstrated by a brief submitted to the council by the Canadian chapter of the Society of American Travel Writers. The brief, a summary of which was read to the forum, sounded as if it was written by travel industry PR people. This turned out to be at least 47.619% true, as shown when McAuliffe read the names of 10 of the 21 alleged signatories. The 10 are full-time employees of airlines, government tourism boards and so on. Within hours, *Globe and Mail* travel writer Robert Turnbull stated that he "didn't sign the damn thing or otherwise approve" the brief which carried his name.

The day after the forum the council released a statement which read in part: "...all newspapers and news organizations should have firm general policies that they pay all costs of gathering news and other material for publications, and are opposed to accepting complimentary services or gifts."

The council also stated that when newspapers publish stories written by freelancers who have accepted free services, the papers "should require that the significant use of free facilities is indicated in the coverage."

The steadfastness of Isaacs in his warnings about the dangers of freebies and the breadth of his array of cases in which the media can and should pay their freight showed there is a way to end most freebieism, where there's a will. Lacking in most Canadian editorial and media managers' offices is sufficient will. — B.Z. (30)

Notice Board

Feb. 14-15: Canadian Daily Newspaper Publishers Association national editorial seminar. "The Canadian Legal System: Conversations about Justice." Skyline Hotel, Ottawa.

Feb. 28: Deadline for entries in Radio Television News Directors Association (Canada) annual awards competition.

March 2-4: Ontario Weekly Newspaper Association convention, Hotel Toronto, Toronto.

March 9: Toronto Press Club debate, "TV is a better news medium than newspapers." 73 Richmond St West, 3rd Floor, Toronto.

March 11-12: Canadian Institute of Public Affairs conference on the media.

READERS TAKEN FOR A RIDE

By BRIAN BANNON

WINDSOR, ONT. — It was a *Pravda* rewrite man's dream come true.

"Canadian news media ignore labor news, paid by multi-nationals to promote capitalism."

It couldn't happen here?

Specifically, two news stories, both in California:

- The United Auto Workers international convention held last May in Los Angeles was covered by a single Canadian reporter, Gord Henderson from *The Windsor Star*.

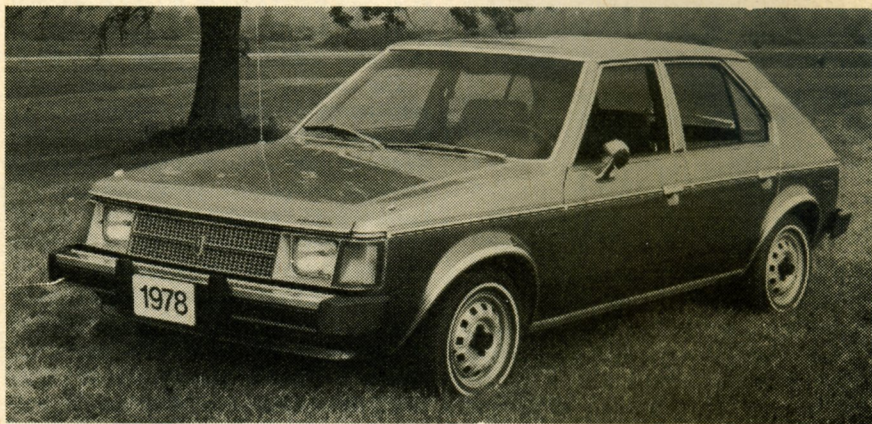
- In early December, Chrysler Corporation decided to unveil two new subcompact models in San Diego. That event drew more than a dozen newsmen from Canada, including the publisher of the Guelph *Mercury*, three *CBC* reporters, one from *The Toronto Sun*, and reporters from small radio stations as far afield as Edmonton and Montreal.

One other fact: Chrysler paid flight and hotel expenses — the UAW invited newsmen, but did not pay their way.

News value of the union meeting was centered on Jimmy Carter talking about gas-guzzling cars, but included a surprising amount of Canadian content. Union president Leonard Woodcock attacked the economic policies of the Trudeau government. City editors and news directors across Canada were informed in advance that Ed Broadbent would speak. Canadian Labour Congress president Joe Morris talked about what labor will do after Trudeau's wage controls are lifted. There are more than 130,000 UAW members in Canada. Automotive is the largest industrial activity in Ontario.

However, it didn't seem to capture the interest of the media.

The Chrysler auto preview is another type of event. Carefully orchestrated every



1978 Plymouth Horizon

Chrysler Canada Ltd. photo

year to promote new products, the weekend show raises no other issues which might confuse things.

The stories on the auto preview filed by the reporters I later interviewed were exclusively product-oriented. Some reporters took test drives and discussed how successful marketing of the two new cars, the Omni and the Horizon, might affect Chrysler's financial picture. Neither of the new cars, and not even parts for them, are scheduled to be manufactured in Canada.

However, there was one unusual story on the front page of *The Windsor Star* Dec. 9, the first day of the show. Bill Shields, the *Star's* business editor, interviewed Sid Hurly, president of Chrysler Canada Ltd., and quoted Hurly as saying there would be periodic layoffs of thousands of Chrysler workers in Windsor early in the new year.

None of the other newsmen at the convention whom I later spoke with filed that story or followed up on it after it appeared in the *Star*. Some said they heard Shields ask the question, but considered it unimportant.

Coincidentally, according to the hotel accounting office, Shields was the only re-

porter to not fly on Chrysler's tab or stay as the company's guest in San Diego. He was told by the *Star* to keep his bills entirely separate from Chrysler's master bill.

The others went on Chrysler's tab, but two said they intended to pay Chrysler back. One of the two was Guelph *Mercury* publisher Robert Hamill.

During a telephone conversation in which I told him I was working on a story for *Content*, I asked Hamill if he had attended the auto preview. He flatly denied it twice.

Checks showed a Robert Hamill had booked into the San Diego hotel at Chrysler's expense. Other people at the preview said they saw him there.

Before he could be contacted again for clarification, Hamill called *Content* editor Barrie Zwicker Dec. 30 to say his denial of attendance at the auto show had been "preying" on his mind.

He said he "didn't want to be associated with a lie" and "I hope there is nothing in this that will embarrass the company (Thomson Newspapers). I didn't actually go to the company for permission. You can't be running to the company for everything."

He suggested to Zwicker that the story



NDP leader Ed Broadbent addressing the UAW convention in Los Angeles.

UAW photo

didn't deserve any publicity in *Content*.

Zwicker quotes Hamill as saying that, if a *Mercury* reporter had gone to San Diego for the auto preview, the reporter would "feel obligated" to Chrysler. And if *Mercury* managing editor Dick Brimmell had asked to go, Hamill said, he "wouldn't have let him go."

Hamill said he felt it was acceptable for the publisher to go because "Chrysler never asked me for anything, or asked the paper for anything."

He ended the conversation saying he has nothing to hide.

Hamill subsequently telephoned this reporter to apologize for "misleading" him. He said he was busy during the first telephone call and didn't think it was anyone's business that he went on the trip.

He said he did not go in a news capacity, but purely for a vacation. He said Chrysler billed him for the trip and he plans to pay.

Former *Mercury* city editor Bruce LaPlaunte, now editing a weekly called *Guelph Life*, said Hamill's annual trip to the Chrysler auto preview was a closely-guarded secret known only to a few staffers. Every year, Hamill disappears for a week and on his return, orders stories on the new Chrysler products, he said. The leads of *Toronto Globe and Mail* stories were usually rewritten and the pieces published with no dateline or byline, LaPlaunte said.

Informed of LaPlaunte's statements, Hamill said: "I have been to other previews to introduce new cars" and "It's always been my policy to give publicity to new cars when they're introduced."

The question of freeloaders was also ticklish for some stations.

The *CBC* has an official policy barring the acceptance of gifts from news sources.

Windsor's small French-language radio station, *CBEF* (2,700 weekly listeners, according to a recent *BBM* poll), sent a reporter to San Diego on Chrysler's tab. An employee of the station, who asked not to be named, said the reporter opposed the trip but was ordered to go by management.

The employee said he believes the assignment was basically promotion for the company and not a genuine news assignment.

CBEF's anglophone sister station, *CBE*, also sent a reporter, Grant Harrison, at Chrysler's expense. Harrison had the station's approval to stay in San Diego an extra week to visit his sister who lives nearby.

Windsor's *CBC* television outlet, *CBET* (*Channel 9*), sent a reporter, but news director Bill Rye said the station paid his way. A check with the accounting office of the San Diego hotel showed otherwise, but the reporter, Jim Van Kuren, later said Chrysler would send the station a bill and it

VANCOUVER — What's nicer than a freebie? Why, a freebie that's also a skiing holiday, that's what.

The B.C., Alberta and federal governments cooperated in January to give five Los Angeles ski writers a week in prime western resorts.

The PR men involved couldn't estimate the cost of the freeloader, as the airlines and ski resorts kicked in a few bucks.

The writers were Ben Rinaldo, editor of *The Skier*; Neil Stebbins, who writes for *Powder*; Luanne Pfeiffer of *The Los Angeles Times*; Robert Cartmell of the *Pasadena Star-News*, and freelancer Bonnie Stabler.

Among the resorts they skied were Vancouver, Whistler, Kamloops, Jasper, Lake Louise and Banff. A real grind. — Nick Russell.

would be paid.

Spokesmen for Chrysler refused to discuss the arrangements.

"There are lots of things that people do that they don't talk about because it's their business," one public relations man said.

Most newsmen who attended the auto preview said they will let Chrysler pay.

They include: Windsor *CKWW Radio* news director Brian Stone, *The Financial Post*'s Doug Mephram, *The Toronto Sun*'s Dan Proudfoot, and *CHCH-TV* in Hamilton.

People at the auto preview said newsmen also attended from radio stations in Victoria, Edmonton, Halifax and Montreal.

The practice of accepting junkets from companies is changing rapidly in the U.S.

The two giant Detroit dailies, the *News* and the *Free Press*, both sent reporters to San Diego, but kept their bills completely separate from the Chrysler master bill. Even small weekly newspapers from Detroit suburbs such as Hamtramck, Pontiac and Oakland refused to let Chrysler pay.

Some enlightening comments were made on the news judgement involved in deciding to cover the auto preview, but not the UAW convention.

Bill Rye of *Channel 9* in Windsor said his station has covered some UAW meetings and found them to be "duds" because of sparse visual potential and little news value in terms of the Canadian worker. There was also a staff shortage at the time, he said.

On the other hand, there is "some truth to the saying: What builds Chrysler, builds Windsor," he said. Even though the new car models would not be built in Canada, the fortunes of the company are important, he said. He said the auto show offered a "rare" chance to interview Sid

(See **RIDE**, page 9)

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SOMETHING IN A NAME AFTER ALL

By WILLIAM HEINE

William Heine is editor of The London Free Press. The original memo referred to in his article was brought to Content's attention. Content collected some examples, from a variety of papers, of the usage that Heine had banned, and sent them to him with a request for an article on the subject. He has kindly obliged.

Where a legitimate concern exists, most newspapers make an effort to consider the sensibilities of minority groups. The classic example in recent years has been the now almost universal use of the word "black" to describe people who previously had been identified as "Negro."

That's a relatively simple problem. But when the word is one which can be used as a noun and as a pejorative adjective, considerably more care is needed in establishing a policy.

At *The London Free Press* we had several instances involving the use of *Jew* in headlines. For example, we ran a story on our city news page about Arabs in London refusing to accept the blood given by Jewish donors. The heading was "Jew blood rejected by Arabs," or words to that effect.

Representatives of the Jewish community in London quite rightly protested the use of the word *Jew* as an adjective, particularly in association with the word *blood*, which in turn is associated with the holocaust in Germany before and during the Second World War.

They also pointed out that the use of the word *Jew* even in a non-adjectival sense often created a prejudicial effect because of the historical and cultural background of the predominantly Christian population in the London area.

After the discussion with the Jewish community in London, I reluctantly decided to direct that the word *Jew* should not be used in headlines. The reasons were that the opportunity for unintentional misuse was great and that other papers were thought to avoid using the word *Jew* in headlines.

While reluctant to ask newsroom to accept such a policy, I felt the possibility of erroneous use of the word *Jew* warranted the following memo (reproduced in part only):

Apparently we have not yet satisfied the concern of members of London's Jewish community, particularly their current president, Gerald Klein, about the use of the word "Jew" in a headline...

I must confess to being unhappy about

this problem. I am reluctant to allow and normally never do allow any special interest group to dictate how this newspaper operates and I have resisted vigorously any such pressures from many special interest groups in the past. On the other hand, I recognize the long history of persecution by people of my religion against people who belong to Mr. Klein's religion. I have no wish to add to that feeling on their part, indeed I would mitigate it if I could.

I've thought about the matter carefully, and have decided to ask you to tell all editors they are not to use the word "Jew" in a headline under any circumstances.

Headlines which refer to "Jewish" views, or state that a "Jewish" leader said, or which make other such uses of the word "Jewish" are not a problem. It is the word "Jew" which used in any sense in a headline which brings with it, in the minds of people as persecuted as Jews have been in centuries past, disturbing connotations.

Mr. Klein does not believe Jews in London object to the word "Jew" being used in the text of a story, as it is being used here in this memo (providing it is not used in the pejorative sense or as an adjective).

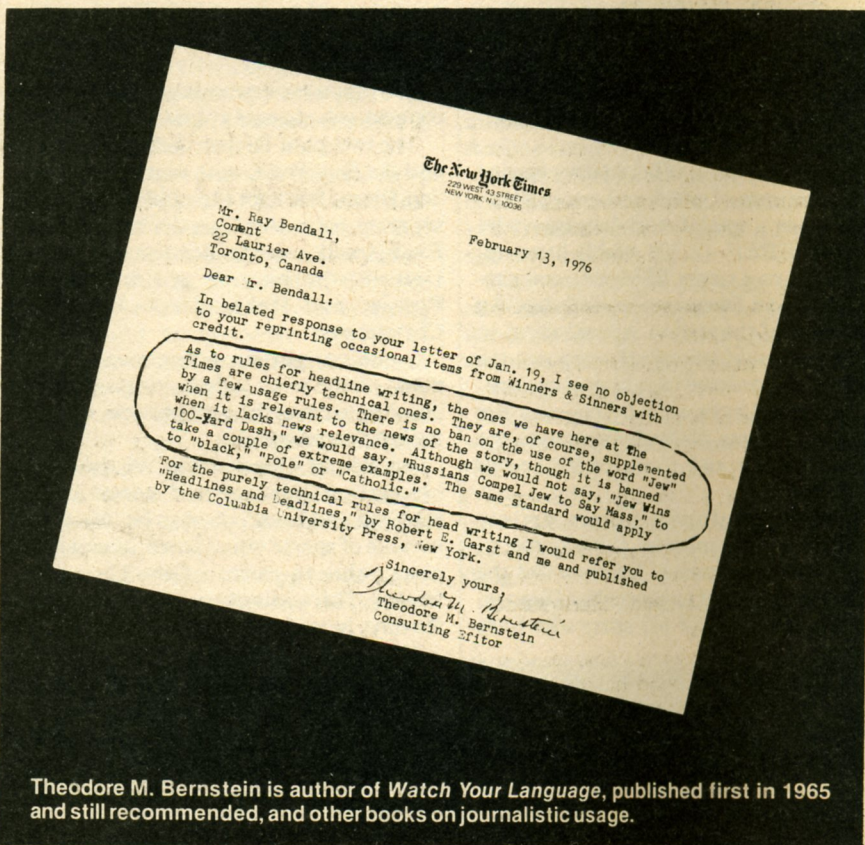
I am reluctant to impose such regulation on copy editors, but the circumstances are unusual, indeed unique. In good conscience, I see no reasonable alternative.

During the following year, however, I noted several instances where *The New York Times* and *The Jerusalem Post* used *Jew* in headlines (never pejoratively of course). It seemed that *The Free Press* was being unduly sensitive in trying to be understanding with London's Jewish community, and that they in turn were being unduly sensitive about a word they are, and should be, proud to be called.

I telephoned Mr. Gerald Klein and sent him clippings of *The New York Times* and *Jerusalem Post*, suggesting I planned to reverse our policy. He too saw the irrationality of a blanket restriction on the use of the word *Jew*, while urging that pejorative or unnecessary use of the word needed to be controlled. We quickly reached agreement that my earlier policy had been too restrictive and I sent the managing editor a 1976 memo revising the 1975 memo.

Parts of it follow:

This spring and summer . . . I happened to see the word *Jew* used in headlines in *The New York Times* and *The Jerusalem Post*. The NYT is owned by Jews, the Post is the . . . most prestigious English-language news paper published in Israel. Continuing to be



unhappy with my November/75 memo, I sent Mr. Klein copies of The NYT and Post headlines, with a short note suggesting I might be reviewing the policy...established earlier.

(Mr. Klein had replied that, while he thought the cultural and historical backgrounds of the populations covered by *The New York Times* and *The Jerusalem Post* were so different that the effect of the use of certain words would also be different, he could not in all fairness ask *The London Free Press* to behave differently than two such reputable papers.)

... I have decided to reverse the Nov. 24 memo. The word "Jew" may be used in a headline.

Use of the word "Jew" in the pejorative sense, or as an adjective in any sense, is understandably objectionable to any Jew, as it certainly is to me, and should be to anyone. In that sense, the word "Jew" should never be used, either in headlines or in text. I want no repetition of the headline we once ran something like this... 'Jew blood rejected by Arabs.' As a noun to describe persons of the Jewish faith who are newsworthy by virtue of their faith, Jew is a proper word, but not if there is a connotation of it being used in the pejorative sense, or as an adjective.

To people of their faith, the word "Jewish" is preferable to "Jew" in most news connotations. While reversing my previous direction in the matter, for the reasons outlined, it is still gracious to keep Jewish attitudes in mind in head-writing.

Incidentally, as a normal routine, people from Israel who are newsworthy should be identified as Israelis.

There's nothing very dramatic about either memo. Each was an effort to acknowledge that minority groups have special sensitivities which newspapers need to consider making policy on and, having done so, to be meticulous about following.

(30)

RIDE (cont. from page 7)

Hurly, president of Chrysler Canada Ltd., but this claim was scoffed at by other Windsor newsmen who said it is not difficult to get an interview with Hurly. His office is in Windsor.

Rye said he would not have sent a reporter to San Diego if Hurly had not been there. Asked why the *Channel 9* reporter did not ask Hurly about rumored layoffs in Windsor plants, Rye said "Hurly's not going to talk finances."

Van Kuren, the *Channel 9* reporter who went to San Diego, said he overheard Hurly tell a *Windsor Star* reporter there would be layoffs, but didn't report it because "I didn't go there to do that."

Brian Bannon is a reporter with The Windsor Star.

(30)

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Column by Richard Labonté

It lacks the vigor and outrage of what pass for radical magazines in the rest of Canada, but *Saint John's Edmonton Report* isn't bad for Alberta.

The writing is stilted, the tone preachy, the layout drab. But the weekly magazine does cover local and provincial politics from an adversary perspective, and doesn't appeal overly committed to fluffy lifestyle or service features.

It's divided, *Time*-like, into several sections: people, government, schools, law, faith (a hearty religion bias), performance (unusual name for sports coverage)

and, as befits booming, resource-rich Alberta, a hefty pro-business section.

If ads are any guide to a magazine's audience, *Edmonton Report* appeals to an upper-middle class moneyed crowd, like most such "city magazines."

Real estate, investment, home service and antique ads predominate; the orientation of the magazine is definitely not comparable to that of less snug, more socialist periodicals such as *BC Today* on the West

Coast, *Next Year Country* in Saskatchewan, *Ontario Report*, the national-audience *Last Post*, and the foundering *plain dealer* in New Brunswick.

Editor Ted Byfield, a former daily newspaper person with a background in religious publishing, obviously doesn't intend to punch out the establishment with iron-fisted journalism. But given the rightist nature of Alberta politics and culture this decade, *Saint John's Edmonton Report* can still be considered a breed of counter-culture magazine.

* * *

A pile of debts and failure to turn up a sugar-daddy have forced Fredericton's *plain dealer* to suspend publication. Prospects for a revival are dim.

The brash weekly has been a struggling alternate to the bland boosterism of Fredericton's only daily, *The Gleaner*, a pudding of a paper which became even more soggy last fall when activists on the staff were purged.

The *plain dealer's* departure makes Fredericton's residents the worst-served for news in the Maritimes, unless they appreciate pictures of plaque presentations.

* * *

Anita Bryant's zealous blitz of Toronto in January pointed up the unfortunate degree to which journalists depend on status when it comes to covering the unknown.

The orange-juice evangelist, in town to bait the gay community, is a quotable lady: her delivery is polished plastic, as predictable as an advance text; news hooks dangle from every inflection.

Reporters tried to balance Bryant's venomous views with reaction from Toronto's fractious gay groups, but reaction which dealt in any substantial way with the preacherette's opinions was hard to come by.

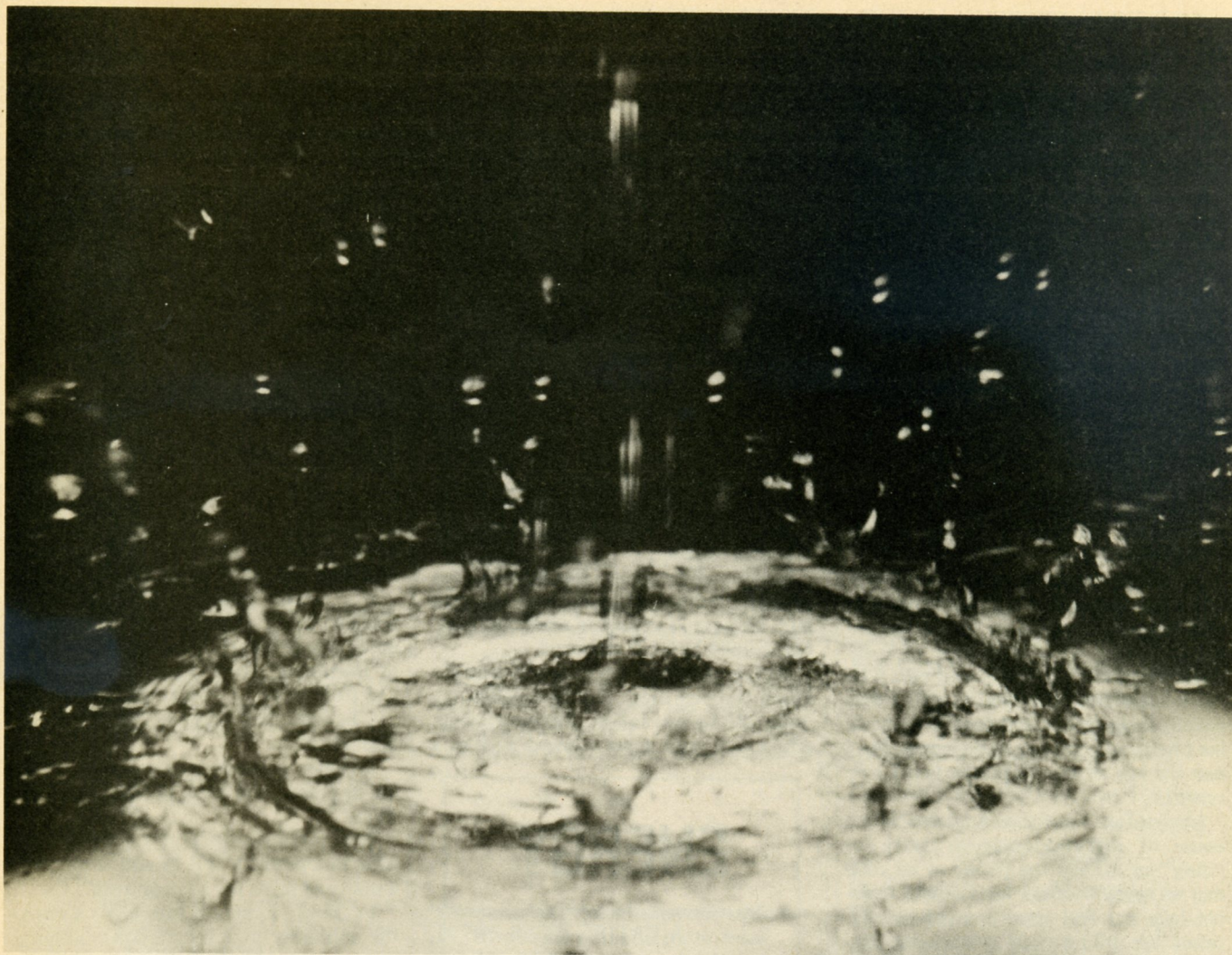
On the one hand, Bryant's well-honed hate from the pulpit and the press conference; on the other, the ragged chants of homosexuals in the streets: the intolerant won the battle for newspaper headlines in Toronto, hands-clasped-in-prayer down.

The Christian Liberation Crusade — a road show of uncharitable bible-thumping — is set to cross Canada later this year. If sophisticated Toronto can be snowed by its cant, the chances of two sides of a story making their way into smaller-town newspapers are slim.

Periodicals, books and news releases which must be sent for comment should be mailed to Richard Labonté, Tatty Hill, RR #2, Calabogie, Ont. K0J 1H0. (30)

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Letters

FORMER NEWSPAPER MAN DEFENDS THOMSON CHAIN, DECRIES NEGATIVISM

I must say at the outset that *Content* has great potential as an inter-media informer — a vehicle that the Canadian journalism profession has long cried for.

Generally, however, I am disappointed and depressed after reading many of your solicited, biased reports and subsequent (sometimes ill-informed) axe-grinding letters to the editor. This certainly reflects an internally troubled news industry that stands to become even more strife-filled unless the communicators begin “communicating” with each other.

Cannot a more balanced and constructive dialogue be encouraged by your publication?

In all fairness it should be explained that I recently ended a 17-year marriage with Madame Newspaper for reasons of mental cruelty. Unable to cope with domestic demands, I sought solace with a relative in the neighborhood so that I may remain close to my first love. I think of her often and want her to be happy, but I fear she has all but forgotten that I ever existed.

Many of us become so occupied with a sense of self-righteousness and our “duty” to inform the public at all costs that we neglect certain facts of life. I cannot help but feel some journalism educators are filling their enthusiastic students with overdoses of theory at the expense of practicality. The result is that very few juniors have any appreciation of economics when they enter a real-life newsroom.

It is no wonder that some reporters get off on the wrong foot, often going on reactionary tangents, because they do not relate to management and have no understanding as to why particular editorial policy is dictated.

There is a world of difference between the classroom concept of what a newsroom should be, every reporter’s dream of life in a metropolitan news situation, and the reality of earning one’s stripes while serving a small town weekly or daily newspaper. The same applies for those entering the broadcast medium.

Management can bridge this serious gap by taking time to explain policy and the role they want their product to play in the community. Reporters, on the other hand, must listen with open minds and be prepared to cast aside misconceptions if necessary, even turning an idealistic cheek from time to time (it doesn’t hurt). There are things about the climate of a community that only the experienced publish-

er and editor can comprehend — it’s what they are paid for, although it takes some reporters years to accept the fact.

It is paramount that young journalists realize from the beginning that newspapers, in particular, cannot exist without the advertising dollar and that periodically they will be asked to write self-serving, back-scratching stories. Done properly and fairly, editorial advertising support is neither dishonest nor unethical journalism; in fact, it can be a challenge (not an insult) to the writer. The editor’s handling of this type of assignment, of course, is crucial and some do a better job of it than others.

In every community, new business, expansion, annual progress and seasonal sales are also deserving of news coverage, but scorned by most reporters.

As it now stands, small newspapers are losing revenue every day to neighboring mass circulation dailies, shopper publications that have been allowed to gain a

foothold, and radio and television. In the past couple of years most newspaper companies in the country have taken steps to become more competitive by upgrading the quality and image of their products and continued co-operation of news-side is vital if the small and medium size papers are to retain their rightful share of the advertising market.

Perhaps more important, however, is that sense of pride that used to be dominant in the newspaper industry. I detect an increasing cynicism on the part of journalists toward superiors and papers and I suggest some of the criticism should be channelled to improved personal performance and job dedication.

If a certain paper is the “pitz,” reporters can be instrumental in bringing about change by producing an abundance of interesting, crisp copy, good photos and fresh ideas . . . Make things happen . . . In short, less negative talk and more positive action.

Reporter enthusiasm can often bring life to a dead-end desk person, and vice versa.

With everyone working for the betterment of a product, it is bound to become a source of pride for all concerned.

In closing, I caution journalists against the unhealthy practice of bad-mouthing their “roots.” From a profession public-relations standpoint this is having a damaging effect. People in most other professions have more class than to stoop that low. Granted, there are always individuals inflicted with sour grapes and there are others who may be justified in their attacks on former employers, but surely it can all be rationalized.

I admit to doing a slow boil every time I hear someone belittling that first “rag” they worked for. Because, at one time or another, just about every journalist in Canada has worked for a Thomson newspaper, this organization is unjustly the object of more than its share of unsavory reflections that seem to be exaggerated with the telling.

There is no denying that community newspapers of the Thomson variety serve as stepping stones to bigger and better things and as such perform a valuable service to the profession.

News personnel turnover is a constant source of grief for editors of small newspapers as they strive for constant, balanced news coverage, but I must take exception with T. M. Ferguson of St. Catharines who wrote in your January


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edition: "I would bet that most Thomson papers had no more than six on staff . . ." It is closer to the truth to state that Thomson editorial departments average 12 staff members as reported in *Content's* original controversial Belleville *Intelligencer* story.

Other ill-informed, misleading generalities regarding certain individuals' functions which were included in Mr. Ferguson's letter I ignore as further examples of the bum rap so frequently experienced by the Thomson newspaper operation.

While conditions are vastly improved, there was a time when the industry was notorious for requiring news people to work long, hard hours at extremely low wages, but this was accepted as a learning craft-honing period. Under today's labor regulations, no one is over-worked and reporters are permitted to prove themselves while earning a reasonable living. Starting salaries have more than tripled in the last 15 years — I know.

If reporters think they have a difficult time coping and writing stories to "fill in around the ads," they should talk to their advertising counterparts whose job it is to sell space in the newspaper. Then there are those poor souls in the circulation department . . .

Life on a small newspaper, with all its shortcomings, never was and never will be easy. A lot of blood, sweat, tears and fun, however, can be considered great experience.

That first "bastard" editor and his "small potatoes" paper are generally the makings of a good reporter.

Come to think of it, what is wrong with taking some day to go back and say "thanks for giving me an opportunity to break into the business"? Many journalism graduates each year are not as fortunate.

Take it from someone who has been there and can now stand on the outside looking in, the newspaper family needs a lot of love, understanding and dedication. Its acceptance in the community hangs in the balance.

Dick Wright,
Brampton, Ont.

THE SAGA OF BRYAN, NATE, BEVERLEY, HOLLIDAY, SARAH, ADRIENNE, LUCILLE AND THE IRISH NANNY

The readers at 99 Markham street eagerly await each issue of *Content*. We also renewed our subscription eagerly. This is, after all, the land of the beaver.

It is also the land of the crippled postal service. And that no doubt explains why

you received a mutilated, empty envelope with no cheque and no renewal form.

Another cheque is enclosed. Same address, same expectancy. Thanks for letting us know what happened.

In the event that you are wondering how many of us at 99 Markham read *Content*, the readership survey that follows is included in the hope that non-advertisers will smarten up.

Bryan — Grabs issue, runs to bathroom, locks door, fills tub. Enjoy, enjoy.

Beverley — Threatening to subscribe. Hates wet seconds.

Adrienne — Seven-year-old who sneaks *Content* out of the bathroom magazine rack. Mainly for Willie Filler.

Lucille — Irish nanny who is fascinated by "behind the scene stories." She does prefer info. on Liz and Margaret though.

Holliday — Niece. She once showed a copy to her high-school media teacher who said he had never seen it and didn't think it would be any good because it was Canadian.

Sarah and Nate — Occasionally caught stuffing it down the toilet. (But they also stuff *Esquire*, *The New Yorker* and my best comic books down the tube too.)

Bryan W. Tyson,
Toronto, Ont.

EDITOR ASKS CRITERIA FOR SELECTION OF 'INTRUSION INTO GRIEF' AWARD-WINNING PHOTO

On page thirteen of the February issue of *Content* is the CP "News Picture of the Month" by Ross Kenward of B.C. What exactly were the criteria used in selecting this photograph? While being first on the scene is often important in journalism, I wonder if capturing a person in a moment of grief really represents 'excellence in photojournalism.' Although the man's face is hidden and he cannot be identified readily from this photo, I feel most people confronted with a similar personal tragedy would rather not be so captured on film. Perhaps Ross Kenward and others like him should try and imagine themselves in such a situation and see how they would feel about such an intrusion.

Deborah C. Sawyer, Editor,
Canadian Education Index,
Toronto, Ont.

30

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SOURCES SOURCES SOURCES SOURC

The following are updates for the 2nd edition of the Sources directory (Content No. 80, December 1977):

(p. 12, col. 3)

CALGARY STAMPEDE & EXHIBITION

Delete from entry:

N. Stewart Barker, President

Add to entry:

Les Blackburn, President

Delete from entry:

David Poulsen,

Publicity and Promotions Manager

Add to entry:

Paul Maffey,

Advertising and Publicity Manager

(p. 17, col. 1)

THE CANADIAN LIFE INSURANCE ASSOCIATION

Change address to:

55 University Avenue,
Suite 1400,

Toronto, Ont.
M5J 2K7

(p. 25, col. 1)

B.F. GOODRICH CANADA LIMITED

Delete from entry:

Richard Houghton,

Communications Co-ordinator, Public Relations

Office: (519) 742-3641 ext. 604

After hours: (519) 623-6864

(p. 27, col. 1)

A.E. LePAGE LIMITED

Delete from entry:

A.E. LePage Limited is North America's

Add to entry:

A.E. LePage Limited is Canada's

(p. 32, col. 2)

ONTARIO MINISTRY OF HOUSING

Delete from entry:

John Frank, Co-ordinator,

Add to entry:

John Franke, Co-ordinator,

(p. 33, col. 2)

PETRO CANADA

Delete from entry:

After hours: (403) 245-4528

Add to entry:

After hours: (403) 244-9804

(p. 38, col. 3)

XEROX OF CANADA LIMITED

Delete from entry:

Don Mills, Ontario M3C 1S8

Add to entry:

Don Mills, Ontario M3C 1S2

(p. 25, col. 1)

GULF OIL CANADA LIMITED

The sequence of the public relations officers is to be taken as follows: Robert Vallance, J.D. Cottreau, B.G. Hammond, D. Reynolds. As noted last month, Garth Hopkins has left the company.

CP Picture of the Month



Photographer: George Diack.

Newspaper: *The Vancouver Sun*.

Situation: Driving through Vancouver's Stanley Park, Diack noticed a gaggle of geese trying to get across a busy road to the First Narrows bridge. Just as he was ready to shoot, the birds struck out

on their perilous journey to the other side. Diack also won the Feature Picture of the Month award for August, 1977.

Technical Data: Nikon with 85-mm lens at 1/250th of a second at f8.

Award: *The Canadian Press* "Feature Picture of the Month,"

December, 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.

OMNIUM (cont. from page 16)

olic Register. Vezina spent 18 years at the Toronto Telegram and also has done time with The Toronto Star. His son, Howard, was recently appointed editor of the Elliot Lake Standard and his brother, Colin, took over as ME at the North Bay Nugget with the New Year.

Lionel Lumb has been appointed as executive producer of CTV's news magazine program Prime Time. The program was rushed onto the air mid-season when CTV Reports, ballyhooed as the net's public affairs blockbuster, plunged to its death in the ratings game late last year.

Effective March 1, CFGO Radio in Ottawa is switching to Standard Broadcast News voice service from BN Voice.

Quebec

After eight months as the Montreal Gazette's editorial page editor, Tom Sloan has quit. He plans to return to writing a book on national unity which he put on the back burner soon after taking up his editorial responsibilities at The Gazette.

Quebec's independentist weekly, Le Jour, has closed again in the face of financial problems. The management says it is reevaluating the paper's orientation and that it may be resurrected as a more popular and competitive paper. Le Jour had been criticized as too intellectual and too expensive at \$1 per issue.

Brian Nelson has left SBN in Ottawa for CFCF-TV in Montreal.

Energy conservation is part of the design for Telecapital's new station, CFER-TV, in Pointe-au-Père. Heat generated by broadcasting equipment will be used as part of the building's air-conditioning system.

Thomas Schnurmacher, formerly at CHOM-FM is now entertainment editor at CJAD Radio. He is also writing an entertainment gossip column called Just Entre-Nous for The Montreal Star.

Atlantic

CBC Radio's stereo network began service to southern New Brunswick Jan. 30 at 101.5 FM. The new station, the tenth in the publicly owned stereo chain, has studios in Fredericton and a transmitter halfway between the capital and Saint John.

Norm Guilfoyle, the PR man for the CBC's accelerated coverage program, says the corporation is using the phrase "stereo network" rather than "FM network" because so-called AM programming is carried on FM stations in some parts of the country.

To emphasize the network, it is now CBC practice not to publicize the call letters of its stations.

Elmer Harris, news director of VOCM Radio, St. John's and president of RTNDA Canada, has been appointed vice-president for news at

St. John's, by Colonial Broadcasting System Ltd.

ITU Local 636, representing employees of Moncton's Times and Transcript, has issued a statement of support for employees of Halifax Herald Ltd., who are attempting to join the union.

Financial

Global Television Network has shown its first operating profit over a full financial year. In the year ending Aug. 31, 1977, total revenue amounted to slightly more than \$22 million yielding net earnings of \$413,000.

Magazines

The Periodical Distributors of Canada Author Awards have gone to Margaret Laurence for A Jest of God (best fiction paperback), John Robert Colombo for Colombo's Concise Canadian Quotations (best non-fiction paperback), Robert Collins for "A Tankful of Gas" in Reader's Digest (best non-fiction magazine piece), and to Margaret Atwood for "Lives of the Poets" in Saturday Night (best fiction magazine piece).

Miscellaneous

The 20th International Film Festival, held in New York, awarded a gold medal for the best TV documentary to CTV for Window on the World: Fertility Rites of the 21st Century — Overpopulation, directed by Rene Bonniere. CTV also picked up a gold medal in the educa-

Omnium

tional category for Being Human: Together Alone, directed by Jerry Lawton, and a silver medal in the TV news category for Maclear: Into the Madding Crowd, directed by Don McQueen.

Obituaries

Brian Hartly, 38, former journalist for the Toronto Telegram and the Hamilton Spectator, has died. Hartly worked eight years at the Tely and later uncovered the Hamilton harbour dredging scandal for the Spec. At the time of his death he was working for the Liquor Control Board of Ontario. He died in Hungary where he was being treated for cancer.

Frank Lowe, 56, former editor of Weekend Magazine and Montreal Star columnist, died in December. He started at The Truro Times, moved to The Canadian Press as a war correspondent based in London, and later became a CBC news editor.

Heloise Bowles, 58, author of King Features column Hints from Heloise, died in December of heart trouble. Her daily column was carried in more than 600 newspapers.

Chief clerk of the Ottawa parliamentary press gallery, George Gagne, 45, died in a car accident in December. He worked for more than 25 years as the gallery clerk before assuming the job of chief clerk this year. (30)

"Those of us who hold power are always certain that we wield it responsibly and in the best interests of those who do not share it. But those who lack power look upon us with suspicion, distrust and resentment. They doubt our wisdom, question our abilities, and suspect our motives."*

*Public Responsibility and Private Enterprise, by Paul Paré. An address to the "Options — Conference on the future of the Canadian Federation", University of Toronto, October 1977. Full text available from the Public Relations Department, Imasco Limited, 4 Westmount Square, Montréal, Canada, H3Z 2S8.



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Omnium-Gatherum

Quotes

"Most of our sketches certainly, those about the media, are done straight. The media, television especially, is very funny because it takes itself seriously. When you see the news on television you are not supposed to see a man who walks into the studio, is handed the news, reads it, leaves and goes to join his friends for a drink in the pub...you are supposed to see it as THE NEWS!"

— Eric Idle, writer and performer for Monty Python's Flying Circus.

B.C.

A B.C. Supreme Court judge has awarded MP **Simma Holt** \$2000 and costs in a libel action against *The Vancouver Sun*. A *Sun* editorial criticized the Vancouver MP's performance during a tour of the California prison system. Although the *Sun*'s lawyer argued "fair comment," the court found the editorial damaged Holt's reputation.

Paul Waters, a producer for the *CBC*'s *The National*, has gone to Vancouver as a news producer.

The West

John Drewery, who was a parliamentary reporter for *CBC-TV* in Ottawa, is now in Saskatoon as anchorman for *CBKST*'s evening news program.

Ron Collister, former broadcaster and currently reporter of *The Toronto Sun*, has been named as editor of the soon-to-appear *Edmonton Sun*. **Jim Peters**, assistant ME at *The Montreal Star*, will be the *Sun*'s ME. The paper is scheduled to begin publication April 2.

Bob Gibb has been appointed publisher and

general manager of the Prince Albert *Herald*. He succeeds **Clarence Wiseman**, who has moved to Brampton, Ont. *Times* as publisher and general manager.

Congratulations are due radio stations *CFCP* (Courtenay, B.C.), *CIOK* (St. Paul, Alta.), *CKYL* and *CJYR* (Peace River, Alta.). The four independent stations pooled their resources to send representatives to Quebec to get a first-hand briefing from government officials on why they want out of Confederation.

Chuck Benson of *CJYR* says the four stations wanted to find out for themselves rather than rely on the national media.

With less than half its members returning ballots in a vote on dissolution, the **Saskatchewan Journalists' Association**, English-speaking Canada's only organization for professional journalists, seems certain to fold. The SJA executive had announced that it would hold a wind-up meeting in the spring unless more than half the members voted for continuation.

In a coming issue of *Content*, Saskatchewan contributing editor **Dennis Gruending** will look at the failure of the SJA and its implications for journalism in Canada.

Winnipeg writer **Edmund Oliverio**, former *CKND-TV* promotion director, and photographer **Kenneth Friesen** have begun a public relations shop under the name of Oliverio Communication Consultants, 503-228 Notre Dame Ave., Winnipeg.

Steve Halinda, news director at *CBC* in Winnipeg, was elected Jan. 10 as president of the Winnipeg Press Club.

The Winnipeg media raised \$15,000 for the Society for Crippled Children and Adults with **Schmockey Night** this year, the 25th anniversary of the media-organized event.

Ontario

Changes at *Ottawa Today*: President **W.O. Morrison** has resigned to be replaced by Paul Iannuzzi. Morrison remains on the board of directors. **Robert Essery** is the new executive editor, taking over from **Charles King**. Three editors have left: **Earl Green** of business, copy chief **Colin MacKenzie** and **Jacob Siskind** of the entertainment department. Photographer **Steve Behal** has left, as have reporters **Sandra Woods** (who has gone to *CIDA*), **Susan Riley** (now with *The Citizen*) and **Paulette Bourgeois**. New reporters are **Jane May**, **Bernd Franke** and **Craig Kerr**.

CKO has filed an intervention with the CRTC in the application by *CKEY* in Toronto to increase news coverage offered by *CKOY-*

FM and *CKBY-FM*, both in Ottawa, if the Commission approves their sale to *CKEY*. The all-news radio network operates *CKO-FM 1* in the capital.

Don Hearn of *CBC* in Vancouver has moved to Ottawa where he will produce the *CBC*'s weekly program, *This Week in Parliament*. **Bill Casey**, a *CBC* reporter at Queen's Park in Toronto, goes to Ottawa to report for the program.

Tom Earl goes from *CBC* in London (UK) to join *CBC Radio*'s parliamentary bureau in Ottawa.

Kirk Dickson rejoins *CHYM* in Kitchener after a stint with Ottawa's *CFGO*. Meanwhile, *CHYM* is losing **Gerry Paxton** to *CKPR* in Thunder Bay, where he'll be news director, and **J. Richard Miller** to *CKLW* in Windsor.

Ken Cox of *CFGM* in Richmond Hill is now in and out Toronto's *CFRB* as a mobile reporter and will also cover the station's education beat, taking over from **Tony Andras**.

Randy Singer has gone from *CKCK* in Regina to *CFRB* in Toronto where he replaces **Ian Slack**, who has joined *CFTO-TV* as an on-camera reporter.

The annual meeting of the Parliamentary Press Gallery elected *Radio-Canada* reporter **Jean-Marc Poliquin** as president, **Doug Small** of the *CP* as vice-president, *BCTV*'s **Christine Hearn** as secretary and **John Warren** of the *CBC* as treasurer. Directors elected were **Catherine Bergman** of *Radio-Canada*, **Mike Duffy** of *CBC*, **John McHugh** of *The London Free Press*, **James Munson** of *SBN* and **Terry Wills** of *The Toronto Star*.

Jack Davis, editor of *The Angler & Hunter in Ontario*, was recently elected to a third term as head of the Ontario section of the Outdoor Writers of Canada.

An anonymous group of investors has announced plans to launch a new daily in Kitchener sometime this year. A new company, *Newsday Communications Ltd.*, will publish *The Daily News* as part of an ambitious plan which includes printing, magazine and book publishing, film-processing, and an advertising agency.

Why not a space program, too?

Willhurst Communications Ltd., Toronto, appointed **Paul Costello** and **Rob Johnson** as VPs. At the same time, **Nancy Miller** and **Lynda Friendly** have been promoted to positions as senior consultants.

Veteran journalist **Bob Vezina**, last heard from at *The Globe & Mail*, is now at *The Cath-*
(See **OMNIUM**, page 15)

Classified

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