

content

*Eighth
Anniversary Issue*

Canada's National News Media Magazine

November 1978

Number 90

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**JOSEPH HOWE:
JOURNALIST &
POLITICIAN**

**ALL-NEWS
RADIO
SO FAR**

**KIT
WATKINS'
SECRET**

**FREEBIES
& IOUs**

**STATE &
MEDIA
IN QUEBEC**

LOGOS '78

**NOTE FROM
THE PUBLISHER**

10, 11, 20, 21, 30, 31 *Content's* unique annual display of logotypes, word-marks and name-plates is larger than ever. This year, 83 organizations fly their flags.

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30 Kit Watkins had a secret. Indefatigable researcher Rob Rowland brings it to light in *Content*.

content

Established 1970

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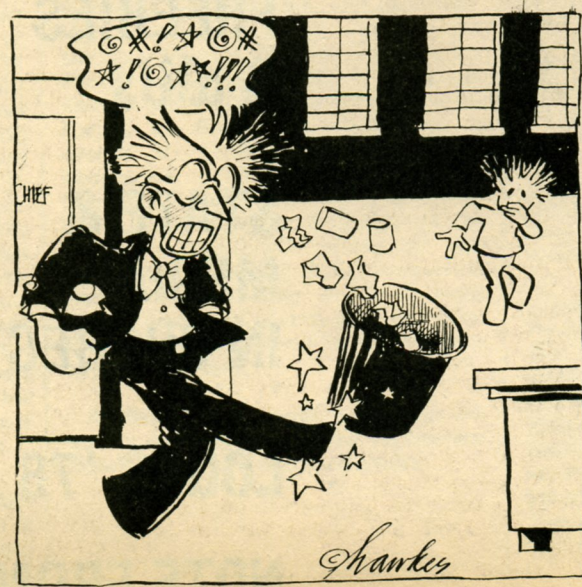
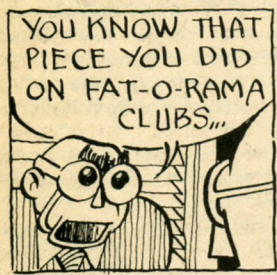
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WILLY FILLER



Shankes

BILL'S SHILL FINDS SWELL OLD TRICK WORKS WELL, STILL THRILLS

VANCOUVER — Any doubts that the real old-fashioned PR techniques still work were dispelled in B.C. in August as literally dozens of weekly papers gobbled up pictures of their local beauty queens actually standing beside the provincial premier.

Pix were set up by Bill Bennett's press aide, John Arnett, at the Pacific National Exhibition in Vancouver. The queens gathered for the Miss PNE contest, then lined up one-by-one to watch the birdie with Bennett, who fixed a smile at the camera for about an hour.

Arnett then customized the pix to local papers, most of which used his suggested outline: "Exciting moment for Miss _____, lovely _____, aged _____, came with the opportunity to meet Premier Bill Bennett during the recent Miss PNE Pageant in Vancouver. Premier Bennett congratulated _____ on her fine performance . . ." Etc., etc. — Nick Russell.

Nick Russell coordinates the Vancouver Community College journalism program and is Content's contributing editor for the West Coast.

THOMSON NEWSROOM GOES WITH ITU

TORONTO — Editorial employees of *The Chronicle Journal* and *The Times-News* in Thunder Bay became certified members of the International Typographers' Union late in September. They join about half a dozen newsrooms across Canada which now belong to the ITU.

Employees of the two papers, operated out of the same office and under one managing editor, are one of four Thomson newsrooms in Canada now unionized.

As usual, the certification bid was a lengthy process, drawn out over six months. It all began early in the spring when about 70 per cent of the 27 reporters, photographers and editors signed ITU cards. But then, only days after the application notice was received by the newspaper, four new employees and two senior staff decided to withdraw. The union alleged these withdrawals were prompted by individual meetings about the union which the publisher and managing editor had with

Janet Ringheim and Premier Bill Bennett



Exciting moment for Miss Creston, (left) Janet Ringheim, 18, came with the opportunity to meet Premier Bill Bennett during the recent Miss PNE Pageant in Vancouver. Premier Bennett congratulated Janet on her fine performance, representing her community and the B.C. Tourism Festival Association. The annual pageant, which concluded last week, was won by Miss Prince Rupert Gloria Macarena.

everyone immediately after they learned of the certification bid.

After hearing nine days of testimony from both sides, the labor board supported the union allegations and ruled that the company had exerted "undue influence" on its employees regarding their role in the union. The board did not recognize the withdrawals.

The newsroom is now a part of the ITU local in the composing room, but will negotiate for its own contract. Action has been taken to begin talks, but no dates have been set. The contracts for the pressmen and the composing room also expired this summer.

Asked when the first contract with the editorial department might be signed, publisher Peter Kohl chuckled and said, "Who can tell? That's the kind of thing that's difficult to predict." He said the company was not planning to appeal the labor board's decision "at this time" and that he was waiting for the union "to make its move."

ITU's representative for Canada, Bob Earles, says they are probably looking at a lengthy battle. "It was quite a struggle even to get it this far. Thomson doesn't want any unions in his newsrooms." When asked whether the union would choose the strike route if a contract was not forthcoming, he replied, "I would hope we were in a position to strike. And we do have solid support from the composing room and pressmen."

In his meetings with reporters he accused of being ringleaders, publisher Kohl said it might be two years before there was a first contract. Until then wages were to be frozen.

He told these reporters that the ITU,

which has lost a third of its 90,000 membership in the past decade, primarily because of computer technology, was in financial trouble. Younger reporters were also told they might be jeopardizing their future careers by being identified as "union organizers."

Although tension in the newsroom eased somewhat over the summer, for a time the usually amicable relations among the staff were rather strained. In the spring the editorial department was divided into two camps with four or five of the senior members actively campaigning against the union. Although no one was pressured into quitting, three junior union supporters have already left for other jobs. Those remaining say the whole effort has been weakened by these departures. — Werner Bartsch.

Werner Bartsch is a Toronto freelancer.

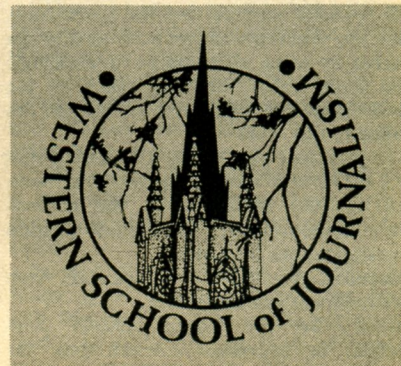
WESTERN PLOT: NATIVES BEAT BAD PRESS

LONDON — A new course — the first of its kind in Canada — to train native journalists has been given a tentative go-ahead by the University of Western Ontario senate.

Ms Shirley Sharzer, the assistant dean of the university's school of journalism, says the main thrust of the program will be "to help improve the communicative skills of people working in Canada's native press" and "to improve the prospects of sound treatment of native people's issues in the established media."

Ms Sharzer said final approval for the new program will likely come shortly from the journalism school council and from The Donner Canadian Foundation, a charitable association that has indicated a willingness to provide the \$250,000 needed to set up the course for a two-year trial period.

If all goes as planned, program applicants will be nominated by band councils and native groups from all across the country. The first 15 to 20 students will be admitted in May 1979. Allowances will be made in ad-



mission procedures for mature students and for others lacking the usual academic qualifications.

Ms Sharzer said the new program will be modelled after the master of arts program currently being offered at the journalism school and will include both basic print and broadcast instruction.

She said the idea for such a course originated with The Donner Canadian Foundation two years ago.

"The Foundation approached us with the suggestion that such a course be looked into," she said. "And coincidentally, at just about the same time, we had an appeal from one of the local native organizations for help in improving its newspaper. We decided then that something should be done."

Hugh McCullum, an adjunct professor in the journalism department, will direct the new program. The former *Toronto Telegram* reporter and editor of The Anglican Church of Canada's newspaper has been involved in native affairs for several years. — Ken Cuthbertson.

Ken Cuthbertson writes from London, Ont.

GALLERY SEEKS SNEAK PEEKS END TO FREAK LEAKS

OTTAWA — The civil servants of the country are not the only ones upset with the recently announced cutbacks in government spending. So is the parliamentary press gallery.

Gallery president Jean-Marc Poliquin wrote a letter to the prime minister Aug. 28 expressing the dissatisfaction of some gallery members with the haphazard way in which information was given out.

"Some of the methods employed in the release of important documents has been tantamount to news management in the opinion of some of our members. I am sure your office would find it distasteful to be accused of such practice," Poliquin wrote.

He found it strange that the government would not give reporters an early look at the program by using an embargo or a lockup. Other government measures, such as the constitutional proposals and the budget, are handled in this way.

The president also found it upsetting that *CBC*, *CTV*, and *The Globe and Mail* were given advance notice about the government's announcements. He did not mention the organizations by name.

Canadian Press Ottawa bureau chief Arch Mackenzie was not as reticent.

In a letter to finance minister Jean Chretien, he expressed concern over the setup of the minister's conference in late

August. He referred to the *Globe* leak and suggested that *CP*, as the national news agency, should have been able to offer the same information to all 110 member papers and the radio and television outfits which subscribe to the service.

In a separate letter to the prime minister's communications advisor, Richard O'Hagan, Mackenzie worried about "the obstacle presented to accurate, clear, and fair coverage of news affecting millions of Canadians."

An aide to Chretien phoned Mackenzie to apologize for being the source for the *Globe* and the networks and said the minister would be replying soon.

O'Hagan replied Sept. 22, but as of Sept. 29, no reply had been received from Chretien's office. — Paul Park.

OTTAWA MUCH SMALLER THAN MANY THINK — JOURNAL ED.

OTTAWA — A change of senior editorial staff at the *Ottawa Journal* has led to an overhaul of the staff.

Editorial page editor John Grace was promoted to the long-vacant post of editor-in-chief. The next day Grace announced the appointment of editorial writer Bruce Yemen as associate editor and news editor Sandy Gardiner as managing editor. The previous ME, David Humphreys, had a lateral move to another *FP* paper. He is now *Ottawa* bureau chief of *The Globe and Mail*.

One of the first casualties of the gunfight at the *FP* Corral was music and drama critic Maureen Peterson. She was called into Grace's office and told, "This town is not big enough for you." Peterson attributes the sudden shrinking of the nation's capital to different views on culture held by Grace and Humphreys.

She cites as an example an editorial Grace wrote shortly after the critic had panned a performance by the National Arts Centre Orchestra. Grace urged Ottawans to support the NACO and quoted *Toronto Star* critic William Littler and *The Globe's* John Fraser to back up his belief in the group.

Grace would only say that he was attempting to upgrade the newspaper and that it would be "unfair" to comment on a personal situation between an editor and an employee.

He did add, however, that the *Journal* would "keep the numbers (of employees) about the same."

This would appear to contradict the separation notices of some employees which said they were being let go due to a "reduction in staff for economic reasons."

Peterson, who has moved to Montreal, is being replaced by former *Ottawa Today* entertainment editor Jacob Siskind.

Medical reporter Karin Moser was also

fired around the same time as Peterson. The next week she had three freelance articles make the front page of the *Ottawa Citizen*. Moser is now with the paper full-time.

She claims she was let go because of pressure from doctors over a series she had written about lack of precautions in Ottawa area hospitals. The doctors' association denied the charge.

Moser's version of her dismissal sounds like something out of a Woody Allen comedy. She says Grace told her the *Journal* could no longer afford the luxury of a medical reporter. She countered that she would be glad to work on general assignment. When Grace said it was also a question of money, she volunteered to work for less pay, at one point saying that even \$150 a week would be fine. She claims the editor hemmed and hawed and didn't really answer.

Doctors would be advised not to shed any tears for Moser, however. After covering the situation in Montreal in October 1970, she had kept up her contacts with the *FLQ*. She managed to scoop the country with a *Citizen* story on the parole of Jacques Rose. — Paul Park.

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

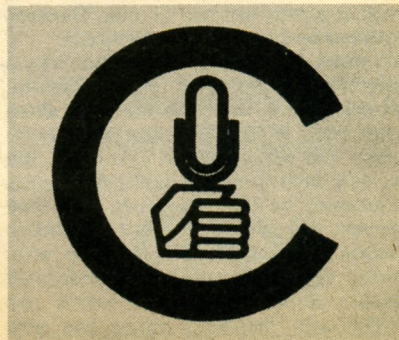
NEW NEWS NET SEA TO SEA: CJCH TO CFUN?

OTTAWA — There will soon be another radio network available for some listeners.

Allan Waters, president of the *CHUM* group, announced that the outfit's flagship station, *CHUM-AM* in Toronto, is linking up with *CFRA* here for a noon newscast.

The noon report, which began in September, has as its anchors Dick Smyth of *CHUM* and *CFRA's* Hal Anthony. The two read major local and national news stories for a six-minute newscast. Following that the stations break for their own local newscasts.

CFRA news director Don Leger is hopeful that within the next few months the other *CHUM* group stations (*CFUN* Vancouver, *CFRW* Winnipeg and *CJCH* Halifax) will join the linkup. — Paul Park.



3RD WORLD COVERAGE CRITICIZED

TORONTO — The role of the media in its coverage of Third World events was at the centre of the quadrennial Commonwealth Press Union discussions in Toronto right from the beginning of the three-day conference (Sept. 15-18).

Seventeen countries were represented. Their deliberations ranged from the part played by the media in terrorist and kidnapping incidents to the training of journalists.

But coverage of Africa and other underdeveloped parts of the globe overshadowed everything else. It began when Commonwealth secretary-general Shridath Rhamphal opened the proceedings. He declared western governments had been passive in their attitudes to events in southern Africa, while public opinion in western countries had just looked on or even supported such attitudes. He blamed western media for not giving a full description of what is happening in southern Africa.

"In Africa," he said, "it is widely believed that there remains in the west an attitude of white racial solidarity with the Smith regime in Rhodesia and the Vorster government in South Africa."

Of Smith's 12 years in power, he said: "Who can question that throughout all these years there has been a general failure by the media to educate the public in Britain and elsewhere in the west to the realities of the struggle in Rhodesia and a failure to portray systematically and sympathetically the suffering and injustice that is now the cause of war."

Remembering a quotation from UK press baron Lord Rothermere that the public was more interested in the death of one Briton than 50 Chinese or Siberians, Rhamphal commented: "Because readers, apparently not writers, call the tune, one result is the perhaps unconsciously partisan coverage of certain events in Africa during the past year — the invasion of Shaba province in Zaire, for instance, and the contrasting treatment given to the murder of Europeans as opposed to the slaughter of Shaba villagers. I could give you examples aplenty from Rhodesia.

"These are perhaps extreme cases. But how will the public's attitude ever change until the newspapers report such events in more balanced terms?"

Rhamphal continued: "The truth is — is it not — that a mass media that is responding to market forces tends to treat evil that is commonplace as no longer news. It focuses only on the horror that is sudden and sensational and provides a distorted set of images of who are the 'patriots' and who are the 'terrorists.'

"I pay tribute to those few journalists who have worked hard to report the balanced picture and those newspapers that have had the courage — for, in the environment I

describe, it takes courage — to use their copy. It is a pity that their efforts have not been sufficient to dispel this more widespread appearance of western solidarity with the white regimes. I can only hope that it will become a more general effort in the months ahead — months that will assuredly test our convictions and commitments in full measure. A good deal more than the image of the 'Free press' could be at stake."

In an impassioned plea for freedom, Cushron Irani, managing director of India's *The Statesman*, lashed out at the growth of government controls on the press in many parts of the Third World.

He declared it was not the duty of newspapers to follow the dictates of governments but to report the news objectively and courageously.

Particularly in the Third World, where the grip of governments on the press has tightened and spread and formal political opposition has been throttled, newspapers have a duty to play an adversarial role, he maintained.

Patrick Nele Cole, of Nigeria's *Daily Times*, said the western press was guilty of bias and distortion in its coverage of Third World events.

He argued that, in the Third World, a journalist has a degree of commitment to cultural and economic survival which makes him more akin to an embattled soldier than a detached recorder of news.

Derek Ingram, of *Gemini News Service*, was another who attacked alleged western misreporting of Africa. He said he had read an article in Australia which stated that, if the Rhodesian problem was not solved, it would end up in chaos like Mozambique. But he had visited Mozambique only a few weeks previously and found "it all perfectly orderly and, although poor and bureaucratic, well organized." Journalists just did not seek out the facts.

"It is this type of repeated, albeit usually innocent, misreading of situations — often put into the context of ideological, superpower struggle and having the superior power of the western media to purvey it — that has led these countries to seek change in the situation. It results, they would say, in a negative, unfair reporting of their affairs."

He added: "Not so long ago the notion was being promoted by the British press that Britain was becoming ungovernable. The suggestion did the country a grave disservice internationally and nationally — and we can surely see from this example why the governments of developing countries feel they cannot afford that kind of alarm and despondency about themselves being put about." —Lee Lester.

Lee Lester is a reporter with The Toronto Sun.

COMING IN CONTENT
Social
Journalism

MEDIA KILLED KIDNAP VICTIM SAYS COP

TORONTO—The role of the media in kidnapping and hostage situations. But sometimes disclosure in the public interest should be set aside voluntarily to save human life, Sir Robert Mark, former Commissioner of the Metropolitan Police, London, told CPU delegates.

Statutory limitations on disclosure on certain matters of state might be unavoidable, but are usually resented, he said.

"Control by secrecy or failure to disclose involves the risk that discovery by one enterprising or energetic journalist will ensure an unsympathetic press for all, as well as provoking suspicion about the motives for secrecy," he said.

"The only really effective way to achieve temporary avoidance of disclosure or secrecy without risking very harmful consequences is by appealing to the press for it and this involves frank explanation of the reasons for the request and the making of the decision by the press themselves.

"Those of you with strong views about a free and impartial press may question the justification for even voluntary agreements between press and police to maintain silence in a matter of public interest.

"But, consider the matters briefly; the need to save the life of the victim; to ease the distress of his or her family; to avoid provoking the kidnapper into panic action — possibly the murder of his victim; to avoid blocking communication between the kidnapper and those on whom he is making demands; to avoid exploitation of the situation by bogus kidnappers.

"The price to be paid can, of course, be high to a journalist, including the sacrifice of exclusivity, the risk of unfair advantage for the less scrupulous, the possible lack of public acceptance of suppression and so on.

"But I submit that the gain in terms of public respect and admiration for a press which is capable of putting human life before profit and respect for law above circulation is by no means negligible."

Sir Robert said many lessons were learnt by the police from the kidnapping of Mrs. Muriel Mackay, wife of the deputy head of the *News of the World*, London.

"The publicity," he said, was such as to hamper if not almost destroy the effectiveness of police operations.

"Telephone lines were blocked by journalists, sympathisers and cranks. Detectives and relatives were dogged by journalists following a unique story.

"In the event, the publicity not only made a successful investigation less likely, it almost certainly ensured the death of the victim."

Sir Robert then praised the police code drawn up in London in 1972 for dealing with the media. "The code was not devised," he said, "to gain favor or in expectation of immunity from criticism or adverse

comment. There is no question of withholding information as a retaliatory measure from newspapers or journalists who occasionally give us cause for complaint, whether justifiable or not.

"The advantage from our point of view is an immeasurable improvement in our relationship with the press because of their increased ability to satisfy themselves about our actions." — Lee Lester.

MAG ASSN. BRANCHES OUT, GETS NEW TAG AND NEW SIGN

TORONTO — Unveiling a new logo and a new name to herald what it terms a breakthrough, the Magazine Association of Canada announced Oct. 1 an expanded membership which included Comac Communications' four controlled-circulation magazines and both national rotos.

Henceforth to be Magazines Canada, the organization of 27 major consumer magazines will undergo "a broad re-structuring program, with new committees, new objectives, new bylaws," according to current chairman Gordon Kennedy, general manager of *Maclean's* and *L'Actualite*.

For the first time, the major elements of Canada's magazine industry have come together. "It's really an acceleration of the good things happening in the magazine industry," Kennedy commented at a press conference here Oct. 2. Ad volume for Canadian magazines is running 35 per cent ahead of last year, it was noted by John Crosbie, president of Magazines Canada (MC).

The organization will expand its staff. An education committee is to be established "to design programs for developing new Canadian magazine talent."

Besides becoming able to "better respond to the needs of the advertising community," MC hopes "just as much to heighten public awareness of the importance of magazines to Canadians."

A new category of membership, Associate, will be open to persons and corporations involved with the creation, production or marketing of Canadian consumer magazines.

The burgeoning of Canadian magazines has followed the passage of C-58, the controversial bill which removed massive privileges previously enjoyed by two foreign publications, *Time* "Canada" and *Reader's Digest*.

However, a glance at any newsstand will show that English-language Canadian magazines, especially apart from the big consumer ones, have a long way to go. Well over 90 per cent of the English-language titles on sale are foreign. — B.Z.

JOURNALISTS' ASSOCIATION SLOW STARTER

WINNIPEG — Efforts to establish a new group for working journalists in this Prairie city appear to have aroused little interest among most media members.

However, at least one supporter of the idea says he hopes the project can be revived again this fall.

The idea for a Winnipeg Society of Working Journalists (WSWJ) was hatched last spring among a small core of reporters, largely employees of the *Winnipeg Free Press* and *Tribune* newspapers.

A meeting was held in April, a committee was established to draw up proposals for founding principles and a second meeting was called for early summer.

By the time of the second meeting, a one-page outline of purpose and principle had been drawn up and distributed.

The aim of the WSWJ would be to discuss "the nature and improving the quality of journalism in the city." It proposed study groups, educational upgrading programs for journalists and creation of a press council to monitor the media's performance.

A nine-point set of principles was enunciated, ranging from an anti-freebie clause to a proposal that "accuracy and fairness shall always take precedence over speed and competition."

When the second meeting of the new group was convened in a downtown hotel, however, the response was underwhelming. Fewer than a dozen showed up and only half a dozen said they would be interested in actively taking part in such a group.

The lack of response to what seemed like a good idea left organizers pondering the failure. Several gave up on the idea.

"I'm doing nothing more about it," says *Free Press* reporter Stephen Whysall. "It was killed by apathy."

Free Press colleague Cecil Rosner is less pessimistic. He said in an interview a serious

attempt to organize the WSWJ has not yet been made and while there are no specific plans now, he would like to see some movement this fall.

"I think there are a lot of people out there who are concerned with their profession and what they are doing," he said. "I still think it would be a good idea to have an organization."

Although there are many shades of opinion on the need for an association and the reasons why the idea has not caught on, some common themes surface in conversations with WSWJ supporters.

They say journalists often do their job without thinking about the implications of it. The result is they are often vehicles for propaganda rather than legitimate news.

They feel there is a need for working journalists to consider their role, the performance of their profession and the need for constant upgrading of skills.

"The media don't serve the public interest. They serve private interests," says Rosner. "We should understand that and deal with it." He says journalists, if organized, should attempt to have a say over what is covered and how.

Whysall puts more emphasis on the need for an organization which would promote education for journalists and offer them a group which could speak on their behalf and lobby for their interests if need be.

The main idea was to have a professional body of working journalists that would try to set standards and develop a code of conduct," he said.

Why didn't the idea catch on?

They say there were a number of reasons. Many felt such a group would be infringing on management functions (unionism has been a bitter battle in the Winnipeg media), while others felt the Winnipeg Press Club should do the job proposed. Some union supporters felt the WSWJ would undercut union strength.

Finally, there is the side of journalism which argues that reporters should be non-joiners, individualists. It is typified by a *Free Press* reporter who, when asked if he was involved in attempts to establish an association, said: "I'm too busy writing stories to get involved."

Whysall says many journalists do not like the idea expounded in the proposed code of conduct, that "journalists shall be accountable to the public," perhaps through a press council.

"I don't think a lot of people like the idea of press councils," he said. "They seem to hold the liberal idea that all journalists set their own rules and know what to do."

Supporters of the WSWJ don't agree, but before they establish an organization aimed at upgrading journalistic professionalism and ethics, they feel they are going to have to receive more support from other journalists than they've found so far. — Barry Wilson.

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

Notice Board

Oct. 27-28: First Official "Tely" (Toronto Telegram) Reunion at the Toronto Press Club, 73 Richmond St. West, Toronto. Contact Bob Crichton, 416-592-3328, 416-924-4036.

Nov. 20-21: CDNPA editorial seminar (national), Entertainment/Arts, Montreal. Contact Dick MacDonald, 416-923-3567.

Dec. 6-7: CDNPA editorial seminar (Ontario), Labor and Business Reporting, London. Contact Dick MacDonald, 416-923-3567.

Coming: Convention of the Centre for Investigative Journalism, Montreal. Further information in next month's *Content*.



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**CKO:
HARDLY A RIPPLE REMAINS**



Photo courtesy Marketing magazine

By ART CUTHBERT

A year after the CKO all-news radio network made its first faint splash, hardly a ripple remained. Canada's first major venture into all-news broadcasting had failed to make itself a significant factor in Canadian journalism, had not generated the expected audience and revenue, had attracted few national advertisers, had fallen behind its schedule of expansion across the country, had failed to find the new investment the original partners had hoped for, and was facing a much longer period of deficit financing than anticipated.

But while many journalists were ready to write them off, CKO management was launching the network's belated first promotion campaign, confident that the difficulties of the initial year would fade in the second and that they now had something to promote.

CKO HIT THE AIR on July 1, 1977, with stations in Toronto and Ottawa and plans to have seven more transmitters across central and western Canada within a year. Three eastern outlets were to have been operating by the end of 1978. And the partners were determined to "change the terms of reference of radio journalism" (see

Content No. 76, July 1977).

But the first year was one of embarrassing gaffes, a declining audience and progressive economies. Seven stations, not nine, were established on-air, each with at least a token bureau, but the London newsroom was closed after less than a year of operation and the station there, having failed to draw local

revenue, became a repeater for Toronto. A stringer was maintained in London, filing to the Toronto newsroom three times a day. The Winnipeg and Regina stations were several months behind schedule and there was no sign of expansion into Atlantic Canada. (The Canadian Radio-television and Telecommunications Commission

had insisted "that an even development eastward and westward be undertaken.")

What was expanding was a tendency to fill the slow late-morning hours with open-line telephone programs. The first was Talk of the Mall in Ottawa. It was greeted with such indifference that one program went by without a single call. With any luck, such an incident might have passed without notice, but host Michael O'Connell had the misfortune to invite a print journalist, Keith Ashford of the Ottawa *Citizen*, as that day's studio guest. However, Talk of the Mall continued and CKO news chief Don Foley says it now draws an average of forty to fifty calls a day. CKO started a similar show, Reaction, in Montreal, and was cautiously considering others in Toronto and elsewhere. Foley insists the open-line shows have a journalistic basis, with a guest each day and one or more issues to keep things coherent. He admits that the most popular days are those with less focus, when callers have a choice of four or five issues to which they can respond.

Other newsmen are skeptical of the place of such programming in stations ostensibly devoted to "all-news, all the time" — CKO's slogan. "I think it may indicate the kind of trouble they're having," says Eric Moncur, managing editor of CBC radio news. "I think, if the all-news concept had been viable editorially and economically, they would never have gone to open-line. I think it's a cheap way of filling time for them." But it's also the kind of programming that has been a spectacular audience-builder for CKFH in Toronto, which had been disappearing from the charts until it imported John Gilbert from CHUM and gave him an open-line forum. The station moved from ninth place to second in adult women listeners.

THAT'S REALITY, but it may not be news. More than a dozen journalists polled in Toronto and Ottawa were unanimous in declaring that the new network is not a factor in Canadian journalism. "I'm afraid not," said Don Johnston, news director of CFRB, Toronto. "I really expected them to have a little more (impact) than they did, although I was skeptical of their chances of listener acceptance from the beginning because of them being on FM, which is the wrong place for all-news." (CKO's only AM station is in Montreal.) Adds Moncur, "I think they — without realizing it — jumped

off the deep end without being able to translate the high principles they were talking about into hard, pragmatic fact."

There's some question, too, about those high journalistic principles. They were enunciated mainly by partners such as Jerry Grafstein, a Toronto communications lawyer attracted to the theory, if not the practice, of journalism, and Israel Switzer, a Toronto consulting engineer. Asked last year why the CKO group chose to apply for a network rather than the more lucrative prospect of an entirely local all-news operation, Switzer cited the opportunities offered by the CRTC's FM policy. But he also claimed "some measure of altruistic

CKO

ambitions . . . Take a newspaper man, one who isn't necessarily in it for the money, and say 'What would you rather have, a money-making *Toronto Sun*, or a true national newspaper, say in the English style?'"

CKO, if it's like any English national newspaper certainly leans to the tabloid variety. CKO president David Ruskin, who said a year ago his journalistic models were *The Globe and Mail* and *Time* magazine, now says "the phrase I like to use, and some people will not find it attractive, is The Reader's Digest of the air, which has a different character from *The Globe and Mail*. I'd like to broaden my demographics to that. That's the treatment: brief and folksy."

Hence, features like "Your Sexuality," very much in the *Reader's Digest* mould with a husband-and-wife team of doctors, and "John Q. Holmes," a glib, scatter-shot columnist. Even before the network went to air, Ruskin's ideas sounded more like *Reader's Digest* than the *Globe* or *Time*, or the ringing slogans of his partners. And it's Ruskin, the day-to-day manager of the enterprise, whose ideas have prevailed.

Within limits. Rather narrow financial limits, as it turned out. Ben Torchinsky of Toronto, the primary money-man behind the venture, is dis-

appointed but not discouraged, he says, "because when we put the package together everyone was groping for estimates of what could be expected for revenue. Nothing like what we were doing had ever been done before. In all fairness to the people at CKO, I think the worst I can accuse them of is being just a little bit optimistic — and I was very involved, so I think I'm just as much to blame." He dismisses trade rumors that he has clamped down on the network. So does Ruskin, who adds, "I'm the one who clamps down." He says he has kept expenditures below projected estimates and remained within "the general area" of the planned cost-revenue ratio. Torchinsky admits that income has been disappointing, but adds "on the other hand our revenues are actually very encouraging from the point of view that they have been steadily increasing and indicate that all that is going to happen is that it will take a little bit longer to get where we wanted to go. We had anticipated that within about three years we would be in the black, and the way it looks now we can anticipate that it will be somewhere between four and five years."

Radio newsmen claim the financial crunch is always felt first in the newsroom. At CKO it had to be felt in the newsroom and Paul Park, *Content's* Ottawa correspondent and a former CKO staffer, remembers it as "work alley," with low pay, long hours and no money for overtime (time off in lieu, but not time-and-a-half.) His former co-workers tell him little has changed since he left. (Park and Ruskin do not agree on the reasons for Park's departure.) On the other hand, Ruskin says the network has exceeded its own target in hiring and has "75 or 80" full-time journalists on staff, among a total payroll of "about 115." And he adds, "Not too many people are aware that in some cases we're doing more than we had expected to do. When we first talked in a public forum we thought we would do local news in some stations just in the morning, and in fact we're now doing it during the whole broadcast day. So that has been a surprise, and a pleasant surprise."

A MAJOR POINT of briefs to the CRTC was that CKO would become an alternate source of news in Canada. Asked about progress in that direction, Ruskin responded, "I think we've got a long way to grow in that, and I don't think we'd ever be satisfied with what we were doing. We've done some work

LOGOS '78



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in providing an alternate service in terms of more western news, probably, than anybody has had on." But he adds, "When I say anybody I don't really mean *anybody*. But, in total concentration, I think we probably have more national news and especially more western news. For the first time we have our three western stations (Calgary, Edmonton, Vancouver) on the air every day with varying levels of significant information," he laughs self-deprecatingly, "from the weather to strikes and political activity . . . so in that sense, yes: we are providing some alternatives."

Eric Moncur can show impressive figures on the amount of regional material *his* various newsrooms across the country are supplying to the national service, figures that suggest Ruskin is thinking of the *CBC* when he says he doesn't really mean 'more than anybody.' As for *CKO's* claim that it would be a factor in Canadian broadcast journalism, Moncur says it hasn't happened. "They haven't influenced us at all. I think, if you walked into that (*CBC* national) newsroom, you'd probably find that 90 per cent of the people in there have forgotten about *CKO*. I think that (at the beginning) everyone was conscious of it; everyone was looking forward to it with eager anticipation. I think it's a great *idea*, and I liked the principles espoused by the guys who were going to run it (sic). But I think the influence they've had on this organization has been nil."

No impact has been felt at *CFRB* or the news syndication network it operates. "It really isn't knocking the competition because there hasn't *been* any," says Johnston, "but they just haven't made an impact. As a newsman I was sort of quietly rooting for all-news radio to make it in some form or other without hurting us too much. I'm afraid they're not doing it and they're not *going* to do it."

Doug Trowell, president of Shoreacres Broadcasting in Toronto, has wanted his own all-news operation for years, but his application for a Toronto frequency was denied in favour of *CKO*. He says he has as much confidence as ever in all-news, "but it's not based on what *they're* doing. We wouldn't tolerate performance like that." Trowell was badly disappointed when his application was turned down, but thought that, if *CKO* succeeded, it might raise the possibility of competition. Instead he believes they have damaged the prospects of all-news radio in general. He still hopes to start

a station of his own, but now he sees it as an uphill grind. "Instead of assuming you would do well — everybody's gift, as it were, going into a new venture — you would have to convince dubious and cynical advertisers. They (CKO) have demonstrated they could not attract an audience, and now there's some question whether all-news makes sense." As for the new network becoming a factor in Canadian journalism, Trowell, whose company operates CKEY, Toronto, and its own news syndication network, says "We don't take them into account."

But, in Ottawa, Don Foley claims CKO has spurred its competition to more aggressive news coverage and

CKO

Paul Park agrees. Competing stations are now more inclined to cover by telephone, says Park, because it's quicker. Quicker is not better, of course, if it lacks follow-up, and other journalists say CKO fails to develop its stories — a barb which Foley rejects. The network may or may not have influenced Allan Waters of CHUM, the Toronto-based group, to hook up his stations for a daily national newscast. The project began with his Toronto and Ottawa stations and was to be extended to the other four AM outlets in Vancouver, Halifax, Winnipeg and Peterborough.

Perhaps CKO's presence will be felt, but it's disappointingly slow to develop. There's general agreement that they got off to a very poor start and it seems to be that which has earned them such poor marks from competitors. "It's so important to start off the top with first-class newscasts," believes Moncur, "but they made all their mistakes on the air, and they put a hell of a lot of people off." There were so many errors that Ottawa's clubby journalists were chortling and Ann Duncan of CP wrote a report of what "some critics" were saying about the newcomers: that they were "trying to cut financial corners by filling their newsrooms with young, inexperienced journalists who have not yet learned the basics of their trade, stumble over

(See CKO, page 25)

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THE NOVASCOTIAN, OR COLONIAL HERALD.

"The free Constitution which guards the British Press"—SIR JAMES MACKINTOSH—

New Series.

HALIFAX, THURSDAY MORNING, FEBRUARY 5, 1835.

VOL. VIII.—No. 22.

FOR THE NOVASCOTIAN.

TO MR. WILLIAM CRAIG.

Sir,—In the administration of an overruling providence, there is between crime and punishment an inseparable connexion. This wise and beneficial arrangement, however, does not always deter human beings from doing what subjects them to misery. Pure heedlessness, at times, prevents them from tracing the connexion of events; and before they are aware, they are apt to find themselves in disagreeable scrapes. Even when they do possess knowledge of right and wrong, the allurements of pleasure may so conceal the enormity of crime, that they do not perceive its nature till they feel its punishment. Of these truths, you are a living example, Mr. Craig, as I shall now show.

At the commencement of your apprenticeship, when you were showing off some of your antics on the loom, and accidentally tumbled through the web, it was a sore tribulation. When you gathered yourself up, and looked at the damage, you thought yourself looked little better than a thief. The shouts of the other apprentices, were abundantly griving; nor were you bit comforted, when you saw the deacons jump from his loom, declaring, that your property, he would make you a well paid man. Very willingly would I have given him a

ret enter upon the new year with a clear conscience, and having discovered honesty to be the best policy, you firmly resolved never to feast upon a haggis, till, by industry and careful management, you had fairly earned it: and well you resolved faithfully you have performed, Mr. Craig, Painfully you have toiled, and you are a rich man, and can now feast upon haggis, all the days of your life.

Happy it would be for our glorious young traders, if they would look at you, and take warning. They have taken warning, as you felt, just as angry as you felt, and for the reason. They have been feasting at Mr. Craig's expense: and, now, when they are caught, and getting something for their good, they are as much displeas-

ed with the degree, as you were with the degree. Better it would be, to imitate your example; and, should they be again intrusted with the property of other people's property, to postpone their extravagance till their careful management make the feast fairly their own. To expend their energies in vain, is a foolish and useless conduct, and will continue to discount the notes of endorsing speculators, till their thoughtless profusion and dissipation projects for raising the price of a dividend of five pence in the pound. The trial has arrived, and would a crisis which would be the

the more likely they will be to retain their standing in town: for they may assure themselves, that in future, the trade of Halifax must not only be differently conducted, but gradually diminished.—As yet, it is rendered by the position and wealth have rendered it the great emporium of provincial trade. But, though its position must still give it superior advantages as a mercantile town, counteracting circumstances are already acting against it; and these will daily increase. Other parts of the province are now importing for themselves: in proportion, therefore, as these importations increase, Halifax must be proportionally restricted to the trade of its own district: and you know, Mr. Craig, that, among the rocks and swamps which surround us, a great bulk of our population are rab-

bitious. It is an admirable letter which, some time ago, you addressed to our printer, Mr. Howe. Compared with mine, it is like an apple of gold beside a peck of potatoes. The following part of it, in particular, should be carefully conned by every one of our townsmen who wishes to make a man of himself:— "It is not riches nor rank makes the independent mind, whether he be rich or poor. I do not wish to court the favour of the great; I have a mind above that; but if I could be in any wise instrumental to the welfare of my fellow-creatures, I should be glad to do so."

scholars. *Keep your shop, and your shop will keep you*, is an old fashioned maxim: but wherever it is observed, it makes faithful servants and wealthy masters.

If our traders wives, too, feel no desire to live on clams at one of our out harbours, like Mr. Robert Flash and his lady, they will find it useful to look after their present habitation. Unfaithful servants is a general complaint: but who makes them unfaithful? While the mistress is waltzing it abroad, servants can as cleverly keep it up at home: and what happens next, Mr. Craig? Something to which your mansion is happily a stranger. The mistress, having exhausted her whole stock of good natured simpering and smiling, at the party, returns home perfectly in the humour for a bout of contention, in which scolding and impudence grapple for victory. Next morning, too, it is along with other discoveries perceived, that Master Bobby's knecs have made an entrance into pulchre life—and instead of going to school, which no young gentleman in such a state can do, he is commissioned to the tailor for a refit becoming his rank. If she would just do like your spouse, Mr. Craig; that is, make the clout-

ing of Master Bobby's trousers her evening pastime, she would secure to herself happiness unalloyed with the miseries which succeed gadding abroad. Neither impudent servants nor dunning tailors would interrupt her serenity; her order and barnon

THE TRIAL OF JOSEPH HOWE

By DANIEL FRANCIS

Joseph Howe is generally remembered as a Nova Scotia politician who opposed his province's entry into Confederation and later became a leading federal politician.

What is less well-known is that Howe first entered public life as a journalist. As editor of The Novascotian, he was

propelled into politics by a libel trial in which he conducted his own defence against city officials bent on retribution for his paper's stinging criticism of their conduct.

Ottawa freelancer Daniel Francis recounts Howe's famous trial and his part in enlarging freedom of the press.

ON THE FIRST day of January, 1835, the Halifax *Novascotian* published in its columns a letter to the editor charging local government officials with lining their own pockets at the expense of the taxpaying public. "I will venture to affirm, . . ." read the letter, which was signed "The People," "that during the lapse of the last 30 years, the Magistracy and Police have, by one stratagem or other, taken from the pockets of the people, in over exactions fines, etc. etc. a sum that would exceed in the gross amount £30,000." The author went on to accuse some of the town's magistrates of "filching" £300 a year from the poor-house and cited assorted other instances of graft and corruption.

Local government in Halifax at this time was in the hands of what one historian has called "a small inter-locking

oligarchy." The members of this oligarchy recognized in the letter from "The People" a direct challenge to their authority and reputations. To ignore the charges would have been to admit the truth of them, so libel proceedings were commenced against the editor of *The Novascotian*. But this was to be no common libel trial. Everywhere in the British North American colonies the press was chafing at restrictions placed on its freedom to criticize public officials. "The King vs. Joseph Howe" provided a dramatic confrontation between a combative press and a besieged "Family Compact." Its outcome is considered a landmark in the history of journalism in Canada.

Joseph Howe, of course, was the controversial Nova Scotia politician, provincial premier and energetic oppon-

ent of Confederation. In 1835, however, the 30-year-old Howe had not yet entered politics. For seven years he had published the weekly *Novascotian*, a lively mixture of foreign and local news, legislative debates, serialized novels and Howe's own celebrated descriptions of his rambles around the colony. The young editor was no muckraker and not particularly radical in his politics. In fact, the historian J. Murray Beck has labelled him "a mild Tory" at this point in his career.

In the early Thirties, however, Howe recognized the extent to which his town was controlled by a small coterie of privileged officials, their relatives and friends, none of whom were elected. The fact that his father and his half-brother were both magistrates may explain his reluctance to take on this group, but regardless, by 1834 Howe

THE LETTER THAT STARTED IT ALL — FROM 'THE PEOPLE'

There is no truth at all in the oracle;
The Sessions shall proceed — this is mere falsehood.
SHAKESPEARE.

Mr. HOWE,

Sir, — Living as we do in a free and intelligent Country, and under the influence of a Constitution which attaches to our rulers the salutary restrictions of responsibility in all matters of government, is it not surprising that the inhabitants of Halifax, should have so long submitted to those shameful and barefaced impositions and exactions, which have from year to year been levied on them, in the shape of Town and County Taxes. Repeated attempts have from time to time been made, by independent minded persons among us, to excite amongst their countrymen some spirit of resistance or opposition to those unwarrantable and unequal exactions, which have been drained from the pockets of the public. But it seems to me, that the torpid indifference to public matters which has hitherto been the general characteristic of the people, has at length been quickened and aroused by a calm and deliberate reflection on what must be their future condition if they any longer neglect to look after the servants of the State. In a young and poor country, where the sons of rich and favoured families alone, receive education at the public expence — where the many must toil to support the extortions and exactions of the few; where the hard earnings of the people are lavished on an Aristocracy, who repay their ill timed generosity with contempt and insult; it requires no ordinary nerve in men of moderate circumstances and humble pretensions, to stand forward and boldly protest against measures which are fast working the ruin of the Province. Does there, Mr. Editor, exist in any free state save Nova Scotia, a responsible Magistracy who would for 30 years brave and brook the re-

peated censures of the Press, without even attempting a justification of their conduct, or giving to the public some explanation that might refute those *unjust and licentious libels*, which have repeatedly been a disgrace to them, or to the press of the country. Are the journals of our land exclusive; do they admit only the wild and reckless portion of the people, and shut their columns against the sober and discreet supporters of the men in power? I cannot think this, Mr. Howe; and yet weeks have elapsed since charges too grave to be slighted and too plain to be misunderstood, have been placed, through the medium of the press, before the eye of the public, and yet no champion of the sacred band has taken the field to deny or to explain: I candidly and willingly admit that there are in the ranks of the Magistracy, individuals justly entitled to the esteem and respect of their fellow townsmen, but they have mostly left the Arena, disgusted with the scenes that were enacted by their more active and energetic bretheren. I will venture to affirm, without the possibility of being contradicted by proof, that during the lapse of the last 30 years, the Magistracy and Police have, by one stratagem or other, taken from the pockets of the people, in over exactions fines, etc. etc. a sum that would exceed in the gross amount £30,000; and I am prepared to prove my assertions whenever they are manly enough to come forward and justify their conduct to the people. Can it not be proved, and is it not notorious, that one of the present active Magistrates has contrived for years, to filch from one establishment, and that dedicated to the comfort of the poor and destitute at least £300 per annum? Can it not be proved that the fines in the name and on the behalf of our Sovereign Lord the King, have annually for the last 30 years exceeded £200; and of this sum, His most Gracious Majesty

has received about as much as would go into the Royal coffers, if the long dormant claim of the Quit Rents was revived imprudently. Is it not known to every reflecting and observant man, whose business or curiosity has led him to take a view of the municipal bustle of our Court of Sessions, that from the pockets of the poor and distressed at least £1000 is drawn annually, and pocketed by men whose services the Country might well spare. These things, Mr. Howe, cannot much longer be endured, even by the loyal and peaceable inhabitants of Nova-Scotia. One half of the most respectable of the middling orders have this year been sued or summoned for the amount of their last years' Poor and County Rates; and nearly the whole town have appealed or are murmuring at the extravagant amount of the assessment for the present year. I will venture to affirm, and have already affirmed in a former number, that £1500 ought to defray all ordinary expences for the County; and by the speech of His Excellency at the opening of the Session, we are informed that the people of England have, with their wonted generosity, relieved us of a large portion of the extraordinary expenses which the visitation of Providence rendered necessary. In fine, Mr. Howe, the affairs of the County have been for years conducted in a slovenly, extravagant and unpopular manner, and the people have been entirely in the dark, as regards the collection and appropriation of their monies; but they have now amongst them a Chief Magistrate, who has pledged himself to be candid and I trust we will find him impartial also. I am neither a flatterer nor physiognomist, but I cannot help observing in the martial tread and manly mien of our present Governor, some of the outward features of the late Sir John Sherbrooke, and if the inward be corresponding, there is yet some hope for,

THE PEOPLE.

had committed his newspaper to an attack on the status quo.

The letter which led to the editor's prosecution was written by his friend George Thompson, but no one asked Howe to divulge the author's name and he would have refused to do so anyway. This was his battle and he quickly learned that he would be fighting it all alone.

After he was told that charges of criminal libel were being brought against him, Howe went shopping for a lawyer. "I went to two or three lawyers in succession," he recalled later, "showed them the Attorney General's notice of trial, and asked them if the case could be successfully defended? The answer was, No: there was no doubt that the letter was a libel; that I must make my peace, or submit to fine and imprisonment." Undeterred, Howe decided he would defend himself.

HOWE WAS RISKING his freedom and his livelihood by boldly challenging his accusers rather than trying to settle out of court. He was not the first newspaperman to discredit the magistrates. Fifteen years before, a man named William Wilkie had published a pamphlet accusing local officials of graft and claiming, for example, that the police department was a "scene and sink of iniquity, infamy, corruption, and pollution." He was found guilty of libel and sentenced to two years of hard labor in the House of Correction.

If convicted, Howe faced a lighter sentence than Wilkie — three months in jail — but he also might be fined as much as £300 at a time when his paper was financially weak. There were also less civil, more direct, forms of punishment. Unpopular journalists regularly met with rough handling in the streets of British North American towns. In Upper Canada in 1826, some sons of the ruling elite descended on the home of William Lyon Mackenzie one summer's night, smashed his editorial offices and tossed some of his equipment into Lake Ontario.

In New Brunswick, an editor who had criticized the local government was terrorized by a mob of masked men who destroyed his office and even poisoned his dog. And, in Newfoundland, an unfortunate newspaperman had his ears cut off by his political opponents.

Howe was not called upon to defend himself in the streets of Halifax, but he did have to bone up on the intricacies of libel law for his day in court. Borrowing an armload of legal textbooks from the lawyers, Howe studied

the letter of the law for a week, then spent a second week sorting out his arguments, attempting to get his presentation down on paper. "I did not get through before a late hour of the evening before the trial," he told friends, "having only had time to write out and commit to memory the two opening paragraphs of the speech. All the rest was to be improvised as I went along."

In cases of libel at this time, the truth of the accusations was irrelevant. Indeed, it was generally agreed that the greater the truth, the greater the libel. As the prosecutor told the court in Halifax, "it is the publication which constitutes the offense," not the facts themselves. The 12-man jury at Howe's trial, therefore, was asked to make no judgement about the contents of the letter published in *The Novascotian*. Its responsibility was, first, to decide whether the letter had been published, second, to decide whether Howe had published it and, third, to decide whether he had done so with malicious intent.

The prosecutor summarized the rationale for this way of proceeding when he told the jury that "true or false, a matter of injurious tendency should not be published." Any attack on the reputations of persons in authority was looked on as an attack on the government itself, something close to sedition. In fact, Howe was officially charged "as seditiously contriving, devising and intending to stir up and incite discontent and sedition among His Majesty's subjects." Given this legal straitjacket, it is no wonder that Howe's was considered a lost cause.

THE TRIAL OPENED Tuesday, March 3, before the Supreme Court of Nova Scotia in Province House in downtown Halifax. Today, the old courtroom is occupied by the Legislative Library, a quiet, booklined study with spiral staircases leading up to a narrow gallery running around the room. On the day of the trial the court was filled with a noisy, jostling mob of people who had come to cheer on their hero, Joe Howe, while outside a larger crowd waited expectantly for news of the proceedings.

The audience was obviously behind the editor, interrupting his speech with laughter and applause until the judge ruled that clapping was out of order. The prosecutor spoke first, outlining for the jury the law regarding criminal

(See HOWE, page 27)

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STATE INTERVENTION IN THE MEDIA

QUEBEC JOURNALISTS DEBATE THE NEED

By PAULE BEAUGRAND-CHAMPAGNE

*Last June, the Quebec government published its white paper on culture, A Quebec Policy for Cultural Development. Six months earlier, journalists had debated in *Le Devoir* the role of the state in information and the degree of government intervention acceptable to the media. When the white paper appeared, that debate had not yet reached a consensus and further discussion is expected this fall. Here, Paule Beaugrand-Champagne, *Content's* contributing editor for Quebec, reports the debate and summarizes the white paper.*

MANY OF THE white paper's statements on what would constitute acceptable state intervention in the press seem to be direct reactions to suggestions made by journalists in the course of a debate begun in the pages of *Le Devoir* last January.

Le Devoir's parliamentary correspondent in Quebec City, Jean-Claude Picard, kicked off the debate early in the new year by calling on the government to adopt a press law. Picard's law would have been far-ranging: affirming the public's right to "truthful and complete news of high quality;" creating a Quebec delivery system to bring accessibility to information to all parts of Quebec; and defining certain responsibilities of the media owners in connection with news budgets, the hiring of sufficient, qualified personnel and the

establishment of policies on news, ethics and conflicts of interest.

These proposed powers were enough to startle some people, but there was another side to Picard's press bill which shocked and scandalized many others: he called for a law which "would prohibit, under penalty of large fines, the increasingly repellent sensationalism which unhappily has become the trademark of the Quebecor dailies," owned by Pierre Peladeau.

A public agency would have responsibility for enforcing the law, for examining all transactions affecting ownership of the media and for holding annual public meetings at which the media or representatives of their editorial offices would set forth their policies and plans for future development.

(See INTERVENTION, page 32)

KEY WORD IN WHITE PAPER: "CAUTION"

TWO REMARKABLE FEATURES of the sections of the white paper which deal with communications and information are the frequent repetition of the word "caution" and a reluctance to suggest legislation as a means of ending situations which are described elsewhere in the study as "disturbing." In particular, at the end of the communications section, we read: "Obviously, the multiplication of laws and regulations would be neither justifiable nor effective. The government cannot ensure the democratic character of opinions and tastes by imposing its own guidelines. By doing so, the state itself would contribute to the smothering of freedom of expression. Instead, the government must implement various measures intended to sustain liberties."

PRINCIPLES

The fundamental principle upon which the government bases its analysis of the current situation is free access to the news media, which it sees as the foundation of genuine democracy. "Mindful of the common good," the state cannot relinquish the broad field of communications to the "free" play of the marketplace

and private interests. At the same time, it must avoid any abuse which could result from too pressing an intervention in the guise of "public interest." Therefore the state must adhere to some basic principles which will circumscribe whatever steps it may take.

The first principle set forth in the white paper is that the news media must first serve the community; they must provide all Quebecers, in every region of the province, with a basic service meeting minimal standards of quality and satisfying the needs of the users.

The second principle is one already enunciated in Quebec's Charter of Human Rights and Liberties: "Every person has the right to be informed to the extent provided for by law." This principle emphasizes a basic requirement of democracy: freedom of opinion.

"It follows," continues the white paper, "that the sources of information must be relatively decentralized and that citizens must have easier access (to them)," so that communities can have a real understanding of their social environment. This is the third principle.

Finally, the fourth principle: state intervention must be cautious, but effective. "This is not to suggest intervention to determine the content of the media or

to influence from the outside their economic priorities or overall orientation." The government intends only to guard against monopolies.

The government acknowledges that it is hardly at liberty to implement these principles totally (among other reasons, because of the jurisdictional problems between the federal and provincial governments on the subject of telecommunications). It does, however, contemplate positive intervention in some specific sectors of the fields of communications and information. This is what it recommends for public discussion.

DISTRIBUTION

There are 13 daily newspapers in Quebec (including three English-language papers), eight of which are published either in Montreal or in Quebec City. Outside of these two centres, three regions each have their own newspaper, but none of the others is served by its own daily.

Although the number of weeklies is quite high, about 180, their total circulation is small: many have circulations of less than 10,000. The white paper emphasizes the gaps in the regional penetration of the daily press and the weakness of content in the weeklies — on average, only 28 per cent of their content is news or comment, 12 per cent is illustrations and the rest is advertising.

The situation is aggravated by the fact that a few large companies divide between them the distribution of the papers and select the publications which they handle. They decide what will be distributed and in what quantities. The reader's freedom of choice is effectively limited by such an arrangement.

The white paper suggests three steps which the government could take: subsidies to the regional and local press, possibly administered by independent panels; creation of and financial backing for a Quebec news service which would give priority to news about Quebec and its regions; and several measures to aid the distribution of magazines and newspapers in all the regions.

BROADCASTING

The situation here is about the same as that of the newspapers. There are six radio networks, of which four are run by *Radio-Canada*, and five television services, of which two are provided by *Radio-Canada*. Furthermore, production is centralized in Montreal and only highly urbanized areas enjoy abundant and varied programming. Strong regional disparities are noticeable and they are worse when cable distribution, the subject of an old dispute between Ottawa and Quebec, is brought into the picture.

The government is therefore contemplating steps which would gradually ensure the presence of radio and television stations in all regions. The government has in mind measures such as financial aid or action by *Radio-Canada* to make its services available to more communities. The goal is — leaving aside the educational programming offered by *Radio-Quebec* — to serve the various publics through two radio services and two television services, all in French, but differing from one another and offering varied programming.

CONCENTRATION

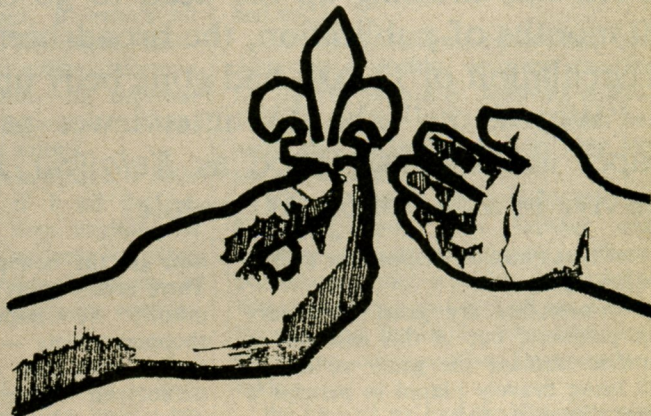
In Quebec, three media corporations control nine of the ten French-language dailies. These same

corporations also own or control many of the most important weeklies, several monthly magazines, distribution companies and printing companies. The white paper terms this situation "disturbing" and the Davey Commission rightly said in its 1970 report that state intervention had become necessary. The white paper does not visualize this intervention in the form of laws or regulations, since its authors are of the opinion that such means are usually unjustifiable and ineffective. Instead, the government intends to oppose monopolies by supporting the weakest and most independent media, as well as the media which assure competition. The government would also require media owners to submit their transactions to the inspection of the *Regie des services publics* (public services authority) or of a parliamentary committee in order to avoid a greater concentration of ownership. The government would also make sure that the management and control of the media remained in Quebec hands.

FREEDOM

The white paper acknowledges that the press and the state are both imperfect institutions, that both seek to protect the citizen's right to be well informed and that both seek to defend freedom of the press. The study notes that some people would like to see the state regulate the press and prevent abuses. But politicians also commit abuses: "It is necessary to be especially careful in this area," says the white paper. As far as the public's right to information is concerned, "the state is just one agency among many," even if its role is important.

So, the government intends to rely heavily on "mechanisms of self-regulation" in the communications industry to redress the unsatisfactory situations which it notes and which everyone wants to see set right. These mechanisms, the *Federation professionnelle des journalistes du Quebec* and the *Quebec Press Council*. The white paper admits, however, that most of these organizations lack money and resources and are poorly equipped to perform the task of regulating the industry. The white paper advances no solution to this problem; it is another area where its authors believe the government should act with caution. But it does say that "any state intervention which did not allow these mechanisms to act first would be both ineffective and an abuse." — P.B.-C.





TODAY

Winfield squawks on bypass routes

Winfield squawks on bypass routes

That's all, folks

Hindle bucking Bennett for better highway deal

Hindle bucking Bennett for better highway deal

Drastic cuts made to 2,4-D program

Drastic cuts made to 2,4-D program

Inside Today 763-0621

City hall dumps arts co-ordinator job

City hall dumps arts co-ordinator job



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ANOTHER YOUNG PAPER DIES

READERS DON'T PAY THE BILLS

By DOUG MacDONALD

The last thing I wanted to face on April 19 was a TV camera.

Without sleep for two days, haunted and angry, I had just put to bed the final issue of *Kelowna Today*. It felt like dressing up the dead to go dancing. After 20 months of publication, the broadsheet weekly, with a circulation of 17,000, had gone belly up.

"Why is it," the TV interviewer asked, "that a paper as obviously good as *Kelowna Today* cannot survive in a city of 50,000 people?"

Her first question stopped me cold. I couldn't answer it.

Post-mortems are generally tawdry and pointless, but in this case one is justified because the game we lost is still being bravely played in perhaps a dozen Canadian cities.

The people may get the government they deserve, but they don't, in most of Canada outside the metropolitan cen-

tres, get the newspapers they deserve. There aren't many locally owned community newspapers — beyond the shoppers variety — left in Canada. The chains, with their absentee ownership, stereotyped formats and opportunist policies, have bought most.

IT WAS TO FIGHT that state of affairs that *Kelowna Today* was laun-

ched in August 1976. The three owners, all of them expatriates of the *Kelowna Daily Courier*, a Thomson paper, realized that the fight in this Okanagan community would have to be one of quality. The city was already top-heavy with the daily, a long-established twice-weekly (*The Capital News*), two radio stations and one television station.

The initial investment was marginal: about \$250,000, according to one-third-owner Jim Hayward. But with electronic typesetting and farmed-out printing, initial capital costs are low enough that just about any entrepreneur can be a publisher.

"The idea was to surround ourselves with competence," Hayward put it.

Surround they did. Hayward himself was a golden boy in ad sales around Kelowna. At 29, he had been ad manager at the *Courier* for several years and brought immense goodwill — in the financial sense — with him.

Another third was owned by Bray Willey, former shop foreman at the *Courier*. With him he brought Dave

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Charters, one of the best composers in Western Canada. The third partner was Luke Nadj, a workaholic ad salesman, formerly a chemist, from Australia.

The layout was designed by editor Bryden Winsby, a past master at graphics, with elements borrowed from *The Victorian* (also bankrupt last winter) and *The Toronto Sun* — including a “sunshine girl.”

Heading up the news staff was Brian Kieran, a feisty Irishman with a nose for news and enough blarney to make people love it.

Kieran began to dig immediately into a lot of places no journalist in Kelowna had dug before. It didn't take long to badly offend a small, but financially significant, conservative element in the city.

I left the editor's spot at the Nelson *Daily News* to take over from staff writer Kieran when he went on to more lucrative work in Vancouver. At 33, I may have been past the age of rebellion, but the game of quality drew me like a magnet. I took a fair drop in pay, as others had, to join *Kelowna Today*. A veteran of the *Courier* myself, five years back, I also relished the possibility of kicking the “Old Lady of Doyle Avenue” in the shins.

Within two weeks of joining the staff, in March 1977, I stumbled onto a real estate story; as well, I caustically blasted the town's realtors for their shabby attitudes. The story and column cost the paper several thousand dollars in advertising immediately. Manage-

ment never said a word to me about it.

In its heyday, *Kelowna Today* was like that — no compromise. The staff of 25 worked exceptionally long hours to make every issue letter-perfect. For a town used to a daily that didn't bother to opaque its negatives and didn't care about split infinitive heads, it was a treat. Initial public reaction was one of pleasant shock.

“You will learn to love us or love to hate us,” was the promise made in the first issue. It was a promise we kept with a vengeance.

We backed civil political candidates; we refused to run “cheque-passing” photos; we refused to acknowledge handout news or national weeks for this and that. *Kelowna Today* immediately became the enfant terrible of journalism in the city.

On the other hand, it wasn't all blood and thunder; the paper maintained a strong, responsible undertone with in-depth features. Its editorial criticism was constructive; its columnists, varied and good writers.

In short, it was a showplace, a little bright spot — even if I do say so myself. I have not seen anything in many decades in the business to match it, unless it is *Monday Magazine* in Victoria or several progressive weeklies in the U.S. Midwest.

WITH MONEY ROLLING IN in five-figure bundles, Hayward, at heart a big spender, lavished champagne treatment on himself, his partners and his staff.

Houses were furnished on contra-

deals. There were free cars, free gasoline for everyone, trips to Hawaii.

On a warm rainy day in August 1977, the paddle-wheeler *M.V. Fintry Queen* wafted *Kelowna Today* staffers on a lavish dinner cruise on 130-kilometre-long Okanagan Lake. There were 25 of us then. Half-a-hundred smorgasbord dishes, including octopus, eel and Okanagan Lake sturgeon, were washed down with copious amounts of free whisky and wine. It wasn't the first such bash with a four-figure price tag.

We had good reason, we thought, to celebrate. After a year of publication, *Kelowna Today* never looked better. Big healthy 40-page papers were rolling off the press. (By then, Hayward's father had bought a four-unit press with color head, so we were printing “in house,” using top quality paper and ink.)

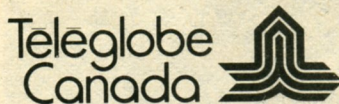
Editorially, we were better than ever. Although a weekly, we were scooping the *Courier* regularly. Kelowna is B.C. Premier Bill Bennett's home town; our name was being dropped in Very Important Places.

Talk ran high that night on the *Fintry Queen*, over lobster and shooters of Grand Marnier, talk of publishing twice-weekly, even daily. Why not launch out and set up shop in Vernon and Penticton, the other two Okanagan communities, Hayward was asking.

We figured we had the *Courier* on its knees. A publisher, ad manager and editor had all been ditched down the

(See **TODAY**, page 33)

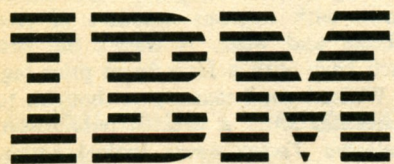
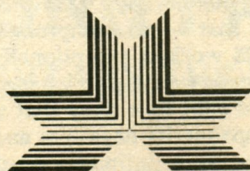
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Canadian Periodical
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AIR CANADA

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Content's Eig

A NOTE FROM

“How’s *Content* doing?” is a question we’re often asked, usually with a note of solicitude, sometimes with a hint of embarrassed expectation that some morbid truth about impending disaster might be revealed.

For most of the time since I bought *Content* from Dick MacDonald in early December 1974, my answer has been: “We’re surviving.”

But in the past six months, our revenues have increased, while we have continued to hold costs to a minimum. As a result, we have retired a significant portion of our debt (which at one time was stimulatingly onerous) and have been able to offer up to several hundred dollars for a particularly interesting article.

It is especially gratifying to have turned the corner in our publishing context: journalism journals are hardly a growth sector of the magazine field.

More, the feisty New York-based critical review, recently folded. Its subscription list, not much larger than *Content’s*, was turned over to the *Columbia Journalism Review*. The *Washington Journalism Review*, begun on slick paper with substantial copy and sharp layout last January, published about three times and now is in limbo, seeking funds to continue.

As *CJR’s* publisher notes commenting in the current issue on *More’s* demise:

Soon after the *Review’s* founding in 1961 there was a flowering of small publications, mostly local or regional, designed to monitor the performance of journalism. By our count the total came to thirty-two. Some were amateurish and bore the tone of the young reporter getting even with the city editor. Others, however, were professional in tone and execution. All of them from time to time flagged journalistic misdeeds that should have been shown up. And all, at least philosophically, had a socially useful potential, for journalism can benefit from the kind of criticism it bestows on others.

th Anniversary

THE PUBLISHER

Today, only the *St. Louis Journalism Review*, *feedback* (published by San Francisco State University), *AIM Report*, and two or three others survive as regular periodicals.

The fact appears to be that, after *CJR*, *Content* is the oldest continuously published journalism journal in Canada and the U.S. At 11 times a year, *Content* is the most frequently published.

I exclude, because it is an annual, the *Montana Journalism Review*, established in 1958. The *St. Louis Journalism Review*, established the same month *Content* was, has not been in continuous publication.

In a draft of this letter, I had included here two dozen paragraphs about the sweat and joys of the past four years. Really too personal. There will be a time to publish that, but not now.

Is this magazine fulfilling a useful role? The most compelling answer is the fact that our paid circulation has climbed every year for four years. In fact, it has nearly tripled in that time. Simultaneously, we have carefully moved into appropriate areas of controlled circulation.

Besides new circulation growth, we have one of the best renewal rates around (one memorable month it was 100 per cent).

Equally, or more, important are your story ideas, your stream of letters marked "Omnium," your criticisms and, of course, those articulate letters to the editor. You write an incredible average of 60 letters per 1,000 readers annually.

How's *Content* doing? The power to determine what *Content* is doing and the final judgment of the result continue to be yours. *Content*, more than most mainline media, is what you make it.

How's *Content* doing? Let us know. — B.Z.

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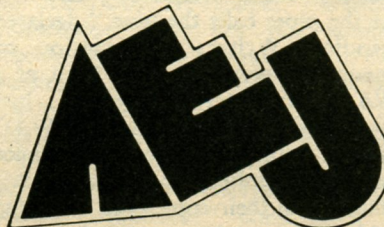


National Film Board of Canada

Office national du film du Canada



Alberta Union of Provincial Employees



Association for Education in Journalism



CBAC

 Council for Business & the Arts in Canada

“OBLIGATION IS A PAIN”*

By VAL ROSS

What better place to organize thoughts on favors, friendships, press ethics and the sense of obligation generally than in the middle of a press conference of freebie-taking journalists and their Central European trade and tourism host officials?

“Remember,” says the PR man who’s put this trip together, as he pours another round of our hosts’ Slivovicz, “Remember what we’re writing isn’t just for the folks back home, but to further understanding between our countries.” In other words, three cheers for imported ball bearings and down with balance-of-payments problems. We scan the mimeographed fact sheets he hands out, then raise our glasses to international friendship.

I DON'T REGRET taking this freebie. But it will be my last. My obligations — to pleasant hosts, Toronto editors, fellow travellers and a half-evolved professional code — are too confusing. Which is *Content's*, and my, reason for yet another look at the freebies/ethics issues. Is there any way that conflict-of-interest charges and the let's-be-realists-the-Western-capitalist-press-is-a-creature-of-advertising-anyway defences can be reduced to some basic propositions about obligation and decision-making?

It's particularly important for journalists to be able to separate obligations; in the absence of a professional code, only our candor will guide readers to judge the truth of what we say. The personal journalism of the 1960s and 1970s permits declarations of bias

(Classic example: Melinda McCracken's *Maclean's* portrait of Adrienne Clarkson; she spent a good half of the piece explaining her antipathy to Clarkson in the context of her own childhood and class loyalties). Now that the myth of the objective reporter is at last shelved, declarations of obligation are becoming more frequent. “He who pays the piper calls the tune,” declared Periodical Writers' Association of Canada vice-president Erna Paris at a PWAC executive meeting last November. That evening, PWAC passed a resolution urging its freelance journalist members to make explicit statements in their copy when accepting freebies (free trips, entertainments, products).

The aim of declaration is not to do away with obligations — impossible, anyway — but to give readers the information about a reporter's bias which they need to judge his or her work. For

example: freelancers and reporters from smaller publications would not have been able to attend this Central European trade conference if our way hadn't been paid, since most editors weren't sufficiently interested in the story to send us themselves. Result: a dislocation of news priorities. Readers will think the event more important, and probably our coverage will be more glowing, than the situation warrants. (And if we attempt to counter our sympathetic bias to our hosts by being consciously critical, that's just another distortion.)

To make candid declarations of obligation and sort out this mess, I realize I'll need some props. First: an attempt to objectify and understand conflicting obligations by studying just what “obligations” are. Delineating the hierarchy of obligations is at least a start in sorting out priorities.

Obligations are a form of motive and

*Dr. Johnson.

can be externally imposed (laws and duties) or internally generated (guilt, shame, inspiration). We are obliged to stop at red lights, to observe the rules of polite society and refrain from spitting in public; obliged to return invitations, keep our side of deals and uphold the value of various social, emotional and monetary currencies. These obligations regulate society. In a different way, we *feel* obliged to love our children, look after aged parents and identify with our work. These are internal, moral obligations no law can regulate.

INTERNAL OBLIGATION to oneself — Polonius' "This above all to thine own self be true" is at the top of the obligation hierarchy.

Obligation to personal vision is the highest in the sense of psychologist Abraham Maslow's "hierarchy of needs." Though the human animal needs food, sex, companionship, he or she has been known to forgo all of these for the imperatives of less tangible but more personally significant obligations.

Such super-obligations may be the most powerful kind, but paradoxically they are also the most fragile. American psychologists have observed that people lose their sense of commitment when external reward or pressure — i.e., external obligation — is introduced. After receiving awards for playing with the toys they most enjoyed, children lost interest in them. Unpaid adults worked longer on solving puzzles than did paid adults in the control group. When external obligations are introduced to motivate people, they seem to debase the inspiration of "higher," internal obligations.

Psychologists account for these observations with a "reactance" hypothesis. For journalists it might work this way. If a political leader whom a reporter admired tried to bribe the reporter to say what he or she wanted to say anyway, the reporter would very possibly readjust and react adversely. A human's first obligation is to the preservation of the values which are part of his or her identity, whatever that may involve.

Lower down in the obligation hierarchy are internal sympathies we feel for friends, class, ethnic groups. Or more simply, for people we know and need. A Department of National Defence information officer, whose job it was to guarantee reporters told the "right" story about peacekeeping operations in Cyprus, described how he

handled the press. "We'd fly them out on our planes, put them up, eat, drink and get buddy with them. During their stay, isolated in camp, the press had to depend on us for companionship as well as protection and information. They were under even heavier emotional obligation after I'd taken them to our camp hospital and morgue. I learned to arrange that for their first day."

NEXT IN THE hierarchy are external obligations, respect for the law, honoring contracts and commitments. "Respect" and "honor"? Are they really external? Clearly there's a mix in all our decisions. Most journalists refrain from character assassination both because libel laws forbid us and because internal conditioning prevents us.

It's impossible to draw a line between public and private morality. In most cases it's unnecessary; all that matters is that we recognize that both external and internal forces act on us. The classic deflection offered by freebies apologists — "my personal integrity will prevent me from being compromised by a mere \$500 trip" or whatever — simply doesn't wash.

Because, in the case of journalists protecting their personal integrity by writing tougher, more critical pieces, something is changed.

Because, in the case where they justify their sympathies by actively seeking additional reasons to feel them, something is changed.

Because, when the simple truth is that stories and viewpoints have been brought to their attention which they might otherwise have ignored, something is changed.

Besides, pay-offs work. It's inescapable. Why else would the American and National Baseball Leagues support a \$1 million budget for wining and dining the press? While only 15 per cent of the professional newspapermen surveyed in an American Newspaper Publishers' Association study last year admitted freebies had ever compromised them personally, the overwhelming majority (up to 90 per cent in the case of free trips) felt freebies affected journalism. "The respondents have a very low opinion of their *colleagues'* ability to remain objective," commented the study's organizers.

Even *promises* of freebies and favors work and PR men are paid to know how well. In the early 1970s, the Quebec Liberal government announced a press officer post opening in Quebec House in London, England. Salary:

\$19,000, tax free, plus \$17,000 expenses — even sweeter in the context of the British economy. The government asked reporters to bid for the job. Some refused, sensing a trap. But for well over a year, others "put their best foot forward in their copy" — as one Quebec journalist generously puts it — while enquiring anxiously, "Is there any news about my application for that job?"

Though people's sense of commitment may diminish with the receipt of payments and rewards, that doesn't mean they will refuse to accept. Predictably, a Stanford, Columbia and University of Toronto project which monitored people's compliance with a mail-order request found that, as more money was enclosed, more people participated in the study. The psychologists attributed the increase of compliance to — guilt. It's human nature that we don't anticipate the guilt or indebtedness we'll feel *before* we accept gifts and favors. Our failure to make that connexion, our capacity to slip into obligations not of our own generating, is half the problem. The rest is our refusal to acknowledge it. I said at the beginning of this article that I don't regret taking the free trip to a socialist country trade fair and I still feel that way; but in the process of examining the snarl of obligations I'm in, I'm forced to conclude that life could be a lot simpler where obligations are fewer, clearer and more personally generated.

THE PROFESSION in general and freelancers in particular need a public statement of policy — the sort of protection the strict anti-freebie, anti-deals-and-favors *Globe and Mail* affords its reporters. People don't try to obligate *Globe* reporters and their reputation for purity protects them from temptation.

Recalls Queen's Park bureau reporter Peter Mosher, "Four days after the last provincial election, Stephen Lewis announced he was stepping down as leader of the NDP. I asked him why he hadn't told us in time to make the Monday edition. He said, 'I wouldn't even have hinted to you guys. I couldn't have asked you not to print it.'"

Sports writer Trent Frayne and author June Callwood have similar protection. It's known that they don't take free trips. So nobody offers them. And life is simple again.

Val Ross is a Toronto freelance journalist. (80)

Column by Richard Labonté

THERE WAS NEITHER shock nor shame in Ottawa last month when the October *Saturday Night* appeared.

It was the Sex in Power City issue, revelations of public service sin and upwardly mobile lust.

Neither shock nor shame: mostly titters, at least in the press club and among members of the parliamentary press gallery.

In an interview this time last year, *Saturday Night* editor Robert Fulford discussed the market for his improved, dragged-back-from-the-brink magazine.

"We're interested in reaching and writing about the power centres of this country," he said, or words to that effect. "The audience for the sort of magazine we want to produce really controls the country."

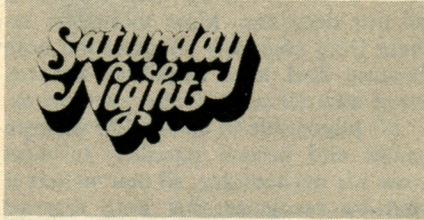
That is, he was saying, there's an elite worth cultivating, a constituency which, with its followers, is large enough to support a monthly magazine as long as the magazine caters to its needs.

Cater. Pander. It's a delicate distinction,

really, and one fuzzes into the other readily enough.

So in the past year there have been articles on the rise of the Chinese elite and Toronto the arrogant city (June, 1977); Claude Ryan in Quebec and Canada in the rest of the world (April, 1978); the Ottawa ethic of continentalism and the public service push for a new fighter aircraft (August, 1978): all of a type, these stories, catering to the ruling class of Canada, describing and assessing what they're doing and how they're doing it and who they're doing it to.

But in the October issue of *Saturday*



Macleans
CANADA'S WEEKLY NEWSMAGAZINE

Night, the line is crossed. Catering to taste and caste becomes tasteless case-history pandering.

The article in question is "Sex Life of the Ruling Class" (on the cover) or "Sex in Power City" (on the contents page) or "The Private Life of the Ruling Class" (the article's heading) by Edward Shorter, a nosy-parker sort of fellow who seems to have spent some days or weeks prowling through the nightspots and peering under the bedcovers of governmental Ottawa, seeking tales of sex and power and power and sex, compiling cases of men of influence picking up women lusting after power, or women of influence rejecting men because they had no power, and licking his moist lips all the while.

Now, there's no sense getting excited about the article just because it's about sex.

These are the swinging 70s, after all, and we're far too liberated for that sort of pursed-lip nonsense. Aren't we?

We all know that men who are not married, and some who are, seek sex with women who aren't married, and some who are; vice-versa, too, these days.

So there's no offence to be found because the article is about sex. Not at all.

It's just that the article is so peep-show silly, so peering-up-little-girls'-skirts silly, so little-boy's-giggle silly.

The point of Shorter's lengthy piece is that bureaucrats and politicians do more than just make laws. (In his article, the word "make" would be italicized, *make*, but that's too obvious.)

Robert Fulford's theory, in his quest for the perfect in-crowd magazine, is that who is making whom matters.

Not really. Especially not when the telling is really silly.

* * *

THE EDITORIAL INDEPENDENCE of *Macleans*'s has to be questioned, after the publisher's pique kept an anti-Trudeau cartoon cover from gracing the now-weekly newsmagazine's first new-format issue in September.

Some say publisher Lloyd Hodgkinson pulled the cartoon because he was embarrassed at the prospect of presenting the first weekly issue to Trudeau as a memento with a rat-like reproduction of the PM; some say the publisher — and Maclean-Hunter in general — are beholden to the federal government for passing legislation — Bill C-58 — which effectively froze *Time* magazine out of the Canadian newsweekly market.

That's probably carrying the cries of "whore" too far, but it's an image that *Macleans*'s is probably struck with forever: compromised by suspicion. (30)

"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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CKO (from page 11)

words and make careless, sometimes embarrassing mistakes." Listeners culled such gems as "Levesque" with the "s" pronounced, "Ar-KAN-sas," "Soddy Ara-BEE-ah" and "the nation's capital," referring to Washington, not Ottawa. "It began to drive me nuts," recalls Moncur, gritting his teeth. Johnston adds, "They didn't start with enough professional people and they lost credibility right from the beginning by using students and recent graduates who just weren't ready to go on the air. If they had the sort of early curiosity listening that any new enterprise expects to get, my guess is that they lost a lot of it the first week . . . the first day."

CKO management has been accused of reacting badly to criticism, but Ruskin is more accommodating. "People in the business are super-critical and have a higher expectation, and rightly so. I accept that. We still have a lot of room to develop. An enormous room to develop. You name the area; we can improve it. But in a year we've done very well. We've had a survey done by Martin Goldfarb and it says people like us; people think we have immense resources, reporters all over the world."

Even the *CBC*, which has reporters all over the world, relies heavily on the *BBC* (especially in radio) and the US networks (especially in television). *CKO's* 'reporters all over the world' are *ABC* correspondents and its best-produced features are taken, often intact, from *ABC*. The network's own 'documentary' features tend to be telephone interviews and wire-service features, delivered with little or no production. Even so, Ruskin says the Goldfarb audience survey has "given us a lot of confidence." People have discovered *CKO* by word of mouth or by dial-twisting "and, when they have found us, they have liked us." The tally shows the audience to be "primarily male, up-scale, managerial, older, high disposable income — what we thought it would be — and then we thought we would have the challenge of expanding that downwards . . . how do we get the 20-year-old? We have salesmen, people driving their cars — we don't have a high truck-driver element and I'd like to get that." Ruskin doesn't think it's an unsophisticated audience that likes *CKO*. "We've got a lot of company presidents listening. How discriminating are they?" (The first time the writer heard *CKO* on someone else's radio was in the private railway car of the president of a large Canadian

food company.)

Ruskin believes the audience profile is one of his problems with ratings. "What company president is going to fill in a *BBM* (Bureau of Broadcast Measurement) ballot for 50¢ a week?" He says he's not discouraged by a drastic drop in ratings in the spring *BBM* report. "There are immense fluctuations when you're dealing with small numbers. The next book, we may have triple (the present figures) and the book after that may be cut in half. Everybody throws the numbers at me and I have good explanations, I think, and sometimes they're listened to and sometimes they're not."

As for staff problems, "We have

CKO

been pretty restrictive on how we spend our money and I think we are getting as efficient a response for our dollars as anyone in broadcasting. Our output is formidable, I think." *CKO* is knocked for hiring inexperienced youngsters and Ruskin responds, "I accept that criticism to a fair extent. We have had some kids who have absolutely grown magnificently in a year, and we have had some senior people who have sort of hit a level and not gone further. We are improving our salaries. Without a doubt I'd like to have more money to spend." What do they spend now? The trade buzz says most staffers are paid \$8000 to \$9000 a year, but Foley says salaries are competitive: \$12,000 to \$13,000, he estimates, is the average for reporters and anchors. Anyway, money isn't everything. *CKO's* problems are not solved "by importing a lot of people with high-priced money," says Ruskin, "because Foley will tell you that not everybody can do our type of operation. We've worked quite strongly on a plodding day-to-day basis to try to rectify (our problems). That's the only way I know how to do it."

Staff turnover in the first year has been high, according to trade rumours, but Foley puts it at 20 per cent. (A reporter in Montreal is said to have departed because he saw a better future as a model and doorman at a disco. Some people were dropped, like the local

news director who, one legendary night, is reported to have twice rammed the gates of a prison with his car, moved by inebrious zeal to mediate a hostage incident inside. Emigration may be dropping, but just a few weeks before the network's big fall advertising push in Toronto, the local news director, John Morrison, left to return to a previous employer rather than ride the crest of whatever success the campaign might bring. Competitors considered him one of *CKO's* best people.)

FOLEY DENIES that the Goldfarb survey has any effect on editorial judgment, but adds that programming decisions are made with the survey in mind. And so there's growing emphasis on sports. Ruskin has bought rights to NFL football and Toronto Maple Leafs hockey for live coverage and he's highly pleased with his sports commentators. "They're good talkers. They know that sports is entertainment." Longer news and public affairs features are not entertainment and Foley says *CKO* has found that people are "turned off" by them. They're also difficult to program across three time zones with differing hourly requirements without the advantage of a network delay system. (Programs on other networks are broadcast at the same local times in most zones.)

CKO has little or no news background, political commentary or arts coverage and Ruskin agrees, "We have to do that." But, told that the network seems deficient in editorial substance, political reporting and analysis, he replies "That's not by accident." *CFRB's* Johnston complains that the news wheel concept, in which each hour is divided into segments to give a recurring pattern to news coverage, was touted by *CKO* at the beginning, but has never really developed. "Random is the best word for it — a sort of teletype machine of the air, a great amorphous mass of information." Ruskin responds, "I don't know whether we want (a pattern). Part of what Goldfarb's people have said is 'give us something regular, but surprise us.' It's the old random-reward system. If you're rewarded every time for something you do, you soon become blasé, but if you're rewarded on a random basis you keep doing it. So if you keep putting surprise elements into a regular pattern then it seems to me that tends to keep people listening longer."

Audience is the broadcaster's reward, and in mid-September, more than fourteen months after going on the air,

CP Feature Picture of the Month

Photographer: Karen Sornberger.

Newspaper: *Edmonton Journal*.

Situation: Covering Queen Elizabeth's summer tour, Sornberger caught this picture of a sleepy six-year-old girl taking unusual steps to guard against a cold wind while waiting for the Queen to arrive outside the Grande Prairie regional hospital.

Technical Data: Canon F1 with 105 mm lens at 1/250th of a second and f5.6 on Tri-X film.

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

Congratulations: As a tribute to the art of photo-journalism, Ford of Canada is pleased to regularly sponsor this space.

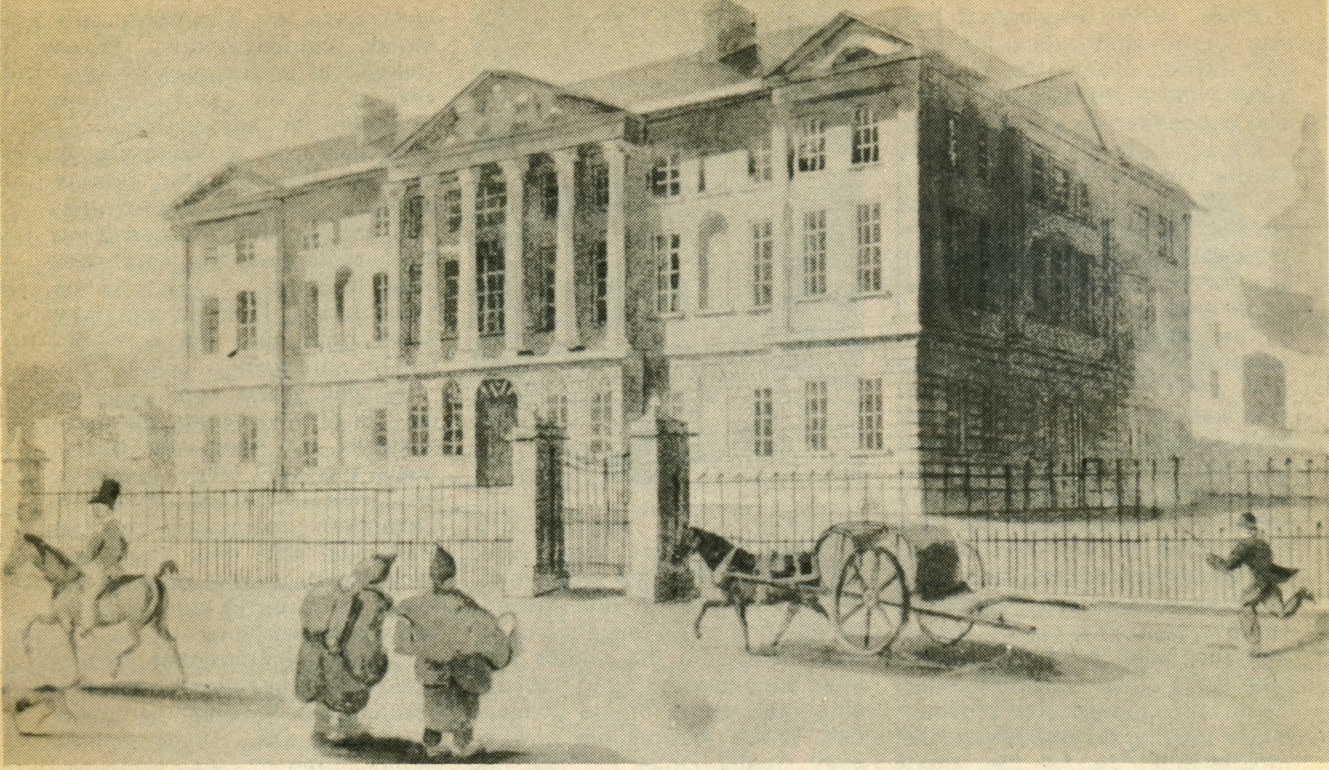


CKO's management finally felt ready to hustle for their share. Billboards in black and yellow proclaimed "More news than The National." Bus and subway cards were used, with some television spots in Vancouver. Ruskin refused to reveal the budget for the campaign, but Torchinsky put it at "three or four hundred thousand dollars," most of it being spent in Toronto. The initial low profile was intended, says Torchinsky. "We recognized from the beginning that we had an extensive learning curve to go through." Adds Ruskin, "We think now that our product is quite acceptable. Now's the time to tell people: 'Here we are.'" Much remains to be done, but Foley says there are no longer any inexperienced people on the air and that in fact 70 per cent of CKO's staff is experienced (six or eight years, or more, in radio).

Management still has the confidence of the existing backers, but no new ones have appeared. Last summer Torchinsky's Agra Industries, based in Saskatoon, decided it was prepared to continue supporting CKO for another year. "Agra works one year at a time," explains Torchinsky. "We had intended to hold 45 per cent of the company and leave 55 per cent to other investors. Unfortunately, there's still 27 per cent to 30 per cent not filled. I guess we should have been out canvassing for small shareholders right from the beginning." (Large investors tend to want control, which Agra is unwilling to yield.) "Now that we're in a loss position, it's difficult to bring new people in. Agra is still good for the \$4 million originally committed, but now we need more like \$6 or 7 million." However, the shortfall is not a disaster, as far as he's concerned. "Agra is certainly strong enough to carry it, and the important thing is not how quickly it will turn around, but the fact that it's moving in the right direction."

Harry Bower of Regina, who describes Torchinsky as "a very close friend," is one of the few CRTC commissioners remaining from the days when CKO's application was approved. The network hasn't reached Regina and Bower hasn't had a chance to hear it, but he's not concerned. "Usually these FM stations are a little difficult to bring around to a black position in the first year. I know I've seen quite a few, including one here in Regina (CFMQ), that was just a dead dog for about four years and all of a sudden branched out, and it's one of the best in the west."

(See CKO, page 37)



Province House, where Nova Scotia Supreme Court Chief Justice Brenton Halliburton heard Joseph Howe argue his own case against a charge of libel.

HOWE (from page 15)
libel. After he had finished, the offending letter was read into the record and the prosecution rested its case. A hush fell over the audience as Joseph Howe stood to speak in his own defence.

Howe spoke for an amazing six and a quarter hours without stopping. His address was at once shrewd and blustering, pompous and impassioned. The charge against him was brought by the attorney-general, but it had been requested by twelve of the local magistrates (one of whom, incidently, was Howe's half-brother). The conduct of these men was supposedly not at issue in the trial and Howe began his speech by accusing the "jobbing justices" of persecuting him in order to avoid a full investigation of the charges contained in the letter from George Thompson.

Yet Howe did not intend to let the magistrates' record go unquestioned. Not only would he defend the old accusations, he would take the offensive with new ones of his own. Speaking of the magistrates, he warned: "While they wince under the lash, let them remember they knotted the cords for me."

If truth was no defence against libel, motive was. The jury had to be convinced that "The People's" letter was published without malicious intent.

Howe cleverly argued that he could best illustrate his motive by emphasizing how corrupt his accusers were. What motive did he have for attacking the magistrates? Simply a disinterested commitment to the public welfare, he said. He knew the contents of Thompson's letter to be true and what kind of newspaperman would he have been if he had not published the letter and alerted the community to the failings of the local government?

Howe's stratagem would have failed if the trial had taken place before a judge alone. The law was quite clear that motive in a case of criminal libel could be determined only by reading the material at issue, not by hearing the defendant's explanations. But in front of a jury, legalities were not so important and the Chief Justice allowed Howe considerable latitude in presenting his case for fear of being thought biased.

Howe heaped scorn upon the magistrates, "the most negligent and imbecile, if not the most reprehensible body, that ever mismanaged a people's affairs." He selected individual officials for special treatment and delved into their misconduct far deeper than George Thompson had done. For example, he entertained the court with a detailed description of how the com-

missioner of the prison, or Bridewell, kept his horses at the institution where they were fed and watered by the inmates, how he had one prisoner make shoes for his family and another make wooden tubs, and how he purchased low grade flour for the kitchen at inflated prices.

"They had, some time ago, a poet at Bridewell," continued Howe, his audience in stitches, "and I am inclined to believe, although without access to the document I would not state it as a fact, that he was fully employed in writing sonnets for the family album. If you send me there, I shall be compelled to print him in a newspaper for nothing and then the list of his luxuries will be pretty complete. I am afraid, however, that he did not anticipate this day. He never imagined that this "Tale of a Tub" would have such a general circulation — he never dreamt, when retiring to the bath, that he was really 'getting into hot water.'"

Now it was Howe's turn to benefit from the fact that truth was not an issue. "They, and not I, are the real criminals here," he declared, and he did not have to prove a single accusation, only to convince a jury.

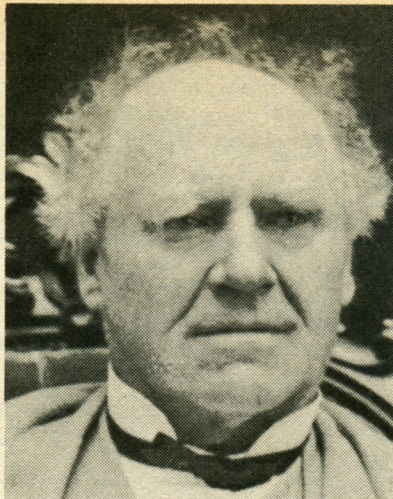
After recounting similar damning incidents in the careers of other magistrates, Howe concluded his speech by

JOSEPH HOWE was born in Halifax of Loyalist stock in 1804. His father, John Howe, after fleeing the American Revolution, had succeeded to a comfortable, if frugal, life in his adopted Nova Scotia. By the time Joe was in his teens, his father was postmaster general and King's printer and so it was not unnatural for the son to choose newspaper work as an occupation.

The young editor believed newspapers should educate, as well as inform and entertain. This was before the days of Hansard and he filled his columns with verbatim reports of the debates in the legislature, liberally mixed with serialized fiction and even some of his own poetry. But *The Novascotian's* most popular feature were the "Rambles," Howe's accounts of his forays into the Nova Scotian countryside. They made Howe a familiar figure throughout the province and a leading personality in the intellectual life of the small colony.

Howe's jump from editorial chair to a seat in the legislature was common enough in his day. The list of politicians who started out as journalists is a long one and includes George Brown, founder of the *Toronto Globe*, William Lyon Mackenzie, and Amor de Cosmos, one of British Columbia's most colorful premiers. As an early biographer of Howe noted, "it was almost impossible to be an editor without being a politician also." Howe combined careers for five years after his election to Parliament, finally selling *The Novascotian* in 1841.

Howe joined the legislature at the beginning of the long



campaign for responsible government. There was never any question that his sympathies lay with the reform side. Indeed, he was one of its leaders, but he was flexible in his tactics and more accommodating to the Tory elite than some of his colleagues. When responsible government finally came in 1848, he was proud to boast that it has been accomplished without "a blow struck or a pane of glass broken." Nevertheless, Howe was viewed by some as a dangerous radical and at one point was forced into a duel with the son of the judge who had presided at his libel trial. The younger Haliburton fired wide and Howe discharged his pistol into the air.

With responsible government achieved, Howe turned his energies to railway construction. The whole of British North America was seized with a railroad fever in the 1850s. Total track distance jumped from 100 kilometres to 2880 kilometres during the decade. Railroads were hailed as

harbingers of prosperity and moral improvement. Howe shared this enthusiasm. "I never see a bride with orange blossoms in her bonnet," he once said, "or a young couple strolling toward the kissing bridge of a summer evening that I do not exclaim, 'Heaven bless them, there goes the material to make railroads.'" Much of his time during this decade was spent promoting the construction of more track.

In 1860 Howe took over as premier of Nova Scotia, but paradoxically his three-year tenure was a relatively fallow period in his career. It was not until Upper Canadians descended on the Maritimes with their Confederation proposals that Howe again found an issue to stir his combative temperament.

Like many Maritimers, Howe opposed Confederation; the "Botheration Scheme" he called it. In his view, Confederation would mean the end of Nova Scotia's independence and prosperity. "I would take every son I have and die on the frontier," he declared, "before I would submit to this outrage." Yet Howe was a loyal subject of the British Queen and, when colonial office bureaucrats told him to submit, submit he did. After negotiating "better terms" for the province in the union, he joined the federal cabinet and separatist feeling in Nova Scotia died away.

Howe remained a federal politician until he was named lieutenant-governor of Nova Scotia in May, 1873. But his health had been poor for years and, three weeks after taking office in Halifax, he died.

identifying his fortunes with the fortunes of the colony as a whole. If the jurymen convicted him, he warned, they would be giving a vote of confidence to a corrupt magistracy. If he was acquitted, the jury would have struck a blow against tyranny and injustice. Carried away by his own rhetoric, Howe painted a picture of himself and his family should he lose his case.

"We would wear the coarsest raiment; we would eat the poorest food; and crawl at night into the veriest hovel

in the land to rest our weary limbs, but cheerful and undaunted hearts; and these jobbing justices should feel, that one frugal and united family could withstand their persecution, defy their power, and maintain the freedom of the press. Yes, gentlemen, come what will, while I live, Nova Scotia shall have the blessing of an open and unshackled press."

It was a bravura performance. After the exhausted Howe had finished the audience was so noisy and excited that

Chief Justice Brenton Halliburton adjourned the court for the day.

THE ADJOURNMENT could have hurt Howe's case. As he recalled later, Howe became aware during his speech of the impact he was having on the jurors. "I was much cheered when I saw the tears rolling down one old gentleman's cheek. I thought he would not convict me if he could help it." This sympathy might have been lost during the night.

When the trial resumed in the morning the Attorney-General briefly addressed the jury and then the Chief Justice made his charge. Halliburton reminded the court that "we have nothing to do with the truth; we are only bound to protect the public peace. He pointed out to the jurors that their decision would not enlarge the freedom of the press in Nova Scotia. The limits of expression were set by law and juries do not change laws. "... the press ... is sometimes directed by malice and revenge, to the injury of private character and the disturbance of the public peace. He who thus conducts or uses the press, subjects himself to the penalties of the law ... Let discussion be free; but accusation and discussion are different things."

Halliburton dismissed most of Howe's defence as irrelevant to the point at issue and he forthrightly told the jurors that in his own opinion there was simply no question but that Howe was guilty as charged. "In my opinion," he concluded, "the paper charge is a libel, and your duty is, to state by your verdict that it is libellous." But, he added, the jurors were in no way bound to accept his opinion. "If you think that this is not a libel, as a consequence, you must think that it bears no reflections injurious to the complaining parties. If this is your opinion say so; I leave the case in your hands."

Luckily for Howe, neither the overnight adjournment nor the judge's opinions could blunt the effect of his marathon speech. It took the jury just ten minutes to return a not-guilty verdict.

"The breathless silence ... was broken by shouts of acclamation from the immense crowds in and around the Court House," wrote a newspaper reporter. Then Howe was swept up in a joyous public celebration. "On leaving the Province Building he was borne by the populace to his home, amidst deafening acclamations. The People kept holiday that day and the next. Musical parties paraded the street at night. All the sleds in Town were turned out in procession with

banners . . . The crowds were briefly addressed by Mr. Howe from his window, who besought them to keep the peace — to enjoy the triumph in social intercourse round their own firesides; and to teach their children the names of the TWELVE MEN, who had established the FREEDOM OF THE PRESS."

THE NAMES OF the twelve jurymen were, in fact, not long remembered by anyone, but the trial did establish Joseph Howe as a household name in Nova Scotia. Later in the year he set off on one of his travels on horseback through the colony and everywhere he was received by the people like a conquering hero. He wrote to his wife that "the trial has given me a lift and a hold upon the hearts of the population that I could not have dreamed of." Capitalizing on this enthusiasm, Howe decided to enter elective politics and late the following year he was voted into the assembly as a member for the city of Halifax. A long and distinguished political career was underway.

A more direct result of Howe's acquittal was the immediate resignation of six magistrates, two of whom had been singled out by the newspaperman for special reproach. One of the retiring officials said that because of the trial, magistrates in Halifax were "treated with insult by all classes from the highest to the lowest" and the system completely broke down a few days later when nine of thirteen newly nominated magistrates refused to take office. Obviously, a new, elective system of local government would have to be created.

The trial had given his personal fortunes a boost, but Howe was exaggerating when he told his supporters that his acquittal assured freedom of the press in Nova Scotia. Juries do not establish freedoms, legislators do, and, in the case of the colony, British legislators at that. A few years after Howe's trial the British Parliament passed a law allowing the truth of a libel to be used as a defence against the charge. But not even Howe claimed that his victory had influenced the Parliament of Great Britain.

Nevertheless, Howe's success did serve notice that the colonial press was claiming for itself the right to criticize public officials. No longer were newspapers simply the organs of the government. Independent-minded editors were declaring their intention of choosing sides on public issues and of

(See HOWE, page 31)

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KIT'S SECRET

By **ROB ROWLAND**

In Rob Rowland's major historical flashback on Kit Coleman, published in our special issue on Women in the Canadian News Media (Content, May 1978), it was noted that Kit referred to herself as Kathleen Blake Watkins, born in 1864.

While continuing research on Kit's life for a biography in Ireland this summer, Rob made some remarkable discoveries.

This article is based on research done by the late Fr. Reginald Walsh and the late Fr. Luke Taheney of St. Mary's Priory, Tallaght. Further information was obtained from Donal Begley, Assistant to the Chief Herald and from the staff of the Genealogical Office, Dublin.

KIT COLEMAN, Canada's leading woman journalist at the turn of the century and the first accredited woman war correspondent, had a secret.

Kit was fairly open about her life in her pen-named column, *The Woman's Kingdom*, in the *Toronto Mail and Empire*. But, like most celebrities, she wanted some private life. People always wanted to see her. Her advice column noted that she seldom saw anyone in person and never answered letters sent to her home.

Her secret was not much. But perhaps, in the age of Victorian propriety, it meant more. Kit simply chose to ignore eight unhappy years of her life in Ireland when she came to Canada.

She called herself Kathleen Blake Willis, born May 16, 1864.

Kit never hid the fact that she was the niece of a famous Dominican preacher, Father Thomas Burke, of Galway. It's that relationship that pro-

LOGOS '78

vided the clue to Kit's past.

Her name was not Kathleen Blake. She was born Catherine Ferguson in the tiny village of Castleblakeney in east Galway on February 20, 1856.

Her mother was Mary Burke, Fr. Tom's sister. Her father was Patrick Ferguson of Castleblakeney. Letters show that Mary Ferguson had some connection, perhaps employment, with the Blake family that had an estate at Vermont, a few kilometres from Castleblakeney.

When Catherine was a child, she was called Katty. Later the nickname became Kit.

On June 19, 1876, she married Thomas Willis, a rich merchant from Hollymount, north of Castleblakeney in County Mayo.

Her marriage certificate shows that she was then called Kathleen Ferguson.

The marriage lasted about eight years. There was one child, Mary Margaret, who died in infancy.

The fact the marriage was childless was perhaps Kit's reason for her desire to forget. Thomas Willis inherited twelve thousand pounds from his father on the condition that he father a male heir. He didn't and on his death, sometime in 1833, the money went to his sister, Bridget Ansboro. Kit was penniless.

About a year later she came to Canada, aged 28. She became Kathleen Blake Willis and 20 years old. She said she was born on May 16, 1864 and, by strange coincidence, she died on May 16, 1915, after a successful career in Canadian journalism. (30)

HOWE (from page 29)

becoming spokesmen for reform.

Joseph Howe would have had us believe that he snatched a free press from the jaws of a secretive officialdom. Of course he did not, but he did play a part in altering the relationship between the law and the press so that it was no longer the case that, every time a newspaper criticized the mayor, it was accused of preaching sedition.

ACKNOWLEDGEMENT

The author is indebted to the many works on the life and thought of Joseph Howe by the Nova Scotian scholar, J. Murray Beck.

Daniel Francis is an Ottawa freelance journalist who specializes in historical subjects and is currently working on a history textbook for McClelland and Stewart. (30)

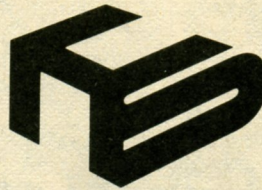
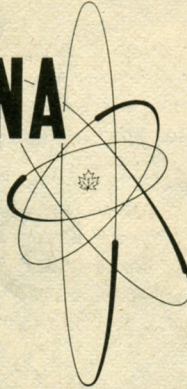
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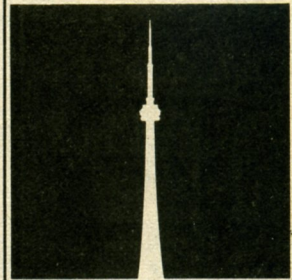
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CP News Picture of the Month



Photographer: Doug Ball.
News Outlet: *The Canadian Press*.

Situation: If Queen Elizabeth seems less than pleased with this bouquet received on a trip to St. Paul, Alta., it's because, according to Ball, she has just been hit in the face by a sprig sticking out from among the flowers.

Technical Data: Nikon F2 with 300 mm lens at 1/500th of a

second and f8.

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

INTERVENTION (from page 16)

Finally, this agency would hear any complaint from the public and would issue operating licences in accordance with the standards set forth in the press law.

While it is true that Picard was reopening an old debate, he was doing so as three important labor disputes were underway in the media business. Among those who were conscious of the "drama" which was being played out in the industry, there were serious questions about ways to put an end to it and to better manage the affairs of this complicated enterprise in the future.

But for many, a press law was going too far and Picard's suggestion immediately upset other journalists, who feared that the authors of the white paper, which was then in preparation, would think Picard's views were widespread and accepted in the media community. For that reason, other journalists responded to Picard, the executive of the Federation professionnelle des journalistes du Quebec (FPJQ) among them.

EARLY IN FEBRUARY, Marcel Pepin, chief editorial writer for *Le Soleil* (then on strike) wrote in *Le Devoir* that "it is up to each member of the public to choose his own newspaper and up to the journalist to practice well his demanding profession." He was angry that his colleague wished to see the state sort out good and bad journalists by issuing permits, defining the qualifications of journalists, thrusting itself directly into the internal management of the media and determining the criteria of a satisfactory communications policy. According to Pepin, Picard was expecting "pure and infallible intervention by the state," since he seemed to be taking it for granted that the state would commit no abuses and would abjure all partisan tendencies.

Pepin added that there is already a press council whose duty it is to play the role which Picard would assign to a public authority. He further noted that the public buys Quebecor papers because they satisfy the public taste and that no one has forced a particular kind of newspaper on the public. Finally, he said that it is more difficult, although less dramatic, to practice good journalism day by day than to try to make journalism perfect by means of a law.

LOUIS FALARDEAU, parliamentary correspondent in Quebec City for *La Presse* (then also on strike), was more

discriminating in his response to Picard. He found it possible to accept some kind of state intervention in the news media to redress long-unattended problems, such as ownership concentration, or to protect the reading public, which has no protection against journalists and newspapers.

Falardeau emphasized that the Press Council does not have the power to deal with some problems, such as ownership concentration, and that the public also lacks control in that area. The public, he wrote, is just as helpless to do anything about the low quality of news; it is the passive prey of dubious ethics and sensationalism. Only the state has the power to correct these problems. It is the duty, even one of the first duties, wrote Falardeau, of the state to take action.

Although Falardeau did not call for a press law, he did see a need for some stop-gap interventions by the government: regulation of property transfers to put an end to concentration; support for the creation of new regional newspapers and for the maintenance of existing papers against failure; reduction of the costs of printing and distribution by the establishment of a fixed price for newsprint and the formation of a government-run delivery service; financial aid to help the Press Council establish its authority and play its role; improvement and enforcement of existing legislation so that citizens can protect themselves against sensationalism; requiring media companies to give readers a voice in management and to make a public accounting of their policies.

A few weeks later, the FPJQ executive published its position on state intervention. It stated that "the role of the state should be complementary and selective." By and large, the Federation adopted Falardeau's position, saying that it would accept some state intervention in the news media, but confined to certain well-defined problems, most of which had been mentioned by Falardeau. But the Federation rejected any state intervention in the matter of sensationalism because it believes this would open the door to unlimited future intervention in the content of the media.

THE WHITE PAPER on culture was published in June. In July, the government received a preliminary answer to one of the suggestions contained in the white paper. The Ministry of Commun-

ications had commissioned a study of the feasibility of a Quebec press agency.

The outcome of the study surprised some: the media (radio and television stations, dailies, weeklies) had absolutely no interest in a new press agency and such an agency would not be economically viable unless, during approximately the first five years, the government contributed some \$2 million annually (two-thirds of the agency's annual budget). But the media also flatly rejected a press agency which would depend upon the government for its very survival.

At the end of the summer, another research agency was studying the possibility of a distribution system for publications, either a state agency or a public corporation. "Well informed sources" would have it that the conclusions of this study look just as bleak at those of the press agency study.

In the fall, the debate over state intervention will probably be taken up again, with new vigor, but in the light of these two studies and after the interested parties have had an opportunity to digest and reflect upon the white paper. At this rate and in the absence of a consensus on the question, government action is unlikely to be forthcoming for several months. And when it finally does materialize, it will undoubtedly confine itself to the problems which are most pressing and to the solutions which are most . . . cautious.

Paule Beaugrand-Champagne works on the night desk for Montreal's La Presse and is Content's contributing editor for Quebec. (30)

TODAY (from page 19)

street — the expected top-flight replacements had not arrived. The daily had made a few pathetic gestures toward cleaning up its act — a reporter's column, a color flag (with the register off more often than not).

The David-and-Goliath myth was enjoying renewed popularity at *Kelowna Today* at that time.

A MONTH LATER, all that came crashing down around our ears. The fall from grace was bitter and shocking;

we all had our noses rubbed in the classic sin of hubris.

The fly in the ointment was the first year's audited statement. None of us saw it, but we later learned that the books showed *Kelowna Today's* accounts receivable standing at a staggering \$100,000 or more — the figure depends on who you talk to — with a good 20 per cent uncollectable.

Within weeks, there occurred some hasty financial footwork among the owners. First, Luke Nadj, pleading poor health, was bought out by Hayward and Willey — apparently for mostly worthless paper. Then Willey and Hayward had a showdown, what amounted to a race to buy one another out. There was loose talk of mismanagement. Nothing was ever proven. In the end, Hayward ended up as sole owner of the company.

None of this reached the staff's ears at the time. There were a few vague hints — a pep talk or two about cost-cutting; the free gasoline — even the free coffee — ended.

Then, the mid-October paycheques did not arrive. It was like a physical blow, something inconceivable with such a company. The department heads came out of Hayward's office, frowning and shaking their heads, with the assurance that the late payroll was only a momentary problem, to be cleared up within a day or two at most.

Five, then six, days went by without any sign of paycheques. Personal bills came due; rumors of financial ruin flourished. Finally, editor Winsby made a tactical error. He organized a meeting at his home of a half-dozen staff members. He spilled the beans, told us what he knew about the financial situation and about the impending lay-off of two people. We ended up with everyone knowing about the layoffs but the two themselves.

Winsby seriously jeopardized his management position by siding with the staff — even inciting them — and by revealing information that should not have gone past him.

The upshot of that long-into-the-night meeting was a list of demands to Hayward and a refusal to work until they were met. All but a shadow of the morale and pride in *Kelowna Today* was killed that day. Hayward started a hate list on the spot (I've seen it). Most of the people on it met their doom within two months.

The payroll was met with a hasty private loan. But the spice was gone. Veteran photographer Frank Shuffletoski went on to bigger things in

Nanaimo. Sports editor Brian Lepine took up the slack until it became obvious Hayward did not intend to replace "Shuffles." Lepine quit in disgust.

Feature writer Jude Campbell was laid off. She was replaced by Paul Grant, a gifted writer, but on his first newspaper job. We buckled down to a 50-hour-plus week to keep up the good fight.

But the strain showed. Winsby's name was at the top of Hayward's hate list. In the first days of January, he fired Winsby. The dismissal has two sides which will no doubt be worked out in court.

Probably because I had pursued a conciliatory path during the payroll dispute, Hayward focused on me to take over the editor's chair.

I didn't really want it; I felt that it would be a slap in Winsby's face for me to accept and that I would have little credibility with the staff. However, with a few spoken promises, I agreed to do the job on a three-month trial basis.

On the first day at the new job, I was handed another stinger. In a fit of anger, Hayward fired an ad salesman who had been doubling as a photo-

grapher. That left a newsroom staff of two — me and Paul Grant. I should add that by this time we were publishing twice a week — Wednesday and Friday.

After much cajoling, I talked Hayward into hiring a photographer/writer. However, he would spring for only \$700 a month, which brought us an eager, but inexperienced B.C. Institute of Technology graduate who needed training from the ground up.

After three weeks of torment, I told Hayward we would have to hire someone else or return to once-weekly publication. We chose the latter course.

At the same time (and partly to dampen the insistent rumors of our bankruptcy), I launched an extensive clip-and-mail readership survey. The response was large and immediate. Readers rated front-page news, editorials and letters to the editor as one-two-three. I think it was the little glow of pride we got from that which kept us going for three more months. The survey showed that the community, at least, still regarded us as a newspaper.

The end, however, was inevitable and we all knew it. It's a sad story of bounced company cheques, reluctant supp-

liers, dried up syndicate services, unpaid columnists.

Monthly expenses had been cut, according to Hayward, from \$50,000 to \$30,000, but a steady drain continued over the lean winter. *The Victorian* and *B.C. Today* folded during the same period. *Ottawa Today* went into receivership.

By then, *Kelowna Today* was too far down in the hole to climb out. Hayward, with everything to lose, was fighting like a cornered animal to survive, to the point of urging me on several occasions to tackle the *Courier* at its own game of pandering to advertisers. He wanted to reduce the newsroom staff to two. I refused.

On April 2, in the wee small hours, I charged into the back shop and took my name off the masthead. This caused a storm with Hayward. A week later I had my letter of resignation in my desk. On the same day, the paycheques again failed to arrive.

The veterans — there weren't many of us left — gritted our teeth and hoped against hope the cheques would clear Monday. They didn't. Paul Grant and I refused to work until we were paid.

We both got a phone tip that night that we were to be fired the next morn-

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ing. In the morning, however, Hayward announced that *Kelowna Today* would put out one final issue. Nine of the remaining 13 employees would be laid off the next day. The parent company would continue to operate, doing job printing and typesetting.

IN THE NEWSROOM, we had waited with only minor twinges of trepidation to see what the *Courier* would do to fight back against this Johnny-come-lately. Surely the paper would parachute in a few crackerjack editors, clean up its layout, put a little more emphasis on local news.

Naively, we didn't realize that Thomson was bringing up his big artillery on a different front.

The real battle, of course, was being fought, not in the newsroom, but on the street — among the ad salesmen. In the end, it was the drying up of advertising revenue that put *Kelowna Today* down for the count.

Large papers and small, it will always rankle a journalist's soul to know that the final argument is an economic one. When push comes to shove, news is only what you fill up the holes between the ads with.

For many months at *Kelowna Today*, that economic reality was refreshingly absent. The emphasis, the pep-talks and after-work bar strategies all centred on quality — we would make *Kelowna Today* so good, so deeply entwined in the community's affairs, that merchants couldn't afford *not* to advertise with the paper.

For a while, that worked. The big, noisy beginning swept up a lucrative bagful of ad accounts — including a fair share of the city's chain stores and supermarkets.

The first to go were the chain stores, those Daddy Warbucks bread-and-butter accounts of any newspaper, with their full pages and double trucks, week in and week out.

Thomson papers, for example, exist in about 50 markets served by Woolworth's. Advertise with us, says Thomson's salesman, and you get a discount in every one of those markets. Although the local Woolworth manager preferred to advertise in *Kelowna Today* (Dare I say it? He liked our quality and service), head office in Toronto has a policy of going with the dailies and going with the cheapest line rate. *Kelowna Today's* line rate was considerably lower, to start, than the *Courier's*, but the Thomson paper blithely undercut and stole the account.



WANNA DRAG?

Watch out for the big one! There's just no contest when it comes to sitting behind the wheel of a Turbo GT 500 racing car, according to four-year-old Kenneth Heslop of Burns Lake, B.C. The Toys and Wheels racing car suits Kenneth for the time being, but when he gets older, he wouldn't mind owning one of the vehicles on display at the economy auto

show in Orchard Park Mall, underway through until Saturday. Vehicles from Park Valley Motors, Castle Corner, Jacobson Pontiac, Arena Motors, Kelowna Toyota, Victory Motor, Carter Motors and Kelowna Plymouth Chrysler would tempt anyone.

—Courier Photo

***Kelowna Today* set out to fight the kind of journalism represented by *Kelowna's* Thomson-owned *Daily Courier*. This photo, from the Apr. 5, 1978 issue of the *Courier*, must set some kind of record for the number of potential advertisers mentioned.**

The same with Sears, all of the local supermarkets and some of the other cornerstone *Kelowna Today* accounts.

Well then, we'd just give up on the national accounts and concentrate on local advertising — just the thing for a local newspaper to do. The *Courier* watched this for a while, then put 10 salesmen on the street to our two or three. More sweetheart deals were offered.

The *Courier* published a "super shopper," offering free advertising to merchants who ran ads in the regular edition. Hayward had been in on the creation of the shopper while at the *Courier*. He swore the tab was being operated at a substantial loss with the sole purpose of pulling the financial rug out from under *Kelowna Today*.

Toss in with this the overspending and poor accounting at *Kelowna Today* and a lean winter and you have the classic conditions of failure.

In one month during late 1977, no fewer than 16 *Kelowna* businesses filed for bankruptcy, including the prestigious Homco Ltd., a larger trailer manufacturer with head offices here.

Kelowna Today's accounts receivable blossomed as businesses on long lines of credit vanished into failure. The surviving merchants were a study in caution, shrinking their advertising budgets to a minimum.

In the final months, I was told that the *Courier* was hitting hard below the belt. Their salesmen, Hayward said, were following ours around and warning our accounts not to advertise with *Kelowna Today* because it was on the verge of bankruptcy.

When a proper audit was finally done, it was figured that 34 pages was our break-even point. In the early days, the paper had seldom gone with fewer than 40 pages in three sections. Now we were lucky to come up with 12 or 14 pages per issue.

I WATCHED HAYWARD'S EYES sink farther back into his head. I listened to the bitter recriminations over tasteless breakfasts at a nearby diner. Hayward was cowed, afraid to make any moves. He missed a few good opportunities, such as a chance to relocate to a new building, with much-reduced

That's all, folks

Well, folks, it's been a slice.

Just 20 months ago, we promised you factual, in-depth news coverage "... without fear or favor". With words like integrity, quality and interest we offered you the bright, breezy newspaper you have learned to love.

We kept those promises.

Now, with this issue, Kelowna Today must suspend publication as the city's boldest news voice.

The reason? Simply that the paper is on the canvas and down for the count. Today Productions — which continues to exist and do business, by the way, can no longer afford to subsidize its house publication, Kelowna Today. To ensure its own survival and continue a diversified business of job printing and publishing, the firm must tighten ship.

We at Kelowna Today poured effort into the newspaper where money didn't exist. We cut our costs to the bone. Now we feel that economic realities would mean a drop in quality of the newspaper. We won't allow that to happen.

Better we should close down rather than compromise on quality, which has become our trademark.

For the staff, it's been an exciting, sometimes frustrating, 20 months. Public support of Kelowna Today has been overwhelming. A great big THANK YOU must go out to our readers and our advertisers.

For all of us, goodbye, it's been good to know you.

Kelowna Today says goodbye, Apr. 19, 1978.

rent. He sat by the hour in his office, scheming survival, maybe by going to tabloid, maybe by betting a brand new start on an Okanagan-wide basis.

One pathetically funny incident indicates how desperate everyone was. Brian Kieran, a former staff writer, visited me one weekend. As a practical joke, he telephoned *Kelowna Today* and said something like, "I represent the Venture Capital Company in Vancouver and wish to speak to Mr. Hayward about possible investment in his firm."

This patently shallow spoof caused an incredible flurry of telephone calls and car races in an attempt to reach Hayward, who soon phoned back, breathless and trembling, hoping to meet the mysterious investor.

As editor, I was not in the front lines of the economic battle. I only saw the casualties returning from the trenches — the burned-out salesmen who left shaking their heads after failing to sell for weeks on end, the news production staff laid off or quitting from overwork, the filthy floors after we couldn't afford to hire a janitor.

I don't want to be melodramatic about it; my wounds, after all, have

pretty well healed by now. I only want to show that morale, as well as economics, can be a killer. If everyone had not been strained to the limit, facing distasteful compromises and lack of sleep, the company might have pulled it off. Maybe it should have dropped back to a tab and lain low for a few years as a shopper and TV guide. Maybe some of that "Venture Capital" should have been dug up or the paper sold to one of several local Social Credit establishment boys who were sniffing around.

HAYWARD HOPES to remain in business. The Bank of Commerce has clamped down on his overdraft, leaving open only the route of collecting accounts receivable — a difficult task with rumors of bankruptcy rampant around town. I hope he makes it. I'm sure I would fight back as hard and as viciously as he did.

But for me the game ended with our front-page headline, "That's all, folks."

Aside from a flurry of radio eulogies, the passing of *Kelowna Today* created little stir. The *Courier* did not deign to

mention it at all, although a staffer working there told us there was an unofficial but jubilant party with bonus cheques handed out.

As editor, I never regarded the *Courier* as the enemy. Oh, I poked fun at it on occasion and enjoyed writing circles around the daily. But, with our focus on community affairs, we were really publishing a different kind of paper.

Our driving force, what kept us all at it until 4 a.m., was the belief that quality would pay off, that we could publish a newspaper so good that advertisers could not afford to ignore it.

It rankles that we lost on a purely economic battleground.

My advice to anyone thinking of suiting up and mounting a charger against a Thomson rag is to think first of that old business entity known as "goodwill."

Thomson plays a waiting game. The chain's papers move dully and ponderously along, surviving on the sheer weight of years of being there. In the midst of high-minded scorn these rags send their writers to every single service club meeting, their photographers to the teas peopled by advertisers' wives.

Quality (I still have to believe) does count, but it simply takes a long time to make itself felt. Goodwill, that invisible but oh-so-important trust and familiarity in the community, has to be bought with time, and time only.

My best guess would be three years. If you want to bait the Thomson bull (or any chain, for that matter), you had better have enough green stuff to operate at a loss, or even money (if you're lucky), for no less than three years.

Public acceptance is what comes first — and, if you're good, immediately. Don't let it turn your head — the readers don't pay the bills; their glowing telephone congratulations are fringe benefits only.

Having served time under the wings of Thomson, Southam and Sterling, I believe that in the long (and I mean long) run, the chain formula will ultimately fail. (Thou shalt turn over thy staff every six months lest they ask for a raise...thou shalt pander to thy advertisers...thou shalt fill out a form in triplicate for thy pencils...thou shalt not vary from Ferrar makeup rules...thou shalt not rock any boats.)

The steadily dropping circulation figures that the academics bluster and panic about at publishers' conferences are drawn mainly from the books of the chains.

One changes in this century, or one

dies. If you're filthy rich, it takes longer to die. The small, creative and *conscious* papers have the only chance.

Or is that only wishful thinking?

Doug MacDonald is now a freelance writer working out of the Okanagan Valley. (30)

CKO (from page 26)

Ruskin doesn't know if he can meet the CRTC's requirement, that all eleven new stations be on the air by July of next year, with comfort. "There's no comfort in what I'm doing," he says with a short laugh. "It's a hard grind . . . We've gone through that stage where guys froze on the air . . . To get the system in place has taken a lot. Now we're trying more — I've always been trying to add the salt to the formula, but I've got to find the formula." He says he's not discouraged and if he is, it doesn't show. "I know David and I really wished him well," says Don Johnston. It seems impossible not to admire his optimism. Journalists generally say they would like to admire his news operation, too. They're waiting, still, but they're not holding their breath.

CKO

Art Cuthbert is a Toronto freelance broadcaster and journalist. (30)

OMNIUM (from page 40)

replacing **Jim Maclean**, who has been transferred to Ottawa as parliamentary correspondent. News commentator **Joe Morgan**, 71, underwent seven hours of open heart surgery, his second heart operation in five years. He is expected back at work in late November. **Robert Payne** has been covering Morgan's 7AM news show. **Pete McGarvey** has returned to his 8 am newscast, following a vacation, and has taken on Noon Report in addition.

Michael L. Davies, publisher of the Kingston *Whig-Standard* has appointed three executive editors. **Neil Reynolds** has become editor, **W.F. Stanton**, formerly ME, has become associate editor. **Alan R. Capon** has been appointed district editor, replacing **Bill**

Fitsell, who now holds the new position of people editor. The position of editor had not been filled since **R.D. Owen** retired in 1974 after 33 years with the *Whig-Standard*.

Freelancer **Jack MacQuarrie** has been appointed editor of *Canadian Electronics Engineering*, a MacLean-Hunter trade publication.

Eric Murray has joined the parliamentary bureau of *Broadcast News*.

Tony Parry is the new *Reuters* corres-

pondent in Ottawa, replacing **Paul Jacot**, who is now in Toronto.

Robert Trumbull has been replaced as the *New York Times* Ottawa correspondent by **Henry Giniger**.

Justin deBeauchamp has been hired by *CKOY* Ottawa as a reporter with responsibility for the Hull area. **Patricia Wood**, formerly with *CKO* in Vancouver and Ottawa, has also joined the staff.

Bob Gardiner has been hired by *CBOT-TV*



was registered as a trademark in 1907, and in Newfoundland in 1908.

The "THERMOS" trade mark has been recognized in Canada for over 70 years and has been maintained with considerable effort and expense. A four and a half year legal battle ended in 1969 with a finding by the Exchequer Court of Canada that, in Canada the word "Thermos", as a registered trade mark, is the exclusive property of Canadian Thermos Products Limited.

The lengthy decision concluded: "Finally, I will deal with the applicant's contention that the respondent's THERMOS trade marks are 'deceptively misdescriptive', within the meaning of s.12 of the Trade Marks Act — in respect, for example, of its non-vacuum-insulated wares, such as ice buckets and chests with (F)iberglas insulation. This contention would have validity if 'thermos' were synonymous with 'vacuum insulated'. I have not found that these terms are synonymous."

Therefore, it is *inaccurate* to write:

1. '20 thermos bottles were filled.'
2. '20 Thermoses were filled.'

It is *accurate* to write:

1. '20 "Thermos" vacuum bottles were filled.'
2. '20 Thermos brand bottles were filled.'

Canadians have learned to put their faith in

vacuum bottles
with the
genuine



Trade Mark

Ottawa to replace **Marsha Skuce**.

Mary Allen has left the *Ottawa Citizen* to join the *Ottawa Journal*.

Changes at the *Canadian Press*: two Ottawa reporters are moving to new duties. **Jim Poling** has been named Vancouver bureau chief. **Glen Somerville** has gone to Washington. Current Washington reporter **Garry Fairbairn** has been transferred to Calgary.

CFGO Ottawa has regained two prodigal sons. Former Parliament Hill correspondent **Brian Armstrong** has returned to his old position, and one time news director **John Morrison** has been brought back from *CKO* Toronto to be a newsreader.

Classified

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Otherum

Old books, pamphlets, catalogues needed on any aspect of printing or photography. Terry Wedge, 68 South Kingsway, Toronto M6S 3T3. 65-90

Rod Brebner, publisher of *The Meaford Express*, has purchased *The Valley Courier* in Thornbury from **Ronald Cundy**, switching it to tab format.

Reg Westbrooke, editor of *The Creemore Star*, was inducted into Collingwood's Sports Hall of Fame, celebrating 14 years as goal-keeper of the Collingwood Shipbuilders.

Quebec

Montreal Record, a new daily tab, has been launched by laid off employees of the strike-bound *Montreal Star*. **Sterling Taylor**, a director of the Newspaper Guild local, has been appointed editor.

The Quebec Press Council has ruled that Quebec City radio station *CJRP* made abusive use of the airwaves in a Feb. 14 editorial suggesting citizens take the law into their own hands if the government could not control underworld crime. The complaint was laid by a group of Laval University journalism professors.

Bill James, formerly with the Canadian Weekly Newspaper Association and *The Canadian Statesman*, (Bowmanville, Ont.) has formed a new PR consulting firm in Montreal.

Pierre Peladeau, chairman and majority stockholder of Quebecor Inc., will continue to pour money into *The Philadelphia Journal*, despite disappointing circulation and continued losses. Despite the drain, the company has posted improved profits for the third quarter of 1978.

Lew Harris has been named assistant city editor at *The Gazette*, replacing **Cathy Jutras**, who has retired. Harris has previously worked for the *Sherbrooke Record* and *The Montreal Star*.

Atlantic

Local 98 of NABET has reached a settlement with *CHSJ Radio* in Saint John, ending a strike started last August.

Renovations should be complete at the Fredericton Press Club. The new executive includes **Rick Fisher** of T.R. Fisher Ltd., as VP, and **Ed Stewart** of *The Canadian Press* as treasurer. **Debbie Collum** of *CBC Radio* is secretary. There is no president "because all nominees have declined that honour," according to the FPC's magazine *Newsleek*.

A.P. "Sandy" Lumsden has been appointed executive producer for *CBD Radio* Saint John, *CBC's* new broadcasting service in New Brunswick.

The French language weekly in Campbellton N.B., *L'Aviron*, has been bought by **Michel DesRosiers** and **Dr. Alphée Michaud**, who also own *Le Voilier* in Caraquet, *Le Point* in Bathurst, and *Les Editions du Nord Ltée*.

Bill Purtell is the new cartoonist at the *North Shore Leader* in Newcastle N.B. He's also a public health inspector in Chatham.

Jim Morrison has been appointed editor-in-chief of Henley Publishing, which publishes the *Fredericton Sun*, *The Bugle*, and the *Victoria County Record*.

Magazines

Cityspan, a wraparound in the edition of *The Canadian* distributed by *The Toronto Star*, goes national early in November. Every copy of *The Canadian* will contain 2-3 pages at the front as a Canada-wide *Cityspan*.

In four cities there will be 1-4 pages of local *Cityspan* under the supervision of Toronto *Cityspan* editor **Tom Alderman**. Local *Cityspan* material will be done by *Herald* columnist **Patrick Kivy** for Calgary, publisher **ALLEN Shute** for Edmonton and **Ian Mayer** in Montreal. No organizer for Toronto material has yet been named.

The local *Cityspan* pages will be weekly in Toronto, biweekly in Alberta and monthly in Montreal.

Miscellaneous

The *BBC* commentary box in the British House of Commons has been fumigated, because broadcasters have complained of fleas. They suspect that sniffer dogs checking for bombs have brought in the fleas, according to the *London Financial Times*.

Obituaries

Bill Gladish, 91, died in Ottawa Sept. 18. He had worked for the *Toronto News*, *Canadian Press*, *Ottawa Journal*, and lately the *Ottawa Citizen*, for which he wrote a column on the Ottawa valley.

Don Hinton, 48, a former broadcast executive and journalist in the Maritimes, died August 11 in Bathurst, N.B.

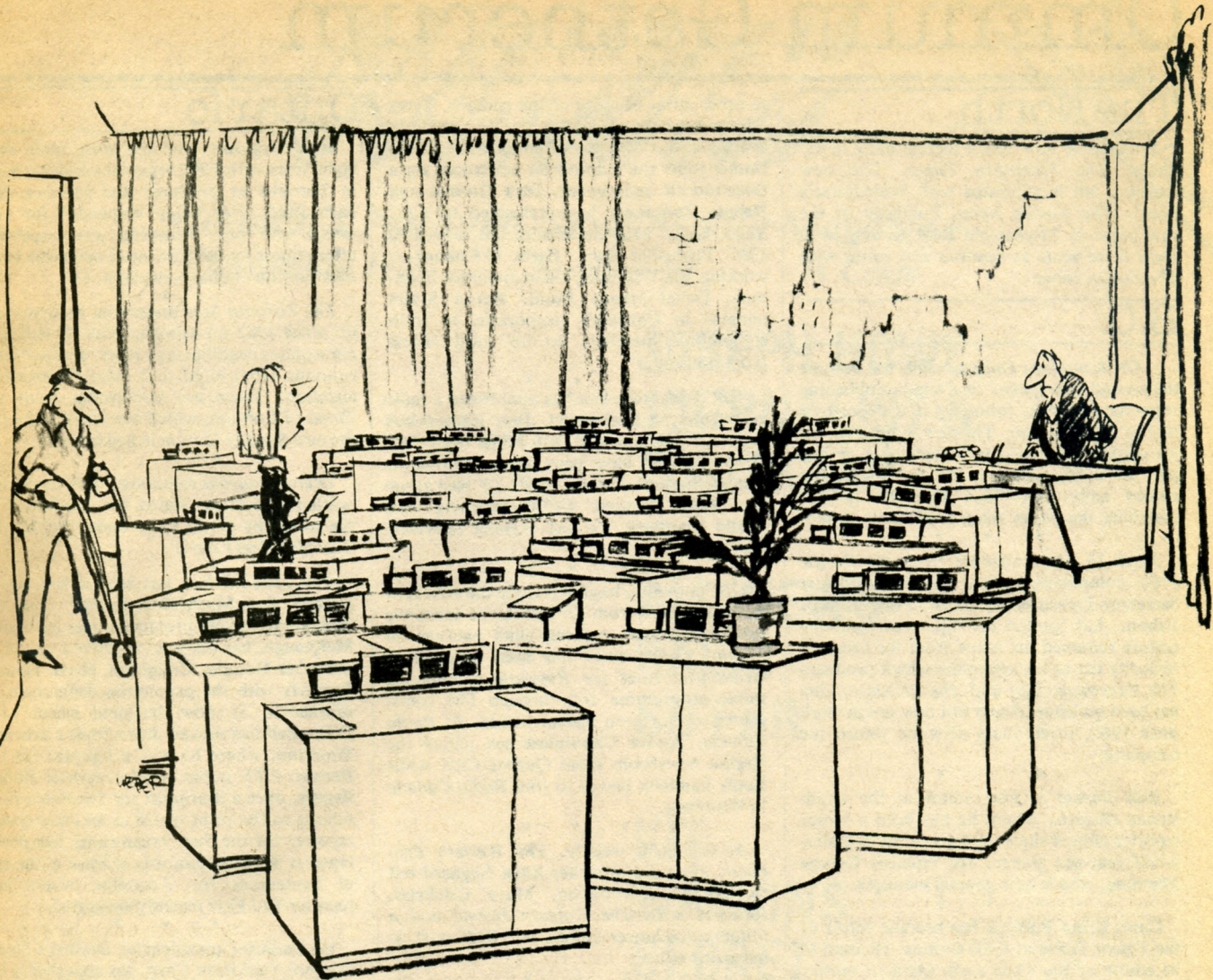
Edna Jaques, 88, the "Poet of the Prairies" died in Toronto. She wrote poems regularly for several newspapers, including two a week for 17 years for the *Toronto Star*.

Roy Ward Dickson, 68, who worked in radio in Vancouver and Toronto before becoming host of such TV game shows as *Take a Chance and Try for Ten*, died in Victoria.

Krista Maeots, executive producer and creator of *CBC-Radio's* popular show, *Morningside*, died in the Niagara Gorge Oct. 4. Suicide is suspected.

Erratum

In the cover story on *Ottawa Today* by **Bill Bean**, we transformed **Bill Moore** into **Bill More**, incorrectly. To set the record straight, **Bean** was assistant news editor and columnist. **Gibson** was the news editor, replacing **Ted Steubing** when he left at the end of March. (30)



"But Mr. Carruthers, you said you needed forty Xeroxes."

Mr. Carruthers used our name incorrectly. That's why he got 40 Xerox copiers, when what he really wanted was 40 copies made on his Xerox copier.

He didn't know that Xerox, as a trademark of Xerox Corporation, should be followed by the descriptive word for the particular product, such

as "Xerox duplicator" or "Xerox copier."

And should only be used as a noun when referring to the corporation itself.

If Mr. Carruthers had asked for 40 copies or 40 photocopies made on his Xerox copier, he would have gotten exactly what he wanted.

And if you use Xerox properly, you'll get exactly what you want, too.

P.S. You're welcome to make 40 copies or 40 photocopies of this ad. Preferably on your Xerox copier.

Xerox of Canada Limited
XEROX

Omnium-Gatherum

The North

Whitehorse now has a second daily newspaper, *The Northern Times*. The new morning tab is affiliated with Whitehorse's weekly *The Yukon News*. Publisher of the new paper is 23-year-old **Paul Koring**, who spent three years as reporter and editor with *The Yukon News*.

B.C.

The Kamloops Daily Sentinel has become the second newspaper in Canada publishing seven days a week, following in the footsteps of *The Toronto Star*. The new Sunday morning edition, launched mid-September, is just part of a big remake for the Thompson owned daily. **ME Dan Bucholtz** is also switching the paper from broadsheet to tab.

After 18 years absence from the *Pacific Press* composing room, **Len Guy**, former Secretary-Treasurer of the BC Federation of Labour, has 'pulled his slip.' The symbolic gesture removed his name from the printer's seniority list at the company which produces *The Vancouver Sun* and *The Province*. Guy has been on leave, doing full time union work since 1960, three years after he joined the company.

Rob Turner is new editor at the *Goldstream Gazette*, where he has been a senior reporter almost since the start of the two-and-a-half-year-old paper. He replaces **George Manning**, who is now general manager.

Capt. Brian Puttock has become editor of the *Tolem Times* at CFB Comox. He used to be editor of the *Cold Lake (Alta.) Courier*.

The West

The *Saskatoon Star-Phoenix* has a new look and a senior staff reshuffling under its belt. The new image hit the streets Sept. 23, after owner **Michael Sifton** hired a graphics consultant to redesign the layout. Sister paper, the *Regina Leader-Post* received the same treatment earlier. In the personnel shuffle, **Wilf Popoff**, formerly head of the editorial board, became associate editor responsible for the administration of the city desk. It is to be a one-year assignment before a permanent city editor is hired. Former city editor **Julian Rachey** was appointed business editor to oversee the upgrading of the paper's business coverage. Summer staffers **Pat Thompson**, **Earl Fowler** and **Joe Rubin** have been hired full-time. **Lennie Roberts** has joined the sports department as a reporter after working on the *S-P's* mechanical side.

CBC Radio has closed its production facilities in Churchill, Manitoba "due to a dwindling local population." At least eight employees lost their jobs or were transferred

to other cities because of the cutback. **Terry Dimonte** has moved to *CITY-FM* in Winnipeg, as the night announcer. **Phillip Daniel** joins the Edmonton newsroom on a three-month assignment. **Dick Gordon** and **Debbie Romanow** have relocated to *CBC Yellowknife*. **Michele Stanley** has moved to *CBC Frobisher Bay*. **Earla O'Connor** is working for Winnipeg's Communities Economic Development Fund. **Keran Stairs** remains in Churchill temporarily to train community members to do local access programming.

CBC Saskatchewan has established a radio newsroom in Saskatoon. **Dan Karpenchuk** from *CBC Regina* and **Dick Miller** from *CBC Frobisher Bay* have been moved to operate out of the new bureau. *CBC-TV Saskatoon* has hired longtime *CFQC* morning man **Wally Stanbuck** for the evening television news hour.

CBC moves in Regina include the arrival of **Burns Stewart** from Ottawa to be executive producer of the evening news package *24 Hours*. **Vye Bouvier** has been assigned as writer/performer for *Keewatin Country*, a radio programme fed through FM transmitter to Northern Saskatchewan. At *Radio Canada*, **André Chouinard** has joined the Regina newsroom from Quebec City, while **Louis Lemieux** leaves to join *Radio-Canada* in Winnipeg.

At the farm weekly, *The Western Producer*, agricultural writer **Ellen Nygaard** left to live in Edmonton. **Mary Gilchrist**, formerly with *The Calgary Herald* and a Calgary freelancer joined the *W-P* staff as magazine editor.

Ian A. MacKenzie of Portage La Prairie has been elected president of the *Canadian Community Newspaper Association*, succeeding **Lyn Lashbrook** of Rodney, Ont. MacKenzie publishes two weeklies, *The McGregor Herald* (circulation 1,000) and *The Portage Leader* (circ. 1,700) as well as the *Daily Graphic*. He is also an alderman on the Portage La Prairie city council, and a director of the Manitoba Horse Racing Commission. Other officers elected at the 59th annual meeting of the 550-member CCNA include **J.C.R. McKnight** of the *Tillsonburg (Ont.) News* as first VP, **Jim Schatz** of *The Langley (B.C.) Advance* as second VP, **R.G. Shier** of *The Goderich (Ont.) Signal Star* as treasurer, and **Wm. Kennedy** of *The Durham (Ont.) Chronicle* as corporate secretary.

Bill Bean is now writing a magazine column for the *Edmonton Journal*. He describes himself as a reviewer/critic/columnist.

Ontario

Jock Ferguson, who has spent more than eight years with *CBC* regional television news in Toronto as producer and reporter, has been fired after being suspended for two weeks with pay. Ferguson was suspended after criticizing the *CBC* news operation in an interview on *Global News* Sept. 11.

The Toronto Star underwent its first facelift since 1962 on Monday, Oct. 2 with new nameplate, headline type faces, a move to six columns from eight and more departmentalization. There are borrowings from the *Times* of London, which were first evident in the new *Sunday Star* launched last year.

Ottawa Journal columnist **Alix Carter** has written a mystery, slated for publication in the spring by Virgo Press under the title *No Tears* for **Peggy Perle**.

The Toronto Sun has several new senior staffers. **Tom MacMillan**, formerly executive assistant to former provincial treasurer **Darcy McKeough**, has become executive assistant to publisher **Douglas Creighton**. **Garth Turner**, formerly with the promotion department of *Maclean's*, is now business editor. **Joe O'Donnell** has moved down from Kitchener-Waterloo, where he was a reporter for the *Record*. *CTV* public affairs reporter **Robert Reguly**, once a journalist for Toronto's *Tely*, returns to the print world as an investigative reporter for the *Sun*. Meanwhile, *Sun* police reporter **Sandi Logan** was to leave at the end of September for Australia, where *Sun* reporter **Ted Kerr** recently emigrated.

Ed Cadario, president of Dryden's North Western Television Corp. has appealed to the CRTC to let his company expand northern TV service. He has agreements with *CTV* to carry network material, and is negotiating with *TV Ontario*. Local and district news will also be included.

Ruth Hammond and **Forbes La Clair** have co-authored a new book: *Public Relations for Small Businesses*, to be released by **MacMillan** of Canada in April.

Doreen Fawcett, a former president of the Women's Press Club of Toronto, has been elected first woman president of the Outdoor Writers Association of Canada.

Shake-ups and reorganizing at *CKEY* Toronto have changed duties for several of their 32 full-time broadcast journalists. **W. Tayler Parnaby** is now editor-in-chief rather than news director. He continues as VP and general manager of *Newsradio Ltd.* **Howard English**, nine-year *CKEY* veteran, has been appointed managing editor. **Bob McMillan**, formerly news editor of *The Toronto Sun* has been appointed city editor. **Denis Woolings** has become Queen's Park bureau chief. (See OMNIUM, page 37)