

content

Canada's National News Media Magazine

July 1978 Number 87 75 Cents

NATIONAL MAGAZINE AWARDS

Off to a
fine
start
P. 12

CP: CHANGE WITH CONTINUITY

Pp. 8 & 9



Maclean-Hunter editors and artists win nine of ten firsts in The Kenneth R. Wilson Awards



Dalton Robertson
The Financial Post, co-winner Best Editorial.



Nick Burnett
Bus & Truck Transport, co-winner Best Cover.



Erich Volk
Canadian Paint & Finishing, shared honourable mention Best Cover.



Jean Danard
The Financial Post, honourable mention Best Article or Series of Articles.

Maclean-Hunter editors and artists won nine of the ten categories at the 1978 Kenneth R. Wilson Memorial Awards. This is a remarkable achievement, and bears out something Canada's publishing and advertising community has known for many years: Maclean-Hunter means excellence. The Kenneth R. Wilson Memorial Awards recognize editorial and graphics excellence among editors and artists serving Canada's business/financial publications.



Amy Booth
The Financial Post, co-winner Best Editorial.



Paul Kastner
The Medical Post, winner Best Article or Series of Articles.



Robert Henry
Le Quebec Industriel, honourable mention Best Short Article.



Steve Gahbauer
Modern Power & Engineering, co-winner Best Merchandizing Article, co-winner Best Industrial and/or Technical Article or Report.



John Bates
Bus & Truck Transport, winner Best Editorial, co-winner Best Cover, co-winner Best Selected, Contributed, Edited or Cooperative Effort.



Simon Hally
Bus & Truck Transport, *Canadian Driver/Owner*, co-winner Best Selected, Contributed, Edited or Cooperative Effort, co-winner Best Cover, honourable mention Best Industrial and/or Technical Article or Report.



Bruce Glassford
Modern Power & Engineering, winner Best Professional Development Article or Series, co-winner Best Merchandizing Article, co-winner Best Industrial and/or Technical Article or Report.



Andrew Douglas
Canadian Paint & Finishing, winner Best General Article, shared honourable mention Best Cover.

Maclean-Hunter  *means Excellence*

MEs DISCOVER TWO SOLITUDES

BANFF — No representative of the French-language press turned up for the 32nd annual meeting of the Canadian Managing Editors' Conference at Banff last month and the 43 MEs who did attend spent a good deal of time and private discussion trying to figure out why and to find ways to get them out next year. The upshot was to establish a three-man committee to concentrate on membership, particularly the French-language membership.

Two panel discussions and two featured speakers took up most of the four days of discussion: Dick MacDonald, of the CDNPA, moderated a panel on marketing — the preferred term was 'readership' — with William Hornby, vice-president and editor, *Denver Post*, Haroon Siddiqi, *Brandon Sun* and Jack Briglia, *London Free Press*.

Readership patterns are changing, was the consensus, and editors have to act to meet changed living habits, changes in education and changes in moral climate. Studies being made in both Canada and the U.S. indicate that it is time editors took a hard look at the space devoted particularly to sports and entertainment.

Earlier, two senior policemen — superintendents John Bentham, Ottawa, and Bruce Northrop, Vancouver, RCMP media liaison officers — agreed that the press and the police would likely continue to disagree. Debate between the policemen and the editors was often lively and sharp, but it was obvious that there could never be anything but friendly rivalry between the press and police — at best. Bill Gold, editor, *Calgary Herald*, moderated the panel.

Alberta premier Peter Lougheed and Alberta Gas Trunk Line president Robert Blair provided an insight into Alberta's economic position and prospects — both excellent.

Elected to direct the conference next year were: Bill Drever, *Calgary Herald*, president; Clark Davey, *Globe and Mail*, past president; Jack Briglia, first vice-president; Don Smith, *Edmonton Journal*, second vice-president; Bob McAleer, *Windsor Star*, treasurer; directors elected to two-year terms: David Humphries, *Ottawa Journal*, Ed Monteith, *Toronto Sun*, Pete Mossey, *Medicine Hat News*, Jim Nichol, *Moncton Times and Transcript*, John Weichel, *Stratford Beacon Herald*; directors completing two-year terms: Merv Moore, *Vancouver Province*, Bill Donovan, *Saint John Telegraph-Journal*, Nelson Skuse, *Ottawa Citizen*, Jack Cook, *Saskatoon Star-Phoenix*, Britt Jessup, *North Bay Nugget*, Haroon Siddiqi. — Willie Filler.

Willie Filler was a participant in the CMEC meeting in Banff.



Content photo

Paddy Sherman: "The feeling that our journalism is not appropriate to most of the world is gaining ground."

SUNSET SEEN FOR WESTERN JOURNALISM

TORONTO — As a good speaker should, Vancouver *Province* publisher Paddy Sherman sprinkled with humor a report he gave to the *Canadian Press* annual meeting on his trip to the recent International Press Institute meeting in Canberra.

But between the chuckles Sherman painted a sobering picture of the world press scene for his audience, comfortable in the plush surroundings of the Royal York Hotel.

"This year the list was long once more of papers shut down or controlled, publishers and editors assassinated or jailed; correspondents who have been killed or have simply vanished.

"Some of the more fortunate ones spoke to us in Canberra — Donald Woods, who only had to flee South Africa; Eugenio Lopez, who escaped after five years without trial in a Philippine jail, his *Manila Chronicle* and other assets confiscated; Mochtar Lubis who suffered a similar fate; and Helen Vlachos who fled over the rooftops of Athens to escape the colonels.

"They are brave people all, showing enormous courage in a context most of us would have trouble grasping, so cossetted and com-

fortable are we in an environment that never calls for life-and-death choices that are often routine in other parts of the world."

Sherman reported the findings of Rosemary Righter of the *London Sunday Times*, "that the feeling that our journalism is not appropriate to most of the world is very widely held, and is gaining ground. People who believe it say that the western media expose developing countries to inappropriate patterns of consumption, values and lifestyles," Sherman noted.

A result of this growing antagonism toward western journalism "could be the end of western-style reporting from, or into, those parts of the world," he stated.

Mrs. Righter sees the issue as part of "the growing bitterness that imperils north-south relations," the *Province* publisher said, "an issue that we in Canada tend largely to ignore."

He urged that Canadians be more involved in deciding the kinds of societies, including the kinds of media, that are developing around the world. "Even if (Canadians) support does not change the shape of the world to come, it will at least ensure that they see the changes coming in time to adjust." — B.Z.

HAND-WRINGING, HAND-WASHING OVER SUN CASE

TORONTO — "Every one of us defends to the death the freedom of speech granted to every citizen of this country."

"My lunch starts in five minutes."

These were the more noteworthy reactions of participants in the Canadian Daily Newspaper Publishers Association annual meeting (April 16-21) when faced with the prosecution of *The Toronto Sun* under the Official Secrets Act. The more generous assessment of publisher vigilance was made by *Edmonton Journal* publisher Pat O'Callaghan.

The meat of the CDNPA editorial division meeting (April 19), chaired by Charles D'Amour of *Le Nouvelliste* (Trois-Rivieres), was a panel discussion on market research. Fred McGuinness, vice-president and associate editor of *The Brandon Sun*, held out the carrot of increased profits without increased investment.

Carriers can be used to circulate questionnaires, while demographic research and interpretation can be had for nothing from local colleges, McGuinness told the penny-wise captains of one of this country's most profitable industries.

The publishers approved a census of journalists as part of a CDNPA survey after receiving assurances that the cost of the survey would not exceed \$20,000 over two to three years. "Maybe you know, maybe you don't know how many marxists you have on

Lede Copy

your staff," teased D'Amour, smoothing the way for approval.

James Johnston, publisher of the Port Hope (Ont.) *Evening Guide*, attempted to introduce a motion condemning the prosecution of *The Toronto Sun*. After some expressed the sentiment that the meeting of the editorial division of the daily newspaper publishers organization was an inappropriate place to raise the issue, D'Amour used some parliamentary sleight-of-hand to rule the motion out of order, on the understanding that the question would be dealt with at the CDNPA general meeting.

The CDNPA general meeting, (April 20), passed a resolution — with one dissenting vote — expressing "concern lest the power of the state be used in a selective and discriminatory manner to interfere with the obligation of a free press in a free society to inform and alert the public."

The meeting also voted to have CDNPA counsel J.J. Robinette formulate recommendations for changes in the Official Secrets Act which the publishers could then pass on to the federal government.

The same meeting heard a report from the CDNPA Newspaper in Education Committee on a national readership symposium to be sponsored jointly by the CDNPA's editorial and educational services. The symposium will "explore and examine the very controversial issue of the apparent decline of reading and writing skills in this country."

Or, as NIE committee chairman Fred McGuinness relevantly noted: "Inside NIE are the seeds of change which could conceivably protect those hundreds of millions of dollars you ladies and gentlemen have invested in plant and property."

The symposium is planned for later this year. — K.P.

FOUR-MONTH RADIO STRIKE NEAR END?

MONTREAL — A new law, passed by parliament in April as Bill C-8 and proclaimed in early June, should mean the end of a strike which has dragged on at Quebec's *Radio-Mutuel* radio network since January, 1977. The law authorizes a board of arbitration appointed by the federal labour minister to impose a first collective agreement when management refuses to negotiate with employees or to recognize their union.

Bill C-8 was passed by the Commons April 7 and by the Senate April 13. But, fearing a flood of unionization, broadcasting and banking circles have applied pressure, publicly acknowledged by labour minister John Munro, to have the cabinet delay proclamation of the new law. Convinced, however, that *Radio-Mutuel* owner Donat Bazinet would never recognize his employees' union or negotiate in good faith, Munro had said that the law would

allow a settlement in the *Radio-Mutuel* dispute.

While the cabinet has been sitting on the bill, a company union, encouraged by management and composed of scabs, has been set up at station *CJMS* in Montreal. An application for certification was filed at the end of May with the federal ministry of labour. This procedure is authorized under the federal labour code, which provides that, if a year after being certified, a union has not signed a collective agreement, another union can seek certification as the representative of the employees.

That year expired May 8 for the *Radio-Mutuel* union, which represents 107 employees in four bargaining units connected with the radio network's four stations: flagship station *CJMS* in Montreal, *CJRP* in Quebec, *CJRS* in Sherbrooke and *CJTR* in Trois-Rivieres.

Given the length of the strike, *Radio-Mutuel's* employees had agreed to the imposition of a collective agreement in order to allow them to return to work as unionized employees, even though this meant putting off to another time the negotiation of a more desirable settlement.

The *Radio-Mutuel* network has continued to broadcast, apparently without difficulty, using management personnel, strikebreakers and members of the Union des artistes (performers' union) who are under contract.

Nevertheless, the strike has had an effect: last fall the CRTC noted that the network's broadcast news was poor and that affiliates were carrying too much material from *CJMS*. The commission granted a temporary licence renewal and set forth content conditions.

BBM figures published last May showed that *CJMS* had lost 87,000 listeners since last fall and *CJRP* had dropped 56,000. At this time last year, *CJMS* was on top of the ratings.

The strike began at *CJMS* and *CJRS* Jan. 26, 1977, after management rejected the employees' attempt to unionize and fired some employees for union activities. Employees at *CJRT* and *CJRP* followed suit on Feb. 3 and March 18 respectively. It was the *Radio-Mutuel* workers' eighth attempt to unionize. All previous attempts were nipped in the bud by Bazinet, who made use of legal technicalities and dismissals of militant employees. So in this attempt, employees (writers, reporters and office workers) decided to take strike action right away to counter legal delaying tactics.

Bazinet does not hide his anti-union sentiments. It is said that, whenever in the past he detected the slightest inclination toward unionization among his employees, he combated it with the systematic use of privileges, promotions and firings.

Among other reasons, Bazinet is afraid of unionization because his rewrite personnel and reporters want a major change in his news policy. They hope to effect this change mainly by obtaining the working conditions which are appropriate for their profession

content

Established 1970

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Association

and which would allow them to pursue it in accordance with universally recognized minimum standards. — Paule Beaugrand-Champagne.

Paule Beaugrand-Champagne is on the night desk at La Presse and is Content's contributing editor for Quebec.

NEWSMAN FINDS EXCITEMENT IN OTTAWA

OTTAWA — For a chain which advertises no surprises, one of Ottawa's Holiday Inns had one hell of a surprise for the foreign editor of the *Boston Globe*.

Stephen Erlanger, 25, was sent up to Ottawa as part of a team of reporters doing a special series of reports about Quebec. Erlanger had wrapped up his coverage of the federal view and was planning to leave for Quebec City on Apr. 5.

That morning, as Erlanger was returning from buying a paper, a would-be robber dashed out of the reporter's room, pulled a gun and shot Erlanger in the stomach.

He was rushed to Ottawa General Hospital and underwent immediate surgery to remove two bullets from his groin. He was kept under observation for 11 days, although his condition was stable throughout.

He was released Apr. 16.

After his return to Boston, Erlanger wrote a letter to *Ottawa Today*, saying that in spite of the shooting, he liked Ottawa and appreciated the concern its citizens showed him.

The paper, which had been in critical condition for months, died shortly afterward. — Paul Park.

STATION FINDS PASSION IN OTTAWA

OTTAWA — On May 1, the local *CBC-TV* station held a public poll on the question of establishing French as an official language in Ontario.

The poll, one of many the station has carried out, was inspired by an advertising campaign launched by the Association Canadienne Française de l'Ontario (ACFO).

Over 700 people responded, approximately double the previous record. And in spite of the bilingual nature of the nation's capital, the population shows no more sympathy on the language question than anywhere else.

Three-quarters of those who called in voted no. Their comments showed an amazing lack of tolerance.

"It's a creeping cancer."

"They've gone far enough. . . they should be stopped."

"French have held back Ontario for 200 years."

"I'm so pissed off, I'm blowing my stack."

"We're living in Canada . . . not in France."

Only 175 were in favor of giving French

equal status in the province. They referred to the justice of the situation and the need for national unity. Two other callers waffled completely and did not give a definite answer. — Paul Park.

Paul Park is a freelance journalist working in Ottawa.

TORONTO GUILD APATHETIC

TORONTO — Under the threat of a fine for failure to attend meetings, almost 100 members showed up May 10 for the annual meeting of the Toronto Newspaper Guild. The meeting had failed April 26 for lack of a quorum (50).

A notice of motion to institute a 50¢ fine for absence and a \$2 honorarium for attendance when a meeting fails to produce a quorum was ruled out of order because it had been presented at the earlier meeting which lacked a quorum for the conduct of business.

Another notice of motion, in which the executive recommended that "the Guild remove itself from a non-political role to a politically active role in a floater position," was sent back to the executive for rewording.

The members voted unanimously to change the name of the Guild branch to the Southern Ontario Newspaper Guild. — Willie Filler & K.P.

Willie Filler is a member of the Southern Ontario Newspaper Guild who wishes to remain anonymous.

BEWARE OF CHATTERLY — PWAC

TORONTO — Writers eager to break into the expanding freelance market should beware of *Chatterly* magazine, published in Toronto by Manatex Publishing Inc.

In four recent cases, writers have

Notice Board

June 23 & 24: RTNDA national meeting, Bayshore Inn, Vancouver. Arrangements chairmen: Terry Spence, (604) 368-8451, or Warren Baker, (604) 522-2771.

July 17-20: Canadian Public Relations Society national convention, Four Seasons, Calgary. Theme: Public Pressures — Obstacles or Opportunities? For further information: Michel Dufour, (514) 937-5711 x504.

Aug. 5-16: World Association for Christian Communication Central Committee meeting, UBC Conference Centre, Vancouver. For further information: Dr. Frank Brisblin, (416) 925-5931.

Aug. 13-16: Canadian Community Newspaper Association annual convention, Vancouver Hotel, Vancouver. Theme: The Pacific and Arctic Regions and the Conservation of Energy. For further information: Allan Black, (604) 271-6789.

complained to the Periodical Writers Association of Canada (PWAC) that *Chatterly* has refused to pay for work commissioned by the magazine.

The disputes go far beyond the usual disagreements over kill-fees for articles deemed unsuitable for publication. In some cases, *Chatterly* is refusing to pay for articles that appeared in the magazine as much as eight months ago.

One writer had to sue the publishers for her \$600 fee for an article published last year. She won a judgement, the magazine didn't pay and sheriff's officers were sent to seize its office furniture. The officers were given a cheque instead, but before the writer could receive her fee, *Chatterly* launched a legal challenge to the judgement. The writer still hasn't seen any money.

PWAC maintains a grievance committee to help writers who feel they have been treated unfairly by editors. The committee has contacted *Chatterly*, but has been unable to obtain payment in any of the cases mentioned.

For potential freelancers, the message seems clear; if you deal with *Chatterly* at all, insist on M.I.F.: Money In Front. — Bill Dampier.

Bill Dampier is the chairman of PWAC's grievance committee.

TWO MAGS SIGN UP FOR SIGN-UPS

TORONTO — *The Canadian* and *Content* are the first magazines in the country to endorse the use of a writer-publication contract and code.

After 18 months of negotiations, a champagne toast in the Courtyard Café here marked the signing and adoption of the standard contract and code of ethics of the Periodical Writers Association of Canada (PWAC).

Arthur Rowson and Ann Rhodes signed for *The Canadian*, whose editor, Patrick Scott, was unable to be present because of medical problems.

Content, represented by editor and publisher Barrie Zwicker, was the second — and so far the only other publication — to endorse the contract and code.

Erna Paris, PWAC vice-president and Joanne Kates, PWAC's first president, signed for the freelancers' body. One dozen persons, including journalist-author-broadcaster June Callwood, were present.

From now on, in all dealings with PWAC members, *The Canadian* and *Content* will use the standard contract. It formalizes and legalizes generally accepted views on plagiarism, conflict of interest, confidentiality of sources, penalties for missed deadlines, kill fees, extra pay for updating and so on.

In cases of irresolvable conflict between publication and writer, signatories agree to an arbitration board.

To PWAC's knowledge, *The Canadian* is
(continued on p. 17)

THOMSON ANNUAL FEAST: WE CAN'T BELIEVE THEY ATE THE WHOLE THING

By BARRIE ZWICKER

TORONTO — At the annual meeting of Thomson Newspapers Limited last year, board chairman and president Ken Thomson reported the organization had such extensive liquid assets that it was seeking whole chains to buy in its never-ending hunger for expansion.

At this year's meeting on May 12, Thomson indeed was able to announce, among the nine purchases since the previous meeting, the acquisition of a U.S. chain.

He didn't tell of a head office embarrassment of sorts which arose from a group purchase. After the contract was signed, it was discovered by Thomson brass that an extra daily — one they had not been aware of — had been purchased.

What a goof! Buying a daily by accident.

Of course it isn't as important as it sounds. It might have been the daily in Cape Girardeau, Miss. or in Opelika-Auburn, Ala. Or then again one of the Chew Newspaper Group in Middletown, Piqua or Xenia, Ohio. As executive vice-president and chief operating officer St. Clair McCabe told me: "We just buy dinky little papers. Sometimes I cringe to look at them."

This year, during his speech to shareholders, Thomson made no mention whatever of editorial, a significant decrease from last year's two sentences.

Impediments to profit were the main subject of his address. It is not clear what an acceptable rate might be. In fiscal 1977, net



Ken Thomson and Friend: Thomson Newspapers board chairman and president (left) fulsomely welcomed to organization's annual meeting a U.S. director, Daniel P. Reid of Lockheed of California. "You couldn't be more welcome, sir. The U.S. subsidiary throws up more profits than the Canadian operation by far."

States," Thomson reported, and the search for new properties there continues apace.

He appears worried that U.S. interests at some point may try to impede the company's growth south of the border. (Gordon Fisher, president of Southam Press Limited, announced at his company's annual meeting in April that it is actively seeking investment prospects outside Canada for the first time. Although he declined, in answer to a question

cessive capital-ism is a feature of the published text.)

He "deplored" the "pronounced nationalism" he said had been seen in Canada in recent years. This apparently is a reference to anyone — according to Gallup a majority of us now — who feels foreign ownership has gone far enough.

"I believe it is very much in Canada's interests to encourage further direct Foreign investment in this Country," Thomson declared on behalf of the united opinion of his board.

It's not enough for Thomson's directors that Canadians have sold ownership of 90 per cent of their petroleum industry, 93 per cent of their rubber and computers industries, 79 per cent of their chemicals industry and more than half of their general manufacturing industry, for instance, to foreigners — 80 per cent of them American.

These leaders of our media want as many as possible of our radio and TV stations, newspapers and magazines owned by foreigners too.

If Thomson is not only permitted, but encouraged, to buy the *Piqua Daily Call* and the *Lancaster Eagle-Gazette*, Canadians should

"We just buy dinky little papers. Sometimes I cringe to look at them."

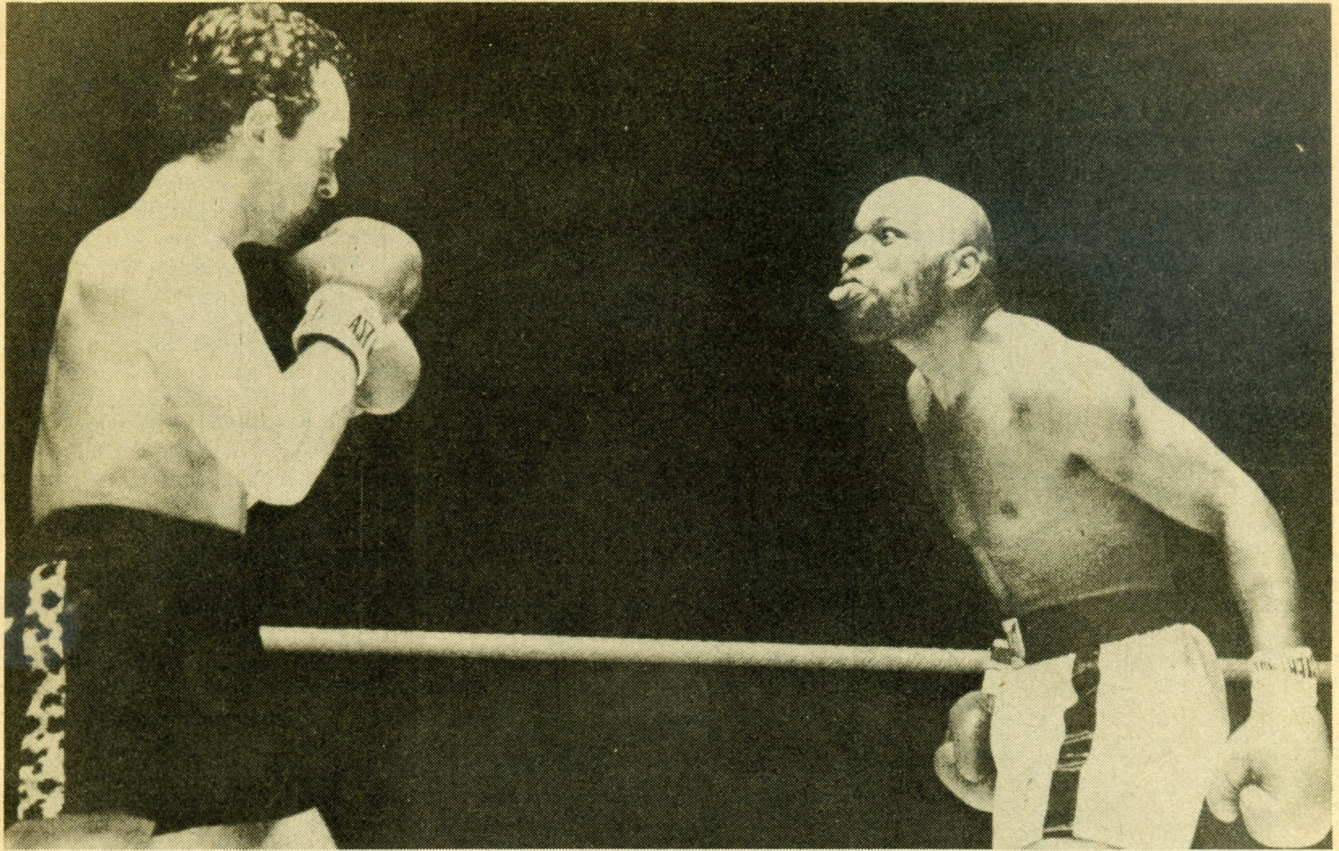
profit was \$47,382,773, a 16 per cent increase over 1976's. Thomson's 18 per cent return on revenue in 1976 gave it the highest return of all North American media corporations listed by *Editor & Publisher*. (On sales of \$256,984,936 the latest return is only 15.8 per cent, according to my electronic calculator, but then I can't fit all the digits of the larger number onto its display panel.)

"A significant portion of the growth in earnings in 1977 took place in the United

from *Content*, to name the countries, the U.S. is almost certainly included. The presence of two major Canadian media groups seeking expansion in the U.S. just might trigger there some sort of political investigation.)

Thomson applauded the "measure of the stature of our Neighbour to the South" in that it "not only permits, but welcomes, a Canadian organization such as ours in its quest to acquire U.S. newspapers." (The ex-

CP News Picture of the Month



Photographer: Chuck Stoody.
News Agency: *The Canadian Press*, Montreal.

Situation: Wilbert Cruse tried everything in his bout with Fernand Marcotte Jr. in Montreal April 6, but lost anyway. Because of the positions of the boxers, Stoody

was unable to catch Cruse's first two attempts with this novel technique, but was successful the third time around.

Technical Data: Motor-driven Nikon with 85-mm lens at f4 and 1/500 of a second on Tri-X film rated at 1600 ASA.

Award: *The Canadian Press*,

"News Picture of the Month," April, 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.

encourage foreign interests to buy *The Penticton Herald* or *The Globe and Mail*, as indeed nearly happened before the Pearson government hurriedly passed one of Canada's few laws restricting foreign ownership. The narrowly nationalistic law — still in force at time of writing — requires Canadian newspapers to be at least 75 per cent Canadian-owned.

The law is based on the notion that a country's organs of communications are more important than its funeral parlors or gas stations, that it matters to the country's well-being what they print and broadcast. You won't share this notion if you consider media outlets strictly as money-making machines.

Thomson declared: "Canada can and must put out the welcome mat (for foreign take-overs) again."

The Thomsons overwhelmingly outnumber

and out-influence the "nationalists" in the vertical mosaic. They apparently will be satisfied at nothing less than the total sale of Canada. *Good Buy, Canada*. If Thomson is right, if now, after Canadians have sold more of their economy than any other citizenry on earth, it will greatly benefit us to sell more, the logical conclusion must be that to sell *everything* would be best of all.

We don't expect any trace of patriotism from such classic money-grubbers. They, in fact, have been in the forefront of those who falsely equate any impulse toward Canadian economic and cultural independence as Nazi-style nationalism.

What cannot be forgiven such a fiscally knowledgeable person as Thomson is that he made a very misleading observation about money in the course of his anti-Canadian harangue.

"... Canadians now invest more abroad in

total than do foreigners in Canada," he said. He presented a decrease in direct foreign investment as being significant and caused by "political uncertainty," "unrealistic wage increases," "anti-business attitudes in Canada and prejudice against foreign investment."

He knows that foreign ownership inside Canada is so massive now (\$81 billion in 1976) that — as Walter Stewart put it in the June *Penthouse* — "foreign money (is) expanding inside the Canadian economy much as wasp grubs grow inside a paralysed spider. . . American companies no longer need to invest here; they. . . continue to grow while sending money home." Foreign investors now are receiving an average of \$616,438 every hour from Canada.

If the Americans ever tell Ken Thomson and his organization to go home, there probably won't be a home to go to. — B.Z.

30

DAUPHINEE

reacting quickly enough to the news, not in terms only of getting the news on the wire but in getting an explanation of the news on the wire."

● "Member co-operation. . . we've got to fine-tune that." He gave the example of a *Toronto Sun* reporter who covered a six-death Sherbourne Street rooming house fire in Toronto recently. After completing the assignment for his paper, the reporter kept filing to *CP*, put a fire department official on the phone, then "came down to the *CP* office to see if there was anything else he could do." That earned — Kincaid's doing — a letter of commendation from *CP*'s president to the *Sun*'s publisher. "Member co-operation is a selling job."

Kincaid, general executive since 1973, joined *CP* as a temporary summer staffer in Toronto in 1957 while a student at The University of Western Ontario. He filled posts in Calgary and Halifax before being called to head office in 1963. He was head of *CP*'s picture service from 1964 to 1968, then was reassigned to the editorial side. He was named executive assistant in 1969, a post he held until his appointment as general executive.

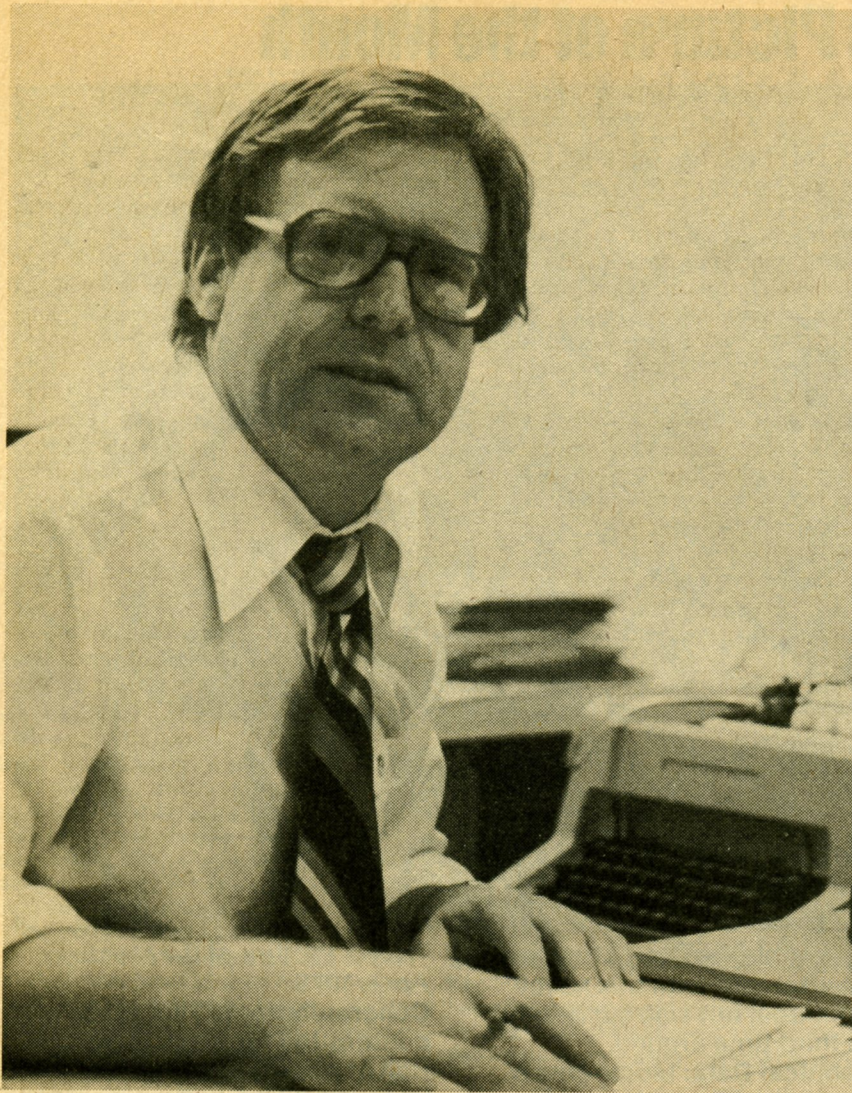
He played an important role in *CP*'s introduction of new methods of writing and transmitting copy using computers and video-display terminals. He supervised office layout and editorial phases when *CP* moved to its present offices at 36 King Street East from 55 University Ave. in 1972.

He sees further expansion in the services *CP* provides, such as an increase in the number of cable systems taking *CP*'s *CATV* news service. Of the country's 400 systems, about 90 now subscribe. A sports and business channel is in the works and a *CATV* weather report may be in the offing.

Kincaid "doesn't mind hard work so long as I feel I'm being productive." But he likes a complete change while relaxing from work. Active time with his family (wife Noreen and kids aged 16, 13 and 10) — jogging, playing tennis and skating, and summer weekends at the family cottage on Lake Huron — is his idea of a getaway.

He also refinishes furniture and reads contemporary history (Watergate, Peter Newman, Dief's memoirs, for instance).

His final word, at the end of a 90-minute interview, about his new job: "I'm going to try to stay flexible. I think that's very important." □



Content photo

Pragmatic, informal, consultative. That is the management style that can be expected of the new general manager of *The Canadian Press*, Keith Kincaid.

He was to take office July 1. In a mid-May interview, feet on his desk and tie loosened, Kincaid said he hoped his open-door and team approach would be appropriate for working with staff at all levels as well as with the publisher members of the co-operative news service.

He was not claiming, he stressed, that his approach was different from that of his predecessor, John Dauphinee. He worked closely with Dauphinee for many years, learned a great deal from him and admires him.

If there's a difference between them, Kincaid said, it would be "a question of the generation gap." Dauphinee will be 65 in August; Kincaid is 43. The average age of *CP*'s bureau chiefs in Canada for instance, is about 47. "The difference in age will give me an advantage in dealing

with staff in that I'm more the age of the larger number of people on staff. It's not going to ensure I can maintain a good relationship with staff; it just gets my foot in the door for doing so."

Although the new GM is pleased with the condition of the agency whose helm he is inheriting, he's currently working 10-hour days "on several areas I want to approach fairly early." Three of the main ones are:

● "The simple quality of the report: do we spell the names right, get the grammar right. . . too often we don't. You can have the best story in the world on an extremely interesting subject but if we spell the main character's name three different ways, the credibility of the story goes out the window."

● "The way we present stories. Are we

HANDS REINS TO KINCAID

By BARRIE ZWICKER

What final word of advice has John Dauphinee, retiring general manager of *The Canadian Press*, for his successor?

"I haven't any final word because Keith knows the job," Dauphinee said in a May interview. "But if I *did* have, it would be: don't lose your cool — *ever!*"

Dauphinee seldom lost his in nine years at the desk where the *CP* buck stops. That's a worthy accomplishment, if for no other reason than the size *CP* has grown to.

Newspaper membership stands at 110, a figure unmatched since 1919, two years after the service was formed. The annual budget is running at \$16 million; there are more than 450 on staff, of whom just under 200 are editorial. They receive more than 250,000 words of general news a day and send out more than 200,000. There is a growing number of increasingly complicated subsidiary operations involving pictures, audio tapes, telephone circuitry and computer signals for setting or televising everything from stock reports to TV listings.

More significant than size, probably, is the nature of the co-operative news agency. All editors find themselves, rightly, on the receiving end of a great deal of advice; most of it is ignored. The top executive of *CP* can't do that. Half his job is to walk a political-journalistic

tightrope between what the publishers say they want (and there's considerable lack of unanimity there) and what management wants and can handle. Not to mention assorted critics, in and out of the industry, who jiggle the tightrope from time to time.

Dauphinee's almost legendary ability to suffer advice was recounted wittily at *CP*'s annual meeting in April by Ralph Costello, outgoing *CP* president and publisher of the *Saint John Telegraph-Journal* and *Times-Globe*.

It was about 20 years ago at a gathering of newspaper executives at the Chateau Laurier in Ottawa. Costello, then a managing editor, was joined by two other MEs. They went to the room occupied by Dauphinee, then general news editor of *CP*. In the same room, Dauphinee's wife was trying to sleep.

The trio "told John what was wrong with *CP* and how to correct it." It took the whole night to cover all the points. "As the sun came up," Costello recalled, "I remember John's wife nodding agreement with everything we said."

Dauphinee's recollection is a little different. The closing of the bar had some-

thing to do with the visit and as the sun came up his wife's contribution was less a nodding than a pointed comment about the hour.

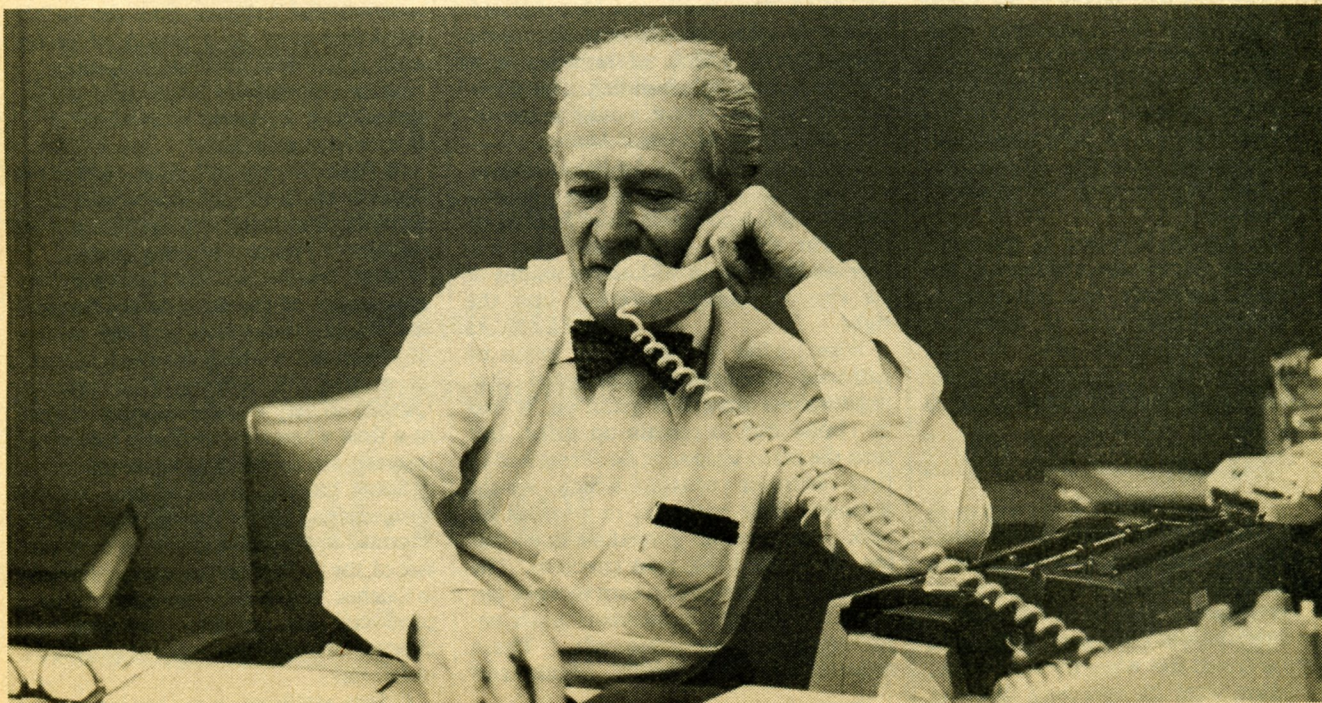
Whichever version you vote for, it remains that Dauphinee listened all night. "But I think 20 years is long enough to wait for some response," Costello concluded his version.

"John Dauphinee devoted his entire working life to *Canadian Press*," Costello said in April. "It was not a job; it was more of a religion, with John Dauphinee as its most ardent disciple. Part of the soul and guts of *CP* will walk out the door when he goes."

A Vancouver native, Dauphinee joined *CP* in 1936 from the *Vancouver Province*. That year his copy on a Kelowna political convention was wired to Vancouver by Morse. "If anyone had told me then — or even 10 years ago — that today we'd have computer-to-computer transmission across the country at 1,200 words a minute, I'd have told him he was crazy," Dauphinee says.

He was named news editor in London, England in 1944 and then chief of bureau. He supervised *CP*'s coverage of the end of the war and the early postwar years. He served as bureau chief in New

(see *CP*, page 18)



Content photo

SOCIETY IN THE DARK

THE LA PRESSE/MONTREAL-MATIN STRIKE

By GISELE TREMBLAY

MONTREAL — Last Oct. 6, when the strike at *Le Soleil* in Quebec City was already six weeks old, the union of editorial employees at *La Presse* began a 48-hour work-stoppage to prevent the assignment to the sports department of a union member whom the union did not approve for the job.

When *La Presse* and *Montréal-Matin* began publishing again May 8, with the *Soleil* strike still in progress, Quebecers were still wondering why that isolated incident at *La Presse*, affecting only about 50 people, could keep 1400 workers and 11 unions on strike for seven months, close two newspapers and shut off information to half a million readers.

Many were tempted to see a conspiracy at work, either a managerial conspiracy, with a political twist, to starve public opinion during the pre-referendum period or a labour conspiracy, with a marxist twist, to seize control of the information apparatus. The publisher of *La Presse* set forth the latter theory on his front page May 8 in a delirium of invention equalled only by the credulity of his supporters.

Certain facts seemed to lend credibility to the conspiracy theories. Two of the three struck dailies had a common owner who had lent money to the owner of the third paper for its purchase. They are well-known conservatives and, because important developments which threatened the established order, such as the revelations of RCMP crime, had little impact in Quebec during the strikes, they were accused of imposing a news blackout.

All the unions involved in the communications dispute are affiliates of the Fédération nationale des communications (national federation of communications workers). The FNC in turn belongs to the Confederation of National Trade Unions. The CNTU is known for its militancy.

FACTS

First, the FNC affiliates in the press had agreed in earlier negotiations to set a single date for the expiry of their collective agreements. The intention was to enter negotiations the next time in a common front. But when the time came, each union went its own way. Because

all the negotiations for new contracts began at the same time, it was inevitable that any related disputes would arise at the same time, even though these disputes would be over different issues: professionalism at *Le Soleil*, working conditions at *La Presse*, job security at *Montréal-Matin*.

Second, the simultaneous cessation of publication at *La Presse* and *Montréal-Matin* was an effect of concentration of ownership. The owner of *La Presse*, the Power Corporation, bought *Montreal-Matin* three years ago and the functioning of the two dailies has been merged, except for the editorial and circulation departments, which nevertheless were moved into a single building. Therefore, a strike at *La Presse* would automatically shut down *Montréal-Matin*.

Third, although the *La Presse* dispute was initially confined to the editorial department, a common front formed by the four CNTU unions and the five Quebec Federation of Labour unions at *La Presse* dragged everyone into the fight.

When, after 48 hours, the union of editorial employees announced that negotiations were still going on, it had no choice but to remain on strike. But then the other unions at *La Presse* had to find another reason which would persuade their members to stay out on strike, because the immediate issue was too far from their own concerns. The unions decided not to return to work until all 19 collective agreements under negotiation were signed. These negotiations had hardly begun and

would be lengthy because of the complexity of the structures involved. The unions found themselves involved in a strike which was bound to last several months.

Because these facts were not well-known, the public was in the dark about the strikes.

EFFECTS

Having lacked information about almost everything, Quebec now also lacked information about the lack of information. The press and the broadcast outlets which still functioned were unable to take up the slack. Who, indeed, was left to disseminate the needed information?

● *Le Devoir*: a newspaper specializing in politics, weak in every other area and further weakened in quality by the departure of its director for the leadership of the Liberal Party.

● *Radio-Canada*: intimidated by last year's government attacks, fearful of controversial subjects (like the RCMP break-ins) and, as a matter of policy, weak in televised news about Quebec.

● *Le Journal de Montréal*: a daily specializing in trivia and weak in all areas except sports.

● *The Montreal Star* and *The Gazette*: the least that can be said about them is that they do not mirror the realities of French-speaking Quebec.

Most important, the temporary disappearance of the three dailies banished the various viewpoints and the balance of information which the Quebec media as a whole provide. This affected Quebec society's understanding of itself at a time when irreconcilable forces and interests are colliding at its centre.

Some believe, for example, that the Progressive Conservative Party and the Toronto media have given up their pursuit of the RCMP affair mainly because in Quebec, where the issue ought to have produced the greatest reaction, the absence of sufficient reporting caused it to fall flat.

Others attribute to the absence of the

three dailies, at least in part, the end-of-winter drop in popularity of the Parti québécois government. They reason that a government committed to change depends more on the press to report and explain its reforms than a government accustomed to power, which has everything to fear from the intrusions of the press. As proof, they point to the new government-run automobile insurance plan, badly received by a population which had seemed to want it.

Quebeckers were unprepared to deal with the threats to civil liberties and to the free choice of a government revealed in the RCMP investigations because of the reduced opportunities for investigative journalism and reporting of broad issues and the absence of forums generally open to defenders of civil liberties. The free flow of information underpins all the other freedoms.

It has to be counted the most serious result of the strikes, therefore, that the public greeted the RCMP revelations with the same apathy in which it buried the labour disputes. The combined circulation of the three stuck dailies had been 500,000, but the circulation of those dailies still publishing rose by only 200,000. Three hundred thousand Quebeckers weren't reading any daily newspaper during the strikes. In spite of these shocking figures, a poll conducted by the Quebec communications ministry in February showed that 67 per cent of French-speaking Montrealers did not feel less well-informed because of the strikes. This finding stunned the Quebec media community.

CONCLUSIONS

If we add to these findings the fact that it was educated readers, the readers most used to a variety of sources of information, who felt the effects of the strikes most acutely, we are forced to conclude that the more well-informed

people are, the more information they need and that the less well-informed people are, the less they realize they are uninformed.

We are also forced to another conclusion: the interruption of the flow of information neutralizes, early on, any movement of public opinion in favour of re-establishing the flow. In other words, the act of informing people is the greatest contribution we can make to the defence of the free flow of information. In doing so, we broaden the interest in defending that flow beyond the journalistic community.

The strikes have produced a wrenching reassessment of journalistic practice. What was missing during the strike was not the actual news: nothing was disguised or censored. What was most missing, as much in the area of general information as on the subject of the strikes themselves, was analytical information: information which examines, recalls and ties together the facts, which elucidates by locating events within the context from which they derived their meaning, a meaning which goes beyond the crude isolated and incomprehensible fact.

The unions at *La Presse* and *Montréal-Matin* complained about this failure and, even if they were partly responsible for it, they were right to complain. But even three weeks after the return to work, it was as if journalists remained incapable of dealing with the question of the free flow of information. No thorough article on the strikes still going on at *Le Soleil* and *Radio-Québec* has appeared in *La Presse* or *Montréal-Matin*. Those strikes remain just as mysterious for the public as were the strikes at *La Presse* and *Montréal-Matin* not so long ago.

Gisèle Tremblay is a journalist working for Radio-Canada in Montreal.

(30)

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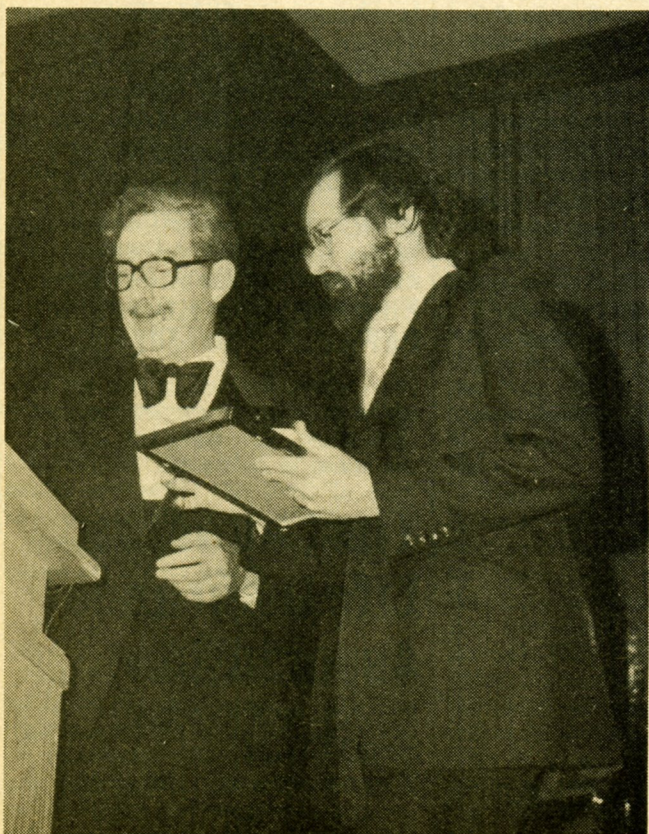
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National Magazine Awards



ABOVE AND BELOW: Roy MacGregor, 29, a senior editor at *Maclean's*, took two \$1,000 gold awards. Above, George Shaw, vice-president, sales, of Abitibi Paper Company congratulates MacGregor after presenting him with the Abitibi Paper Award for Politics. Dean Andrew MacFarlane, below, of the School of Journalism, University of Western Ontario, has just given MacGregor the UWO President's Medal for the best article of 1977 in a general interest magazine.



A LONG-OVERDUE BIRTH occurred the evening of May 17. The National Magazine Awards/Grands Prix des Magazines Canadiens were launched. The awards program of the Radio and Television News Directors (ACTRA (Association of Canadian Television and Radio Artists) and Newspaper Awards dinner since 1949. Canadian Community Newspapers have gone on since 1922.

That the Canadian magazine industry's awards program has just begun by the enormous overflow of American magazines into Canada and has lavished for years on two foreign magazines operating within Canada.

The huge overflow, and the large degree of control of Canadian magazines remain unmatched elsewhere in the world.

But the commercial and legislative injustice of the *Time-Digest* since 1976 of Bill C-58, by *Digest's* accommodation to its spirit and By *Time* rather than continue business under equitable rules of corporate conduct.

Those who supported the *Time* and *Digest* privileges claimed their Canadian magazines. But Canadian magazines have since burgeoned.

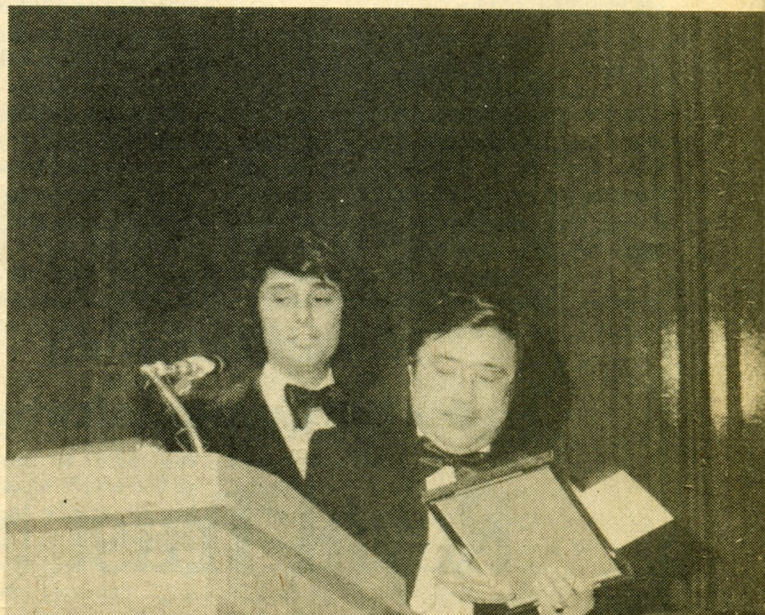
The National Magazine Awards recognize excellence in various categories and direction and outstanding achievement by a French- and an English-language entries in the 13 prize divisions open to individuals were received from

Top winner was Gordon MacGregor, a 29-year-old senior editor at *Maclean's*. "Unhappy Landing of Otto Lang" which appeared in *The Canadian* magazine.

The win for the politically-sensitive Lang piece, subject of a multi-award judging in all categories.

Harrowsmith, a country-based conservator society publication, was one of the language periodicals. The strides it has made under editor and publisher's kitchen-table start were cited as a lesson in what can be done with a magazine. *L'actualité* of Montreal was named for its successful synthesis of

Text and photos by Barrie



FREELANCE PHOTOGRAPHER Brian Willer, left, and staff photographer teamed up to do the pix for Earl McRae's prize-winning article "The Best of Times" themselves earned a gold, the Minolta Camera Award for Photo-Journalism (Canada) Inc., sorts out plaques and cheques.

Healthy Baby Born Late

in Toronto when the first National Magazine Awards ceremony was held in 1972. The ceremony was held in the roar of success.

The RTNDA was established in 1966. Ceremonies have been held since 1972 and National Magazine Awards presentations

reflects the stunting of the industry for decades especially by the government-abetted privileges of the "Canada" and *Reader's Digest*.

stands by foreign-owned magazine distributors,

was largely rectified by the passage in July of the decision to sulkily withdraw across the border.

removal would make little or no difference to Cana-

gies of writing, in illustration, photography, art and language magazine. Eight hundred and twenty-six periodicals published in both languages.

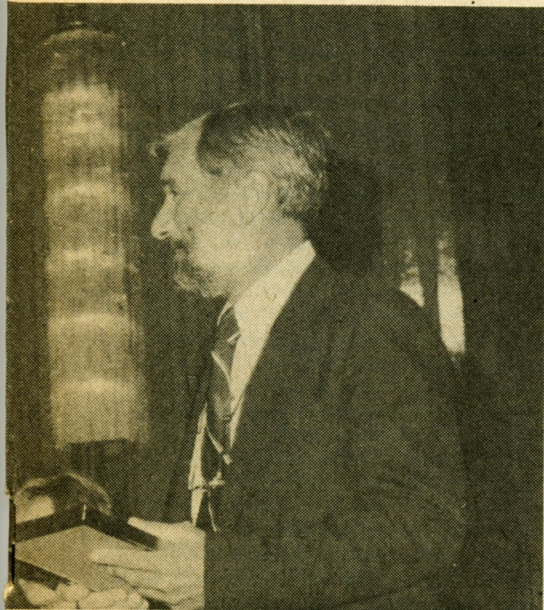
clean's, who took two \$1,000 golds, one for "The" and another for "A Canadian Tragedy" in the same

million-dollar libel suit, typified the independence of

chosen for outstanding achievement among English-language magazines. James M. Lawrence in just two years from a magazine launched for strong editorial purposes.

the former *Le Magazine* (continued on page 18)

Zwicker

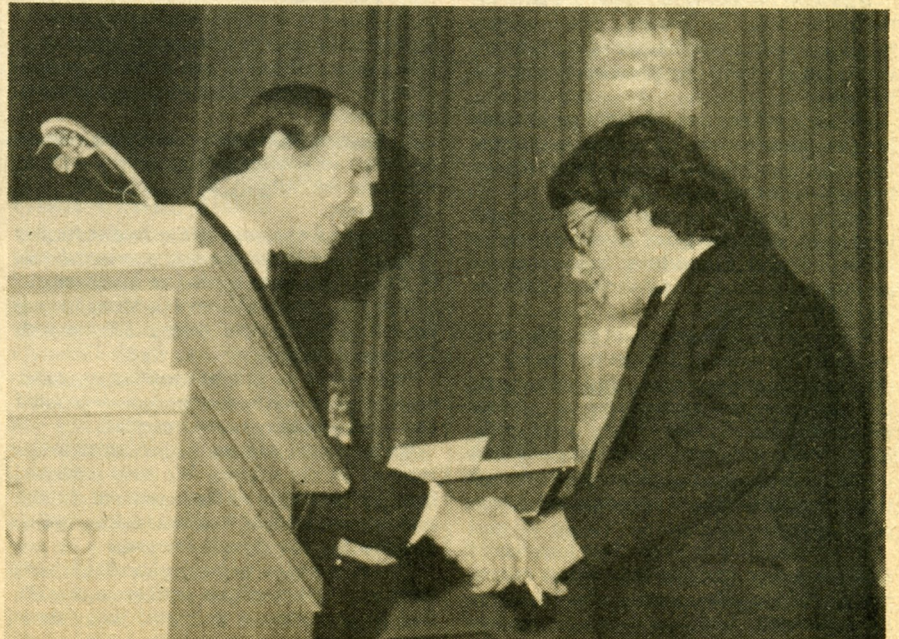


Photographer Ken Elliott, right, of *The Canadian*, and George Chuvalo: "Twilight for a Contender," and Journalism. Ned Moro, president, Minolta Camera



FOR HER NOW-FAMOUS illustration of a fish with the wings of a bird, which was the cover of the June '77 issue of *Harrowsmith*, Heather Cooper won the \$1,000 Seagram Award for Magazine Illustration. The cover story was "Meddling With Mother Nature." Seagram's F. Spencer Skelton, vice-president, marketing, presents the award.

"GEORGE CHUVALO: Twilight for a Contender" won the Molson Award for Canadian Sports Writing for Earl McRae (below, right) of *The Canadian*. Shaking hands before coming out prize-waving are McRae and John Thomson, director of market communications for the brewery.



Letters

SOME READERS WANT DOW INSIGHT, MORE CAN LIVE WITHOUT IT

I read Murray Campbell's letter (*Content*, April 1978) on mailing list rental with some interest.

It seems to me Mr. Campbell reveals a great deal when he notes his displeasure at receiving the Dow Chemical publication and his neutrality at being on the mailing list of the Canadian Civil Liberties Association. There are people in this world whose personal prejudice would lead them to welcome the Dow magazine and be annoyed at the other. The wastebasket is open to all.

Surely one of the basic tenets of responsible journalism is that of impartiality. Yet, Mr. Campbell appears to admit a certain bias in this affair. As the old adage goes, "There are two sides to every story," and I welcome the chance to hear both and make my own decisions. Better an overflowing mail basket than an ossified brain. I feel quite comfortable acting as my own censor.

Mr. Campbell would almost certainly rush to defend his own name. Why should Dow Chemical be any different?

I am grateful if renting parties continue not to see the *Content* mailing list.

Beverly Delaney, Editor,
Alive and Well Magazine,
St. Catharines, Ont.

We wish to go on record as opposing the use of *Content* mailing labels by Dow Chemical of Canada.

Aside from our personal dislike for such corporate propaganda, the precedent set by using the mailing addresses of *Content* may prove, in the long run, to be dangerous.

We are in no way doubting either your integrity or your judgement, two qualities which we think are demonstrated each month in what may well be the finest trade paper of its kind.

We also realized any financial gains made by the distribution of other magazines through *Content*'s mailing list will benefit the magazine and thereby its readers.

But, if you agree to such distribution on a contracted basis to Dow, could you really refuse a similar proposition from other organizations such as IT&T or even (Heaven forbid) the RCMP?

We realize that Dow was not provided with a copy of the subscription list and we appreciate your judgement in that. But as reporters and editors, we can too easily become the unwilling recipients of every house organ imaginable. Your circulation list is unique in that it lists, collectively, the people who through their work in all forms of media help shape public opinion.

If you decide it is in the best interests of *Content* to continue this practice, we entreat you to maintain the practice of withholding the subscription lists and, as we imagine you did in the case of *Insight Edition*, pasting

your address labels on pre-stuffed envelopes.
Ian Harvey & Robert Howard
Scarborough, Ont.

After reading your April letters column, I now know where *Dow Insight* came from. Normally, I'm more astute. This time I was puzzled. In the past, I have reamed out organizations from the *Financial Post* to the *U.W.O. Business Quarterly* for similar abuses of my privacy. But *Content*? I'm disappointed. My subscription to *Content* was not a contract giving permission for you to send me someone else's material or to sell my name and address.

I don't wish anything but good fortune to *Content* — my interest was demonstrated by a three-year subscription. But what I asked for was *Content*. Not *Insight*. If I want *Insight*, I'll write Dow and say so.

I think your response to Murray Campbell's letter leaves something to be desired. Why not stop selling your list until after your readers have been heard from, then promulgate your policy?

D.B. Scott,
The City,
Toronto, Ont.

Publisher's comment:

As was noted in the April Publisher's Comment, I have already undertaken to distribute the first year's issues of *Insight Edition*.

While we are very sensitive to readers' concerns, I plan to carry through with the undertaking, for these reasons:

1. I deliberately chose to approach the area of mailing list rental by concurring in a *de facto* enterprise. The alternative would have been a time-consuming and uncertain polling of readers' anticipated reactions to a theoretical situation.

2. We assume readers will continue to be interested in reading other readers' various views on the subject before reaching final conclusions.

3. Readers who wish not to receive further issues of *Insight Edition* may accomplish this by dropping a note to us (see masthead for address) or, preferably in our view, writing the Editor-in-Chief of *Insight Edition* with the request and reasons.

Presumably he is also sensitive to reader reaction; that is where responses — pro and con — should have maximum effect.

We have not had room to publish all letters received on the subject. We have published ones representative of those received. I think every correspondent has received an individual thank-you and reply from me.

This is intended to be the last Publisher's Comment on the subject until around year's end. At that time, a definitive policy statement — perhaps with an accompanying ar-

ticle on the subject — will be attempted. More letters will play a key part in determining the policy and are welcomed. — B.Z.

'NEWS IS SALES, SALES NEWS' — ALL YE KNOW ON EARTH, ALL YE NEED TO KNOW

I cannot understand *Content*'s persistent preoccupation with the subject of freebies.

As a writer, editor, broadcaster and public relations man for the past 50 years, I've had experience from both sides of the counter. I've given them and I've taken them, and I don't feel I have sullied myself in either phase of the operation. In giving them, I have not taken part in the defloration of any virgins and in accepting them I have never felt that I was being seduced. Certainly, I've never let a freebie tie my critical tongue.

I'm waiting for you to launch a savage attack on the book publishing industry next. After all, book reviews must have been among the very first freebies ever offered to journalists. Just think what those iniquitous publishers have been doing for the past century — offering free books to innocent editors! And expecting some mention of their product in return for this act of bribery!!

Sports, perhaps, is different, but not to the degree that your March issue suggests in its report of the Ontario Press Council meeting on p. 5. Press box passes for sports writers have existed everywhere since Abner Doubleday invented baseball. If a free ticket to a game he doesn't particularly want to see, but must to earn his daily bread, is going to subvert a sports writer to the point where he will write nothing but good of what he sees, that writer should be removed from the staff and told to find a job as a bootblack. Bootlicking is an excellent apprenticeship for a career in the shoe-shining industry, but not for a career in sports writing.

Of course, when management (of a hockey, baseball, or football club) starts deciding what a writer may, or may not, say about what he has seen and begins exercising sanctions against those who do not follow the party line, you have a horse of quite a different color and most of your readers will back you all the way should you decide to charge off in that direction with lances at the ready. Now, there's a field ripe for the harvest, and we'll back you to the limit should you elect to make it your crusade.

But to suggest that a reporter cannot go to a public event, at no cost to him or to his paper, and emerge with his own frank opinions of what he has seen, is to suggest that he has no character at all.

As for your piece on p. 6 ("Readers Taken for a Ride"), I cannot see what sin has been committed by either the automobile company

or the reporters who attended its new model unveiling.

The philosophy behind freebies, as you choose to call them, is exactly the same as that behind sending free books for review. You have a product. You want to get that fact before the public. So you invite some competent journalists to come and see, take a look, read all about it, ask questions. You take a risk that the reaction may not be favorable, but even a critical reference is better than no reference at all. If your product is good enough, you'll get good reviews. If it's not, you accept the consequences and go back to the old drawing board.

Why does the Canadian government office of tourism pay travel, accommodation and other costs to bring groups of U.S. travel writers here every year (a different group every time, mark you) with all expenses paid? Because it results in scores of U.S. writers learning something about Canada and telling their readers about it. And it results in hundreds of thousands of tourists saying to themselves, "That sounds interesting." And it results in more tourists from the U.S., which keeps our travel trade deficit from soaring right out of sight.

When I was with the Department of Trade and Commerce (1963-67), our department sponsored the visits of a number of groups of writers from Europe, the U.S. and Asia to Canada. At one point, the London financial press was being very critical of this country's fiscal and economic performance and were writing about it at great length. The only trouble was that they were also writing out of colossal ignorance. So I invited eight of them over here and took them across the country where they could talk to business tycoons, labor leaders, political figures and common or garden variety Canadians, ask their questions and get answers right from the horse's mouth. The result was astonishing. Of them went home and wrote intelligently about what Canada was trying to do, how it was doing it, and what future prospects looked like. There was the first informed comment about the economic picture in Canada to have reached Fleet Street in years. All of them told me, when I looked them up on later visits to London, that before the Canadian tour they had been preaching "the conventional wisdom" about Canadian affairs. As one said, "Informed comment is impossible without informed sources."

As long as the people issuing the freebies make no attempt to control the free response of their guests, the journalist accepting them loses nothing by way of integrity and gains much in his or her knowledge of the subject.

If a free bottle of beer will buy your vote at election time, then a freebie may suborn you. But I don't think that real journalists are that gullible.

Royd E. Beamish, President,
Research, Editorial and
Broadcast Services Limited,
Ottawa, Ont.

Content replies:

Whether we're "preoccupied" with freebies is a judgment each reader can make for himself or herself. As a matter of context,

it should be understood that we don't believe all freebies are bad. Nor do we believe that they can all be avoided.

What we are becoming concerned about is a philosophy that renders its adherents incapable of seeing the danger which freebies pose to the unfettered working of honest journalism. This letter is so marinated in that philosophy that no other taste can register.

All the examples in the letter lean on each other. Together they form a crude structure supporting this sentence: "You have a product."

This philosophy sees journalism as an adjunct to selling — whether cars, tourism or government policies.

"A critical reference is better than no reference at all." Here is the function assigned to journalists by this philosophy: pawns to be placed in position in front of Product A. Whether the journalist exhibits integrity at this point (i.e., writes things as he or she sees them) is irrelevant.

For freebie-givers to make much of the claim that "real journalists won't be seduced," etc. is self-exculpatory diversion.

For freebie-takers to go on in this vein is self-protective delusion.

Brian Bannon's story, "Readers Taken For a Ride" (March *Content*), showed conclusively how a pattern of freebie-taking skewed media attendance at two comparable conventions. The story proved that the less newsworthy convention — newsworthiness being carefully measured by conventional standards within the industry — was *much better* attended and *much better* reported.

The letter writer sees nothing wrong in this.

Our preoccupation, if you will, is that journalism in the main should be an adjunct to understanding.

Only sometimes should journalism be an adjunct to selling and that depends on the definition of selling.

It's unsettling that those who identify with this other philosophy get so heated up about our occasional questioning of practices which seem to put journalism in the service of purposes other than an increase in understanding. — B.Z.

BETTER A FREE WRITER THAN A FREE RIDER

I enjoyed the freebies coverage carried in the March issue of *Content*, specifically "Taking Readers for a Ride" by Brian Bannon (do I remember him from Fredericton?), and comments made by US National News Council Chairman Norman Isaacs on "paying your own freight."

But whatever reference there was to freebies and freelancers may have left the impression that freelancers tend not to pay their own way.

There are those of us who fight hard to avoid freebies, even to the point where we pass up a story, or pay the bill ourselves, if we've done a story on spec.

If you are lucky, as I am, to have fallen into US and Canadian markets that, generally speaking, promote the pay-as-you-go

policy, right down to the last luncheon, you must find that this helps tremendously.

But it seems to make a difference whether this policy is issued by a publisher from his ivory tower or by you as an individual, as far as industry, organizations and so on are concerned.

If the publisher issues the policy, it seems to be accepted as a set of circumstances over which no one really has control. But let a freelancer, seemingly the only one in a crowd determined to pay his or her own way, state such policy, and it's almost like going against Motherhood.

Eyebrows are lifted, feelings are hurt (?), hackles are raised.

But it's worth it to be free.

One other thing: I agree that, where there's a will, there are ways of steering clear of freebies. But I do not agree that waiting for a company or organization to send you a bill that may never come is one of them.

Esther Crandall,
Saint John, N.B.

NORTHERN TELECOM MAN NO LONGER TRUSTS CBC FOR BALANCE & ACCURACY

So far as it went, I thought that the article "CBC 'Irpman' On Spot in CBC-NT Row" (*Content*, March 1978), was a reasonably fair and balanced presentation of our case that the CBC's program, "No Strings Attached," was "so one-sided as to appear prejudiced," as our vice-president, corporate relations, Roy Cottier, wrote in early November to A.W. Johnson, president of the CBC.

Because of the brevity of your article, it seemed to me to be unfortunately somewhat superficial, only touching on some of the fundamental issues raised by this incident and a very few of the distortions, misrepresentations and examples of either deliberate or careless errors of fact and omission that we felt characterized the program from beginning to end.

As an individual who has occasionally watched *Newsmagazine*, this incident has probably damaged forever for me the credibility of the CBC's news and current affairs programming. Realizing how inaccurate and, it seemed, deliberately biased a story they put on the air in the case of "No Strings Attached," I will always question whether I am getting a fairly balanced and accurate presentation on future CBC programs.

Richard W. Wertheim,
Manager, Investor Relations,
Northern Telecom Limited,
Montreal, Quebec.

PETARD-HOISTING CHARGE DENIED BY WRITER

Cast your editorial eye afresh at page 18 in your June issue and ask yourself whether Mr. Labonté hasn't hoisted himself by his own petard.

As I follow his thinking, small feminist magazines should be encouraged to grow — but if they do, they are bad.

(continued on page 21)

Column by Richard Labonté

There are several hundred Canadian citizens who have an enlightened attitude towards the question of bilingualism.

They're all in grade school.

And their comments are contained in the spring issue of *Canadian Children's Magazine*, a snazzy eight-issue-old publication from British Columbia.

Editor Evelyn Samuel asked her young readers to respond to a bilingualism survey in issue six: 700 responded, and about 75 per cent wanted to be or were glad they were already learning French.

Typical of the comments: "Canada is a free country, but I do think that it should be a bilingual country because it gets pretty boring speaking one language," says Karen of British Columbia.

Karen may be a little kid, but out of the mouths of babes: public service bribes and heavy-handed federal legislation haven't convinced English Canada that bilingualism is a good bet; perhaps if the Liberals tried a party line — fun: les anglais in Ontario can scoot over the border to Quebec to watch the French version of *Pretty Baby*, for example — two languages might be less depressing, more of a stimulant.

* * *

Speaking of making it palatable: *Science*

Forum, last year a fusty long-word journal of jargon and argle-bargle, has decided to reach the people.

This popularization of the arcane started in the May-June issue, with an emphasis on the zippy topics of schizophrenia, weather manipulation, solar energy and genetics. The trendy issues of our time.

Editor David Spurgeon says the intent of the switch in audience emphasis is to end the erosion of public faith in science and technology.

Maybe knowledge is a good thing, perhaps an informed populace is an armed populace; it could be that knowing about neutron bombs and nuclear reactors and weather manipulation might fascinate a somnolent, easily gulled public.

But scientists, after all, love science. The purpose of a popular magazine about science can only be to make science popular.

It's safer, then — I'm sure — to lack faith. Sorry, David Spurgeon.

* * *

The first National Magazine Awards ceremony, held in Toronto in mid-May, was an affair that members of the industry treated with respect.

Some signals of that respect: all but four or five of the 30 or so first- and second-place

award winners were on hand to claim their scrolls and their cash prizes, including winners from Kingston, Montreal and Edmonton; and the organizers were able to hustle sales of more than 600 \$20 tickets for the tuxedo and denim bash.

It was an inspired start to what deserves to become an annual event for an industry which has blossomed amazingly in less than a decade.

Periodicals are suddenly a big business in Canada; now that more than four magazines and eight writers are making quality work available to the reading public, recognition of that work is merited.

Canada has a wealth of fine small-press, literary and cultural magazines — among them, *Malahat Review*, *Capilano Review*, *Event*, *Exile*, *Fiddlehead* — far out of proportion to its population.

Much of this cultural opulence and energy can be credited to the grant-giving functions of the Canada Council and the various provincial arts councils. The magazines need grants to survive; even more, they need independence in order to flourish.

But that independence is threatened by politicians who can't understand that excellence — or attempts at excellence — must be unfettered.

In Toronto, the art magazine *Strike* caused a flurry of fetterishness a couple of months ago when it ventured the opinion that revolutionary struggle — including blowing off kneecaps — was the duty of all artists. The thought was ill-timed: it came as Italy's Red Brigade was assassinating former premier Aldo Moro.

And in the wake of that fuss came too many predictable elected-official comments about the wisdom of cultural grants.

Those comments must be countered. Canada is too close this decade to condoning an atmosphere of thoughtless censorship and hysterical repression, an atmosphere in which the daring is lumped in with the extreme.

No society is so perfect that it can't benefit from controversial thought; in Canada, no controversial thinker is safe from the growing backlash.

Periodicals, books and news releases which must be sent for comment should be mailed to Richard Labonté, 64 Marlborough Avenue, Ottawa K1N 8E9.

50

"If all mankind minus one were of one opinion, and only one person were of the contrary opinion, mankind would be no more justified in silencing that one person, than he, if he had the power, would be justified in silencing mankind."

Mill, *On Liberty*, II



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the first major publication in North America and England to endorse such documents. — B.Z.

MEDIA NEED TERRORISM SPECIALISTS

TORONTO — The media should begin training “specialists” to cover the rising spate of hostage-takings and terrorist hijackings, Capt. W. Davidson, a Canadian Pacific Airlines pilot, told a seminar on “Hostage Taking and the Media” at Ryerson Polytechnical Institute, March 30.

Davidson, one of the panelists at the seminar sponsored by the Toronto Press Club, told an audience largely made up of journalism students that he had formerly argued for total censorship on hostage/hijacking incidents, but he now favoured “responsible” coverage by experienced reporters.

He agreed with other panelists that such incidents were “news,” but that careless reporting could lead to serious loss of life. He cited the recent Hanafi hostage drama in Washington, in which it was reported that a box of weapons was being hauled up to an upper-storey window. It was in fact a box of food supplies and the misreporting could have caused the terrorists to panic and start shooting.

The panel, introduced by former CRTC chairman Harry Boyle, agreed on the need for responsibility in media coverage of this type of crime. Borden Spears, *Toronto Star* “ombudsman,” said censorship was doomed to failure and could only lead to harmful rumours and even panic in an uninformed public.

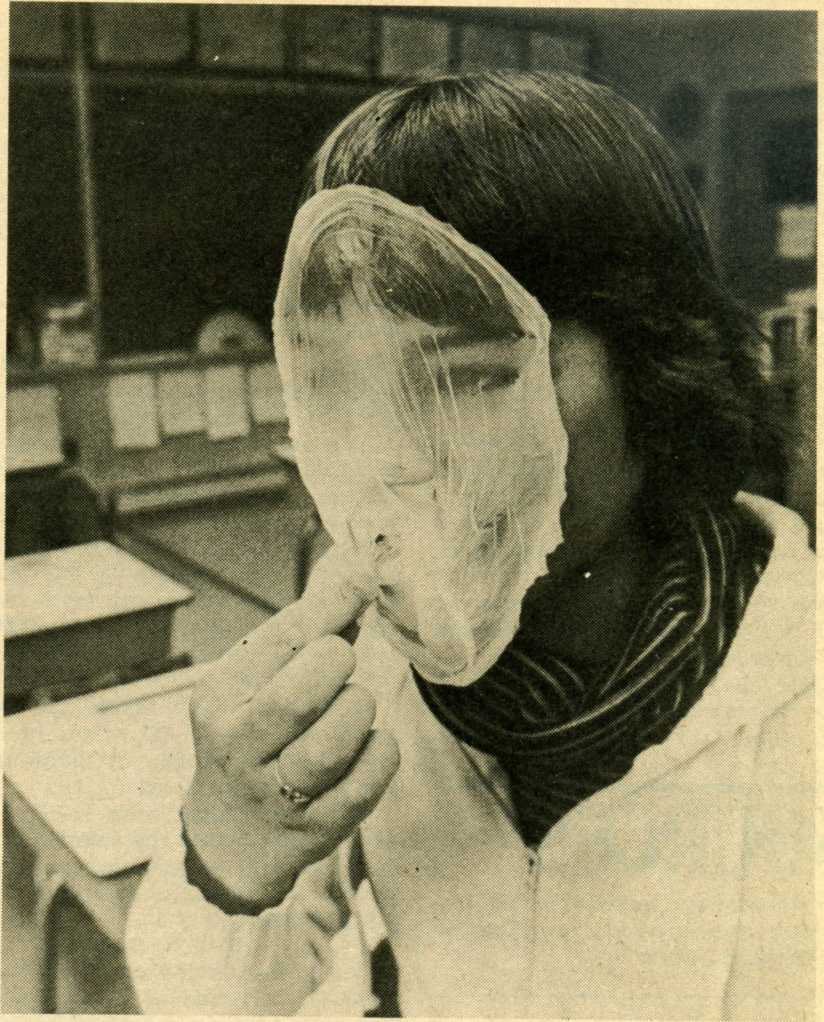
Spears said that, if he were in charge of coverage on such cases, he would not allow a reporter to speak directly to hostage-takers on the phone and would also monitor messages from hijackers to the press *before* running them as news items. He would even kill such items if it was felt they could endanger life. Reporting of such stories, however, was totally legitimate, he added. The media should co-operate with police authorities but never accept censorship or other forms of arbitrary control.

Inspector D. Cowan, in charge of the emergency task force on hostage-taking for the Metro Toronto police, explained police procedure in these incidents and said they had specialists trained in talking to and “cooling down” hostage-takers. He said the police practice was to release information to the media as soon as possible and pointed to the issuance of special passes to newsmen as a step facilitating co-operation between the authorities and the media. — Al Baker.

Al Baker is a former CP reporter who now teaches communications at York University in Toronto.

30

CP Feature Picture of the Month



Photographer: Sam McLeod.
Newspaper: *The London Free Press*.

Situation: McLeod was sent to a London public school to cover a bubble-gum-blowing contest held to raise money for crippled children. In addition to getting a picture of the winning bubble, McLeod took this shot of its mortal remains. Both pix made the front page of the *Free Press* on April 20.

Technical Data: Nikon with 24-mm lens at f5.6 and 1/125th of a second.

Award: *The Canadian Press*, “Feature Picture of the Month,” April, 1978.

Congratulations: As a tribute to the art of feature photojournalism, CAE Industries Ltd. is pleased to regularly sponsor this space.

CP (from page 9)

York, Winnipeg and Edmonton before being appointed general news editor, then assistant general manager from 1965 until his appointment to the top post in 1969.

By nature he is a moderate and modest person. A CP staffer once said: "I've known the guy for years but, I can't give you a single anecdote about him Careful is his middle name." When asked about his accomplishments as GM, he answers by outlining what he feels is the state of CP but he doesn't use the first person singular.

"We are as efficient in our electronics as any news agency of our type in the world, probably more so." CP pioneered the electronic newsroom in Canada.

"The calibre of our news report has been maintained. Its scope has increased. The variety of stories has improved." And Dauphinee stressed there is "no interference (by anyone) with our news job, not the slightest."

Morale at the agency is as good or better than ever. Under Dauphinee a contract with The Newspaper Guild was signed. Even the "threat" of such a thing would have blown the cool of CP management a few years ago. "We've had 11 or 12 grievances in a year and a half. Not bad, I think." CP salaries now are competitive.

Staff and especially bureau chiefs have "more responsibility for the flow and calibre" of the news than when

Dauphinee took over, "although some feel repressed yet."

What will he do after retirement? "I don't propose to do very much," he chuckles, "but I don't propose to disappear." A typically moderate course.

He and his wife, Alison, have "a little cottage down on the Bay of Quinte. That's a project that will never be finished." They have a place in Florida, too, but will maintain their home in Toronto as a base. They'll do a bit of travelling — "any place we haven't been before."

An alert journalism school could do worse than try him out for graduation-year seminar work: he's a resource the country's journalism community should not allow to slip away. (30)

AWARDS (continued from p. 13)

Macleans and the former *Actualité*. Editor and publisher are Jean Paré and Lloyd M. Hodgkinson respectively.

Harrowsmith also published the gold-award cover of 1977, created by Heather Cooper, and shared second place (silver) in photo-journalism.

The publication associated with the most wins — eight — was *The Canadian*. Associated with seven each were *Saturday Night* and *Toronto Life*; with six, *L'actualité* and with five, *Québec Science*.

Altogether, 37 individuals and two magazines shared 30 prizes in 15 categories and another 37 individuals won honorable mentions.

Sixty-three judges from Halifax to Victoria adjudicated the awards under the direction of a committee composed of directors and staff unassociated with any magazine.

A non-profit foundation, the National Magazine Awards Foundation (NMAF), chartered Nov. 14 last, created the awards program and administers it.

The first stimulus for establishing NMAF came from Andrew MacFarlane, former newsman and now dean of the journalism school at The University of Western Ontario. He called John Crosbie, president of the Magazine Association of Canada (MAC), who in turn sought the interest of Michael de Pencier, publisher of *Toronto Life* and other publications. De Pencier was chosen NMAF's first chairman.

Initial funding was provided by Comac Communications Limited, a Torstar Corp. subsidiary that publishes *Quest* and *Homemaker's*, de Pencier's Key Publishers Limited and Reader's Digest Magazines Limited.

The idea might have gone off the rails



JEAN PARÉ is editor of *L'actualité*, one of two magazines chosen for outstanding achievement. Paré successfully synthesized the old *Le Magazine Maclean* and the old *Actualité* into a winning new publication. The meteoric conserver magazine *Harrowsmith* was the winner among English-language periodicals.

early for lack of sufficient appreciation by the originators of the importance of involving the relatively new Canadian Periodical Publishers' Association (CPPA). CPPA was created in 1973 and represents now more than 180 Canadian-owned and -controlled magazines. CPPA was brought in and the NMAF board of directors became representative of the Canadian magazine industry as a whole.

The NMAF board hired the effective team of Elsa and Stephen Franklin as national organizers. Roger de la Garde, dean of the School of Journalism at Laval University, co-ordinated the French components of the awards.

Twelve corporations and The University of Western Ontario agreed to contribute prizes worth more than \$17,000 in the first year.

Even so, the old skepticism about Canadian magazines dogged the creation of the awards program and dinner.

Until scant days before the event, no one was sure how many people would buy dinner seats at \$20 each. A turnout of 500 was the goal. A poor response would have been a psychological and financial setback.

When the evening arrived the main ballroom of the Hotel Toronto was packed — to necessarily employ a cliché — with the cream of Canada's magazine writers, editors, photographers, illustrators, art directors and publishers, plus assorted VIP's and personalities

SOURCES

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

(p. 12, col. 1)

BELL CANADA

Delete from entry:

Marc de Lanux, Director, Public Relations
Office: (514) 870-7345

Add to entry:

Marc de Lanux, Manager, Information Services
Office: (514) 870-2225

(p. 16, col. 1)

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New telephone number:

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New president:

Dr. Romney H. Lowry (30)

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FOR HIS ARTICLE,
"THE UNHAPPY LANDING OF OTTO LANG,"
WHICH APPEARED IN THE CANADIAN
ON JUNE 4, 1977.

SECOND.
**DAVID MacDONALD
& RONALD LABEL**
FOR THEIR ARTICLE,
"NOTRE PAYS A LA CROISEE DES CHEMINS"
(OUR COUNTRY AT THE CROSS-ROADS),
WHICH APPEARED IN THE OCTOBER 1977 ISSUE
OF SELECTION DU READER'S DIGEST.

HONOURABLE MENTIONS
ARE ALSO AWARDED TO
IAN BROWN
OF THE FINANCIAL POST MAGAZINE,
SANDRA GWYN,
OF SATURDAY NIGHT, &
CHRISTINA McCALL NEWMAN,
ALSO OF SATURDAY NIGHT.

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from a variety of fields — more than 650 in all.

The guest list was a gossip columnist's dream. At every table the likes of Morley Callaghan, Peter Newman, Barbara Frum and the prize winners of all ages, both languages and all parts of the country mingled. In terms of Canada's media it was an historic occasion, a coming of age of the magazine industry.

But the local newspapers gave the event only grudging superficial coverage.

The Toronto Sun ran an inept gossip column by Sylvia Train; *The Toronto Star*, a straightforward account by book editor Ken Adachi; and *The Globe and Mail's* literary editor and columnist, William French, began his story, not column, the next day: "The first annual National Magazine Awards got off to a chippy start last night by awarding a major prize to the author of a controversial article that is the subject of a libel suit."

No newspaper account suggested the significance of the awards or the event,

put them into perspective, gave any background or provided more than bare details.

CBC-TV aired an unduly brief item, considering that the ACTRA awards ceremonies rightly are broadcast in their entirety and that more than one TV crew generally shows up to cover at least the major speaker at NNA dinners.

Master of ceremonies Pierre Berton announced at the outset that thank-you speeches would not be allowed. Instead, he satirically combined frequently heard lines from decades of other awards

ceremonies into one barely fictional speech by a magazine writer. ("I want to thank my ever helpful editor, without whom this win would not have been possible, and the backing of my selfless publisher. I also must thank my always supportive wife and eight children, who saw me through those times when the damn editor was butchering my copy.") The program was kept short and lively.

At least one executive of one of the sponsoring corporations was critical of what he termed the program's lack of sufficiently serious honoring of journalistic excellence, but the consensus was that the awards are off to an auspicious beginning.

A display of the winning entries was to be on show in the Toronto-Dominion Centre in Toronto during the latter half of June and then go on tour with the aid

of an Ontario Arts Council grant.
A complete list of winners:

**Toronto Dominion Bank
Award for Humour**

Gold: Hart Pomerantz and Stephen Breslin of *Canadian Lawyer*, for "Order in the Court: Regina v. Ojibway." **Silver:** Adele Freedman, *Homemaker's*, for "A Bluffer's Guide to Canadian Literature." **Honorable Mentions:** Joanne Bengier, *Canadian Golden West* and Shirley Whittington, *The United Church Observer*.

**Abitibi Paper Award
For Politics**

Gold: Roy MacGregor, of *The Canadian*, for "The Unhappy Landing of Otto Lang." **Silver:** David MacDonald and Ronald Label, of *Sélection du Reader's Digest*, for "Notre Pays à la Croisée des Chemins." **Honorable Mentions:** Ian Brown, *Financial Post Magazine*; Sandra Gwyn, *Saturday Night* and Christina McCall Newman, *Saturday Night*.

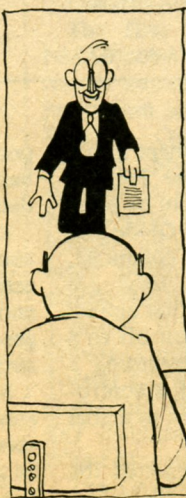
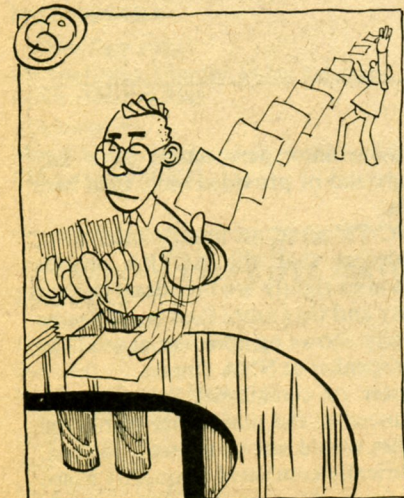
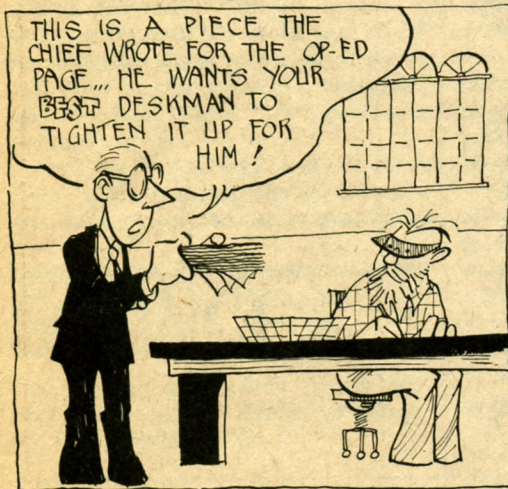
**The Donald F. Hunter Award
For Comment**

Gold: Robert Fulford, of *Saturday Night*, for "Quebec Needs Us, and we need Quebec." **Silver:** Jean Paré, of *L'actualité*, for "Qu'est-ce qu'un Québécois." **Honorable Mentions:** Robert Thomas Allen, *The Canadian*,



and Barry Callaghan, *Toronto Life*.
ROBERT FULFORD, distinguished editor of *Saturday Night*, *Toronto Star* columnist and frequent broadcast commentator, receives the \$1,000 Donald F. Hunter Award for Comment from Frederick T. Metcalfe, president of Maclean-Hunter Limited. Fulford's piece, "Quebec needs us, and we need Quebec" edged out the winner of the silver, *L'actualité* editor Jean Paré for his "Qu'est-ce qu'un Québécois."

WILFIE FILLER



and Barry Callaghan, *Toronto Life*.

**The RBW Award
For Science & Technology**

Gold: Gilles Provost, of *Québec Science*, for "Ne Jouez Pas Avec Les Genes." **Joint Silver:** Janice Tyrwhitt, of *Reader's Digest*, for "New Hope for Tiny Patients" and Pierre Sormany, of *Québec Science*, for "Les Fronts du Cancer." **Honorable Mentions:** Louise de Belle Feuille, *Québec Science*, Jean-Marc Fleury, *Québec Science*, David Lees, *Harrowsmith* and Larry Woods, *Canadian Yachting Magazine*.

**The Molson Award
For Canadian Sports Writing**

Gold: Earl McRae, of *The Canadian*, for "George Chuvato: Twilight for a Contender." **Silver:** Jay Teitel, of *Toronto Life*, for "The Prophets of Loss." **Honorable Mention:** Ron Base, *Quest*.

**The Mutual Life of Canada Award
For Business**

Gold: Marci McDonald, of *The Financial Post Magazine*, for "Return of Peter Munk." **Silver:** Michel Nadeau, of *L'actualité*, for his article on the Montreal TV station Télé-Métropole and the TVA network in Quebec, "TVA, un réseau qui profite." **Honorable Mentions:** Christina McCall Newman, *Saturday Night* and Phillip Marchand, *Toronto Life*.

**The McClelland and Stewart Award
For Fiction**

Gold: Alice Munro, of *Toronto Life*, for her story: "The Accident." **Joint Silver:** Jay Teitel, of *Saturday Night*, for his story: "A Forward," and Susan Swan, of *Saturday Night*, for her short story: "The Last of the Golden Girls."

**The du Maurier Award
For Poetry**

Gold: Marilyn Bowring, of *Branching Out*, Edmonton, for her poem: "Rose Harbour Whaling, 1910." **Silver:** Margaret Atwood, of *This Magazine*, for her "Two Headed Poems."

**The Seagram Award
For Magazine Illustration**

Gold: Heather Cooper, of *Harrowsmith*, for her cover illustration for the article "Meddling with Mother Nature." **Silver:** Joe Salina, of *The Canadian*, for his illustration for the article, "The Rumoured Respectability of Gossip." **Honorable Mentions:** Julius Ciss, *Toronto Life*; Blair Dawson, *The City*; Roger Hill, *The Canadian* and Daniel Sylvestre, *L'actualité*.

**The Kodak Canada Award
For Studio Photography**

Gold: Philip Gallard, of *Quest*, for his photograph illus-

trating an article "The Death of Money." **Silver:** Michel Pilon, of *Nous*, for his photograph for an article "La Marijuana: qu'est elle devenue?" (What's become of Marijuana). **Honorable Mentions:** John Brittain, *What's On in Ottawa*; Gordon Hay, *Homemaker's* and Jean-Pierre Langlois, *Québec Science*.

**The Minolta Camera Award
For Photojournalism**

Gold: Ken Elliott and Brian Willer, of *The Canadian*, for their photographs for the article "George Chuvalo: Twilight for a Contender." **Silver:** Roland Weber, of *Perspectives*, for his photographs of "Course Mont Tremblant" and J. Douglas Wilson, of *Harrowsmith*, for his photographs for the article "Quiet is the Land." **Honorable Mentions:** Dave Adair, *Westworld*; Pat Lacroix, *The City* and Carl Valinquet, *L'actualité*.

**The Allan R. Fleming/MacLaren Awards
For Art Direction**

Magazine Layout, Gold: Michel St-Denis and Alfonso Sabelli, of *Nous*, for art direction for an article, "A la Recherche du Punk (du quoi?)" **Silver:** Gordon Sibley, of *The Canadian*, for the layout for the article "The Spirit of '67 Revisited." **Honorable Mentions:** Jacques Durguerin, *Châteline* (two); Gloria Shepherd and F. Robert Openshaw, *Family Involvement* and Gordon Sibley, *The Canadian*.

Covers, Gold: Ken Rodmell, of *Toronto Life*, for his July 1977 cover illustrating the article "The Italians: Birth of the new establishment." **Silver:** Vahram Georges Haroutiun and Michel St-Denis, of *Nous*. **Honorable Mentions:** Craig Allen, *Saturday Night* and Jacques Durguerin, *Châteline*.

**University of Western Ontario
President's Medal Awards
For General Magazine Articles**

English Section, Gold: Roy MacGregor, of *The Canadian*, for his article "A Canadian Tragedy." **Silver:** Doug Fetherling, of *Toronto Life*, for his article "Is *The Globe and Mail* the Great Newspaper of Chatham?" **Honorable Mentions:** Barbara Amiel, *Châteline*; Angela Ferrante, *Maclean's*; the late Harrison John MacLean, *Reader's Digest* and Michael Posner, *Maclean's*.

**Les prix du Président de l'Université Western Ontario
pour les articles de magazine d'intérêt général**
Gold: Louise Côté, of *Châteline*, for her article "Ici on a campagné les mourands." **Silver:** Pol Chantraine, of *L'actualité*, for "L'Acadie un Pays à Morceaux." **Honorable Mentions:** Monique de Gramont, *Châteline*; Claude Marciil, *Québec Science* and Jean Paré, *L'actualité*.

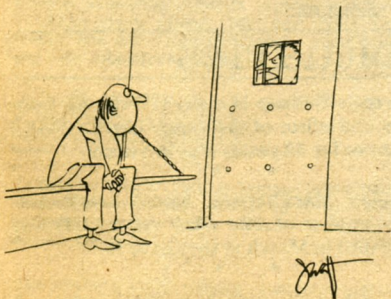
**(NMAF) Directors' Award
For Outstanding Achievement in 1977
By A Magazine**

Gold Shared By: *L'actualité*, publisher Lloyd M. Hodgkinson, editor Jean Paré and *Harrowsmith*, editor and publisher James M. Lawrence. (30)

(continued from page 15)

After being for feminist magazines who are working for the "powerful sisterhood" — he turns to Toronto and takes on, first, *Toronto Life's* new quarterly, *Fashion*. He predicts success for it but asks if such success is necessary. And then he answers, "No, but it can't be stopped." Implication: it should be.

"There is more, and worse," he sighs: the



THE WAY I SEE IT, WE'RE NOT HANDERING THE FREEDOM OF THE PRESS AT ALL; YOU'LL REMEMBER THE WORDS "SOME WALLS DO NOT A PRISON MAKE."

new *City Woman* "for the snobs."

Then, having laid low the Canadians who have invented *that* one, he zeroes in on *Miss Chatelaine*, quoting its ad revenues for the first quarter of 1978 vs. 1977. Ignoring the obvious — that one quarter's figures do not a trend make — he says "The trend is . . . reassuring — for anyone opposed to the values a magazine like *Miss Chatelaine* presses on the young and impressionable. . . ."

Now, as a former editor and publisher of a small (Labonté would presumably interject "and therefore good") magazine I appreciate that the views of columnists are not necessarily the views of the magazine.

But isn't there just a bit of an inconsistency in your personal stand — so clearly expressed prior to Bill C-58 — for Canadian magazine enterprise and your acceptance of a column which attacks the growth of Canadian-owned publications?

John S. Crosbie, President,
The Magazine Association of Canada,
Toronto, Ont.

Labonté replies:

Small can grow into large, and be good; it's most often when they start off large that there's not a lot of social value in a magazine. But I can't condemn Mr. Crosbie for his comments; he is paid, after all, to represent Canada's large consumer magazines. (30)

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Omnium

(continued from page 24)

enjoyed a "banner year" in getting work, Lunn said. There were an even 100 grads. By October, 80 had the kinds of jobs they wanted. Only five of the remaining 20 were unemployed. Fourteen of the 15 were in "neo-journalism jobs," Lunn added. Employment prospects continue bright for the immediate future, he said. "I've got four jobs in the Maritimes that I can't get anyone to look at."

The *Canadian* is functioning with an acting editor after the departure of **Patrick Scott**. The publication is moving its offices from the Simpson Tower in Toronto to 2180 Yonge Street, Suite 1702, Toronto, Ont. M4S 3A2. Its new number is (416) 485-1552.

Nancy Edwards, United Church broadcaster and Deaconess, was the sole Canadian woman invited to participate in the Women in Media Conference in Lebanon in February.

Edwards, executive producer, host and distributor of *The Human Gamut* — a half-hour weekly program broadcast coast to coast — took part in discussions which focussed on the role of women in Christian communication, and the role and status of professional women communicators in the mass media.

The conference was sponsored by the World Association for Christian Communication in co-operation with the YWCA and the World Council of Churches.



Nancy Edwards

The West

The winners of the annual RTNDA news awards on the Prairies are radio stations *CFRN* (Edmonton), *CHED* (Edmonton), *CITV-TV* (Edmonton) and *CFAC-TV* (Calgary).

A new city magazine called *Calgary* is to be launched in Calgary in September by freelancer **Paul Grescoe**, part-owner of *Vancouver* magazine.

The University of Regina has the go-ahead for its new undergraduate journalism program, to start in the fall of 1979.

Reyn Davis of the *Winnipeg Free Press* has been elected president of the Manitoba Sportswriters and Sportscasters Association, succeeding **Bob Irving** of *CJOB* radio. First vice-president is **Scott Oake**; second vice-president is **Ralph Bagley**; **Ron Meyers** was returned as treasurer and **Bob Holliday**, **Francois Riopel** and **Marcel Gauthier** were named directors.

Ray Marco was recently named news editor of *The Whitecourt Star* (Alberta) and **Lorne McClinton** has joined publisher **Barry Baniulis** in selling ads plus covering the news beat.

Edna Kehler has joined the staff of the *Beausejour Beaver*.

Twenty-one-year-old **Darcy Henton**, a reporter with the *Drayton Valley Western Review* in Alberta, was presented with an award at the first annual Canadian Petroleum Association Press Club Awards for his Amoco gas well blow-out stories.

Skip Hambling, a former editor of the defunct *Fredericton Plain Dealer*, takes over as editor of *The Commonwealth*, published in Regina. He replaces **Angus Ricker**, who has received a grant from the Canada Council to write a book about journalism.

Referring to an RCMP raid on *The Vancouver Sun's* offices and the charges laid against *The Toronto Sun* under the Official Secrets Act, Progressive Conservative MP **Gerald Baldwin** says the federal government is showing a "threatening" attitude. Baldwin, in Edmonton to attend a computer information conference, said, if prosecution against *The Toronto Sun* for publishing information available to other media succeeds, it will be "a sword over the head of every reporter in the country."

B.C.

Winners of MacMillan Bloedel's 20th annual awards for journalists on British Columbia daily newspapers include: *Vancouver Sun* columnist **Doug Collins**, medical reporter **John Braddock** of the *Vancouver Province*, **John Asling** of the *Prince George Citizen* and **Mark Hamilton** for articles published in the *Alberni Valley Times* in Port Alberni. Honorable mention awards went to **Stephen Hume** of the *Victoria Colonist*, **Kay Alsop** and **Dennis Bell** of the *Province*, **Eli Sopow** of the *Prince George Citizen* and **Ian Weir** of the *Kamloops Sentinel*.

Sterling Newspapers folded its *Fraser Valley News-Herald* this spring. The paper resulted from the amalgamation of weeklies from White Rock and Langley and ran into tough opposition in both communities.

Peter McNelly, who set up the lively political newspaper *B.C. Today*, has now moved from Victoria to Vancouver, joining *CBC's* evening local news show, *Hourglass*.

Reporter-photographer **Richard de Cardole** has been appointed to the staff of the *Merritt Herald*.

Don Cromack has been appointed the new managing editor of the *Terrace Herald*.

John Steeves has moved from New Brunswick to *CBC Whitehorse*, replacing

Paul Griffin who has gone to *CBC Vancouver*.

The North

Barbara Preston becomes information officer for the Yukon Territorial Government, taking over for **Bill Bredin**, who has opened the Whitehorse office of Outcrop Ltd., a Yellowknife public relations firm.

The new editor of the *Yukon News* is **Phil Stannard**. Former editor **Dave Robertson** has returned to his position as manager in the sales department of the paper.

Legal

Judge Ernest West has ruled that freelance photographer **Alex Kalnins** was obstructing police when he refused to stop taking photographs of a patient being brought to Mississauga Hospital in January, 1977. Kalnins' lawyer said he will probably appeal the decision. Judge West refused to put Kalnins on probation, saying, "I trust the accused has learned a lesson."

Magazines

The Probe Post, a new bi-monthly publication being launched by Pollution Probe and Energy Probe, talks business with business by focussing on the economic requirements for sound environmental and energy practices. It will sustain itself through subscription sales to individuals, institutions and businesses. The first run comprises 5,000 copies. Fifteen hundred of these are committed to Probe members and corporate supporters.

A new Comac Communications Ltd. magazine, *City Woman*, will begin to publish in September. It will cover lifestyles and issues facing contemporary city women, according to editor **Dawn MacDonald**. The magazine will be delivered to 200,000 upper-income houses in Toronto, Montreal and Vancouver.

Miscellaneous

The American Newspaper Publishers Association Foundation has announced the awarding of \$1000 scholarships to 24 students enrolled in journalism programs at 24 universities throughout the U.S. The ANPA Foundation scholarship program is designed to help qualified journalism students interested in a newspaper career complete their education.

Obituaries

Francis William (Frank) O'Neill, 67, publisher and editor of the weekly *Carlyle* (Sask.) *Observer* for 42 years, died in March.

Lillian MacPherson, former editor and photographer of *The Daily News* in Truro, N.S., died in March at the age of 59.

Pearl L'Ami, retired women's editor of *The Winnipeg Free Press*, died in June after a

brief illness. Prior to working for the *Free Press*, she was with the defunct *Winnipeg Telegram* and *The Winnipeg Tribune*. She was women's editor from 1931 to 1958.

Long-time member of the Toronto Press Club and editor of *Gossip!* magazine, **Mona Clark**, died in May at the age of 79. She

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Otherum

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CAN WRITERS FIGHT political censorship, sexism in media? Want network for mutual support, strategy. RCMP need not apply. Content, Box 89. 55-87

founded the magazine in 1925 and was also a familiar voice on many radio programs.

Charles Trueman Nichols, 66, former editor of the now defunct *Toronto Telegram*, died in April after a lengthy illness. He was news editor since 1953 and editor from 1962 to 1966. He previously worked in the Washington bureau of *Southam News Services*.

Brigadier General **Michael Wardell**, 83, former publisher of the *Fredericton Gleaner*, died in Wales of a stroke in April. The Welsh-born soldier became a Canadian citizen in 1962, retired in 1971 and had lived alone in Switzerland since 1975.

George Harvey Hamilton, 69, former garden features editor for *Toronto Globe and Mail* for 18 years, died in April. He was a trustee of the Niagara South board of education and chairman of the board of governors of Niagara College in Welland. He also served on the board of governors at Queen's University in Kingston, Ont.

Erratum

Content regrets any embarrassment caused by our publishing a correction in last month's issue which implied that **Richard Daignault Sr.** is with *The Gazette* in Montreal. He left *The Gazette's* employ some time ago. (30)

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Appointment is to be made on or before January 1, 1979.

Applications should be made to President Lloyd I. Barber, University of Regina, Regina, Saskatchewan, S4S 0A2 before August 15, 1978.

Omnium-Gatherum

Quotes

"Public opinion is what we have banged into our heads. . . primarily a result of repetition," Prof. Donald Gordon told the Women's Press Club of Toronto in March. The former *Canadian Press*, *Financial Post* and *CBC* staffer, now a political scientist at the University of Waterloo, said: "Each of us is primarily a matter of other people telling us what to do. We've been nagged at enough to be predictable. . ."

Atlantic

The winners of the annual RTNDA news awards in Atlantic Canada are radio stations *CFCB* in Corner Brook (which won two awards, *CHCM* (Marystown), *CKCW-TV* (Moncton) and *CJCH-TV* (Halifax).

David Simms joins *CBZ* in Fredericton as newsman.

Mark Pederson joins the newsroom at *CBD* in Saint John.

Mary Dodge has joined the editorial department of *The Advertiser*, published by Kentville (N.S.) Publishing Co.

Letters-to-the-editor receive the highest readership at *The Liverpool* (N.S.) *Advance*, according to a study the paper conducted. Close behind were editorials, council notes and news briefs.

Quebec

Renée Rowan, with *Le Devoir*, was honored recently as one of the best women of Quebec for 1977, by the Salon de la Femme. Her column about women's problems and rights was especially praised by the jury.

The Quebec Press Council is still looking for a new president. The first one, Jean-Marie Martin, died in November, 1976. The six-year-old council is experiencing financial difficulties.

L'Unité, the less than three-month-old French-language weekly newspaper in Quebec, has ceased publication. It was dedicated to Canadian unity and had planned to go daily in September. Managing editor, Henriot Gingras blamed distribution problems for the paper's demise.

Former editor of the defunct pro-independence weekly *Le Jour*, Evelyn Dumas, has been named an information officer at the Quebec government's delegation in Boston.

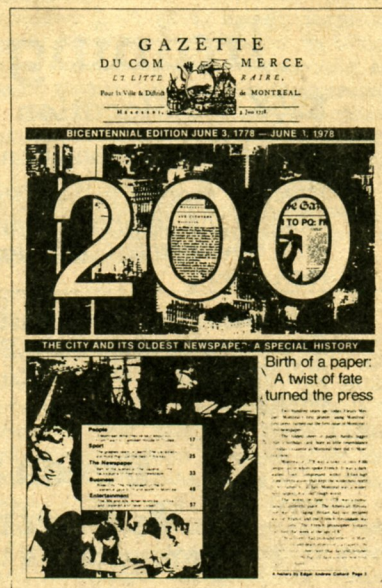
Thomas Schnurmacher has been named television columnist for *The Gazette* and will also report on showbiz gossip and happenings

in Montreal and across the continent.

On June 3 *The Gazette* in Montreal celebrated 200 years of continuous publication with a 64-page supplement carrying stories on the history of Montreal, fashion, sports, business and entertainment, journalists past and present, scoops, bloopers and awards.

That evening the paper's employees were to hold a costume party and dance at 363 St. Francois-Xavier Street in Old Montreal, a building as close as could be found to the site where the original *Gazette* building once stood.

Fleury de Mesplet printed the first *Gazette* on rue de la Capitale, behind the party site. A plaque marking the place and event was to be unveiled.



Ontario

The winners of the annual RTNDA news awards in central Canada are as follows: radio stations *CFRB* (Toronto), *CJBK* (London, Ont.), *Global TV* and *CBMT-TV* (Montreal).

Barbara Yaffe, formerly social services reporter with *The Globe and Mail*, has been appointed to the paper's Queen's Park bureau.

Canada's only environmental reporter, Victor Malarek, moves to social services as well as continuing in his new post.

Dance critic, Lawrence O'Toole, has left the *Globe* to freelance.

Former managing editor of the now-defunct *Ottawa Today*, Lindsay Cryslar, was on June 1 to take over as director of the journalism program at Montreal's Concordia University.

Pauline O'Connor has joined the financial section staff and Doug Junke and Ken Fidlín join the sports staff.

Gary Aldridge of *CBC Regina* has been appointed to the network's parliamentary bureau in Ottawa.

In an attempt to expand its news service, *CKOY* Ottawa has hired John Ross, Bob Fife, Paul Moore and Kathie Lynas. Three university students have also been hired for the summer: Mark Lee, Cathy Wallace and Peter Van Dusen.

At the National Press Club of Canada's general annual meeting, there was little suspense in the executive elections, since four of the five executive positions were won by acclamation.

A motion increasing the National Press Club scholarship was passed unanimously, while a controversial motion concerning freebies at the Press Club Ball was defeated.

The executive consists of: president Alan Rogers of *The Ottawa Journal*, vice-president Rod MacIvor of *UPI*, secretary Bill Hutton of *Selkirk*, treasurer Keith Martin of John Diefenbaker's office and corresponding secretary Bob Shaw, government information officer.

Elected as active directors were: *FP*'s Paul Whitelaw, Ludovic Hudon of *Radio Canada International*, Paul Jackson of the *Edmonton Journal*, *CJOH-TV*'s Dave Rinn, freelance cameraman Bert Plimer and Jo Pearson of *Novosti*.

Nicholas Volk of the *CBC* was elected president of the Canadian Public Relations Society (Toronto) recently. Other officers elected were Henry N. Gates, Continental Public Relations, first vice-president; Michael D. Hartley, Inco, second v-p; Alex (Sandy) Bruchovsky, Canadian Bankers' Association, treasurer; Everett R. McCrimmon, Canadian Imperial Bank of Commerce, secretary and Bruce Findlay, Canadian Bechtel Limited, past president.

A record 902 applications were received for the 150 first-year places in the journalism program at Ryerson Polytechnical Institute, according to course chairman Dick Lunn. There were 765 applicants — 25 or 30 per cent possessing university background — for entry into the three-year program and 137 (all of whom must have university degrees) for the 25 places for entering the two-year program.

As the educational calibre of journalism freshmen rises, Lunn said, the number of dropouts and flunk-outs from first year remains about the same as traditionally, but a higher percentage of those completing first year are coming back for the second and third years.

Ryerson journalism graduates of May 1977

(continued on page 22)