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Canada's National News Media Magazine

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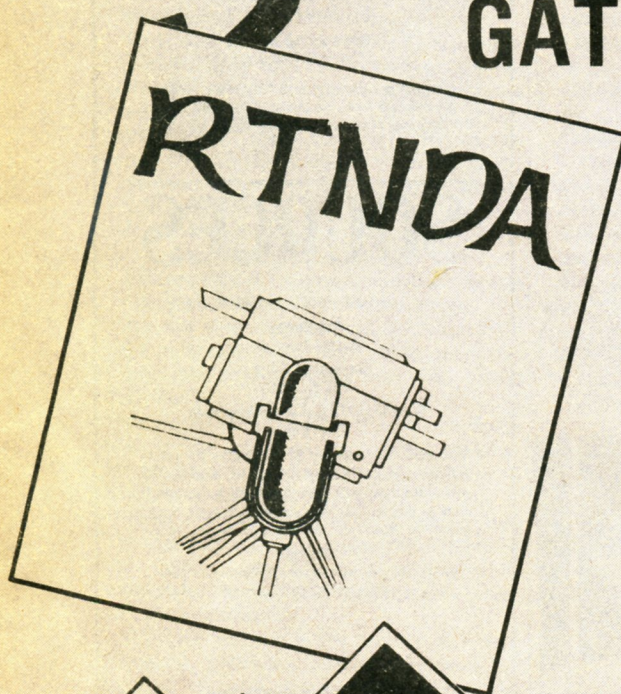
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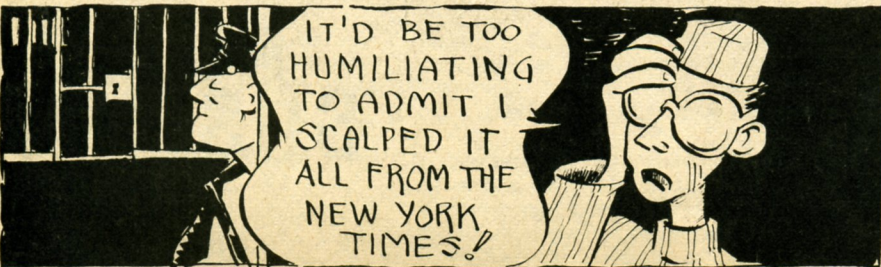






"DON'T SNCKER, OUR RATINGS ARE UP 50 PERCENT" — SCHUCHTER

# WILLIE FILLER



# content

Established 1970

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# SOURCES

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## CORPORATIONS MUST SERVE PUBLIC: GOLDEN

CALGARY — Complaints about news media performance were heard at many sessions of the 25th annual conference of the Canadian Public Relations Society in Calgary July 17-20.

Considerable self-criticism was also expressed at the meeting attended by more than 300. Public Pressures — Obstacles or Opportunities? was the theme.

Canadian-born Lou Golden, a former *Globe and Mail* editorial writer who has become one of the foremost public relations practitioners in the USA, told a luncheon gathering that "many business leaders tend to forget they do not function by divine right. Corporations are licensed by governments which are elected by the people. A concern only with the bottom line can lead to disaster for business, especially big business.

The public will is supreme and it can change "with frightening speed," Golden stated.

It's not easy, Golden said, to find a field more misunderstood than public relations. True public relations deals with every public that touches on the organization's operations. True public relations also plays a significant role in the organization's policy-making. Proper corporate behavior means "listen to criticism. Your critics may be right."

There's no easy road in PR, Golden noted. The organization must constantly perform in the public interest and the proper communication of that performance must take place continually.

Five case histories of PR performance were presented, providing considerable food for thought. Among many other points, the presentations suggested that:

- conference calls can be a valuable means of keeping news media informed during a crisis;
- during a crisis, information should be released more than once per day, and not just on request;
- a full pictorial record of events during a crisis should be kept for press, historical and legal purposes;
- local press and weeklies should be kept

informed equally with dailies and national press, during a crisis;

•even vociferously opposed groups can find common ground if they are invited to sit down and meet face to face;

•organizations that go beyond government environmental and other requirements and that communicate in advance of required dates will have a better chance of being successful in achieving their aims.

The case histories dealt with the Amoco Canada gas well blowout of December 1977, the Newfoundland sealing campaign, the Clamshell Alliance (a New England antinuclear federation), Gulf Canada's Clarkson refinery expansion and the creation of the multipartite Forest Land Use Liaison Committee in B.C., which was instigated by the Council of Forest Industries of British Columbia.

Other conference sessions dealt with government-business-labor relations, volunteers and volunteerism, corporate donations, time management, budgeting, performance review and client relations. Alberta premier Peter Lougheed addressed a luncheon, noting the difficulties he and his government face in overcoming "myths" about Alberta.

Incoming president Ed Murray of Dartmouth, N.S. promised to intensify communication from the national society, executive and council to member societies. An education board is to be established as well as a conference advisory board and a special board of senior officers to analyse the operations of the national office.

Next year's conference will be held in Toronto June 18-22. — B.Z.

*Editor's note: Content's coverage of the CPRS conference does not pretend to be complete, for various reasons, even though Content's publisher was in attendance. For a nine-page summary of proceedings and information on the cost of audio tape highlights, get in touch with: Patrick Macleod, executive director, CPRS, National Office, 220 Laurier Ave. West, Suite 640, Ottawa K1P 5Z9. Phone (613) 232-1222.*

## FREE MARKET ATTACKED BY BIG BUSINESS?

CALGARY — The role of large and transnational corporations in Canada and around the world was the main focus of a thoughtful panel titled New Dimensions in Assessing Corporate Social Responsibility at the 25th annual CPRS conference.

The role of the public relations person within the corporation was a secondary, and relatively unexplored, focus.

The five panelists and moderator Roy Bonisteel, host of *CBC-TV's Man Alive* series, were all church-affiliated.

To Bonisteel's opening question — Has the church any place in the boardrooms of the nation? — John Foster, research director of the Task Force on the Churches and Social Responsibility, replied: "The church really has no choice."

Foster along with *United Church Observer* editor Rev. A.C. Forrest and John Olthuis, research and policy director of the Committee for Justice and Liberty (CJL), were in varying degrees critical of the growing power of large corporations.

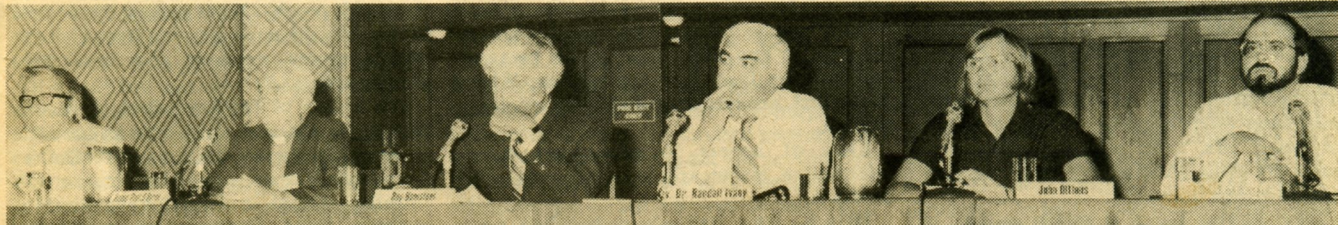
"If they twitch on Wall Street," Foster said, "and shiver on Bay Street or down the street in Calgary, they literally shake in Lima or Kinshasa." Inco's sale of nickel to Japan and scrap iron to Germany just prior to the Second World War was given by Forrest as an example of corporate action that can and should be criticized by church people and others.

Most Rev. Paul O'Byrne, bishop of the Roman Catholic diocese of Calgary, gave examples of rhetoric used by three participants in the debate over the churches' role in corporate affairs and asked for a replacement of "verbal guerrilla warfare with dialogue."

His point met with wide agreement, but Forrest noted: "The discussion can't be all sweetness and light."

Spokespeople for both churches and corporations apparently felt the media gave fuller treatment to the other's point of view.

Olthuis, an Edmonton lawyer whose CJL Foundation receives no church or corporate support, probed most deeply into public



(Composite photo courtesy of Larry Anderson, Public Information Officer, Calgary Fire Department)

Question from the floor at the 25th annual meeting of the Canadian Public Relations Society in Calgary has the full attention of (from left) Rev. A.C. Forrest, editor of *The United Church Observer*; Most Rev. Paul O'Byrne, Bishop of the Roman Catholic Diocese of Calgary; Roy Bonisteel, host of *CBC-TV's Man Alive*; Rev. Randall Ivany, Alberta ombudsman and member of the Confederation of Church and Business People; John Olthuis, research and policy director of the Committee for Justice and Liberty and John Foster, research director of the Task Force on the Churches and Corporate Responsibility. Session examined corporate responsibilities.



# Lede Copy

perception of business.

Gallup and other polls, Olthuis claimed, show only 16 per cent of the population "feels generally confident in the way corporations do business." Corporate response — "which plays on one theme, that corporate creation of wealth underlies everyone's well-being," is "a straw person of the first order."

Olthuis said people "are responding to an attack by big business itself on the free enterprise system. The public hasn't lost faith in free enterprise and a reasonable profit. It has lost faith in big business and its pursuit of unreasonable profit."

Olthuis attacked the premise put forward by business that "before business can do good, it must do well (in terms of hefty profit)." Social responsibility, he said, "begins with how the profit is gained. The reason for existence of the corporation must be to produce socially useful (goods and services) at reasonable quality and price. Corporations should provide workers with healthy, safe and interesting working conditions and a decision-making role, exercise stewardship over natural resources and be honest and candid in all advertising and marketing.

"I say the company must do good before it can do well," Olthuis said. — B.Z.

## CANADIANS SECRECY PRONE REGULY SAYS

CALGARY — Who has the right to withhold what information from the public and when? Various answers to this question were heard from four well chosen panelists discussing The Organization's Right to Self-Preservation at the 25th annual Canadian Public Relations Society conference.

CTV public affairs reporter Robert Reguly, who spent six years abroad as a foreign correspondent, led off with the observation that Canadians are secrecy-prone.

The Canadian government passed 1,000 (secret) orders-in-council in one recent year, while in England the number was 24, Reguly said. The Ottawa press gallery is in a "phony adversarial relationship" with the government and the "people who run the press are a bunch of coupon clippers and mercenaries and they're the most secretive of all."

Calgary police chief Brian Sawyer, who rose to the rank of superintendent during a 21-year career in the RCMP, agreed police too often withhold information. He was not referring to those cases where a media blackout is sought to protect life, "but problems arise when police are being criticized for being less than diligent in their duties."

Chief Sawyer said it is human nature "to protect your backside." He said most journalists he meets have "good principles and good intentions and good abilities." Every once in a while one "shafts you. You watch and next time you tell him to go to hell. And I guess that's human nature too."



Monty Berger of Montreal, left, was presented with the highest award of the Canadian Public Relations Society, the Lamp of Service, during the 25th CPRS conference in Calgary. Outgoing CPRS president Emery LeBlanc, of Montreal, made the presentation.

James McPhee, former army PR officer and press aide to Ontario premier William Davis and now president of his own firm, questioned whether the concerns of the ordinary citizen aren't being lost by public relations practitioners and by the "news business."

The vice-president of the radio division of CFCN Communications Ltd., Norm Haines, said: "(Our) transmitters . . . cannot be abused by any organization, government or private interest." He said a news organization makes a profit because it makes a product that serves the mass. "You make more profit because you're better than your competition. What comes first, product or profit? In my opinion, product."

Lack of access to government-held information, Haines said, is a frightening state of affairs.

Haines, who had given justified and unjustified cases of media withholding of information, said: "I am not prepared under any condition to believe we are insensitive to the public's right to know. The important question is whether we have the right immediately (in all cases to broadcast all

information). I do not believe there is a textbook, guideline or attitude that will ever resolve it."

David Turnbull, media relations officer for Atomic Energy of Canada Ltd., put a question about "re-asks," modified questions taped and inserted by the interviewer after the interviewee's response to the original questions is on tape.

Reguly replied that he refuses "to do or go along with re-asks. What goes on the air (can be) a totally different question from what the interviewee was reacting to. They (re-asks) are totally unethical."

Eric Richter of The Royal Bank of Canada had nearly the last word with an anecdote based on his stint as a reporter with the *Halifax Chronicle-Herald*. A three-paragraph "squib" about a fourth-year divinity student's being charged with impairment resulted in the student's being asked to leave divinity school.

It was a case that illustrated the variety of concerns that can arise when anyone is in a position of deciding what information shall be published. — B.Z.

Content photo



# CCNA MEETING WARNED OF COST RISES

VANCOUVER — It used to be billed as Canada's biggest family bash. But these days the annual convention of the Canadian Community Newspapers Association is a sedate affair.

As one delegate remarked during the conference here in August, "At least they feed us sensible amounts these days: the wastage used to be terrible, and you needed to diet for a month afterwards."

More than 360 people attended this year's meeting: one-third from Ontario; one soul from Quebec. But scores of those were spouses and children there for some of the fun, like the free ride up Grouse Mountain.

Though the freebies still exist, the extravagance is much reduced from the old days and delegates canvassed by *Content* — though often sheepish — generally felt a national convention would simply be impossible without some subsidies from industry. If delegates had to pay the shot, their registration costs, already averaging \$80 per member, would probably jump \$100. That on top of air fares and hotel rooms.

For some, getting there was more than half the misery — about nine delegates trying to fly from Toronto to Vancouver found themselves flying all over CP Air's world because of an engine problem. They ended up going via

The continuing drift of English-speaking people in Quebec from rural into urban centres has contributed to the demise of Quebec's weekly newspaper association.

More than a year ago, Quebec members of the CCNA gave notice that they were losing ground and would like to rejoin the Ontario association, from whom they seceded some years ago.

John Sancton, publisher of the Westmount *Examiner* and sole Quebecer at the Vancouver convention in August, told *Content* there are fewer than 15 English-language weeklies in Quebec now, far too few for a viable association.

Sancton, who publishes a prosperous paper in the heart of Montreal, stated firmly that putting the Quebec organization "in mothballs" and joining Ontario was not a political action: "We just don't have enough members."

Montreal had long been selected as the site for the 1979 convention and this would be unchanged, he said, with preparation work for the session being shared among Quebec publishers, neighboring Ontario publishers, a few Montreal PR types and the Toronto head office of CCNA. — N.R.

San Francisco and Seattle, and driving from there, arriving 26 hours late.

For a hard core of 20 to 50 publishers, the business meetings and seminars were the whole point. Among other things, they heard:

- A MacMillan Bloedel expert predict that by 1979 newsprint will get lighter in weight, recycled waste paper and sawmill waste will be used more for pulp, paper roll sizes will drop from 60 inches to about 55 inches and paper costs will increase faster than inflation;

- Another M-B man call for far greater creativity in use of colored paper and colored inks in newspapers, primarily for advertising;

- An ink expert hold out little hope of reducing newspaper ink smudging without doubling ink costs;

- A tax lawyer describe Canada as having one of the most favorable tax climates in the western world for small businessmen and outline ways small publishers could juggle dividends and a wife's salary for big tax savings;

- A brewery manager harangue about golf and national unity, without once mentioning the total absence of B.C. beer because of a brewery strike;

## GOV'T BIGGEST THREAT, SAYS RTNDA PREZ

VANCOUVER — Both the old and the new presidents of the Radio-Television News Directors' Association of Canada say that more concerted action is needed to preserve freedom of information for Canada's broadcast media.

Elmer Harris of St. John's, retiring president, told the national Association convention, meeting June 23 and 24 in Vancouver, that many government agencies still do not permit free access to the broadcast media. He expressed grave concern about the *Toronto Sun* trial, under the Official Secrets Act, and denounced the police raids on the *Global* and *CTV* newsrooms. Harris said he is not satisfied with the government's response to his protest against the raids, made on behalf of RTNDA.

Dick Smyth of Toronto, the new president, said that government pressure and harassment is the "greatest threat" that newsmen face. He wants to form regional freedom of information committees within the Association, and wants to see the RTNDA represented through an office in Ottawa.

Charles Dalfen, vice-chairman, Canadian Radio-television and Telecommunications Commission, said that the Commission is attempting to work out modern applications and definitions for valid, but old, concepts of freedom. Freedom of the press, he said, is a valid principle — but it is based on conditions of the 18th and 19th centuries and difficult to apply to complex electronic media today.

Guest speakers at the Vancouver convention told the news directors to pay more attention to their manner of communicating.

Professor Ed Bliss, broadcast writing

- A strong bid by Yukon government and native officials for recognition of the trauma that Yukon is suffering and what it portends for the rest of Canada;

- Confirmation that the Quebec Community Newspapers Association has folded, so the Ontario association will be largely responsible for hosting next year's convention — in Montreal;

- The publisher of four Washington state weeklies predict that within five years the entire production of all the papers would be done electronically by one man.

Ontario papers swept the Best All Round Newspaper category in this year's CCNA Better Newspapers Competition, winning in all six circulation classes and picking up all but two of the second- and third-place awards as well. Winners were *The Penetanguishene Citizen* (Class 1: circulation under 4,999); *The North Essex News*, Belle River (Class 2: 1500-2499); *The Arnprior Chronicle* (Class 3: 2500-3999); *The Goderich Signal Star* (Class 4: 4000-7499); *The Advertiser*, Etobicoke (Class 5: 7500-14999); and *The Mississauga Times* (Class 6: over 15,000). — Nick Russell.

consultant and textbook author, said radio and television news writers must take care to communicate effectively. He said words must have the right meaning and the right sound. Good writing, coupled with good thinking, he said, distinguishes the leaders in the industry.

Professor Bliss said news writers overuse adjectives. "The strength of a sentence," he said, "lies in its nouns and its verbs. Strong nouns. The right nouns. Strong verbs. The right verbs."

Mel Cooper of Victoria, owner/manager of *C-FAX Radio*, said newsmen must communicate freshly. He said there now are many more newsmen than there used to be, "so you neuter each other." He said, "It is more important than ever before to be ingenious. A 'sameness' is creeping around the country — and we are still putting people to sleep."

Chuck McCoy, a Vancouver radio programming consultant, said that news — programmed properly — is not a "tune-out," even in a contemporary music format. He said the news "must relate to the audience, be local, and be off on time." He said that audience research on news tastes and interests could be as valuable to the news industry as it is to radio music programmers.

Don Wall of Vancouver, manager of *CJOR Radio*, said news directors, especially, must communicate intelligently — to their own management. He said a news director is a broadcaster and must understand costs, audience strategy and other constraints. He said that news directors do not talk to management enough. "Many news directors," he said, "don't fight for what you need and believe in." — Barrie McMaster.

*Barrie McMaster coordinates the broadcast journalism program at the B.C. Institute of Technology.*



# Lede Copy

## AXIOM MAG PROVED THESIS BUT DIED

HALIFAX — After surviving two changes of ownership, a court battle and a 100 per cent staff turnover in the past year, *Axiom* magazine has folded.

Its demise brought an end to a bizarre series of events that culminated last fall when the editor and co-owner, Pat Murphy, was fired by his partners.

Murphy subsequently regained financial and editorial control of the magazine and tried to find new backers. He admitted defeat in early March.

*Axiom* had been struggling ever since it first hit the streets of Halifax in 1974. Initially a tourist-oriented publication, it evolved into a bi-monthly magazine devoted to the arts, issues and culture of Atlantic Canada.

Newfoundland humourist Ray Guy, winner of last year's Leacock Award for his book, *That Far Greater Bay*, had a regular column in *Axiom*. More recently, Harry Bruce had begun writing a back-of-the-book piece, and even Margaret Trudeau had some of her early work published in the magazine after taking lessons from *Axiom's* photography editor, Sherman Hines.

*Axiom's* circulation climbed to more than 40,000, with a quarter of the copies going to Eastern Provincial Airways as in-flight reading material.

Murphy, a former philosophy professor from North Carolina, had been editor from the second issue until the last. His southern drawl and flamboyant behaviour made him something of a legend in taverns frequented by the Halifax literati. Apparently living on scotch and cigarettes, he had been known to peddle copies of *Axiom* on the street when the going got tough.

For the first two years, *Axiom* depended mainly on very cheap labor. Murphy lived and worked in the offices; freelancers often had to wait six to eight months for payment and the advertising and circulation representatives received only their commission.

Murphy didn't draw a salary until last spring when he found a couple of interested Halifax businessmen who assumed the ownership. That arrangement lasted for only one issue before a personality conflict left Murphy once more looking for backers.

Later in the year, Murphy formed a partnership with another pair of businessmen: millionaire developer Charles MacCulloch and his young protege, stockbroker Neil MacLennan.

Again, the partnership erupted into squabbles, this time with spectacular results. Last fall, during a business trip to Montreal, Murphy saw his job advertised in a newspaper. He rushed back to Halifax and was told he had been fired.

Murphy who still owned 30 per cent of the shares, was not one to take things lightly. He

threatened to picket *Axiom*. He was locked out of the office and even found the door to his adjoining apartment nailed shut.

He then took MacCulloch and MacLennan to court in December. The judge ruled that ownership had never legally changed hands — so Murphy was once more in control.

He vowed to get the magazine back on its feet again and, even though it hadn't published since November, Murphy remained confident in February that he would succeed. He began negotiations with yet another prospective buyer.

Then came the final blow. *Axiom's* biggest customer, Eastern Provincial Airways, took a contract with the rival *Atlantic Advocate* of Fredericton. The Irving-owned monthly had been *Axiom's* biggest competitor. "E.P.A. assumed we were out of business," Murphy says. Soon, they were right.

So, as the bills pile up and the dust settles on old cartons of magazines, Pat Murphy has resumed a career as a freelancer. But he says his experience with *Axiom* has proven the viability of an independent regional magazine for Atlantic Canada, something no one would accept four years ago. — Jeff Davies.

*Jeff Davies is a reporter for CBC news in Sydney, N.S.*

## PROVINCE HELPS WRITER JOIN I.R.E.

VANCOUVER — Twice this year *The Province* has sent reporter Chris Bird to meetings of Investigative Reporters and Editors, Inc. (IRE), an innovation for most western media.

Bird joined IRE off his own bat (US \$15 annual dues), but was pleasantly surprised when management agreed to send him to Eugene, Oregon for a workshop this spring and to Denver for the annual convention in June. The paper paid about half the shot each time.

Bird told *Content* that IRE membership had several advantages, including a directory of members which often helps with research in other cities.

IRE, which fathered the historic Arizona Project, is setting up a permanent resource centre for members, at the University of Missouri.

IRE seminars provide a fund of ideas and techniques, "so that you probably end up with improved standards of journalism." Bird said he's learned that many investigative reporters are disappointed when their first stories end up on the spike, but often the research was just not tough enough:

"You've got to have enough evidence almost to be able to lay criminal charges," he said. That takes time, which makes it "bloody expensive."

At least three other Vancouver reporters have now joined IRE following Bird's rave reviews. — Nick Russell.

## CBC NEWS\$ SITUATION IS NO-MAN'S LAND

TORONTO — The *CBC*, perhaps the largest employer of journalists in Canada, is likely to be a meagre source of job prospects following budget cuts *CBC* president Al Johnson called "savage." The corporation will have \$522 million to spend next year — the same amount it received from Parliament for the current fiscal year. But rising costs will mean an effective reduction of \$45 million.

The people in charge of radio and television news departs in the English division say they're determined that service and coverage won't suffer and *CBC* journalists generally believe that the news service will have the highest priority when final decisions are made by the *CBC* Board of Governors at the end of October. Until then, such beliefs remain articles of faith.

*CBC* television's chief news editor, Cliff Lonsdale, says viewers should notice no change in *The National*, except, perhaps, some improvement. He has, like all department heads, his list of new projects and he intends that some of them, such as a new African bureau and new national reporter positions within Canada, will go ahead, even if he has to find the money in his current budget.

At the same time, newsmen and producers in the Toronto region, who compete with the national newsroom for production facilities, are hoping that the network will be hit heavily enough by economies that some facilities will be freed for local news, already hard-pressed for camera crews and studio time.

Such internal rivalries at the *CBC*, always a source of entertainment for outsiders, are being sharpened in the days leading up to the final decision. But Denis Harvey, assistant general manager of the English Services Division (until he leaves for *The Toronto Star* in October) states firmly that cuts will be evenhanded. "Our mandate in *CBC* is not only for information programming, it is for balanced programming," says Harvey, adding that "the approximate balance will be maintained between information and non-information, regional and local versus network." Nevertheless, journalists are hoping that Harvey's background may weigh in their favour while he remains at the *CBC* and they're more than customarily curious about his successor and his biases.

The major decisions, however, will be made at the highest levels. Lonsdale, who had expected to have some clear decisions to work on by the beginning of September, tells it this way: "The senior officers of English television had a meeting with the president and presented the plan for reaching a \$14-million target (English TV's share) — 10 million cut plus 4 million to carry on things started this year that will require more funding next year. From what I can gather the president seemed a little stunned when confronted with the realities and ended the meeting by saying, 'Don't do anything yet. Let me see if I can find more money elsewhere.'"

Insiders see little hope that more money will



be found and expect that, when the Board makes its decisions, the cuts will have to be even larger to make up for the delay. The original strategy was said to be: show the link between cause and effect. Cut programming, if necessary, at the first opportunity, so that the public will make the connection with government economies. It's now thought that changes will not become evident on-air until the year-end or later, and by that time the government's role will have been forgotten.

In the meantime, Eric Moncur, managing editor of radio news and sports, describes the situation as a "no-man's land," with everyone waiting to see which of "about five thousand ideas" will be implemented. Hiring has already been restricted (it's also tight at CTV after last year's public affairs troubles.) CBC department heads wanting to bring new employees into the English division must have Harvey's permission, but it is being given, at least occasionally. Says Moncur, "A lot of people in journalism think we owe them a living — I've had guys in here saying that — and I don't think we're going to be able to give a lot of people a living right now." — Art Cuthbert.

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

## JOURNALIST IS UNINVOLVED — MUGGERIDGE

**BIG HARBOUR, N.S.** — This picture-postcard hamlet near Cape Breton's Bras D'Or lakes is hardly the spot one would normally expect to find Malcolm Muggeridge, veteran journalist, broadcaster and apologist for Christianity. It is the perfect spot for a peaceful vacation, though, and the 75-year-old Muggeridge was grabbing one before beginning two terms as distinguished journalist in residence at the University of Western Ontario in London.

Muggeridge took time out from writing an introduction to a new edition of St. Augustine's *Confessions* and playing with his five grandchildren to talk about his upcoming position and his more than half a century as a newsman.

Muggeridge said his main reason for accepting the job at Western was his friendship with Andy MacFarlane, a former editor of the defunct Toronto *Telegram* now with the university's journalism program.

"Andy is a very nice chap," he said, "But whether I'll do any good at the university, Heaven knows."

Muggeridge does have a more substantial tie with Canada. His son John is a university professor in Ontario and his five grandchildren are Canadians.

The veteran newsman acknowledged that positions like "distinguished journalist in residence" often boil down to attending social functions but added quickly that "I shall try to do something to justify being there."

Though he has often been asked for advice during his career, Muggeridge remains

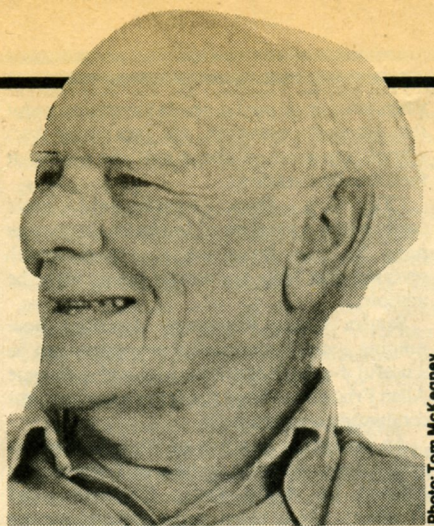


Photo: Tom McKegney

### Muggeridge

dubious about how far journalism can be taught in the literal sense.

"If a person doesn't have some kind of flair," he said, "I don't think the most brilliant teaching will help. But if they have got flair, there's no doubt you can help a bit. You can explain something of the job and its background in relation to the present state of affairs in the world. You can also draw attention to particular difficulties that arise such as getting news out of authoritarian countries, particularly Communist authoritarian countries."

Muggeridge mentioned the recent case of two American correspondents in Moscow facing criminal charges for doing "what is the normal task of journalists anywhere."

Aside from discussing general issues and reminiscing, Muggeridge says his main function will be to answer questions from the post-graduate students he will encounter.

The veteran newsman said he has thoroughly enjoyed his career in journalism and a glimpse over the tasks he's performed — foreign correspondent, editorial writer, humor magazine editor, author, broadcaster — indicates he's made the most of it.

"I drifted into journalism," he said. "I was a teacher and I just drifted into it. I've enjoyed it because, having the kind of temperament that combines a great curiosity about what's going on in the world with a great skepticism about any possibility of doing anything about it, I've found journalism the ideal profession. You have a sort of guaranteed spectator seat, but you don't have to involve yourself."

Muggeridge has, of course, involved himself nonetheless. His two-term stint at Western will hardly interrupt his heaviest involvement, the analysis of the disintegration of western civilization and the presentation of Christianity as an individual defence against the fading away of social meaning and moral certainties.

Muggeridge has become well-known for his television programs, lectures and books on Christ and Christian individuals, both modern and historical. He says he plans to continue this work but still looks forward to returning, after a five-decade break, to his original profession as a teacher. — Tom McKegney and S.R. Mills.

*Tom McKegney and S.R. Mills work for The Cape Breton Post.*

## MES VIEW OF J-SCHOOLS IS BIT IMPROVED

**TORONTO** — A survey of managing editors of Canada's dailies conducted by the Canadian Daily Newspaper Publishers Association (CDNPA) indicates that, while their opinion of journalism schools has improved slightly, the country's MEs are divided on the value of current journalism programs.

The survey was designed and executed by Dick MacDonald, CDNPA manager of editorial services, and Cathy Russell, CDNPA's research analyst. Results are to be released in mid-September.

The single most significant finding is that 44 per cent of responding MEs said they agreed with the statement that journalism program graduates lack practical journalistic skills. Seventeen per cent disagreed and 39 per cent did not commit themselves.

Slightly more encouraging for the journalism schools, however, is the finding that 32 per cent of respondents said their opinion of journalism education had improved during the last five years. The views of 46 per cent have not changed, while 22 per cent said they view the schools less favorably than five years ago.

A surprising amount of interaction between dailies and the schools was revealed in the survey. Seventy-one per cent of responding dailies report having been asked to appoint someone to sit on a journalism school committee during the last two years. Twenty-nine per cent sent someone on campus to recruit students during the 1976/7 academic year. Fifty-four per cent said they seek out journalism students for summer employment and 20 per cent said they actively recruit journalism graduates for permanent jobs.

Some other findings:

- 66 per cent of respondents saw a need to limit journalism school enrollment;
- 38 per cent of the permanent fulltime editorial positions filled during the last year at responding dailies were filled by women;
- the average annual editorial staff turnover reported was 12 per cent;
- the skills most valued by responding MEs in job applicants were "writing skills, reporting skills, a sense of news value, spelling and grammar and a broad general knowledge."

The survey report concludes that "Managing editors across the country seem pleased with the students and graduates they have hired during the past five years." However, this conclusion seems to be based on the finding that only seven per cent of respondents reported dissatisfaction with the journalism school graduates they had hired.

For a proper evaluation of this response, it is useful to look at the rate of dissatisfaction for other categories of employees: none of the respondents was dissatisfied with students and graduates of non-journalism programs and five per cent were dissatisfied with other journalists hired. Given the small number of respondents (41), the only conclusion supported by the figures is that MEs are



# Lede Copy

neither more nor less happy with their journalism graduates than with their other employees.

CDNPA editorial services manager Dick MacDonald says the significance of the seven per cent dissatisfaction finding is that the figure would probably have been much higher several years ago. But since MEs were asked only about applicants *they had hired*, it is at least possible that the low rate of dissatisfaction reflects the MEs' confidence in their own ability to hire wisely.

The study was intended to assess the status of journalism education in the eyes of Canada's MEs and therefore indirectly reveals a few things about the MEs themselves. This partial picture will bring no comfort to those who anticipate a gradual improvement in the quality of Canadian journalism.

Although the questionnaire was pretested and every non-respondent received at least one reminder notice and an additional copy of the questionnaire, only 41 out of 110 dailies responded. The rate of return — termed "disappointing" by MacDonald — suggests that industry-wide cooperation is not a high priority with a majority of the country's dailies.

Even more disappointing is the evidence that MEs are looking for good employees, not good journalists. Asked to rate 21 skills according to their desirability in prospective employees, the MEs placed the following in the bottom third of the list and significantly below all other skills: history, second language, survey research methods and sociology. Integrity and professional ethics fared marginally better, placing a tepid ninth in the list.

According to MacDonald, CDNPA will prepare a further study comparing the priorities of MEs, as determined in this survey, with the priorities of journalism schools revealed in last year's CDNPA study of journalism education in Canada. — K.P.

## EDITORS PICK VIOLENCE IN WIRE COPY

SEATTLE, USA — Canada is making an increasing impact in the field of journalism education.

Three years ago, Carleton University made a big impression on the huge Association for Education in Journalism (the society for J-profs on this continent) by hosting the annual convention.

This year (August, at the University of Washington), a full morning of the AEJ convention was dedicated to learned papers on Canadian topics, though the event drew only a handful of learned listeners.

Carleton, again, coordinated the event, though sending only a couple of delegates, compared to Syracuse University's three or four (Canadian studies come in very handy

when your own media reach saturation point for scholarly surveys). In fact those two schools represented about half the people at the Canadian sessions.

CDNPA's Dick MacDonald gave participants a preview of his latest survey (see page 7, this issue of *Content*) which revealed that MEs are mostly happy with the schools.

Sandra Came (Carleton) described how running a small community newspaper can be a useful J-school teaching tool and colleague Allan Frizzell outlined Carleton's venture into conducting opinion polls.

An intriguing analysis of what happens to world news when it arrives in Canada was offered by Andy Osler (University of Windsor). Using research he initiated for the Ontario Commission on Violence in the Media, Osler concluded that editors tend to select the most violent items when skimming incoming wire copy. He also suggested that some geographical areas receive disproportionate coverage: of 110 world news stories analyzed in newspapers, 14 came from Washington, 25 from the rest of the U.S., and 20 from London, leaving 51 for the rest of the world. This clustering, he added, seemed to be magnified on the CP "A" wire (more than half the international stories studied during the test period carried one of four datelines — Washington, New York, London or Beirut).

The handful of participants agreed in principle to form a Canadian academic organization for J-educators, but slowly. — Nick Russell.

*Nick Russell is journalism coordinator at Vancouver Community College and Content's west coast contributing editor.*

## MEDIA CLIMATE GOOD AT WEATHER MEET

TORONTO — For the media, covering the on-going controversy over what's happening to the earth's climate can be a paradoxical exercise.

There is an opportunity (if not necessarily a justification) for writing good doom-and-disaster stories about Mother Nature running amok, which Mother Nature seems to have been doing a lot of lately. There's always a good news peg around the corner with the text snowstorm, tornado, torrential down-pour, heat wave or drought, and more than one newspaper and TV show in recent years has succumbed to the temptation to run sensational pieces about the coming of the next ice age.

At the same time, however, there are large scientific uncertainties about exactly what is happening to the weather and climate. This is an exceedingly complex subject that requires a lot of homework on the part of a reporter if he or she wants to be responsible about covering it. In fact, the complexity is such that it is possible — I have done it — to write, simultaneously and with a straight face, about the cooling trend that threatens

our agriculture and the warming trend that threatens to melt the polar ice caps and raise the ocean levels.

York University recently held a two-day conference on climatic change — part of its annual Prospects for Man symposium — and it was gratifying to see that the media which covered it largely avoided the temptation to become climatic Chicken Littles, crying "The ice and is coming! The ice age is coming!"

According to Penny Jolliffe of York's Information Services, the media turn-out was very good. The three Toronto papers turned up (although it cannot be said there was extensive print coverage of the meeting) and TV and radio were heavily represented. The symposium speakers were interviewed, either singly or in various combinations, on *CBC's* Metro Morning and Radio Noon, on *CFRB*, *CKO-FM*, *CITY-TV*, *Global TV*, *CFTO-TV* and *CHIC*. The proceedings were taped by *CFTR* (for a special program on climate) and by Ryerson's *CJRT*, which is planning an open college course on climate.

*CFRB* even sent along a good-news reporter, which must have been a refreshing change for the climatologists who have not, of late, been widely considered purveyors of good news.

It is interesting that a number of people in the media opted to gather information and carry it away for further cogitation, rather than confine themselves to splashy and sensational coverage. It's so much easier to grab a quick cataclysmic story and run. The climate story — like so many other science stories — unfortunately lends itself to this kind of treatment, especially when the media are scientifically naive. But it deserves better because, despite the complexities and the uncertainties, climatic change is something that is already seriously affecting our economy and our lifestyles.

It is encouraging to think that the media treatment of the recent climate conference may be evidence of a growing maturity on the part of Canadian reporters — a maturity that has been all too lacking in Canadian science coverage to date. — Lydia Dotto.

*Lydia Dotto is a freelance journalist, former Science reporter for Toronto's Globe and Mail and co-author of The Ozone Layer.*

## 'EXCITING TO COMPETE WITH OURSELVES'

OTTAWA — A controversial application by Quinte Broadcasting Co. Ltd. for a license to operate a radio station in Trenton, Ont., has been approved by the Canadian Radio-television and Telecommunications Commission.

The application had caused controversy (April *Content*) because Quinte already operates *CJBQ* and *CIGL-FM* in nearby Belleville and *CJNH* in Bancroft, 100 km northwest of Belleville. In addition, the outfit shares with Thomson newspapers the ownership of



Cablevue (Quinte) Ltd., the local cable operation.

In 1971 the Morton family, which controls Quinte Broadcasting, sold the Belleville daily, *The Intelligencer*, to Thomson.

The CRTC specified that the new station, to be called *CJTN*, "will identify clearly with Trenton and that all its local services will be directed to the Trenton community."

Frank Murray, the manager of *CJBQ*, told *Content* the new station would be "Trenton and area oriented." He cited plans for *CJTN* to broadcast Trenton town council meetings and a proposed 2 1/4 hours slotted each week for programming produced by the Broadcast Club at CFB Trenton.

Plans call for 40 per cent of the programming to originate in Trenton. The rest of the time, including morning drive, will be simulcast with the *CJBQ* feed from Belleville. To meet programming needs, *CJTN* will use the three *CJBQ* staffers already in Trenton and will hire seven more people. Trenton bureau manager Ted Snider will become station manager of *CJTN*.

The signal of the station will be strong enough that people in Belleville and Trenton will be able to pick up both *CJBQ* and *CJTN*. But Murray sees no difficulty with the two stations seeking the same listeners and advertisers.

"It will be exciting to compete with ourselves," he said.

Murray said he expects *CJTN* will begin broadcasting by Christmas. — Paul Park.

*Paul Park is a freelance journalist and Content's contributing editor for Ottawa.*

## CATV SLICE OF CJWW RADIO BEARS EYEING

SASKATOON — Struggling MOR radio station *CJWW* has a new majority stockholder and a brighter financial future after a recent decision by the Canadian Radio-television and Telecommunications Commission (CRTC).

In late July, the CRTC announced it has agreed to the sale of 60 per cent of the voting shares of the station to Saskatoon Telecable Ltd., the local cable TV company.

Telecable has also purchased 49 per cent of the equity shares in the station. Roy Currie, one of the original owners, retains the remaining voting and equity stock.

Currie said in an interview the introduction of new ownership was necessary to help the station out of its financial troubles.

Although its audience ratings have been consistently climbing since it went on the air at the beginning of 1976, underfinancing and bitter feuds between the original partners have kept it heavily in debt and at times it seemed on the verge of collapse.

Currie said he hopes those days are over now, although the actual financial terms of the deal between himself and Telecable president Clinton Forster were not made public.

The station has maintained a relatively strong commitment to news coverage and

Currie said this will continue, despite the new ownership. He said Telecable will be concerned with the money side of the business and he will retain control of the station programming.

Forster said the new injection of funds will help improve what the station is already doing.

However, despite Currie's claim that he will remain in charge of content, Telecable will actually control two of the three voting positions on the new board of directors. Theoretically, company representatives can use that position if they want to dictate changes in programming.

That is a power which will bear watching.

In the past, Telecable president Forster has shown himself willing to try to manipulate the news media to promote his own economic interests in Telecable.

In 1972, when Telecable found itself involved in a battle with the Saskatchewan government and a government-favored cable co-operative over providing cable service to Saskatoon, Telecable was in the happy position of having as a company director Emerys Jones, who also wrote editorials for the Saskatoon *Star-Phoenix*.

In letters to Jones in late 1972, Forster suggested it was important that the media play up the dispute and support "private enterprise." He even suggested points to make, headlines to use and tactics to take.

"To bring a hearing on as soon as possible, the Saskatoon public should be reminded whenever possible that they are being deprived," one letter said.

During the next one and a half years, the *Star-Phoenix* did run two editorials which either opposed government involvement in the issue or blatantly supported Telecable.

At its Calgary hearing on the Telecable application, the CRTC apparently decided there was no conflict in owning a cable company and an AM radio station. The future will decide. — Barry Wilson.

*Barry Wilson reports for The Western Producer and is Content's contributing editor for Saskatchewan.*

## Notice Board

Oct. 1: Deadline for entries in the fourth annual pro soccer photo contest, sponsored by the North American Soccer League. Details from NASL PR Dept., 1133 Avenue of the Americas, New York, NY 10036.

Oct. 7 & 8: Press Club Canada annual meeting, London, Ont. Contact Bob Weber, (519) 438-4822.

Oct. 12-14: BCYRNA annual convention, Airport Inn, Richmond, B.C.

Oct. 13 & 14: CDNPA editorial seminar (Atlantic), Graphics & Law, Charlottetown. Contact Dick MacDonald, (416) 923-3567.

Oct. 18-24: International convention of the International Association of Women and Home Page Journalists, Hotel Meridien, Montreal. Theme: How the Press Treats Women. Contact Francine Montpetit, (514) 845-5141 ext. 285.

## LETTERS CAN HELP FREE CZECH EDITOR

On Jan. 1, 1977, 241 Czechoslovak citizens signed a manifesto, Charter 77, calling for the protection of human rights in Czechoslovakia. By now there are over 800 signatories. The manifesto has never been published in the normal media of Czechoslovakia. When the document was published in several western newspapers on Jan. 7, 1977, many of the signatories were immediately subjected to house searches, interrogations and dismissals from work. Six of the signatories have been arrested and sentenced to prison terms for alleged anti-state activities. All six of them have appealed their sentences.

Jiri Lederer, a well-known journalist, is one of the signatories who was sentenced on Oct. 8, 1977, to three years' imprisonment for "subversive activities in connection with foreign agents." This is not the first time he has been imprisoned for publishing his political views.

During the Dubcek period in 1968, Lederer was one of the editors of the radical political weekly, *Reporter*. He was subsequently expelled from the Communist Party for his dissenting ideas and in 1970 he was also expelled from the Union of Czech Journalists. He then worked under an assumed name as a translator.

In 1970 Lederer was arrested in connection with an article in which he had criticized the Polish authorities. He was held two months and then released. He was re-arrested in January, 1972, for giving his articles to the journal *Kultura* (published by Polish emigrés in Paris) and sentenced March, 1972, to two years' imprisonment for "defamation of a state belonging to the world socialist order" (Article 104). Amnesty International adopted him as a prisoner of conscience. He was released in December, 1972, on five years' probation.

Lederer's wife, who is Polish, lost her job as an interpreter at the time of his second detention in 1972 and has since been without work. After her husband's latest arrest she was interrogated and told that, if she persisted in seeing her husband's friends, his position would become more difficult.

Since Lederer's arrest on Jan. 13, 1977, his health has reportedly deteriorated. He has complained of digestive trouble and weakened eyesight.

If you are interested in helping Jiri Lederer and the other imprisoned signatories of Charter 77, write Amnesty International, Canadian Section, 2101 Algonquin Avenue, Ottawa, Ontario K2A 1T1. — Jean Sonnenfeld.

*Jean Sonnenfeld is a freelance writer living in Windsor and a member of Amnesty International.*

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# A LETTER FROM AFRICA

By JIM FERRABEE

Dear Toronto media friends:

It has been lonely out here these last 20 months and what has made it lonely is not hearing the screaming and shouting from those who operate in Canada's self-proclaimed media capital.

Apart from a once-in-a-while visit from *The Toronto Star* and the very occasional look-in from the *CBC*, this fascinating, newsworthy continent operates at the moment with a sole Canadian resident correspondent. (*CBC* and *Maclean's* plan African bureaus. — Ed.)

Business has been brisk. Most of the time you feel like the tourist who has signed up for the famous 10-day, eight-country tour of Europe and find yourself saying: "Today is Wednesday, I must be in Rhodesia!"

Physically, covering the territory is the most difficult part of the job. There are 50 countries on a land mass about 20 per cent larger than North America; 47 of the countries are in sub-Saharan Africa. There are 1,000 languages, more or less, and 50 are spoken by more than one million persons. There aren't as many guns as people — the last count as about 275 million — people, that is! — but it is now the largest and most lucrative dumping ground for used arms salesmen.

Southam publishers aren't in the used arms business, but their aim in deciding to open an African bureau was dead-on. It was made in the fall of 1976 before Jimmy Carter won the US election. Carter's election, it turned out, sparked the new interest in Africa in the North American media because Andy Young made it his principal job to thrust the United States into the middle of the complicated politics of this continent. When the US interest increased, the rush by American newspapers and TV to cover Africa started, and it hasn't stopped.

Eighteen months ago, perhaps a dozen hardened African journalistic hands would show up for a press conference in Salisbury or Lusaka. Now, at the slightest hint of a news break, several dozen persons, most of them like myself with their African gum shoes relatively new, descend on one of several hot spots at a day's notice.

The Andy Young and David Owen road show has become a popular attraction in the last year. The visit by Jimmy

Carter himself last April, followed by French president Valéry Giscard d'Estaing and, a few months ago, Helmut Schmidt, has reinforced the importance of the continent for the politicians. The equivalents in media terms were visits by some heavies from the US, including Walter Cronkite, Joseph Kraft and Evans and Novak. Where, oh where, you may ask, have the Canadians been?

The answer in the case of Prime Minister Trudeau is that, in every one of the last three years, his advisers told him he couldn't go, even though he has desperately wanted to use the influence he thinks he has as a Commonwealth leader to plunge into the problems of the continent. As for the Canadian media and Canadian business, the story of their neglect is depressingly Canadian.

The symbol of Canadian business presence overseas is banks. In sub-Saharan Africa, there is not one branch of a Canadian chartered bank that I can find, even though the chartered banks are as thick as money-changers in the temples of the Middle East, the Far East and particularly the Caribbean. Canadian railways, pulp and paper producers, mining companies and hydro companies are everywhere, as consultants, building mills, opening mines, laying hydro lines and setting up apiaries. But there are very few risk dollars being invested by our multinationals. There are exceptions that may become less exceptional, including Alcan and one forest products company operating on the west coast. It is too bad because, although African business ventures are very risky, Canadians would find in business, as Canadians have found in other fields including development, that Africans respond more favorably to

them than they do to Europeans or the big powers.

The media aren't much better. The *CBC* has had a freelance radio correspondent, Phyllis Johnson, resident in Lusaka for several years. *The Canadian Press* had a correspondent more or less resident in the Congo (now Zaire) when Canadians were participants in the peace-keeping force there in the early 1960s. But *CP* has rarely been seen since then. *CBC* radio made what seems now to be a thick-headed decision in the early months of 1977 to open a bureau in Moscow when, with some thought, they could have looked brilliant by putting someone in Africa. *CBC* TV makes periodic safaris with David Halton or Peter Kent on the English side and Pierre Nadeau on the French side, three good, sound newsmen. The irony is that Halton and Nadeau once turned up in Salisbury within days of each other, presumably looking for the same story, when both men are bilingual and one could have done the story for both networks. At the very least, the *CBC* might have tried something imaginative, such as putting both men on the air in both the English and French networks. (But let's not start on the *CBC*, because the chances they miss to be imaginative and save some bucks at the same time are legion, not only in Africa.)

The major newspapers too occasionally send in correspondents on special assignments, including *The Globe and Mail* and *The Toronto Star*. The most publicized of these was the trip by the *Star's* Gerald Utting, whose objective was to get into Uganda. Since he didn't get invited, he went in uninvited, spent 22 of the 24 days in jail. His subsequent stories on what it was like to spend time in a Ugandan jail were classics of their kind, that is, hit-and-run journalism which offered about as much perspective on Uganda (much less Africa) as a bingo game in the Old City Hall does on Toronto. But the *Star* got a National Newspaper Award for the stories and Utting hasn't been back since. Neither the award nor the fact that Utting hasn't been back are surprising, just proof that gee-whiz journalism is the only acceptable kind.



(By the way, and it may not be by the way, Utting was sprung from jail because of a lot of hard work and cajoling from Canadian diplomats. The total cost of their work, according to one estimate in Nairobi, was about \$15,000, including three trips by Canadian diplomats into Uganda from Nairobi and numerous calls and cables. That is nice help if you can get it, but one wonders about the purity of the *Star's* position, especially operating out of Ottawa, when it, like other newspapers and news networks, insists on paying the comparable commercial fares whenever one of its correspondents travels in a government plane. In the case of the rescue job on Utting, as far as I know, they were ready to take the free ride with some relief.)

There is hope, though, that the Canadian media may stampede to the continent when and if Canadian troops and diplomats pitch-up in Namibia as part of the peacekeeping force there in the next few months. If that happens, all to the good. The African story isn't going to dry up. It should be around for several decades, simply because this is the poorest continent in the world with the most potential both agriculturally and minerally, especially on the mineral side.

The Canadian stake here, through the government if not through commerce, is high and growing. About 40 per cent of the Canadian International Development Agency money is directed to Africa, or something more than \$400 million annually. That, plus the dozen-odd perma-

nent missions Canada maintains in Africa, means Canadian influence in Africa is out of proportion to its size. Canadian clout matches that of West Germany and Japan and in terms of aid money comes second only to the former colonial countries, Britain and France, and now the United States.

What it adds up to is a continent that is one of the last areas in the world which remains to be discovered and developed, whose strategic, political and economic importance in the next few decades will be paramount.

So, dear friends, in the words of the popular song: "Come on over."

*Jim Ferrabee is chief of the Southam News Services Nairobi bureau.* (30)

## CP News Picture of the Month



**Photographer:** Bill Sandford.  
**Newspaper:** *The Toronto Sun*.  
**Situation:** Sandford overheard the request for an ambulance on his car radio and arrived in time to get this shot of a 73-year-old Toronto apartment fire victim

receiving oxygen from a firefighter.

**Technical Data:** Nikon with 105-mm lens at 1/125th second and f5.6.

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



# NO MORE SUSPICION

## A PR CONSULTANT TALKS TO THE MEDIA

By JOHN FRANCIS

People in the news media and people in public relations have much in common. In fact, many PR consultants have a news background and know the media ropes from first-hand experience.

Hence we have some knowledge of your problems in producing the news and of the pressures under which you work.

Both of us are involved in the business of communication and, as a result, we both at times are subject to public misunderstanding. The media are accused of "managing the news" and PR practitioners of "manipulating public opinion."

In fact, both of us can claim a similarity of purpose, namely, to inform and perhaps indirectly to influence the public, and we can deny that we seek to manage or manipulate.

However, both of these things happen at times. We have each acquired a distorted image from the activities of a very small minority of our fellows or from occasional errors made by reputable, conscientious members of both our callings.

We have to live with our mistakes. A careless or prejudiced reporter may create an unfair or false impression — sometimes because of the rush to meet a deadline, sometimes deliberately.

Out of a thousand stories a day, perhaps just a few fall into this category. But in an age of rapid communications, an error can go around the world before a correction has its boots on.

Because of this, a certain percentage of the public concludes that the media are not to be trusted. "I'll never talk to a reporter again" is a statement we occasionally hear from a client when we are urging him to be more open with you.

Likewise we have gung-ho, over-

zealous types in our business who will sometimes promise a client more than they can deliver in their dealings with the media. These people are the bane of your life and they give us a bad name.

Let us acknowledge that there are flacks in our world and hacks in yours. In between, however, there are honest, able people in both groups who are ethically motivated to do the best job they can.

IN VIEW of the need for both of us to improve our public image, it is surely self-defeating that we should each view the other with suspicion. Some media people will indignantly assert they have no time for PR characters and contend we are trying to use them.

It's not easy to deny that assertion because it has a grain of truth. We do seek to use the services the media provide.

However, we credit you with the ability to distinguish between fact and fiction, between a story and a non-story and to give each the treatment it deserves. If we try to put one over you or to press a relationship too far, then we merit your contempt.

On the other hand, though you may not know it, you do have potent PR forces working for you that can at times make your work easier without compromising your integrity.

How often have you complained about the difficulties you run into in trying to get information from management? "We can't get anything out of them. They

won't talk to us" are frequently voiced criticisms.

A considerable part of our working day is spent explaining the ways and needs of the media to our clients — and we like to think with some success. Here are some of the things we say to them.

1. The reason you feel you were inaccurately quoted was you didn't express yourself effectively or you weren't straightforward with the reporter.

2. Your speech or report or news release wasn't carried because it was too long, too disorganized, too full of jargon or it didn't have any real news value.

3. The media have to meet deadlines. They try to keep on top of current news. They are not interested in yesterday's leftovers. If you don't leave them sufficient time, your story may be cut, changed or spiked.

4. The media make their own judgement of the news value of a story from thousands of items. If they published everything that others thought newsworthy, the result would be dull, verbose and uneconomic. Who wants to watch a three-hour newscast or read a 400-page newspaper?

5. The media have trainees and incompetents, just like any other business operation. They make mistakes. Just because you got burned once, that's no reason to clam up now. Keep telling your story.

6. Don't expect the media to run stories that promote your company's interest, such as a plant expansion or a sales coup — though they will if it is newsworthy — and then run for cover if something unfavorable of public interest happens to you.



7. The person who writes the story doesn't write the headline. That's someone else.

THERE ARE lots of other ways in which we try to guide our clients to a positive understanding of the media and their function in society. And this helps you to do your job by eliminating hostility and suspicion and giving you better access to whatever is happening.

Business is trying to tell its story. In many cases, PR consultants are the intermediaries in that process. We have our successes and failures.

Sure, there are corporate executives who judge the success or failure of our work by the amount of coverage they get in the media. But that's publicity, not public relations. It has a short-term effect

only. You can take the pitcher to the well once too often.

Any newsman worth his salt knows when he is being conned. He also appreciates when he is being dealt with honestly and openly. He draws his own conclusions about the PR consultant from the contact he has.

It is very easy to tar everyone with the same brush. The hospitality suite at a news conference will be a magnet for some reporters and there will be some PR types willing to see they get their fill.

The key to good PR/media relations at a news conference or elsewhere, however, is to make it easier for the reporter to get the information he needs directly from the people he wants to question or interview.

Despite our differences, we are part-

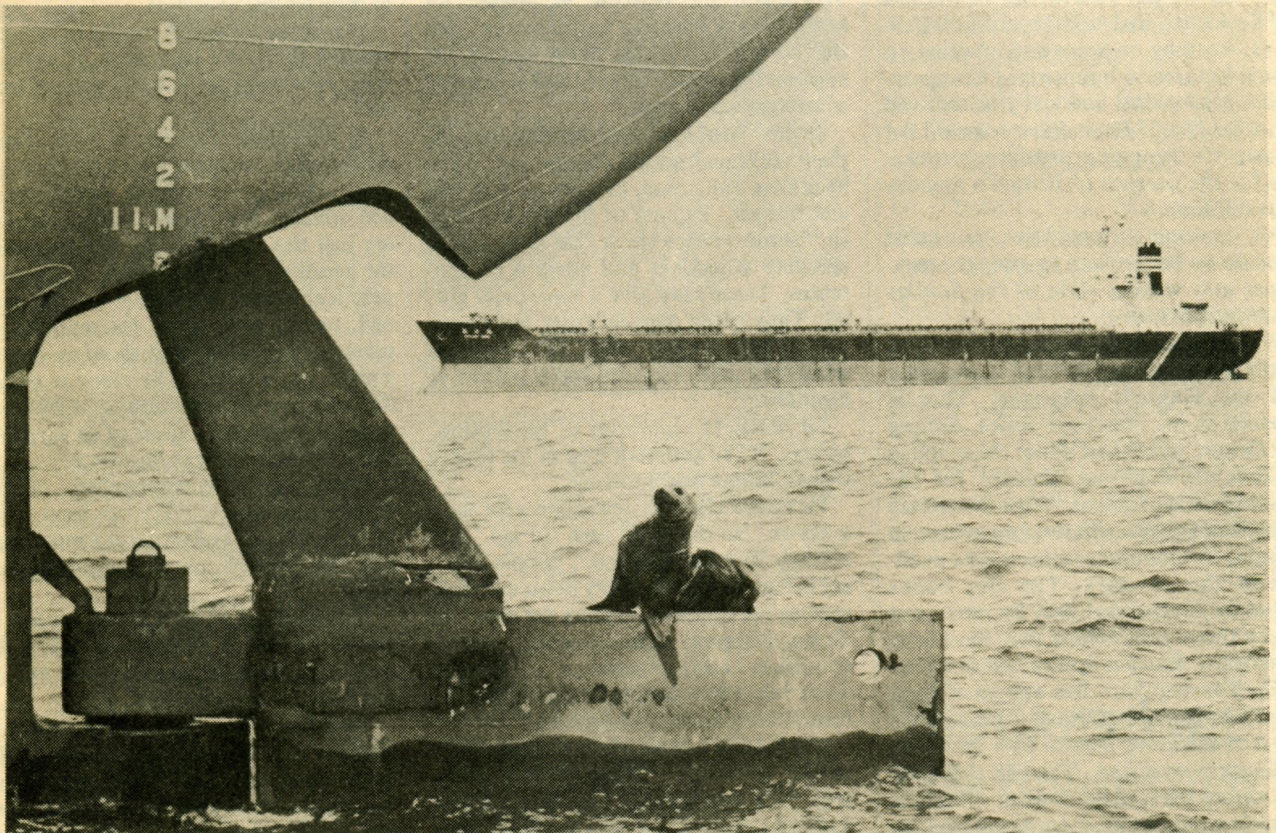
ners in communication, each with a job to do, each with his own interpretation of that job and each with a public to cater to whose judgement of our product is the ultimate verdict on our work.

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*John Francis is president of Francis, Williams & Johnson Ltd., a major public relations and advertising agency in Alberta with offices in Calgary and Edmonton. He is also president of Inside Canada Public Relations Limited, a national public relations organization.*

*Francis' comments were delivered to a meeting of PR practitioners and news media representatives in Vancouver last spring.* (30)

## CP Feature Picture of the Month



**Photographer:** Ralph Bower.

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

**Situation:** Bower took this photo of a seal apparently inspecting the rudder assembly of a Greek freighter in English Bay as Bower

accompanied Opposition leader Joe Clark on a tour of the harbour.

**Technical Data:** Nikon with 180-mm lens at 1/500th second and f11.

**Award:** *The Canadian Press*

“Feature Picture of the Month,” June, 1978.

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



## EDITING AND DESIGN A DEFINITIVE WORK

By LEE LESTER

There are a few international giants in journalism. Harold Evans, editor of the London *Sunday Times*, is one. Where others take a parochial or national view of newspapers, Evans' perspective is worldwide.

He has taught journalism in Malaya and Korea; studied newspapers in 39 U.S. states, working on some and advising on others; lectured to hundreds of Commonwealth journalists; and last year received the *Atlas World Press Review* award for his paper's campaign to win compensation for the parents of Britain's thalidomide children.

An aspiring investigative journalist could do no better than to study the techniques and writing style of the *Sunday Times* Insight team.

What is less known about the man is his deep knowledge and love of typography and the English language. This is reflected in his five-book series, *Editing and Design*, published under the auspices of Britain's National Council for the Training of Journalists. With the release of the final volume, *Pictures on a Page*, in Canada, the complete series is now available in this country. The five books should be studied not only by tyros, but also by those who believe they have little left to learn. Borden Spears, senior editor of *The Toronto Star*, has written of Fleet Street's technical brilliance. These books give a penetrating insight into how that brilliance is acquired. The fact that they are global in scope makes them as valuable in any English-speaking country as they are in the UK.

Evans maintains that anything advocated as principle should survive inspection at cultural frontiers. Of the series, he says: "There is a common theme, the conviction that everything we do in editing and design should be capable of rational justification, that in Green Bay,

Wisconsin, and Harrow, Middlesex, we begin with a message and a reader, and that editing and design fail if they do not connect the two as directly and efficiently as an electrical circuit."

Evans' books succeed because they explain technical points clearly and, when he makes out a case, he does so with bite and humor. Typical of his observations is: "Some writers think that style means spraying adjectives and adverbs on sentences. These may give a superficial glitter. They often conceal rusty bodywork . . . They should only be permitted when they add precision and economy to a sentence."

Of needless repetition of attribution, he says: "The constant drip of the source is like Chinese water torture."

He attacks British newspapers for their aversion "to the good verb 'to say.' According to what you read, people don't say things any more. They point out that, express the opinion, express the view, indicate, observe, state, explain, report, continue, add, declare . . . People don't tell other people things. They inform, notify and communicate."

He dislikes prepositions needlessly attached to verbs. "Prepositional verbs grow like toadstools," he says. "Once there was credit in facing a problem. Now problems have to be faced up to . . . So it is with win (out); consult (with); stop (off); check (up on); divide (up); test (out).

"The prepositions are American parasites. Mostly they can be deleted or replaced by a simple alternative verb."

In *Newsman's English*, Evans gives

hundreds of examples culled from papers in different countries of redundant words, words to avoid, clichés. But he also shows the way to concise, effective writing. The book concludes with a series of copy editing exercises.

*Newsman's English* should be required reading for every journalist. It could be used profitably in schools and colleges, too.

In *Handling Newspaper Text*, Evans deals swiftly but clearly with the choice of type, sizing copy and the mechanics of text editing. But these opening chapters are just the lead into his demonstrating the handling of a news story in the most practicable way possible — by taking a real, major news story (as reported on press agency wire) and showing how it should be tackled. The story is edited through five main editions of a morning paper — more than most of us would be called on the handle in this country.

Evans sets the atmosphere of the developing story: "Try to keep calm when all about you is copy and more copy and the loudest clock you have ever heard."

The handling of such a story is a test of any editor and is guaranteed to sort the men from the boys. And it is a real *tour de force* in a book such as this.

*News Headlines* looks at the choice of headline type and the way it is used in different countries. But Evans' respect for the English language comes through loud and clear when he attacks headlines which omit the subject of the verb — a practice all too frequent in Canada.

He says: "Failure to appreciate that the headline is really a truncated, but still meaningful, sentence, and that the reader understands it as such, is the reason for the appalling habit, spread from North America, of writing headlines where the



subject is casually omitted and the headline begins on a verb. This has grown not from any urgent theory about bringing in the verb first, but because it is easier to make a headline fit if you can drop the subject. It is indeed easier — easier on the deskman but harder on the reader. A headline is not a choice number of words bolted together. It has its own integrity. It is a crisper version of the way we communicate by speech and prose. In prose we omit a subject (though it is understood) only for injunctions or commands. To do the same thing for a narrative headline is to do violence to the language:

## Hunt H-bombs in Greenland

“What does that convey? It is a command. The reader is to go off and hunt H-bombs in Greenland. But what the headline is trying to say was that American air force search parties were already looking for H-bombs in Greenland. ‘Airmen seek lost H-bombs’ would have made sense and it would have fitted.”

The book concludes with a series of headlining and lead-writing exercises. And, by way of a bonus, there is a Headline Vocabulary which editors in a hurry for the right word will find invaluable.

*Newspaper Design* contains a section in which Evans gives his “uninhibited Anglo-Saxon comments” on 26 newspapers from around the world.

He criticises U.S. papers for turning too many stories to different inside pages. He looks at *The Globe and Mail* and describes its front page as being “over-reticent” and shows how the use of different type could have improved matters. But he also commends its simplicity.

And he adds: “The leader page speaks in a quiet civilized voice. The text is mainly the serious and informed comment of a distinguished Canadian daily and the restraint in display and headlines properly focuses attention on the text which is a delight to read in wide measure. The similar treatment for letters acts as an encouragement to readers.”

The *Winnipeg Free Press* does not fare nearly so well under Evans’ gaze. He comments: “Bodoni Bold glitters. Bodoni Bold with stars and lots of stars glitters too much. The result is that the middle of the page carries too many signals.” After criticising the undersized second decks of headlines as being out of proportion to the main heads, he says: “All this is aggravated by the style of initial capitalisation, the inconsistent whiting of the decks, the erratic shapes, and the inflation of display sizes . . .”

The *Toronto Star*’s labelling of its dif-

ferent sections is held up as a model. “The *Toronto Daily Star*,” says Evans, “has the scale of things right. Here are eight sections each clearly introduced by a white-on-tint reverse block across the top of each front page.

“The sub-division of content inside is indicated in the same title banner, but without overcrowding. The identification of *The Toronto Daily Star* is maintained throughout. The content is not always 100 per cent true to the section labelling; occasionally the back pages fizzle out indiscriminately into news fillers. But the reader knows where he is with *The Toronto Daily Star*. Every large paper ought to equal this, yet many of the largest newspapers with the most resources exhibit an unbelievable indifference to the convenience of the reader.” Evans goes on to pick out the Sunday edition of *The Los Angeles Times* as an arch-offender.

But it is in *Pictures on a Page* that Evans surpasses by far the incredibly high standard he has already set. The section on graphics alone is almost sufficient to justify the price of the whole volume. Almost every great press photo ever taken is used to point the lessons of what makes a superb picture and how it should be handled. Merely as a coffee table book, *Pictures on a Page* will become a handsome addition to your most cherished possessions. But be warned that it is so interesting that you are likely to have great difficulty in prizing your guests away to the dinner table.

Evans has succeeded handsomely in accomplishing what he set out to do — in providing a definitive work on the mechanics of putting together a newspaper. I cannot commend the series highly enough even though Evans reproduces a front page of the London *Sunday People* on which my byline is prominently featured, as an example of what not to do.

“But honestly, Harold, I only wrote the story. It was those editors back in the office . . .”

*Editing and Design* by Harold Evans, William Heinemann, London, distributed in Canada by Collins Publishers, 100 Lesmill Rd., Don Mills, Ontario M3B 3T5. Book One: *Newsman’s English* (\$10.95); Book Two: *Handling Newspaper Text* (\$7.95); Book Three: *News Headlines* (\$12.50); Book Four: *Pictures on a Page* (\$29.95); Book Five: *Newspaper Design* (\$19.95).

Lee Lester, for nine years an investigative reporter for London’s *Sunday People*, is a reporter with *The Toronto Sun*. (30)

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# PROTECTING SOURCES

## NO ROOM FOR SPECIAL PRIVILEGES

*The contempt conviction by a New Jersey court of New York Times reporter Myron A. Farber for declining to surrender notes related to the murder trial of Dr. Mario Jescalevich has received considerable media attention. Toronto freelancer John Kettle contributes some thoughts on the Farber affair.*

THE CASE of Myron A. Farber of *The New York Times* raises a question that is not new, but which has not yet been satisfactorily tackled, as far as I know.

It is the matter of the confidentiality of statements made to reporters. These days almost all reporters claim the right to keep some details of their interviews confidential, much as if they were the priest or lawyer of the person interviewed. This bothers me, for a number of reasons.

(1) Like Farber, "I deeply appreciate how much our civilization, and civility, depends on order and the rule of law" (a perceptive sentence from Farber's statement to the court). The reporter, in this as in most such cases, has information that is considered to be of value in maintaining order and the rule of law.

(2) The reporter, unlike the priest, conducts his interviews to get information that he will make public. Unlike the lawyer, he interviews as part of an effort to reveal the whole truth, not just the points favoring his client. The arguments that justify confessional secrecy and legal professional privilege don't work when you try to apply them to reporters.

(3) There is nothing that *requires* reporters to offer or guarantee confidentiality to the people they interview: no traditional sanction, no invisible practice, no very good professional argument. If an informant asks for confidentiality, he can be denied. It is up to the reporter to give it or withhold it.

(4) There is no law giving reporters this

right. In fact, I believe there have been cases in which reporters have been forced to break confidences and this tells reporters not only that they are foolish to give such guarantees, but also that the law does not support the principle of reportorial privilege.

(5) Most of the stories in which this kind of confidentiality is invoked are controversial. There is someone on the other side who sees the thing differently. When the reporter connives to conceal his informant's name or similar details, he makes it harder for people on the other side to challenge or deny the statements, sometimes impossible. If other public figures claimed the right to conceal relevant information, the press would be the first to complain. If a politician said, "I know who made this statement and in my judgement his identity should be concealed," reporters would do their damndest to find out who the informant was and reveal him to the public.

I believe that this practice is not an unmixed benefit to journalism; that it does not have the support of society or the law; that in most cases it is a device to cut corners, which reporters would deplore in policemen or politicians, for instance; and that in general it is the kind of thing the press characterizes as bad practice.

Reporters offer people confidentiality in order to persuade people to give them stories, rather as they might offer money or the hope of publicity. Only when the tactic comes into conflict with the law do we hear the claims that this privilege is part of the freedom of the press, part of civilization's glorious heritage, and so on.

Of course the reporter's own honor is certainly challenged if he gives a promise and someone, even the institution of the law, tries to get him to break it. The point I make is that it was not his honor that caused him to make that promise in the first place, but something much less mighty and noble, much less appropriate as the basis of a challenge to order and the rule of law.

30



# Column by Richard Labonté

AFTER FOUR ISSUES, *Sunday Post of Canada* remains an untidy hybrid of a newspaper, the ink-smearing offspring of confused coupling between a prestige national weekly and *The Tinytown Anyprovince Record-News*.

Editor-publisher Colin Alexander is still defining his newspaper, fiddling with the balance between Ottawa-based and internationally flavored copy, filling the front page with features one week and overnight news the next.

The continued experimentation is creditable; it's a pity nothing has yet worked.

The mix is unsettling: quality foreign journalism, competent *United Press International* Saturday-night news and days-old features, lamentably inept and inarticulate Ottawa-based writing.

Main sources for major features are *The Sunday Times* of London, *The Christian Science Monitor* and *Agence-France Presse*, all purveyors of eminently readable prose — features, in the Aug. 13 issue, on world-wide smuggling chains, the way television interferes with sports, Japanese relations with China and the Soviet Union.

Unfortunately, much of the impact of attractive features is destroyed by the physical ugliness of *Sunday Post*: what little layout talent is displayed by its staff is undermined by the small-town (Smiths Falls, Ontario) printer's shortage of attractive typefaces or flexible column widths.

And for a newspaper now sold in Toronto and Montreal, and with national aspirations, there is a disturbing dearth of news, either political or cultural, from outside Ottawa.

The Ottawa-based writing isn't even very good.

A column on city affairs, for example, can't find more to investigate than food smells at the annual Central Canada Exhibition; the film reviewer's prose style smothers any smidgeon of critical acumen.

Even more disturbing from the aspect of finding at least an Ottawa market, let alone a national audience, is the newspaper's failure to provide up-to-date sports information for Sunday-morning jocks: baseball standings don't include Saturday night games and race results for local tracks appear intermittently.

*Sunday Post* fails as a national newspaper; it disappoints as an Ottawa or even Eastern Triangle feature newspaper.

It's a nice try, but a mediocre one.

\* \* \*

A NICER TRY, and certainly less mediocre, is *Maclean's* switch Sept. 11 to weekly publication.

It's a bold move by the folks at Maclean-Hunter, but a necessary one. General-interest magazines don't survive these days, a fact noted by editor Peter C. Newman in 1975, when he made *Maclean's* into a bi-weekly newsfeature magazine as the first step towards 52 issues a year.

It's a daring and ambitious gamble which

should pay off.

Canada cares more about itself than ever before: the pressure of a nationalist Quebec has produced a new nationalism in the rest of Canada; continued blossoming of this country's cultural efforts — in film, books, theatre, dance, music and magazines — has produced a new interest in and awareness of Canadian heroes; surveys show that Canadians are, at last, concerned about cultural and economic intrusion, particularly from the United States.

*Maclean's* isn't flawless: irreverence occasionally becomes irrelevance, hasty news judgement sometimes betrays good sense, stylish prose sometimes transmits shallow thought, the sisyphian chore of squeezing complex issues weekly into restricted columns of type will inevitably lead to distortions of the sort which plague even the bi-weekly issues.

Not flawless; but exciting, and in Canada that's a rare event.

\* \* \*

THE READER'S DIGEST multinational will

do anything to keep publishing in most of the countries of the world. In Canada, for example, the *Digest* folks agreed to convert to a 75 per cent Canadian-owned corporate structure when the Canadian government approved Bill C-58, cutting back on the tax perks for Canadian businesses advertising in non-Canadian magazines.

And in the Middle East, where *Reader's Digest* is about to return after an 11-year hiatus, the price of continued existence appears to be integrity.

The revived monthly — *Al Mukhtar* — will be distributed in 22 Arabic nations, making it the only pan-Arabic publication: and to avoid controversy, censorship will be in order, according to company vice-president Robert Devine.

"There is a possibility (of) watering down the editorial content . . . but the fact is that there is not a great deal in the digest that is controversial," says Devine in an *Advertising World* interview.

*Richard Labonté is a columnist for The Citizen in Ottawa. Periodicals, books, and news releases which must be sent for comment should be mailed to Richard Labonté, 64 Marlborough Avenue, Ottawa K1N 8E9.*

(50)

"The primary aim of all government regulation of the economic life of the community should be not to supplant the system of private economic enterprise, but to make it work."

Carl Becker



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# Letters

## BACKLASH ON THE MAILING LIST FRONT, AND A WORD FROM DOW CHEMICAL

I did not expect to find myself writing a letter in defence of *Content*. As a rule, your magazine seems to be edited for the benefit of left-wing intellectuals, communications experts and assorted theorists, none of whom I would trust to write an obituary for the *Mud Flats Weekly Wallow*.

But why in Hades shouldn't you make any deal you like to assist anyone, including IT & T or the RCMP, to quote one outraged reader, to make information or their point of view available to your readers?

This is supposed to be a free society. But some of your recent critics seem to think that it is a society in which they must be sheltered from anything that might disturb their preconceived ideas and prejudices.

Nuts.

Sell my name to anyone you can make a buck out of and good luck to you. By doing so at least assume that I have guts and brains enough to assess the value of whatever I receive. If I don't, then I should be living behind an intellectual Iron Curtain, where I suspect many of your recent critics belong.

John R. Hunt,  
Cobalt, Ont.

About the renting of *Content's* mailing list — I was appalled to read in the April issue of Murray Campbell's objections.

I don't know if Mr. Campbell is a member of the news media. I assume, however, since he is a reader of *Content*, that he is either associated with or interested in the media, and so I find his main reasons for objecting doubly shocking.

For Mr. Campbell seems to be saying that members of the news media, i.e., readers of *Content*, should not be aided by a journalism publication in being exposed to another side of a controversial matter. He is critical because *Content* rented its mailing list to Dow Chemical for distribution of its magazine, *Insight*.

There are a number of good reasons pro and con renting mailing lists, but arbitrarily shielding journalists from the presentation of facts and viewpoints from a news source on a continuing public issue is not one of them.

"Milton! thou shouldst be living at this hour."

Ted White,  
Vancouver, B.C.

If *Content's* financial prospects are helped by renting out your mailing lists, then by all means do it. I am on so many mailing lists now that one more won't hurt.

What I would protest, however, is the policy suggested by Murray Campbell in his letter in the April issue, that you apply "discretion" in who gets the list. Please don't try to pick and choose between "good" guys and "bad." I am willing to be exposed to viewpoints I don't agree with. I feel able to make up my own mind, thank you.

This is an important issue that you might as

well resolve now, because if you reach the point where large corporations (like Dow Chemical, to whom Mr. Campbell takes exception) want to print information or advocacy advertisements in *Content*, the same argument will come up again with triple volume and heat. *Columbia Journalism Review* gets letters from readers who want it to reject ads from companies, groups, or institutions with which they disagree. *CJR* continues to resist applying the "discretion" that would ban evil-doers like Dow from its pages.

I commend the same open-minded policy to *Content*.

Peter Maitland,  
Ontario Hydro,  
Toronto, Ont.

We have had only two letters from *Content* subscribers who requested they not be mailed future issues of *INSIGHT EDITION* — but neither bothered to return their address label or sign their name!

I've been following your readers' comments on the issue of renting your mailing list. Some very interesting viewpoints on both sides of the question, as might be expected. I've noted that the critics' main arguments seem to revolve around several key points (if I might paraphrase): objections to a perceived attempt to influence journalistic freedom through "propaganda" material, while accepting the legitimacy of "influences" exerted by literally dozens of other communications modes impacting on them daily; virtually total rejection of the notion that a journalist is to the slightest degree fallible in his or her judgement of proper "balance" in a piece; and an apparent predisposition to the view that almost any large corporation should never be trusted or has any right to express its people's point of view.

I simply cannot believe these opinions, or reactions, are characteristic of the majority of Canadian journalists. I've found from working with many of them that, while they might initially harbor some preconceived notions, candor, a healthy respect for the daily difficulties they face in doing their job, and a willingness to bust one's ass to get accurate information fast, usually convinces all but those with a personal axe to grind that business people are not the "money-grubbing capitalists" so often pictured. They are just as interested in improving everybody's quality of life as any journalist . . . but nobody is perfect.

D.R. Stephenson,  
Manager, Public Relations,  
Dow Chemical of Canada, Ltd.,  
Sarnia, Ont.

### ANTI-SEXISM ARTICLES HARM WOMEN IN MEDIA

Re: the article "Sexism in the Newsroom."  
My dear Ms. Drobot: You know change is a

slow process, but with articles like yours it can be brought to a complete halt. As a species, we have developed far beyond identifying someone's accomplishments by their gender. The people in your article are successful because they fill the necessary requirements for the media, by being responsible, intelligent and innovative.

It seems to me that you are on a misguided crusade in which you have presupposed and slanted the treatment of your subjects and limited your research and insight. We are experiencing evolutionary change. Ten years ago there were very few women working in the media, and ten years from now there will be *more* women in editorial and executive positions. No one denies that women have come a long way, and have a long way to go, but they will travel the remaining distance as people, not labels!

I am just beginning my career in the media and to this date I haven't been treated any differently from anyone else. I work independently on my news shift and do not feel as though I have some "man" glaring over my shoulder.

Your perpetuation of male-female divisions does a great deal of harm to those of us working in and trying to work for an industry that is flooded with people of a similar interest. While you accuse "men" in the industry of being limited, I suggest you take a second look at your article!

Yours sincerely, and independently,

Rosemarie Y.A. Padvaikas,  
CKOC Radio,  
Hamilton, Ont.

### G & M IGNORES OWN RULES

In Wilf Kesterton's review of *The Globe and Mail Style Book*, in your February issue, I would have welcomed some comment about the political implications of some rulings the book makes.

The obvious example is its prohibition of the title "Ms." — "except in stories about the use of this form of address." How can a newspaper reject "Ms." but accept "Inuit" and "Dene"? And as far as I can tell, there is nothing in the style book to help with "Namibia" vs. "South West Africa," though the list of troublesome words includes "Zimbabwe."

It's probably beyond the scope of a review, but I wish someone would make a collection of cases in which the *Globe* ignores its own rules. A constant example in my own field is the frequent reference to university professors as "Mr.," though the style book says they should be "Dr." as long as they are "people with an earned degree working in their own profession."

Chris Redmond, Editor,  
University of Waterloo Gazette,  
Waterloo, Ont.



## •SALISBURY

The 85-year-old *Rhodesia Herald* is to drop the word Rhodesia from its title in preparation for the changeover to black rule scheduled at the end of the year.

## •SYDNEY

The Australian Journalists' Association is about to follow the lead of Britain's National Union of Journalists in stating a policy on intrusion into private grief and distress.

The association is concerned about management possibly issuing unreasonable orders which could place journalists and interviewees in painful situations. The AJA has received complaints from members "sick and tired" of a situation which produced assignments which were repugnant because reporters were sensitive to the feelings of the people they interviewed.

## •NEW YORK

For the first time in its 102 years, *McCalls* has appeared with a male pin-up on its cover. The honor went to movie star John Travolta.

## •WASHINGTON

US newspaper executives' salaries are revealed in the *Gallagher Report*. Examples:

Hedley Donovan, editor-in-chief, *Time*, Inc.: \$405,000; Katharine Graham, chairman, *Washington Post*: \$300,000; Arthur Ochs Sulzberger, chairman, *New York Times*: \$293,100.

Average salaries paid by US papers:

Marketing directors, \$67,000; sales directors, \$49,000; general managers, \$44,000; advertising managers, \$40,000; and PR directors, \$32,000.

## •DUBLIN

Clerical, circulation and managerial staffs on the color tabloid, the *Sunday World*, have won a new agreement giving them two weeks leave when they marry and 26 — instead of 13 — for maternity. By 1980, their holiday entitlement will be five weeks instead of four. The agreement also gives new fathers two weeks paternity leave.

## •BRISTOL

The Bristol Family Life Association — a private watchdog on morals — has found that British teenage magazines for girls are becoming sexier and sexier. It says nine out of 14 titles surveyed "treated extramarital sex as normal to some degree." Its conclusion: It cannot "wholeheartedly recommend any of them."

*Oh Boy* had "many suggestive remarks inciting to body interest and promiscuity," says the association. *Women's Story* had several allusions to extramarital sex in a condoning manner.

## •LONDON

*Evening Standard* writer Anne Sharpley, who spent her early life in a Catholic convent,

described Pope Paul VI to be "A man of deep spiritual convictions but to have no sense." There was little reaction.

But when broadcaster Ian Gilchrist commended the article to his listeners, adding that the Pope had been "a silly old fool who caused misery to millions of gullible people," he was promptly suspended. His station, the same

evening, repeatedly broadcast apologies — including one by Gilchrist himself. Seems some things are still holy.

Sources for this column include UK Press Gazette, The Journalist, Editor & Publisher, MorE and the London Sunday Times. (30)

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While we're on the subject, that free three-month subscription offer also applies for copies, in good condition, of these other back issues:

December 1975 (No. 58)  
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November 1972 (No. 25)  
July 1973 (No. 33)  
October 1973 (No. 36)  
November 1973 (No. 37)  
December 1973 (No. 38)  
January/February 1974 (No. 39)  
March 1978 (No. 83)



# SOURCES

If you're reading this magazine, you have **SOURCES**, the twice-a-year directory of contacts specifically designed for reporters, editors and researchers in the news media. It can help you. It's part of the **Content** subscription package.

*The following are updates for the 3rd edition of the Sources directory (Content No. 88, August 1978):*

(p. 16, col. 3)

## BELLCANADA

**David H. Orr**, Director, Information  
After-hours: (613) 737-5600  
**Rod M. Dowey**,  
Assistant Director — Information  
Office: (514) 870-4643  
After-hours: (514) 695-3704

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(p. 22, col. 3)

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(514) 877-5414; (514) 773-6295  
Ottawa, Ont.: **Walter Smith**  
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Edmonton, Alta.: **Bill Dewan**  
(403) 429-8390; (403) 434-6642  
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(604) 665-4225; (604) 736-9578

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## INTERNATIONAL DEVELOPMENT RESEARCH CENTRE

Contact:  
**Reginald MacIntyre**,  
Director, Publications Division  
Office: (613) 996-2321, ext. 188

(p. 40, col. 2)

## NATIONAL GAY RIGHTS COALITION/COALITION NATIONALE POUR LES DROITS DES GAI(E)S

New names: **CANADIAN LESBIAN AND GAY RIGHTS COALITION/COALITION CANADIENNE POUR LES DROITS DES LESBIENNES ET DES GAIS.**

(p. 43, col. 2-3)

## ONTARIO MINISTRY OF CULTURE AND RECREATION: CITIZENS' INQUIRY BRANCH

and  
**ONTARIO MINISTRY OF CULTURE AND RECREATION: COMMUNICATIONS BRANCH**

*Both listings to be replaced with the following single listing:*

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The ministry is responsible for the promotion and support of a wide range of cultural and recreational activities and services throughout the province. This involves the formulation of policies and the development of programs in such areas as Art Services, Sports and Fitness, Heritage Conservation, Libraries, Community Information, Citizenship and Multicultural Support. The ministry also supports a number of provincial cultural, recreational and historical facilities and institutions.

In this context, the Information Services Branch carries out its function in the following areas:

**Public Relations:** Responsible for consultative and developmental services to program managers in all aspects of ministry communications planning and delivery, including media liaison, public relations, advertising and speech writing.

Contact:  
**P. David Carmichael**, Director  
Office: (416) 965-0615

**Publications:** Responsible for the design, development and delivery of a wide range of production and publication techniques, processes and services to meet program needs, in-

cluding books, booklets, pamphlets, flyers, audio-visual material, manuals and directories.

Contact:  
**David Thomson**, Publications Coordinator  
Office: (416) 965-6761

**Citizens' Inquiry:** Responsible for the coordination, development and delivery of a citizens' inquiry information system, providing advice, counselling and referrals with respect to provincial, federal, municipal and private sector services, facilities and resources, utilizing a wide range of data access, classification and interpretation. This information is provided to other government ministries, members of the Legislature (MPPs) and particularly the general public.

Contact:  
**Linda Church**, Supervisor  
Office: (416) 965-3535

**Wintario Grants Information:** Responsible for providing complete information to the public, MPPs, the media and the ministry on the Wintario Grants Program. This includes grants eligibility and applications, number and amount of grants paid, status of particular applications, policy questions, and the maintenance of the grant criteria manual.

Contact:  
**Marna Snitman**, Supervisor  
Office: (416) 965-2390

(page 47, column 1)

## THE ROYAL BANK OF CANADA

*Alter descriptive paragraph as follows:*

With assets of more than \$38 billion, The Royal Bank is Canada's largest and ranks fifth in North America. It has 1,500 branches across Canada and 93 in other countries.

*Make Jim Etherington's title read:*  
**Manager, Public Relations**  
*Change Fern LaBrosse's after-hours phone number to:*

(514) 933-0266

*Delete:*  
**Julie Ages**, Media Relations Officer  
*Change Gordon Fraser's office phone number to:*

(902) 424-8420

*Change Gilles Pagé's after-hours phone number to:*

(514) 585-4552

*Change Ted Holland's office phone number to:*

(204) 988-4128

(continued next page)



SOURCES (from page 20)

(P. 50, col. 1)

**SPAR AEROSPACE PRODUCTS LTD.**

*New name: SPAR AEROSPACE LIMITED*

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Hugh A. MacLean,

Director of Public Relations

Office: (416) 865-0480

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30

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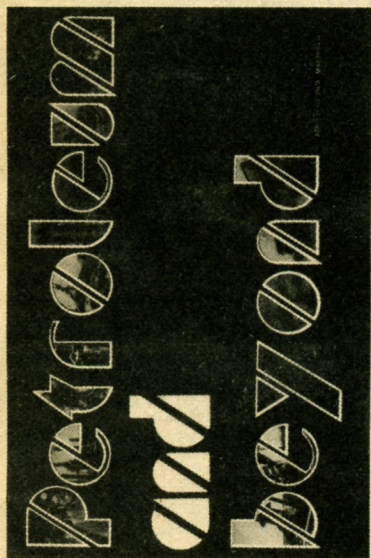
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# Omnium

(from page 24)

Toronto's first full-time woman sportscaster by *CITY-TV*.

**Bryan Hayter**, a reporter with *The Fergus-Elora News Express*, has received the 1978 National Media Award of the Canadian Amateur Wrestling Association.

**Michael R. Barrett** has been named manager, communications, for Xerox of Canada Limited.

**Hartley Steward**, editor of the Toronto *Sunday Star's City* magazine, has been appointed managing editor (news) of the *Star*.

**Stephen Lewis**, former leader of the Ontario NDP, was to broadcast a daily commentary on Toronto's *CKEY*, going on the air Sept. 5.

Changes at *The Ottawa Journal*: editorial page editor **John Grace** has been appointed editor-in-chief, a position long vacant. Editorial writer **Bruce Yemen** is promoted to associate editor, while news editor **Sandy Gardiner** becomes managing editor. **Dave Nesbitt** takes over as news editor, with **Susan MacDonald** as assistant editor. *The Toronto Star's* **Stevie Cameron** is the new editor of the Living section of the paper. Former *Gazette* and *Today* entertainment editor **Jacob Siskind** takes over music and drama criticism from the departing **Maureen Peterson**. Former columnist **Gordon Lomer** returns from the Bahamas to reclaim the space which **Dave Brown** has been occupying. Brown has moved across town to *The Citizen*. **Claudia Baskerville**, **Murray Goldblatt** and **Karin Moser** have all left the paper. Moser has joined *The Citizen*. Film critic **Frank Daley** has left to freelance out of Toronto.

**Jane O'Hara**, with the Toronto *Sunday Sun's* Showcase, is moving on to the People section of *Maclean's*.

Parliamentary reporter **Brad Franklin** has left *Newsradio* to take a job with Atomic Energy of Canada.

**Mike Pasternak**, who was to move from the *Edmonton Journal* to the *Sun*, changed his mind and returned to his hometown of Ottawa.

**John Nicol** has gone from *CBM* (Montreal) to *CBO* (Ottawa).

**Don Leger** is the new news director of *CFRA* and *CFMO-FM* Ottawa, succeeding **Ernie Calcutt**, who has been named manager of news and sports for the stations. **John Larsen** has been named news editor for *CFRA*, **Bernard Boucher** for *CFMO*. **Glen Lysle** has been hired from *CJBQ* (Belleville).

*CTV Ottawa* reporter **John Mackenzie** has taken a leave of absence to study at Harvard. He will be replaced by **Keith Morrison**, who

will continue to read the weekend news.

*The Windsor Star's* **Doug Fisher** has joined *The Citizen* in Ottawa.

**Bonni Hrycyk** has joined the parliamentary bureau of *Broadcast News*, replacing **Chris Rose**.

**Peter Emmerson** has left *CJOH-TV* (Ottawa) to take a position with *CFTO-TV* (Toronto).

**Randy Williams** has resigned as station manager of *CKCU-FM* in Ottawa. Assistant manager **Craig Mackie** is temporarily filling in.

The CRTC has appointed **Marianne Barrie** and **Gilles Soucy** as part-time commissioners.

**Del Mackenzie**, currently producer of the Nation's Business on *CBC-TV*, is the new executive producer of news at *CBOT-TV* (Ottawa). *CBOT's* news producer **Burns Stewart** has gone to *CBKT-TV* in Regina.

The former ME of *The Ottawa Journal* and author of *Joe Clark: A Portrait*, **David Humphreys**, is the new Ottawa bureau chief for *The Globe and Mail*. Ottawa reporter **Hugh Winsor** moves to Toronto to take over the *Globe's* Queen's Park column.

**Roy MacGregor** has been transferred to the Ottawa bureau of *Maclean's*. Ottawa staffer **Ian Urquhart** will be going to Washington after the federal election, which means he may be an old man by the time he gets there.

**Liz MacDonald** has decided to leave Ottawa for the warmer climate of the West Coast, so *SBN* has hired **Fred Ennis**, currently news director of *CFGO* Ottawa, to replace her. **Steve Madely** is taking over Ennis' duties, with **Mike Ceniuk** as assistant news director. Parliamentary reporter **Dave Bray** has moved to *BN Toronto* and **Wayne Brown** is joining *CFRB* in Toronto.

The *Sunday Post of Canada* has had its first casualty. **M.E. Mel Jones** is no longer with the paper.

## Quebec

**Roger Bourbonnais**, associate chief editor of *CBC* radio news in Montreal, has retired.

Former *Ottawa Today* ME **Lindsay Crysler** has replaced **David Oancia** as head of Concordia University's journalism program. Oancia has gone to a similar post at King's College in Halifax.

During the year ending March 31, 1978, the Quebec Press Council received 56 complaints, up 43% over the preceding year. A majority of the complaints were filed by members of the public.

**Chris Bain**, a veteran reporter with *The Gazette*, has left to become a special assistant to **Len Marchand**, federal minister of state for

the environment.

**Robert Walker**, senior editor in the Toronto *Globe and Mail* sports department, has moved to *The Gazette* as city editor.

**Jean-Paul Gagne**, former director of *Le Soleil's* financial pages, has been named press attache to Quebec finance minister **Jacques Parizeau**.

**Thomas Schnurmacher**, entertainment editor at *CJAD Radio*, has been appointed TV critic and entertainment columnist for *The Gazette*, replacing **Joan Irwin**, who now writes for *Maclean's*.

Labour leader **Louis Laberge** is suing *The Montreal Star* and *Le Journal de Montréal* for publishing information which caused a judge to declare a mistrial during Laberge's third trial on charges of inciting workers to cause damage.

**Vince Carlin** has been appointed executive producer of news for *CBC-6*, replacing **David Knapp**.

The Canada Council has given translation awards to two Quebecers, **Jean Pare** and **Frank Scott** for *L'Homme qui voulait être indien* and *Poems of French Canada*. Pare is the editor of *L'Actualite*, while Scott is a poet and former member of The Royal Commission on Bilingualism and Biculturalism.

## Atlantic

**Clive Court**, formerly manager for radio promotion for the *CBC* in Toronto, has been appointed head of the first public relations degree program, at Mount Saint Vincent University in Halifax.

The Writers' Federation of Nova Scotia has presented the Evelyn Richardson Literary Memorial Award to freelance journalist **Harry Bruce** for his book, *Lifeline*, a history of boat service in the Atlantic provinces.

## Magazines

*Metro Magazine*, a Vancouver tabloid, sank slowly into oblivion in June, leaving behind a number of unpaid contributors. The magapaper apparently failed to find a place in the sun amongst existing general interest magazines.

*Manitoba Business*, a bimonthly business news magazine, will begin publishing in January. The publisher is **Richard Murray** of Canasus Publications and the editor will be **Roger Newman**, a Winnipeg freelancer and former business editor of *The Winnipeg Tribune*.

*More*, the New York-based journalism journal first published in June 1971, has ceased publication. *Columbia Journalism Review*, to which *More* was supposed to be an alternative, has taken responsibility for fulfilling *More's* 12,000 paid subscriptions.



# Legal

The London *Daily Mail* has filed suit against *The Associated Press* for infringement of copyright. AP transmitted pictures of a man reading an issue of the *Daily Mail* which contained photos of Britain's so-called test-tube baby.

# Financial

Net income of \$25,530,806 was announced for the first half of 1978 by **Thomson Newspapers Ltd.**, an increase of 21.5% over income for the same period last year.

*The Toronto Sun* has reported a profit of \$2,257,000 for the fiscal year ending last April 29, up 35% from last year. Revenue was \$30,247,000.

**Sterling Newspapers Ltd.**, a chain of 20 papers which includes nine dailies, is to be purchased by Maclean-Hunter Ltd. The purchase will also include Sterling's 20% share in a new wire service jointly owned by Sterling, UPI Canada and Toronto Sun Publishing Corp.

# Miscellaneous

**Crocker Snow**, former Boston *Globe* executive, is lining up contracts for the distribution of *WorldPaper*, a supplement for dailies which would be written and edited by a team of internationally known journalists. *WorldPaper* will be "a global community newspaper" and will report on processes rather than events. Editorship will rotate among the journalists who will serve as associate editors. *WorldPaper* will be quarterly to begin with, aiming eventually at monthly issues.

Paris' fifth largest daily, *l'Aurore*, has been sold by textile magnate **Marcel Boussac** to a group of industrialists and bankers as a result of the bankruptcy of the Boussac family conglomerate, which comprised 22 companies.

Writing in *E & P*, **Oaji** (Calif.) *Valley News* editor **Fred Volz** says that about 1900 journalists from a number of countries accepted free vacations in Taiwan offered by the Taiwanese government. US editors and sub-editors, who made up the majority of the vacationers, received free travel, free rooms in the government's Grand Hotel and free gourmet meals.

**On the importance of being specific:** The plight of Carl E. Moore, chairman of the chemistry department at Loyola University in Chicago, was recently outlined in the excellent *American School Board Journal*. "Moore received a great deal of publicity when he asked the general public to help him with a research project . . ." Moore's study involves toenail clippings: ". . . people from all over the U.S. and Canada started sending Moore envelopes full of their clippings." But people "must have gotten confused," *ASBJ* reported, and the packages of toenail clippings started arriving at The University of Chicago and other places. "I suppose if I

were asking for another organ — say a pancreas — it wouldn't be so funny," Moore was quoted as saying. If you want to pursue the story — or send your clippings — the correct address is Carl Moore, 6525 N. Sheridan Rd., Chicago, Ill. If you send your clippings you'll be sent a questionnaire concerning your age, sex and health.

# Obituaries

**Dillon O'Leary**, 64, columnist and editorial writer for *The Ottawa Journal*, died Aug. 20. He had worked for *The Toronto Globe and Mail*, *The Toronto Star* and *The Vancouver Sun*.

**John Bird**, 76, died Aug. 16. During his long career, Bird worked for *The Emporia Gazette*, *The Montreal Star*, *The Winnipeg Tribune*, *Southam News Services*, *The Toronto Star* and *The Financial Post*.

**Andrew Marquis**, 48, anchorman for *CBC 6* in Montreal, died Aug. 31. Marquis started his journalism career as a copy boy with *The Winnipeg Free Press* in 1948. He had also been anchorman for *CHAN-TV* in Vancouver and for *CFCF-TV* in Montreal.

**Cam McKenzie**, former sports editor and ME of the *Saskatoon Star-Phoenix*, died in July. Hired as a reporter for the *Winnipeg Free Press* in 1928, he worked in the news business for 45 years before retiring in 1973.

**Aurele Gratton**, 69, publisher and executive editor of *Ottawa's Le Droit*, died Aug. 5.

# Erratum

In a Lede Copy story in *Content's* July issue, the title of *Chatterley* magazine was misspelled throughout. Our apologies to the now defunct publication.

In an editorial note appended to a letter to the editor in our June issue, we gave Media Club of Canada member **Alix Carter's** age as 75. Says Carter: "I learned years ago that a woman who tells her age will tell anything. It is the Media Club of Canada . . . which will celebrate its 75th birthday . . . Alix Carter is not 75 and will not divulge her age at the present time."

In a cloud of omniscience we permitted a reference in our July issue to **Victor Malarek** of the *Toronto Globe and Mail* as Canada's only environmental reporter. In our August issue, we printed a correction noting that Ross Howard is *The Toronto Star's* environmental reporter. We now add that **Moir Farrow** has quite rightly brought to our attention that she has been *The Vancouver Sun's* environment, conservation and resources reporter for more than three years.

On page 44 of *Content's* August issue, **Michael O'Bwyer**, Acting Director, Ontario Ministry of Health, should be **Michael O'Dwyer**.

# Laboring with labor?

Has labor coverage become simply labor and not a labor of love? Do you have to labor to get facts from labor leaders? Don't you wish somebody would come up with a labor reporter's labor-saving device?

We don't want to belabor the point, but we're here to help. We're the **Canadian Labour Congress** public relations department. There are three of us: Charles Bauer, director; John Clark, assistant to the director; and Mary Kehoe, assistant editor. We want to help you get the facts. If we can't supply all the answers, we'll try to steer you to somebody who can.

Contact us. Anytime. You can find us at 2841 Riverside Drive, Ottawa, Ont. K1V 8X7; telephone (613) 521-3400.

But to help us help you, we could use a little information ourselves. We'd like to know who Canada's labor reporters are and where they work. In a business where people move as often as they do in the news media, it's sometimes difficult for us to keep track of who is on the labor beat.

We'd appreciate it if you would take the time to fill out the coupon below and send it along to us at the **Canadian Labour Congress, Public Relations Department, 2841 Riverside Drive, Ottawa, Ont. K1V 8X7**. It will help us update our files and let us know who should be contacted when a story breaks.

Name	
Organization	
Street or Mailing Address	
City & Province	Postal Code
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# Omnium-Gatherum

## The North

Yellowknife's *News of the North* managed to get its Wednesday edition out the week of Aug. 14 despite extensive water damage resulting from a fire on the top floor of the building which houses the thrice-weekly paper.

## B.C.

**Flint Bondurant** has left his post as editor of *The Arrowsmith Star* to become editor of the *Cowichan Leader*.

**Pat O'Donaghy** has left the Campbell River *Mirror*, where he was ME. Replacing him is **Phil Frost**, a former editor who comes to his new post from the PR business.

The CRTC has approved an application by *Radio-Canada* to operate an FM station in Kitimat. The station will re-broadcast the French-language network's AM programming.

**Pea & Shell Ltd.** FP Publications (Western) Ltd. has purchased Sun Publishing Co. Ltd., which publishes *The Vancouver Sun*, an FP publication, for Pacific Press Ltd. Pacific Press, which also publishes Southam's *Province*, is jointly owned by Southam and FP. Got it?

Victoria got its long-promised new weekly, *The Victoria Post*, in mid-August. The paper is owned by former city mayor and frequent media critic **Peter Pollen**, published by veteran weekly publisher **Andy Bigg** and edited by **Peggy Rowand**, from the defunct *Victorian*. The *Post* will apparently try to wed metro and tab formats to woo supermarket ads.

**Alan Stubbs** has replaced **Jack Morris** as manager of information services for Crown Zellerbach. Morris has joined **George MacFarlane** in a PR partnership.

**CFJC-TV** (Kamloops) swept the annual RTNDA BC region news awards, winning in all three categories. In the radio awards, the award for spot news reporting went to **CHUB** (Nanaimo) and the award for documentaries and news specials to **C-FAX** (Victoria). The community leadership award for radio was not awarded.

**John Green**, editor of the *Hope Standard* for the past five years, has moved on to serve as assistant to **Vic Stephens**, leader of the provincial PCs.

**Bob Fothergill** has been appointed as the news editor of the Revelstoke *Herald*.

## The West

**John Calver** has been appointed **CBC** national news reporter for Saskatchewan.

**Sherv Shragge** has gone to **CBC-TV** in Regina. He will be the principal interviewer for 24 Hours and will work on documentaries and specials.

Broadcasters **George Brown**, of **CJOC** in Lethbridge, and **Tom Laing**, of **CFSL** (Weyburn) and **CJSL** (Estevan), have been made members for life of the Western Association of Broadcasters. **Elmer Hildebrand**, manager of **CFAM** (Altona), was named broadcaster of the year by the WAB.

**Gordon N. Wielenga** has been named to the new post of director of public affairs at the *Winnipeg Free Press*.

Changes at the *Edmonton Journal*: Saturday editor **Steve Hume** has become news editor. **Dave Colville**, former assistant to the ME, has moved to the production side. **Olive Elliot**, from the editorial board, is the new Saturday editor. **Linda Hughes**, an assistant city editor, has gone to editorial. She has been replaced by former *Journal* labor reporter **Doug McConnachie**.

*The Western Producer* has introduced a new, quarterfold supplement called *Western People* which will appear 25 times a year.

The *Regina Leader-Post* has had a number of face changes. Legislature reporter **Yvonne Zacharias** has quit to travel in Europe. Court reporter **Bruce Masterman** moved to establish a Calgary bureau for the new magazine, *Alberta Business*. Reporter **Ken Cuthbertson** has quit to travel. Added to the staff are Carleton University graduate **Denise Ball**, to write entertainment, and sports reporters **John Chaput**, formerly with *The Moose Jaw Times Herald*, and **Vicki Martin** from Ryerson. **Nordahl Flakstad** has returned to write resource and financial stories after eight months of study at Princeton University on a fellowship. Reporter **Will Chabun** has moved to features as a fulltime writer for the *L-P* weekend supplement, *The Weekender*. Summer students **Dale Clifton** and **Clyde Graham** left at the end of August to return to school.

At **CBC Saskatoon**, **Margaret Spina**, formerly of Toronto, has been hired as a television reporter. **Bill Cameron** has moved to Saskatoon to become a radio producer after nine years as a news supervisor at **CBC Regina**.

The travel bug has taken two veterans from the *Saskatoon Star-Phoenix*. Legislature reporter **Wayne Lowrie** was last seen headed for Europe. Deskman **Jim Shepherd** decided to catch some Caribbean sun.

**Colleen Slater-Smith**, magazine editor at the farm weekly, *The Western Producer*, left in mid-summer for some European travelling of her own.

## Ontario

**Gary Gordon**, publisher of the *Yorkton Enterprise*, has gone to *The Trentonian* in Trenton, Ont. as publisher and general manager. Taking his place at the *Enterprise* is **Graham Johnston**.

**Sheila Peck**, food columnist with the *Oakville Journal-Record*, has joined the *Mirror* papers as a food writer.

**Vince MacMillan** has retired after 28 years as publisher of *The Advertiser* and *The Etobicoke Guardian*.

CCNA executive director **Peter Brouwer** has resigned. He will be replaced by **Doug Reagan**, a former Inland publisher, who takes over Sept. 1.

**Paul Tissington** has been appointed publisher and general manager of the *Welland Tribune*. Tissington leaves the same post at the *New Glasgow, N.S. Times*. He replaces **Aby S. Topp**, who has become publisher and general manager of the *Oshawa Times*.

**Tom Gould**, formerly director of news and public affairs for **CTV**, has joined Toronto radio station **CKEY** as featured newscaster and commentator.

**Ian Glenday**, former *Reuters* editor and manager of the **CBC's** Ottawa bureau, has been assigned to the new **CBC** post of manager, resource development, for national television news.

Former *Financial Post* assistant editor and special assignments editor **Mike Irving** has returned to his native UK, where he is an account executive with Young PR of London and Bournemouth.

In a recent television experiment, viewers of **TVOntario** were invited to direct the plot of a seven-segment soap opera. Each time a decision point was reached, viewers were asked to call in with their preferred solution. Because of the decisions made, only five of the seven segments were aired.

After three years as a freelancer, **Betty Lee** moves to senior editor/articles at *Chatelaine* magazine.

**Roy LaBerge**, instructor at Algonquin College in Ottawa, will be teaching a trade unionism course to journalism students during the fall semester.

**Debbie van Kiekebelt** has been appointed

(See Omnium, page 22)