

content

Canada's National News Media Magazine

April 1978

Number 84

75 Cents

PENNY PINCHER'S GUIDE TO TAXES

Are you paying more
than you need to?

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The carrier crisis?
Yes, the carrier crisis.

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Letters

CONTENT READER DOESN'T WANT DOW'S INSIGHT, URGES CAUTION IN RENTING OUT CONTENT MAILING LIST

As promised, this is a letter of criticism about *Content's* newly-adopted policy of renting out the names on its mailing list. Two days ago, I received a complimentary copy of *Insight*, a magazine put out by Dow Chemical of Canada Ltd., the subsidiary of Dow Chemical U.S.A.

I found the publication appalling; others won't and I accept that. For anyone whose memory stretches back a decade, Dow is a symbol of a certain sort of corporate amorality that shows its color during times of war. The company's manufacture of certain chemicals during the war in Vietnam aroused a great deal of controversy around the world.

The magazine that arrived in my letter box, without invitation, gives little indication that Dow is prepared to let slurs against its name pass by. Two of the seven articles are defences of chemicals used in Vietnam. The conclusion drawn is that "the atypical military usage in South Vietnam has no relation to, and no bearing on, the peaceful uses of herbicides in the United States and throughout the world."

Other articles attack the "ineffable silliness of the current consumerist drive to 'protect' us from every allegedly unsafe substance that we are putting in our mouths" on behalf of corporations that find themselves victims of "increasingly restrictive regulations that in large part appear more politically motivated than realistic."

Photos of sylvan scenes, cuddly bear cubs and quotations from Abraham Lincoln (this is the Canadian edition, remember) complete the broadside.

Of course, Dow wants your mailing list. It represents the easiest way to get at the 5,000 people in this country who are involved with or interested in journalism.

I cannot claim that I have always objected when publishers have rented out mailing lists that included my name. Indeed, one national magazine is now giving out my name and address to the Canadian Civil Liberties Association and, though I don't approve of this, I have not objected. But this does not alter the fact that when I purchase a subscription to a magazine, I am entering into a contract with the publisher and with no one else. There must be some respect for the confidentiality involved in this.

I recognize that your liaison with Dow is the first occasion upon which you have attempted to make money from your carefully cultivated mailing list. And I re-

cognize, too, that as you are a publisher of a magazine with a limited readership, it would be unwise to shackle you and destroy any ancillary money-making enterprises that would benefit the magazine.

But I think that your readers ought to be consulted regarding the new use of their names and addresses. One does *not* expect such courtesy from *Time* magazine, but then *Content* is different and, one hopes, more sympathetic to its readers' wishes.

Perhaps your subscribers will not object to having their names and addresses rented out. In that case, I would ask you, as one subscriber, to exercise utmost discretion when considering to whom you rent your mailing list.

Use the same discretion you used as a reporter, and use now as an editor and publisher.

I do not wish to be solicited, for example, by an organization that is convinced the prime minister is hoarding Moscow gold in his bank account. I am sure you have certain groups in mind for whose ideas you have very little time. It is your legitimate function as a publisher (whose capital is at risk, after all) to exercise such discretion.

I hope you will consider the matter thoroughly.

Murray Campbell,
Toronto, Ont.

Publisher's response:

Content subscribers were recently among a number of influential groups (including university educators, medical and business people) to receive the first copy of a Dow Canada quarterly called *Insight Edition*.

I agreed, as a commercial proposition, to provide in 1978 a channel of distribution for *Insight Edition* to the Canadian news media community. The renting party does not see the mailing list.

The new publication invited editorial comment to its offices in Sarnia, Ont.

I plan to attempt a definitive statement on the subject of the above letter around the end of the year. *Content's* policy, then stated, will be based on all information that can be assembled. More letters will play a key part in determining the policy and are welcome. — B.Z. (30)

Richard Labonte is on vacation.

content

Established 1970

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Your first copy of *Content* will be mailed the same day your order is received, when you print your name, address and postal code clearly. Please enclose cheque, if possible. Make cheque payable to *Content*. Institutions and companies: please include name(s) of person(s) to receive *Content*. Requests for missing issues are not accepted after three months from date of publication.

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Lede Copy

B.C. FACELIFT: COVER FOR SAGGING NEWS?

VANCOUVER — The Vancouver *Province* looks good these days, product of a major lift of face and philosophy. But cynics are wondering if the changes also mean a continued reduction of reporting staff.

The cosmetic changes include:

- horizontal, modular layout;
- larger bodytype
- five columns instead of six on p. 1;
- smaller pix, all boxed;
- fewer turn stories, and no longer breaking mid-sentence;
- smaller, longer heads, often with discreet second decks;
- rebirth of the heavy column-rule and cutoff line;
- Di-Litho printing.

All in all, there are clear influences of Peter Palazzo's *Winnipeg Tribune*, with echoes of *The Miami News*, the *Toronto Sunday Star*, and the *London Sunday Times*.

Philosophically, the major change may be promoting the editorial page to a section front Opinion Page with the addition of columnists Eric Nicol and James Barber. This effectively demotes local news, which no longer gets a section front.

At the same time, there's been some shaking-up of newsroom personnel, including transfer of two *Lifestyles* writers to cityside.

And there's a decided accent on consumerism, packaging several related items together and focussed on the highly successful Action Line column. — Nick Russell.

SUN GOES WEST, BACKERS SEE QUICK PROFITS

CALGARY — A new daily, *The Edmonton Sun*, will be rising in the west starting in early April to do battle with Southam's powerful *Edmonton Journal*.

Having long been a one newspaper town (the *Edmonton Bulletin* folded in 1951), Edmonton will see the birth of a punchy morning tabloid Apr. 2, financed by *The Toronto Sun*. Set to have an initial press run of 35,000 during the week and 50,000 on Sundays, the paper promises to bring a



look very similar to *The Toronto Sun*, complete with nubile Sunshine girls, heavy sports content and numerous columnists.

Publisher Bill Bagshaw, popular Edmonton service club official, commonwealth games supporter and one of the architects of *CHQT*, Edmonton's radio success of the last decade, maintains the new morning tabloid will be positive, breezy and informative. The paper will also contain more local news than *The Toronto Sun*, he promises.

Admitting it would be foolish to get away from the successful format of *The Toronto Sun*, Bagshaw hopes to keep in close touch with Edmonton's readers through editor Ron Collister, former Washington correspondent for the *CBC*. Obtaining input from Edmonton readers will be part of Collister's job.

In charge of an initial editorial staff of about 35 will be Jim Peters, formerly assistant managing editor of *The Montreal Star*. Peters, a westerner, has also worked for newspapers in Calgary, Winnipeg and Regina and is a former editor of *Maclean's*.

The *Sun* will at first be printed by North Hill News, but eventually by the paper's own presses. Land has been purchased in the southeast section of the city to house the presses and circulation staff.

According to *Toronto Sun* publisher Creighton, backers are risking \$4 million to duplicate the phenomenal success of *The Toronto Sun*, which turned a profit after only six months.

The Edmonton Sun will join *Ottawa*

Today, Calgary's *Albertan* and *The Toronto Sun* in Canada's tabloid press. — Ron Stanaitis.

INVESTIGATIVE REPORTERS JOIN FORCES

TORONTO — The first step toward creation of a Canadian Centre for Investigative Journalism was to be taken the week of March 6 by four veteran reporters.

Jock Ferguson, *CBC-TV* news reporter in Toronto; Henry Aubin, *Montreal Gazette* reporter; Nick Fillmore, newly moved to *CBC-TV's The National* and Jean-Claude LeClerc, associate editor of *Le Devoir*, planned to send a letter to about 20 selected investigative reporters across the country.

The letter invites its recipients to "determine if there is a need to provide a vehicle that can foster independent investigation and analysis of aspects of Canadian society."

The Centre, as suggested by the four, would provide expertise to individual journalists attempting major investigations, help get good investigative stories more widely republished or rebroadcast, and would "help end the isolation that many investigative reporters now work in."

Funds will be sought from foundations, donations, and newspaper and government grants.

The four approached *Content* Feb. 28 and the magazine agreed to co-operate with, and generally support, the establishment of such a Centre. At the same time, it was mutually agreed the Centre and the magazine must and will remain independent in their functioning.

Co-operation will probably consist mainly of *Content* carrying regular reports on the Centre's activities and interviewing investigative journalists for "how it was done" stories.

The founding group welcomes inquiries, comments and suggestions. Write or call Jock Ferguson, 18 Park Ave., Toronto, Ont. M4E 1B6; phone (416) 699-0450 (residence) or 925-3311, ext 3381 (office). — B.Z.

Coming in *Content*
The meaning
and use
of polls.

Lede Copy

GUILD RETURNS, OTU STILL OUT AT JOURNAL

OTTAWA — Ottawa *Journal* circulation workers, represented by the Ottawa Newspaper Guild, are returning to work after being locked out for close to 17 months.

Journal publisher L.A. Lalonde signed the contract Feb. 15, after the Guild filed charges of bad faith bargaining with the Ontario Labour Relations Board. Guild president Katie FitzRandolph said last month Lalonde was stalling on the contract, which he originally proposed, pending the outcome of an upcoming decertification vote against the Guild unit at the *Journal*.

The move for decertification came from non-union circulation workers, brought in by Lalonde after Guild members left their jobs Oct. 26, 1976. The Guild and three other unions went out in support of Ottawa Typographical Union (OTU) members in a dispute over layoffs due to technological change and lack of severance pay, but pressmen, mailers and stereotypers signed new contracts last September.

FitzRandolph called the agreement "a bad contract." "Usually when I sign and end a dispute, it's a time for champagne and celebrating," she told the *Ottawa Citizen*, but this time "we all have mixed feelings." The contract includes an eight per cent raise in salary, but severance pay after a layoff and a series of other benefits have been deleted from the previous contract.

Severance pay "was the whole reason for this thing," according to FitzRandolph, who said she hadn't expected severance to be included because, once the Guild got it, the OTU would have stronger grounds to ask for it.

Of 40 OTU members remaining from the 84 originally locked out, jobs are available for only 18 now that the *Journal* has converted its operation to computer typesetting. OTU president Dick Weatherdon said typos would have accepted management's latest offer even though it bears "no similarity to the one we've had for the past 90 years," but "we won't accept the 18 and desert the others with nothing."

If OTU settled now, members other than the 18 who return to work would be left with no union benefits and no severance pay, Weatherdon said, and "that's not what a union is all about."

OTU represents over half the workers that when out in 1976. Despite a letter

from the Guild published in the *Journal* Feb. 16 saying the dispute "has been resolved to the satisfaction of both sides," and asking readers "to co-operate fully with the *Journal* in restoring the friendly relationship previously enjoyed," FitzRandolph said the *Journal* "is still a struck paper."

Weatherdon said the typos "understand why the Guild went back, much as they didn't want to." Even with the contract, the Guild still faces possible decertification.

FitzRandolph said the Guild only accepted the contract as offered "because our lawyers felt it may give us a tiny edge at the decertification hearings."

With the contract signed, she said, "the next step is to beat the decertification vote." No date for the vote had been set as *Content* went to press.

Although non-union circulation workers now out-number Guild members, FitzRandolph said it may be possible to defeat decertification. "It'll depend on how many people the *Journal* lets go after we come back, how many of our people actually go back... and how many others we can convince to vote Guild."

Brian Eastwood, a former *Journal* circulation manager told *The Citizen* "a lot of guys will go back just to shove the scabs that took our jobs out on the street — to teach them a lesson... I know the first thing many of us will do is try to get the remaining scabs to join the guild."

"If they don't, we can make life pretty miserable for them. And if we're decertified by their petition, we'll organize again within six months."

However, "if we're decertified, they could fire us right away, two weeks after we start."

FitzRandolph said the Guild has stopped "fighting to lose as little as possible," now that chances of beating the decertification look a bit better. "Looking to cut your losses is a depressing fight, but fighting to win is more interesting and optimistic, it's a much more 'up' kind of fight."

"Winning the decertification vote is the day the champagne will come out," she said. — Mitchell Beer.

Content Credit Policy

In cases of orders for \$10 and less, services or items ordered cannot be provided until payment is received.

Exceptions are subscription renewals and special circumstances.

The policy in practice will mainly affect orders for new subscriptions, classified advertisements and back issues.

AI UPDATE

SOME FREED FROM BURU

On Dec. 20, 1977, the Indonesian Government announced the release of 10,000 political prisoners (category B), who have been held in detention without trial, many for more than 12 years. For the first time, prisoners from Buru Island (see *Content* N° 82) were released.

However, investigators have discovered that many of those prisoners reportedly released will in fact continue to be imprisoned after transfer to 16 remote penal colonies in the outer islands of Indonesia.

For the first time since 1971, a group of foreign journalists was allowed to examine freely the conditions of the island of Buru. Prisoners interviewed told visiting journalists that they "feared they would be punished after the press party left." One prisoner was placed in confinement immediately after speaking to former journalists. Prisoners also spoke of reprisals, including beatings, following the 1971 visit by foreign journalists. — Jean Sonnenfeld.

QUINTE RULES THE (AIR) WAVES CRTC TOLD

KINGSTON, ONT. — A battle for the radio airwaves in the Belleville and Trenton region is shaping up with a group of businessmen charging that a communications monopoly exists.

On Jan. 17, the Canadian Radio-television and Telecommunications Commission opened hearings in Toronto. One application under consideration was filed by Quinte Broadcasting Co. Ltd. of Belleville (pop. 35,000). The company wants to open a 1,000-watt station, *CJTN*, in Trenton (pop. 15,000), 20 km west of Belleville.

Quinte Broadcasting opened *CJBQ* in Belleville in 1946 and *CJNH* in Bancroft (105 km northwest of Belleville) in 1976. *CJNH* combines some local programming with *CJBQ* programs. The company also has an office in Trenton.

The company is owned by Dr. Gerald Morton, who holds 98 per cent of the shares. His son, Myles, and *CJBQ* manager Frank Murray, directors of the company, each hold one per cent.

Quinte Broadcasting's application is being challenged by a group whose names read like a Who's Who in Trenton. Led by Gordon Hume, former general manager of *CJJD Radio* in Hamilton, the business-

men requested that the CRTC defer any decision on the Quinte Broadcasting application until they could submit one for the new station.

The tri-weekly *Trentonian* quoted Hume as telling the CRTC "there is a monopoly in this area as far as media control goes and we would like to offer an alternative."

Myles Morton is general manager of *The Intelligencer*, Belleville's daily newspaper, which the family sold to the Thomson newspaper group in 1971.

Ownership of the Belleville and Trenton cable television company, Cablevue (Quinte) Ltd., is divided equally between the Mortons and Thomson Communications. Thomson also operates *The Trentonian*.

"There is a feeling amongst a lot of people in our area who are paying *CJBQ* for advertising that this group virtually controls the area," said Neil Robertson, one of the businessmen prepared to open a new radio station.

The group hired an engineering firm to prepare its 'loop' or area of broadcast pattern. A five-year plan, including a description of the type of radio service, is prepared and will be made public shortly. Robertson said, if the CRTC approves Quinte Broadcasting's application, his partners, who include insurance brokers, a lawyer, and several other leading businessmen, will continue to try and launch their station.

Myles Morton denies the monopoly charge. "There is not a monopoly here as one would think." If *CJTN* is approved in Trenton, it would have its own studios, staff and programming.

Although the CRTC had documents outlining ownership of Quinte Broadcasting Co. Ltd., nothing was said at the hearing until Murray was asked to elaborate.

When Hume attempted to outline his station plans, he was ruled out of order, and reminded that only comments about an applicant's ability to serve the community would be permitted.

Internal guidelines of the CRTC governing the awarding of licences follow a policy set down in a 1970 decision which said that the CRTC "opposes the granting of two AM radio licences to the same interests, in the same area and the same language."

The *CJBQ* application is backed by Trenton town council, the Trenton Chamber of Commerce and the local separate school board. A group of residents who live near the proposed *CJTN* transmitter location opposed the site, but have been told that Quinte Broadcasting has obtained an option on another

plot of land. When town council endorsed the application, only one member voiced an objection — against the monopoly.

An attempt was made in 1967 by Ralph C. Ellis and a group of businessmen to obtain a licence for a Trenton station. The application was rejected by the Board of Broadcast Governors, the predecessor of the CRTC. *CJBQ* opposed the application. One of the chief objections to that proposal was that the financiers were not all from the Trenton region. — Ian Robertson.

NEW LAW LETS US SEE SOME FILES, MAYBE

OTTAWA — If you've ever wanted to know what the federal government knows about you, a new law which went into effect March 1 could help satisfy your curiosity.

In principle, the new Canadian Human Rights Act allows the individual to see any file kept on him/her in any federal government department or agency. The citizen has only to go into any post office in the country, where an index of all data banks currently maintained by the federal government — it is estimated there are some 1500 — is kept. The names of individuals are not listed, only existing data banks. The inquirer has to decide which data banks are likely to have files on him/her, fill out a request form, also available at the post office, and send it to the appropriate department or agency.

Upon receipt of the request the processor has 30 days to produce the file. According to privacy commissioner Inger Hansen, small files can be copied and sent to the applicant. But if the file is very thick or if it contains sensitive material, the applicant can be asked to come in to examine the file.

If, upon examination, the individual feels there is erroneous or misleading information in the file, he/she has the right to request a correction. If that request is denied, a note must be entered in the file that such a request was made.

Under the act, no government department or agency can pass on an individual's file to another department or agency without informing that individual. The agency must write to the subject's last known address and inform him/her that the file is being passed on.

Some data banks are exempt from public examination. These exceptions are reasonable, except perhaps for those

allowed for reasons of national security, a grey area. The exempted data banks are listed in the index and the act forbids the maintenance of secret data banks.

Under the act, the minister can refuse to release information if it "(i) would disclose a confidence of the Queen's Privy Council for Canada (ii) might reveal personal information concerning another individual (iii) might impede the functioning of a Court of Law or quasi-judicial board (iv) might disclose legal opinions or advice provided to a government institution or privileged communications between lawyer and client in the matter of government business or (v) might disclose information obtained by an investigative body in the course of investigation pertaining to the administration or enforcement of any Act of Parliament."

A file or information bank can be kept closed as well on the grounds that releasing it "(a) might be harmful to international relations, national security or federal provincial relations (the exemption that will probably cause the most controversy), (b) would be likely to disclose information obtained or prepared by any government investigative institution in relation to national security, detection or suppression of crime generally or in the course of investigations pertaining to particular offenses against any Act of Parliament or (c) would be detrimental to the proper custody, control or supervision of persons under sentence for an offence against any Act of Parliament."

A person denied the right to see a file has a recourse by taking the case to privacy commissioner Hansen, who can undertake an investigation. The commissioner has the right to see the file in question and, if she feels the case merits it, can argue the case to the minister. She also has the right to report the denial to Parliament, a publicity mechanism. However, she can go no further than that. Her role is to decide whether the decision was a fair one; it is still the minister who has the final say as to whether or not the person shall see the file. — Tom Riley. (30)

Notice Board

Apr. 1: Canadian Association of Labour Media convention, Quebec City.

Apr. 13-16: Canadian Association in Support of Native Peoples workshop, "How native peoples can gain access to the print media," Vancouver.

Apr. 14-15: Canadian Daily Newspaper Publishers Association seminar, "Newsroom Management," Truro, N.S.

Lee Lester

•BRISBANE

Queensland police have been accused of violence against journalists in the Australian state. Behind the tough police treatment of reporters and cameramen is premier Jon Bjelke-Petersen, said 65 journalists who met recently in Brisbane.

Violence against pressmen is said to have flared during coverage of banned anti-uranium marches. One journalist complained of being mishandled during a visit by Prince Charles.

Brisbane police are said to be particularly sensitive about cameramen filming them at work.

The Australian Journalists Association is sending a report to the United Nations alleging the police have contravened sections of the international covenant on civil and political rights.

•LONDON

Want to keep up with *The Times* and inflation? Here's a guide to staff of the London daily from its editor which seeks to explain the rate of increase or decrease in the money supply and its effect on prices:

INFLATION means that the supply of money is being increased and prices are

rising, as is happening at present.

HYPER-INFLATION means that the money supply is being increased very rapidly and should not be used unless the supply of money or prices are increasing at an annual rate of 20 per cent or higher.

DISINFLATION means that the supply of money is being reduced or that prices are falling.

REFLATION means that the supply of money is being restored to a higher level after deflation has occurred.

IN PRESENT circumstances deflation is extremely unlikely and until deflation has occurred reflation is logically impossible.

THE PHRASE 'a reflation of the economy' or reference to reflation should be therefore avoided.

THE GOVERNMENT is under pressure from some quarters to increase the rate of inflation of the money supply.

THIS SHOULD be referred to as such, as increased inflation or higher inflation, and should NOT be referred to as reflation.

So now you know!

•NEW YORK

Life and *Look* could be back on the news stands this year. *Life* folded in 1972 but the publishers, Time, Inc., have discovered that it is still well regarded by the

public. So they are now preparing a dummy with the idea of giving the magazine a new lease on life.

French publisher Daniel Filipacchi has paid a reputed \$250,000 for the title of *Look* for the same reasons. Filipacchi, who publishes the French edition of *Playboy*, bought *Paris-Match* last year. He once worked for the French news magazine as a photographer. He plans to give the public a new look at *Look* this fall.

•LONDON

Notice to executives and staff from Larry Lamb, editor of *The Sun*:

Some astonishing crudities are getting into the newspaper.

Do NOT use words like BOOBS, KNOCKERS, SCREW or FANNY.

Do NOT say BLOODY unless the word is wholly justified in the context.

Do NOT use slang terms or 'in' abbreviations unless the story demands them.

Use English.

The Sun is renowned for its Page 3 pin-ups who prominently display the first two of the banned words . . .

•BERLIN

East Germany has ordered a West German news magazine to shut its office in East Berlin. The instruction was given to *Der Spiegel* after it reported a group within the ruling Socialist Unity Party had broken with the official line and advocated a break with the USSR.

The magazine stung the party's Politburo with charges of large-scale corruption and nepotism against top leaders from party chief Erich Honnecker downward.

Der Spiegel opened its office in the East German capital four years ago. West Germany is protesting the closure order.

•MONTREAL

Circulation of Pierre Peladeau's recently launched *Philadelphia Journal* is behind target.

To break even, the paper needs to sell 50,000-55,000 copies daily. But the paper, which went on sale Dec. 5, is selling only 40,000-47,000 copies a day.

Peladeau had estimated a circulation of 100,000 by the end of February.

Peladeau is planning to start up a second US paper — in Atlanta.

Sources for this column include UK Press Gazette, The Journalist, Editor & Publisher, and the London Sunday Times.

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"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.



Imasco Limited

4 Westmount Square Montreal

Public Relations Department, Tel. (514) 937-9111

Phony charities and mail order fraud.

This is what Ontario is doing to keep the lid on rip-offs.



Today you can order almost anything by mail—seeds, books, department store merchandise, body-building exercises and even “diplomas”.

Most mail order organizations are honest, but a small percentage are not—and give the entire industry a bad name. So before you deal with a mail order business, the Ontario government asks you to ask yourself:

- What does the offer really promise?
- Is the advertising actually informative?
- Do I know this company's reputation?
- Do I really need the article?

- Could I purchase the same article at a lower price locally?
- Can I pay c.o.d.? (cash on delivery)
- Is there a money-back guarantee?

Mail order gimmicks to guard against, along with a checklist to help you avoid problems when ordering goods, are spelled out in a new Information Bulletin from the Ontario Ministry of Consumer and Commercial Relations. The bulletin tells you where and how to check a company's reputation and outlines your rights under the Ontario Business Practices Act.

For a free copy of the Information Bulletin “The Mail

Order Business: Protecting Your Dollars.”—write to:

Consumer Information Centre
Ministry of Consumer &
Commercial Relations
555 Yonge Street

Toronto, Ontario M7A 2H6

Also available is a new Information Bulletin:

“Avoiding Phony Charities:
How To Be A Cautious Donor”.



**Larry Grossman,
Minister of Consumer
and Commercial
Relations**

William Davis, Premier

Province of Ontario

AN INVESTIGATIVE REPORT

THE CARRIER CRISIS: NEW ROUTE TO TROUBLE

Putting out the paper is to some extent an exercise in futility without a healthy distribution system.

Now the keystone of the system — the carrier — is a dying breed.

The adjustments are painful, could be expensive, and are a big unreported story.

By GERALD McAULIFFE

If you're a daily newspaper publisher in Canada, you've got *problems*.

Not the least is getting and keeping carriers. Without a carrier on every route, doing the job well, the best efforts of reporters, editors, composing room people and for that matter, the publisher, are for nothing.

The carrier problem is becoming steadily worse, approaching crisis proportions in some places.

Come off it, you say? Jump into this cab.

An Ontario labor ministry referee has ruled that a taxi driver who leased a car from a cab company and worked on commission is not a "self-employed independent contractor," regardless of what his contract says. The driver, declared referee Donald Carter, was an employee entitled to four per cent (\$32.79) holiday pay for the short time he was employed.

The four-column story which appeared on the front page of *The Globe and Mail* on Feb. 27 quoted one taxi company owner as saying that, if the taxi industry has to pay employee benefits to cab drivers, there won't be any taxi business left unless it is subsidized by the government.

It was an important decision and not just to the taxi industry. The finding could have a more far-reaching effect on the newspaper industry than any other industry in the country.

The *Globe* did not explore the broader implications of the decision in the first

story and did not follow it up later. But that was no surprise. The week before, the *CBC* television current affairs show, the fifth estate, carried a 20-minute report on the working conditions and the legal status of the more than 100,000 newspaper carriers across Canada.

Toronto lawyer Mary Cornish, retained by the fifth estate to examine the carrier contracts of three newspapers, came to the conclusion that carriers are not independent "little merchants," as publishers claim, but are in fact employees entitled to the full protection of the Employment Standards Act. The *Globe* ignored the story, although it has carried numerous other stories on other fifth estate items since the show originated in September of 1975.

Nor did the *Globe* carry a story a day later when Bob McKenzie, a former carrier, rose in the Ontario legislature as the New Democratic Party labor critic to tell labor minister Bette Stephenson that carriers should be paid the minimum wage. He also accused the minister of discriminating against carriers by not including them in proposed increases in the minimum wage to go into effect next August. (*The Toronto Star* carried a short story on both occasions.)

While nothing has been published in the print press, there are three major issues facing the publishers and owners of every daily and weekly newspaper in the country. First, there is the question of the legal status of carriers and what it means if they are deemed to be employees. Second, are carriers really free to set *their* price for delivering the paper or *must* they charge the "suggested" retail price arrived at by

management? And, third, although certainly not the least important, there is the shortage of carriers, which has reached crisis proportions in some cities.

Publishers cannot ignore or down play the importance of these issues any longer.

Nor can managing editors. If a reporter found any other industry or company that required nine-year-old children to sign one-sided contracts, required children to work under some of the conditions they must, or contractually obligated children to work even part-time seven days a week, the story would be guaranteed a page-one spread and probably a National Newspaper Award.

KIDS & THE LAW

Ms Cornish was asked by the fifth estate to examine carrier contracts from *The Toronto Star*, *The Globe and Mail* and *The Spectator* in Hamilton. The terminology is fairly standard in most contracts across the country, with emphasis in two areas: that the carrier and his parents understand he/she was *not* an employee of the paper and that, while the carrier is contractually obligated to stay on the job for up to six months (this varies from paper to paper), he/she can be fired without notice.

Despite the contractual insistence that the carriers are "independent" sales people, Ms Cornish came to the conclusion that the newspapers exercise so much control over the carriers duties and responsibilities that the only independent decision left for the carrier to make is the order in which he/she delivers the papers (and even that may be open to question).

"It is my opinion that a Referee would likely find on the basis of the documentation that the newspaper carriers are employees. It seems clear that the newspapers control the employment of the carrier. The onerous contractual terms set out in the agreements and the profuse instructions to the carrier place the newspapers in a position of control," Ms Cornish said.

"This is particularly true of the Globe's carrier rules which indicate the myriad of ways in which a carrier can lose his route. Further, the deposit system which is set out in the Star agreement again is an onerous type of provision.

"It appears ... that the carriers have little discretion with respect to type of service or the operation of the service for the newspapers. As the newspapers become larger and more complicated with many additional enclosures, the instructions from the newspapers also become more complicated.

"It would also appear that the carriers are not consulted with respect to any additions to the newspapers (inserts and magazines) which they are required to deliver nor are they consulted with respect to the number of days on which they must deliver and any increase to a seven-day delivery.

"The carriers in this regard are treated as if they are employees who have been given additional responsibilities which they must carry out in order to remain

employees.

"With respect to the operation of the route, it appears that the only discretion left to the carriers is to determine in what order they deliver newspapers to their customers and this would appear to be an illusory discretion.

"The carrier is not permitted to negotiate with the customers as the newspapers have already contractually committed themselves to a fixed schedule of services to the customers. If you were to ask any of the customers of the newspaper whether or not they contract with their carrier I think they would wonder what you are talking about.

"Normally any complaints with respect to delivery are directed to the newspaper itself and not to the carrier...carriers are supervised quite strictly by an agent of the newspaper who monitors the quality of their work and corrects it as need be on a day to day basis.

"As with many contracts where the relative bargaining power is unequal, the carrier merely has discretion to accept or reject the contract. The remedial legislation, like the Employment Standards Act, is designed to protect the very persons who because of their individual circumstances are driven to accept the type of contractual arrangements offered by the employer. Discretion to either accept or reject, absent by concomitant power to negotiate, is not a meaningful discretion," Ms Cornish said.

If the labor department referee should rule that carriers are in fact employees, the incomes of most carriers would double and their working conditions greatly improve. For example, a *Toronto Star* carrier with 50 daily customers, 80 Saturday and 30 Sunday subscribers must work 364 days a year and is responsible for finding his own replacement if he/she wants a day off or decides to go on a holiday. As an employee, the *Star* would be required to pay him/her the government-set student minimum wage of \$2.15 an hour (\$32.25 a week), four per cent a year holiday pay (\$67.50), plus a guarantee of seven statutory holidays. But even more important is the fact he/she would be entitled to workmen's compensation coverage, unemployment insurance, would pay into the Canada Pension Plan and could join a union.

PRICE & PREJUDICE

The definition is the same at every newspaper. Circulation departments love to explain how carriers are like little merchants who buy the paper at one price, sell it at another and keep the difference. They are *independent* sales people out to learn the true principles of the free enterprise system.

If they are little merchants, then surely they are free to sell the paper for whatever price they choose, not for what the news-
(see **CARRIERS**, page 12)

THOSE UNILATERAL HARD-TO-UNDERSTAND CONTRACTS

There can be no doubt the issue of newspaper carrier contracts is open to legal question.

How would the courts view a contract signed by a nine-year-old boy or girl which is more onerous on them than on the company? Do parents really have a right to co-sign the agreements as guarantors that their children will continue to work at a job they no longer wish to do? Those questions have yet to be put to the full legal test.

The Lethbridge *Herald* agreement obligates a carrier to stay on the job six months and then give 30 days notice if he/she wishes to quit. Yet, "the company shall have the right to terminate this agreement and to replace the within carrier at any time without previous notice and without compensation to the carrier."

The *Vancouver Sun* agreement requires carriers to "deliver flyers to non-subscribers in the aforementioned franchise territory."

The most common clauses in contracts emphasize that carriers are *not employees*,

but independent sales contractors. Some contracts make repeated reference to this. Others require carriers to stay on the job for up to six months and then give 30 days notice when they want to quit. They are obligated to find replacements, suitable to the company, and train them on the job. (The new carrier is not paid for his training period.)

A Hamilton *Spectator* circulation representative asked a 10-year-old former carrier last November to take on his old route. The father agreed to sign the carrier agreement provided *The Spectator* removed the negligence clause (I hereby... guarantee to indemnify *The Spectator* of and from all losses resulting from claims arising out of any negligence or omission on the part of the carrier"). The father also insisted that clause two, which reads "The *Spectator* shall at any time without notice be entitled for cause to cancel and terminate my contract but I shall not cancel this

contract without first giving two weeks notice in advance of my intentions to do so," should be amended so that the carrier as well as the company should be given two weeks notice of intentions to terminate the contract.

The company refused on both counts and the boy did not take the route.

Contracts are most widely used by newspapers in Ontario and the western provinces. *The Montreal Star*, which has 3,000 carriers, has never used them.

"I don't think they are worth the effort. To a boy it means little and to parents, well, the legalese scares them. Besides, they wouldn't stand up in court," said Rex Buckland, the *Star's* circulation manager.

Stewart Crawford, circulation manager of the Kingston *Whig-Standard*, said his paper does not use contracts. He summed up the issue this way.

"What good is a contract if a kid is going to take off? You've got to have a certain amount of trust." — Gerald McAuliffe.

RENDER UNTO OTTAWA NOT A PENNY MORE

By KEN WYMAN

If the byline on this story read "by Ken Wyman Incorporated," my tax bill might be a lot smaller on April 30. Thanks to new Canadian tax laws, stories written by 'service corporations under contract' instead of journalists may become standard practice in the near future.

But for many writers, hasty incorporation could be a costly mistake, wiping out the opportunity to trim away thousands of dollars of unsightly tax flab.

There are several other ways to save taxes this month, whether you are a full-time employee, a completely self-employed freelancer, or any combination in between.

Revenue Canada's new regulations mean that having your very own private corporation is economical, as well as fun. Walter Stewart and Raoul Engel each have one, and presumably they know how to keep the government's wolves from the door.

Exactly how does it work? To borrow a phrase from the NDP, Canada is a corporate welfare state. Companies pay less tax than people.

The tax on an incorporated small business, earning less than \$150,000 a year income — and than would include most Canadian writers — averages only 25 per cent a year, federal and provincial taxes combined. Curiously, the taxes are highest in poverty-stricken Newfoundland, and lowest in wealthy Ontario.

An income of \$20,000 a year is sufficient to make incorporation well worth considering, according to Toronto tax lawyers Wayne Beach and Lyle Hepburn, who wrote *Are You Paying Too Much Tax?* (McGraw Hill Ryerson, 1978, \$6.95).

The secret is to have most of your current income paid directly to the corporation, which in turn pays you a smaller salary, putting you in a lower tax bracket. The rest of your income can be distributed to you and yours as dividends, which will be taxed at a lower rate under the new 1977 regulations.

The application of these new benefits to writers may be controversial, according to unofficial sources within Revenue Canada. Technicalities may mean that writers are ineligible for "small business discounts for active business corporations." Writers must pay the full 46 per cent corporate tax rate, they insist.

Lyle Hepburn suggested in a subsequent interview that, if that policy was followed through to its ultimate end, "writers would actually be eligible for the manufacturing

and processing business discount, which means they would only pay 20 per cent tax." Clearly, no one should attempt to claim these dividend tax credits without the help of competent tax lawyers.

In any case, corporations offer other advantages as well. It may be in your interest to split your income among family members, for example. However, the salary of a family member who works for you is not a legitimate deductible business expense unless you are incorporated. The government may even disallow husband-wife partnerships for tax purposes, dumping all the income in one person's lap, and demanding payment at a higher rate.

In some provinces, corporations are also exempt from sales tax on materials purchased to be resold, and that may include photographic and graphic arts supplies, if you provide pix or artwork with your stories.

Finally a corporation can smooth out annual irregularities in salary and personal income taxes, caused by large lump-sum payments for a book, or short-falls while time is spent on a long-term research project. However, corporations cannot purchase income averaging annuities, which operate like RRSPs and RHOSPs in deferring income and taxes until more opportune years.

Avoiding tax, not evading it, is the byword. Ottawa broadcaster John J. Daly had serious problems with Revenue Canada when they declared his service corporation to be a sham.

The company did very little beyond providing his services as general manager of radio station CKOY and, as Beach and Hepburn explain in their book, that's not enough: "The Minister of National Revenue re-assessed Mr. Daly on the grounds that the income declared by the service corporation was in reality the income of Mr. Daly. The Tax Review Board upheld the Minister's position and stated that the evidence failed to disclose a sound business reason

for the existence of the service corporation. The agreement between the radio station and the service corporation was found to be a sham," according to Beach and Hepburn.

An appeal launched in November 1974 has not yet been heard. Although tax cases usually move much more quickly, the case is still pending.

Debates and litigations over service corporations will become common in the next few years ago according to Daly's lawyer, Bruce Verchere. "It is the hottest area in tax law," he said in an interview. "Revenue Canada is going to launch a full-scale attack on service corporations. Lots of people still think of the government as neutral, but they distort the facts as much as they can. Like the Queen of Hearts in *Alice in Wonderland*, words means what they say they mean."

Most people who freelance regularly should find no difficulty proving the legitimacy of their corporations to the government, according to Verchere, who thinks Canadian writers are in one of the best tax positions in the world.

Not everyone can save money by incorporating. The moment that document is signed and sealed, one whole range of useful tax benefits are eliminated.

Even a little freelancing on the side can enable writers with jobs to accumulate substantial lists of deductions. These "business losses" can be set against regular income to reduce taxes substantially. The losses can also be carried backwards and forwards for years of continuing deductions, if the business is unincorporated.

Some of the little-known but legitimate expenses that people often forget to claim include:

- Depreciation on a writer's private library at 20 per cent annually; the full purchase price of new books on almost any subject, if they broaden the writer's knowledge or are useful in research; subscriptions to *Content*, and most other magazines and newspapers, or newsstand purchases.

- Travel expenses connected with work — a quick travel piece now might still make last year's vacation partially deductible; mileage, maintenance and methane for your car, in appropriate proportions (*Interpretation Bulletin IT 180* will help calculate the costs correctly); two convention trips a year.

- Office rent, including the cost of a home office if you rent your home, but not if you own it; heat, light, phone and other utilities for the office in either case; office expenses,

CP News Picture of the Month



Photographer: Erik Christensen.
Newspaper: *The Globe and Mail*, Toronto.

Situation: Late in January, a wind storm swept across southern Ontario. Christensen stationed himself near King and Bay streets in Toronto, a notoriously windy intersection, and watched as pedestrians tried to cope with the 100

km/h winds. He was rewarded with this shot of a group of women anchored to a lamppost as they waited for the Bay trolley bus.
Technical Data: Canon F1 with 200-mm lens at 1/500th of a second and f4 on Tri-X film rated at 800 ASA.

Award: *The Canadian Press*, "News Picture of the Month," January, 1978.

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.

from postage and paperclips to filing cabinets and furniture; photocopies; film and processing.

• Depreciation on typewriters, taperecorders, cameras, and probably even your stereo if you review records.

Form T2032 will help calculate the costs of being a self-employed writer, full- or part-time.

Another trick for the unincorporated could postpone all the taxes on your business or freelancing income for a full year. All you have to do is select a non-calendar fiscal year for your business. For example, if your business fiscal year ends Jan. 31, 1978, instead of New Year's Eve, none of the income your business earned in 1977 would be included on the current tax form. Even though 11 months of income were earned during 1977, that twelfth month means taxes are deferred temporarily. On

next year's calculations — in April of 1979 — you would include only the money earned up to Jan. 31, 1978. The other eleven months of income earned in '78 would not be taxed until Apr. 30, 1980. All done with the stroke of a pen by using a non-calendar fiscal year. Two words of caution about this: first, you can only use it in the first year of business and, after you have chosen the exact dates of your business year, you're stuck with it permanently. Second, losses are also postponed and you cannot use them to offset taxes on other income you earned until the next year.

Here are a few final tips. Are you a multi-national business? If you have foreign sales, and tax is deducted from your fee, claim a foreign tax credit on Schedule One.

If you can talk the boss into giving you an interest-free loan, do it now. Starting

next year, that will become a taxable benefit.

Hold on to your receipts. The government can reassess tax reports any time for four full years.

Finally, don't miss this deadline. Returns filed after Apr. 30 are liable to a penalty of 5 per cent of the tax, to a maximum of \$500. Employers late in providing T4s can be whopped \$10 a day, to a \$2,500 maximum.

And don't go it alone. The new revised 1978 edition of *Are You Paying Too Much Tax?* is still not a complete do-it-yourself guide, but it's an essential minimum before tangling with the tax department.

Ken Wyman is an unincorporated freelancer, based in Toronto. He has just returned from five semi-deductible months in Europe and the Middle East. (30)

CARRIERS (from page 9)

paper tells them to or "suggests" they should. It stands to reason that, if one carrier decides he can offer faster and better service at a cheaper price than the kid on the next street, then he should feel free to do so. Or if a carrier finds one or two customers have moved away, each owing him for two months, the the logical thing to do would be to increase his price to cover his losses. After all, isn't that what the free enterprise system is all about?

When you put those two propositions to the circulation managers or publishers of many daily newspapers, the responses vary. Some sit there in stunned pale silence. They ask you to repeat the question while they search for an answer. Many can't give you an answer, they say, because the question has never been raised before. And others accuse you of trying to sabotage the whole carrier system at a time when circulation departments are

riddled with other more pressing problems, like trying to find carriers.

Section 38 of the federal Combines Investigation Act is very clear. "No person who is engaged in the business of producing or supplying a product (i.e. an article or a service) shall, (1) (a) directly or indirectly, attempt to influence upward or discourage the reduction of, the price at which any other person engaged in business in Canada, supplies or offers to supply or advertises a product within Canada (2)(b) refuse to supply a product to or otherwise discriminate against any other person engaged in business in Canada because of the low pricing policy of that other person."

Every newspaper publisher or circulation manager is quick to emphasize that the price the carrier is told to collect is the "suggested" retail price only. While carrier promotional material frequently includes rate sheets which show carriers

how much they make if they buy at one price and sell at another, a search failed to turn up any newspaper that encourages carriers to determine their own price.

Ken Marskell, a senior circulation manager with *The Globe and Mail*, said the question of carriers setting their own prices has never been raised before and he doesn't know what he would do if it were.

The Globe's published carrier rules may provide the answer as to why the question has never been raised. "The carrier is warned not to sell *The Globe and Mail* at less than the regular subscription rates, or he is liable to dismissal."

The carrier contract at *The Toronto Star* has been rewritten three times in the last three years. The latest contract, covering the seven-day week operation, tells carriers they will be notified of the "new price to you and to your customers" when changes in the prices are made by management.

One *Star* circulation official insists any

CP Feature Picture of the Month



Photographer: Jack Bowman.

Newspaper: *The Expositor*, Brantford, Ont.

Situation: On assignment to shoot a layout on ice-fishing in the Port Rowan area, 80 km southwest of Brantford, Bowman got this shot of a group of young people playing hockey on an offshore rink made on

Lake Erie by scraping aside a light snowfall. The shot was Bowman's fifth Picture of the Month win and his third in five months. He took both the news and feature awards last September.

Technical Data: Nikon F2 and 300-

mm lens at 1/250th of a second and f8.

Award: *The Canadian Press*, "Feature Picture of the Month," January 1978.

Congratulations: As a tribute to the art of feature photojournalism, Ford of Canada is pleased to regularly sponsor this space.

carrier who plays around with the price will be dismissed. Carriers are expected to charge no more and no less than the amount set out on their collection cards.

Star publisher Beland Honderich explained it to the fifth estate this way:

"Oh, I think we would object. We obviously would not want to see our newspaper sold at a price that was not competitive in the market. It wouldn't be in the interest of the carrier to do it either."

McAuliffe: "Will the *Star* allow a carrier to sell the paper at below or above the suggested retail price?"

Honderich: "We would have conversations with the carrier and, I'm sure, point out to him it wasn't in his interest or our interest."

McAuliffe: "With all due respect, Mr. Honderich, you are not answering my question. Will you allow the carrier to set his own price to sell the *Star*?"

Honderich: "We suggest the price, and that is the price at which we expect the paper to be sold in the market."

McAuliffe: "I've had a *Star* official tell me that a carrier would be dismissed if he sold the paper for any price other than the suggested retail price."

Honderich: "I don't know who told you that and I don't know the circumstances, so I can't comment on that."

McAuliffe: "But you are a publisher of the paper, so might I ask you once more? Is it not within the carrier's right under the little merchant system to charge whatever he deems to be a just profit, whether it is above or below the price you suggest?"

Honderich: "I think there's a suggested retail price today for most products and I think that we expect that price to be observed."

The carrier contract used by *The Lethbridge Herald*, a division of F.P. Publications (Western) Ltd., provides that the carrier "will deliver *The Lethbridge Herald* to subscribers daily at the rate of ____ per week or at such rate or rates as hereafter may be authorized by the company."

In Calgary, *The Albertan*, another division of F.P. Publications, contractually obligates its carriers to "sell *The Albertan* at no more than" a price set by the newspaper.

And in Windsor, *The Windsor Star*, a member of the Southam group of companies, requires parents to sign a "guarantee" and "agreement" in which "it is expressly understood and agreed that _____, the carrier named herein, is not an employee of the Windsor Star, but that the agreement aforesaid, gives him/her the right to purchase issues of *The Windsor Star* and resell the same to the customers on his/her designated route at the retail price suggested by *The Star*."

CARRIER SHORTAGE

Newspaper executives claim there are two major reasons it is so difficult to first of all find carriers and then keep them on the job. Parents, they say, are too free and easy when it comes to dishing out pocket money to their children. Why work for \$5 or \$10 a week if you can get it from Dad without doing any work? And second, there are not as many children on the child labor market from which to choose. Newspapers are feeling the end of the post-war baby boom like no other industry.

Newspaper executives deny that working conditions have anything to do with the shortage.

"It is the question of the work ethic," says the *Globe's* Marskell. "It is not that kids don't want to work — their peers don't buy it — their peers look down on work."

The *Globe*, with a carrier force of 5,000, has a turnover rate estimated at 250 per cent a year. The biggest problem, says Marskell, is that kids don't like getting out of bed between 5 a.m. and 6 a.m. to get the paper delivered by 7 a.m., before its 265,000 mostly white-collar workers leave for the office.

The *Globe* estimates it has 250 routes without carriers. The papers are being delivered by district circulation managers or in many cases not being delivered at all. The problem for the *Globe* has become so serious that on small routes carriers are being paid a 100 per cent bonus to stay on the job. (If the route normally pays \$5 to \$10 a week, the *Globe* is paying \$10 to \$20.)

"The carrier turnover is increasing," Marskell claims. "I saw children walk away from routes two to three weeks before Christmas. I've never seen that before in the 15 years I've been in the business."

The problems at *The Toronto Star* are no less serious. With an army of 10,000 carriers, the *Star* turnover rate has reached 150 per cent. The *Star* and the *Globe* combined need 30,000 new kids each year to fill route vacancies.

The *Star*, said to have the most efficient circulation department in the country, now runs a large advertisement almost daily for adult carriers. The *Star* is now paying adults the equivalent of \$5 an hour to deliver the paper in large sections of Toronto. Circulation personnel have been authorized to determine the route profit and add a bonus which together works out to the \$5 an hour rate.

The carrier who delivers to the exclusive Bridle Path district of the city, where *Star* publisher Beland Honderich resides, is an

airport employee who earns \$75 a week on the side delivering the *Star* in a compact car. In other sections of the city, women on mothers allowance deliver the paper through apartment buildings.

In the posh Forest Hill section of the city, neither the *Star* nor the *Globe* will guarantee delivery unless subscribers pay the office three months in advance. Promising kids or adults that they will not have to collect is one way of making the job more attractive.

And in many apartment buildings the *Star* is using a new honor box system. It is difficult to find kids who will deliver in apartments because of the hassle from building superintendents and the high rate of newspaper thefts. (The *Star* estimates that 95 per cent of the complaints on Saturdays from apartment dwellers are over papers stolen by non-subscribers who want the *Star's* TV guide.)

The *Star* has designed a box which sits in the lobby of the apartment. Apartment subscribers pay the office one to three months in advance and are given a key to the box. And it's easier for the *Star* to find a carrier who only has to pick the bundle up on the street corner and use his/her key to dump the papers in the box. The pay rate is the same as delivering door-to-door and there is no collecting.

It is collecting which causes carriers the greatest headaches, particularly in apartments where the population is so transient. Carriers have to call back repeatedly and often wait weeks for their money, although the newspapers expect them to pay their bills on demand.

The *Star* is exploring the possibility of telling all its readers that home delivery cannot be guaranteed anywhere in the city unless they pay the office in advance by cheque, money order, Visa or Master Charge. Some circulation officials are convinced the carrier shortage will in part be alleviated if the carriers are relieved of the time-consuming task of collecting.

Toronto is not the only city where the newspapers are in trouble. Carriers in Alberta are the highest paid in the country, yet in Edmonton, where routes are big enough to enable some carriers to make \$40 a week, there is still a carrier turnover rate of 200 per cent. And in Montreal, where the pay is considerably lower than Alberta and Toronto, the *Montreal Gazette* alone reports 250 routes without carriers.

Gerald McAuliffe is a freelance reporter under contract to the current affairs department of CBC Television.

A future issue of *Content* will carry another story on newspaper circulation issues and working conditions. (30)

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moves from *CJWW Radio* in Saskatoon to become a story editor for 24 Hours. **Bill Gerald**, another veteran researcher and broadcaster, joins the newsroom staff as a reporter.

The *Free Press Report on Farming*, a well-known Winnipeg farm paper, is going monthly after March 30. **Richard C. Malone**, publisher, says it's "uneconomical to produce and distribute a national weekly farm newspaper."

Report on Farming subscriptions dropped from 175,000 to 165,000 between June and December, 1977.

Ontario

Norman Betts, a Toronto *Sun* photographer, was elected Toronto Press Club president at its annual meeting. Also elected to one-year terms were: **Judy Creighton (CP)**, **Peter Bone** (Rothman's Canada public relations), **Pat Fellow** (Toronto *Star*), and **Rosemarie Enslin**. Other directors are **Wilf Fielding**, **Rod Goodman**, **Larry Zolf**, **Kevin Scanlon**, **Geoff Fraser**, **Don Ramsey**, **Carolyn Purdon**, **David Logan**, **Michael Pollock**, **Bob Crichton**, **Richard Lunn**, **Benn Vicari**, **Brian McLoughlin**, **Craig Hamilton** and **Fred Fraser**.

The Reformer in Simcoe has been sold by Pearce Publishing Co. Ltd. to Thomson Newspapers Ltd. for an undisclosed amount of money.

Photographer **Ottmar Bierwagen**, with *The Toronto Sun*, has been named photographer of the year in Region Two, which includes Ontario, Quebec and New York State, by the National Press Photographers Association.

CKEY Ltd. of Toronto has bought all the issued shares of two Ottawa radio stations, *CKOY-AM* and *CKBY-FM*, for about \$3,085,000.

George N.M. Currie replaces **R.S. Malone** as president and chief executive officer of FP Publications Ltd., effective Apr. 1. Malone will become chairman of the board and continues as Toronto *Globe and Mail* publisher and an executive committee which will include **Derek A. Price**, former *Montreal Star* publisher; **Stuart Keate**, *Vancouver Sun* publisher; and Mr. Currie.

The Whig-Standard, Kingston, will lay off 25 of its 49-person composing room staff as a result of a \$1-million program of technological changes. Publisher **Michael L. Davies** said a committee will be formed to negotiate severance pay for the employees who are all members of the International Typographers Union and an attempt will be made to relocate them in the Kingston area. The technological changes include installation of VDTs and a computer.

A "disappointingly small" turnout of professional members for a Feb. 15 special general meeting of **Hamilton Press Club** discussed the disappointingly small amount of support for the past year.

The quote came from club president **Randolph Rhodes**. A delayed start for the 8:30 p.m. meeting squeezed the necessary professional quorum of 15 plus associates.

It was decided to close the club at its present location, where the lease expired Feb. 28. Months of hard work by a relocation committee failed at the eleventh hour. The effort would have sited the club much nearer to the city's only daily — the *Hamilton Spectator*.

But the club is not dead, it was stressed. The board of directors is continuing to serve in hope of finding new premises by next fall.

Nick Fillmore, assignment editor for *CBC* regional news goes to *The National* as editor.

David Bailey, formerly of the Toronto *Sunday Sun's* Showcase, has been named news editor for *The Edmonton Sun*.

There's been a shake-up at the parliamentary bureau of the *Ottawa Citizen*. **Lewis Seale** will take over as bureau chief and will be joined by **John Hay** and **Kit Collins**. Collins will specialize in labour reporting. **Orland French** will leave the hill to become the paper's consumer affairs reporter and **Bert Hill** will take over the National Capital Commission beat. **Brian Sarjeant** goes from national editor to day news desk.

Kathy Wright has been transferred from *CTV* in Toronto to take up duties as Canada AM's Ottawa editor.

Premier Award winners in the annual Better Newspaper Competition sponsored by the Ontario Weekly Newspapers Association include *The Huron Expositor* for best editorial, the *Oakville Journal-Record* for the best news story, and the *Chesterville Record* for the best photo layout. Other awards and honorable mentions were presented to *The Mississauga News*, *The Delhi News Recore*, *The Tillsonburg News* and the *Mississauga Times*.

More changes at *Ottawa Today*: reporters **Maira Dann**, **Tony Cote**, **Kit McKinsey**, and **Cindy Boucher** have left, as have sports editor **Michael Pasternak** and business writer **Carol**

SOURCES

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

(p. 31, col. 2)

ONTARIOHYDRO

Revise media contacts to read:
Press contacts: **Bob Crichton**, **Grant Elliot**, **Cecil Morris**, **Britt Nichols**; **Bill Killough**, Editorial Services Manager, Media Relations — (416) 592-3328-38-39-40. After hours: 592-5111

Goar. **Scott Grant** has joined the paper's photographic staff.

Quebec

Richard Inwood, an English-language *CBC Radio* reporter, has been elected president of the Quebec national assembly press gallery.

Gilles Morin and **Gisele Gallichan**, both television reporters for the French service of the *CBC*, were elected vice-presidents.

Michel Saint-Louis, a radio reporter for *Telemedia*, was named secretary and **Bernard Racine** of *CP* was elected treasurer.

Elected directors were **Claudette Avril**, and **Pierre-Paul Gagne** of *La Presse* and **Peter Crown** of *Southam News Services*.

The Quebec government has commissioned Multi-Reso Inc., a Montreal consulting group, to undertake a \$39,990 study on the financing and organizing of a Quebec news service. Public service minister **Denis De Belleval** said news about Quebec transmitted to the rest of Canada and outside is sometimes not up to par. The proposed agency would not be government run, he added.

Paul Rush, host of *CBM Radio's* weekday series, *Daybreak*, since 1974, is leaving Montreal to edit a Toronto magazine.

The show, *Midday*, gets **Pat McDougal** as host, replacing **Gordon Redding**.

Katy Malloch will single-host *CBM's* *Sounds* Unlikely as co-host **Wayne Grigsby** leaves.

Richard Daignault has been appointed chief of *The Gazette's* Quebec City bureau.

Joan Fraser, Quebec correspondent of the *Financial Times of Canada*, has been appointed editorial page editor of *The Gazette*, succeeding **Tom Sloan**.

Atlantic

Bill Smith has resigned as acting managing editor of *The Chronicle-Herald* and *The Mail*.

Classified

TELEPHONE ORDERS NOW ACCEPTED. Until March 31 (guaranteed insertion), Apr. 3 (insertion not guaranteed) for next issue. Distrib. Apr. 13. First 20 words, including address, free up to three consecutive issues. Each additional word, 25¢ per insertion. Indicate bold face words. Display heads: 14-pt., \$1 per word; 18-pt., \$1.50 per word. Box number, \$2.50.

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Otherum

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Star, Halifax, and as director of Halifax Herald Ltd. His duties have been taken over by editor-in-chief **Harold Shea**.

CBC Stereo's new station, serving Saint John and Fredericton, was taken off the air in the afternoon of its first day because of a problem with the New Brunswick Telephone Co. Ltd.'s microwave system. The station was expected to resume broadcasting within a couple of days of the shutdown.

The North

News of the North, a Yellowknife weekly, and its printing operations have been bought by **Canarctic Graphics Ltd.**, which publishes the town's other paper, *The Yellowknifer*.

Miscellaneous

Journalists in Europe is a foundation whose goal is to bring the "informers" of the whole world the means of acquiring a knowledge of Europe, its community institutions, its history, and the diversity of countries which make it up.

Each year, JiE organizes a program of eight-month courses during which the participants, journalists from 23 to 35 years old with some professional experience and a good knowledge of French and English, produce in-depth articles across Europe on political, economic and social matters. The fourth session of JiE began on Nov. 1, 1977, and ends on June 30, 1978. Applications must be received before May 15: *Journalists en Europe*, 33, rue du Louvre, 75002 Paris.

Obituaries

George Burman, 65, a retired *Montreal Star* news editor, died in January. He worked at the *Star* for 28 years, as well as editing an internal company paper called *Intercom*. Before joining the *Star*, he worked as a reporter for *CP* in Montreal and Quebec City and was the news editor of the Montreal edition of *The Canadian Register*.

Ron Campbell, 53, who worked for the *Regina Leader Post* for 20 years, died while vacationing in Florida in February. He joined the sports staff in 1957 and became editor in 1969. In 1975 he was appointed financial editor. He was an avid sportsman and his hockey column was widely read.

Well-known Maritime journalist, broadcaster and horticulturist, **Frank Fillmore**, 54, died in January. He founded the now defunct Halifax weekly, *Scotian Journalist*, and had been publisher and editor of the weekly *4th Estate*. He also published *The People*, contributed regularly to regionally produced *CBC Radio* programs and several Maritime newspapers and had a radio column on gardening.

Neil LeRoy, founding member of ACTRA and radio and television broadcaster, has died at 66. He began his career with *CKY Radio* in Winnipeg and created and produced several national programs for *CBC Radio*, including *Court of Opinion*, which ran weekly for 22 years. 30

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Omnium-Gatherum

B.C.

The Prince George *Citizen* and reporter **Jan-Udo Wenzel** were found guilty of contempt of court and fined \$500 and \$300 respectively, for a column Wenzel wrote which criticized the decision of Justice R.P. Anderson to dismiss a juror during a murder trial. The juror, whose wife was employed by the RCMP, was dismissed because, the judge said, she might have read files relating to the case. Justice Anderson said that the column was defamatory and calculated to lower the prestige of the administration of the law and that the charges should serve as an example for the news media.

Pacific Press Ltd., which publishes the *Sun*

and *The Province* (Vancouver), will have to pay \$10 a year for each of its 1,000 vending machines because of the switch to locked boxes. The \$10,000 in license fees amounts to one-tenth of one cent per newspaper sold.

Harvey Oberfield of *The Vancouver Sun* succeeds *CBC* cameraman **Ron Thompson** as president of the B.C. legislative press gallery. Thompson becomes vice-president, replacing **Charles La Vertu** of *CP*, and **Tim Perrin** of *B.C. Radio News* was elected treasurer replacing Oberfield.

The West

The **Saskatchewan Press Club** has changed its name to the **Regina Press Club** and has established a steering committee in hopes of relieving some of its financial difficulties.

Bob Bell is the new president of the Calgary Press Club, replacing **Herb Legg**, who is the PCC liaison officer.

Cameron Irwin McIntosh, 51, the owner and publisher of the North Battleford *News-Optimist*, has been appointed lieutenant-governor of Saskatchewan. The youngest L-G in the country, McIntosh succeeds **George Porteous**, who died in February.

The newsroom at *CBC Regina* has seen a number of changes. News reporter **Sandra Lewis** left for *CBC Toronto*, and reporter **Jacque Toupin** takes a radio producer's job in Regina. Two new faces in the newsroom are **Dan Karpenchuk**, who has been in business in Regina, and **Teresa Turner**, formerly a CKRM news reporter.

Also at *CBC Regina*, **Jane Fahlman** becomes story producer of *Saskatchewan Today*, the early morning information program.

Barbara Peacock has moved to Radio Noon at *CBC Regina* to replace farm commentator **Gerry Wade**. Wade went to Toronto to produce a network radio program on food. Peacock had worked with *CBC Toronto* as a farm commentator.

New arrivals at *CJME Radio* in Regina include **Joe Woodward** from *CKSA* (Lloydminster), **Debbie Harom** from Carleton University, and **Geoff Dufour** from *CFMC* (Saskatoon). Departures include **Leslie Jones** to *CFRN* (Edmonton) and **Fraser Lyle**, to *CHEC* (Lloydminster).

Randy Singer leaves the *CKCK Radio* newsroom for *CFRB* (Toronto). **Carl Worth** joins *CKCK* from Yorkton, where he worked with *CJGX*.

At *CKCK*, **Joanne Ramsay** leaves for Calgary, and her place on *This Week* and *AM Magazine*, current affairs programs, is taken by **Holly Presont**, formerly a communications specialist with the Saskatchewan Power Corporation. **Ted Chernecki** leaves the newsroom for travel to New Zealand, Australia and Asia. **Larry Day** joins the newsroom from *CJOH* (Ottawa).

Adrian Ewins leaves the Saskatoon office of *The Western Producer*, to establish an Edmonton bureau for the paper.

Veteran *CBC* newsmen **John Drewery** becomes host of *24 Hours*, the supper hour news program at *CBC Saskatoon*. **Derek Quinn** (see **OMNIUM**, PAGE 15)

WILLIE FILLER

