

# Inside Content

## THE FREEMASON INCIDENT

I was very annoyed to receive a Mason publication in the mail. Your mailing label (enclosed) is identical to theirs, which leads me to believe you have once more sold your mailing list to anyone who will buy it. Count me out. Cancel my Content subscription, remove my name from your mailing list and, if you have any integrity at all, please acknowledge that the above has been done.

Dear (name deleted):

I hope that in replying to your letter (the only one, so far, cancelling a subscription), I can explain to many readers how it happened that they received a copy of the **November 1978** issue of *The Freemason*, Canada's National Masonic Magazine.

The mailing was the result of a bad error on the part of our mailing house, an error acknowledged in the accompanying letter. It was **not** the doing or fault of *Content*. We had no knowledge of the mailing and did not plan, authorize or approve it. The house has given us good service for four years and has taken measures to ensure this does not happen again.

The mailing house maintains a file of *Content* address cards and each month runs off a set of labels called a mailing tape. We phone to confirm that the tape is ready, then dispatch a messenger to pick it up.

We got the shock of the year Oct. 20 when the mailing house told us: "You already had it (the tape) picked up."

As it turned out, *Content's* mailing tape had been given to a courier from an Owen Sound, Ont., job printing and mailing firm. One of its customers is *The Freemason*.

Accounts vary as to why the mistake wasn't caught. It remains that more than 3,000 *Content* labels were affixed to copies of *The Freemason* and mailed.

*Content* readers earlier this year received *Insight Edition*, a Dow Chemical quarterly, because *Content* rented its mailing list to Dow.

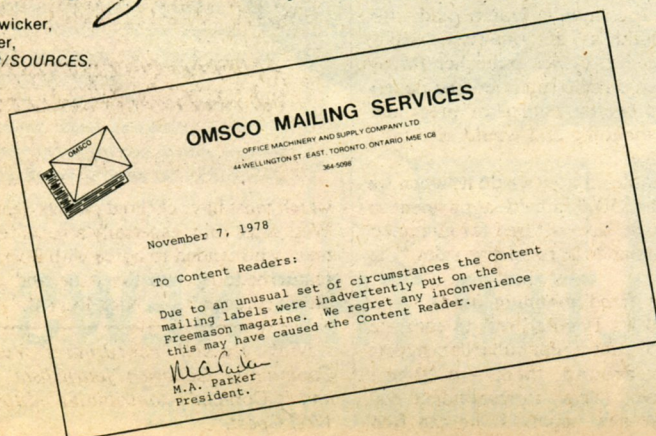
So it is understandable that you assumed our list had again been rented. But truth can be stranger than assumptions.

Fortunately, seven of the other eight communications we've received have been merely puzzled inquiries. But no doubt many readers have been harboring an irritation that is not merited.

We ask you to reconsider your cancellation. Meanwhile, we are holding intensive discussions about *Content's* policy on mailing list rental. It is not an easy or simple matter. Our next issue will carry our findings and policy.

Sincerely,

Barrie Zwicker,  
Publisher,  
*Content/SOURCES*.



# content

Established 1970

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Barrie Zwicker

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**Business/Circulation Manager**  
Debra Bee

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## SOURCES

Established June 1977

**Publisher**  
Barrie Zwicker

**Managing Editor**  
Ray Bendall

**Business/Circulation Manager**  
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*Sources*, a directory of contacts for journalists, is published twice a year as a special edition of *Content* and is included in a subscription to *Content*. Single copy price of *Sources* editions is \$4.50 each.

### Listings

Write for complete information on how to be listed in *Sources*.

### Subscription Information

A subscription to *Content* includes the twice-yearly editions of *Sources* and free issues of the *Carleton Journalism Review*, an independent quarterly distributed free to *Content* subscribers only. Requests for missing issues cannot be accepted more than three months after date of publication.

### Subscription Rates

1 year: \$10; \$11.50 (USA); \$12.50 (overseas)  
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3 years: \$22 (Canada only)

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## WOMEN'S PAGE JOURNALISTS SEE UNEVEN ADVANCES

MONTREAL — 120 journalists, most of them women, from 17 European, Asian, African and South American countries, as well as from the United States and from all over Canada, gathered here Oct. 18-23 for the eighth congress of the International Association of Women and Home Page Journalists (AIJPF).

It was the first AIJPF meeting held outside Europe. Founded in 1964, the association has 444 members, all professional journalists, in 34 countries. Head office is in Brussels (Charlemagne Avenue 1, Bte 54, c/o I.P.C., 1040 Brussels, Belgium).

The convention and its theme, "How the press treats women," attracted more than 50 Canadian participants, from Quebec City to Victoria. Discussions took place in both English and French, with simultaneous translation at general sessions and in workshops.

A workshop on journalists and the profession learned that there have been positive developments in the profession and that women journalists more often than not can be found in every sector of the media. However, not enough hold key positions.

"You have reached the stage we are aiming at," said a Belgian journalists visiting *La Presse*, where women journalists are treated on the same basis as men. She added: "One Brussels daily forbids access to the editorial offices to women and offers them only freelance work, which they sometimes have to write in the pub across the street for lack of a better place to go."

Another workshop on the question of how the media treat women reminded the congress that the opinions of men have been given priority for too long. It recommended that women journalists be positioned throughout the media so that women's points-of-view are accessible and receive full expression.

A third workshop tackled the difficult problem of language as a vehicle of sexism and discrimination. The discussion revealed that sexist vocabulary varies according to country. The congress recommended the avoidance of masculine terms which hide female participation and called for more imagination to avoid sexist writing.

The congress called for an international survey on the status of freelance journalists and recommended that the next AIJPF convention examine the commitment of women's journalism to the great issues of our time: divorce, abortion, etc.

Francine Montpetit, editor of *Châtelaine* and our representative on the AIJPF board of directors, was aided in making arrangements for the convention by May MacLean



Photo: Lily Tasso

Delegates were happy to be in Montreal. From left to right: Claude Ullin of the magazine *Femmes d'Aujourd'hui* (France), Vicky Reynolds Quartey (Ghana) and Mila Contini of *Gioia* magazine (Italy).

on the English side and the author of this article on the French side.

Montpetit was greatly assisted by the Quebec ministry of tourism. A number of other federal, provincial and municipal departments, as well as numerous public and private agencies, contributed to the success of the event.

AIJPF president Lea Martel, one of the

five directors of Belgium's public broadcasting system, said in an interview that she wants to decentralize AIJPF to extend it internationally. Special efforts will be made to recruit young members and to adopt more aggressive stances. — Lily Tasso.

*Lily Tasso is a journalist at La Presse and an AIJPF member.*

## PAPER MISSING, NEW PUBLISHER LEFT AT ALTAR

VANCOUVER — One of the first things Clark Davey did when he was appointed publisher of *The Vancouver Sun* was to challenge his alma mater, *The Globe and Mail*, to a circulation duel. But on the first day of his appointment, he had no circulation at all.

Whether FP Publications deliberately chose Halloween — the night the lights went out at Pacific Press — to appoint the new *Sun* boss may never be known. And by the time you read this, the bitter dispute which closed Vancouver's two city dailies that night may be over. But early indications suggest the rancorous confrontation could last past Christmas.

Management quickly branded the strike by the Printing Pressman's Union and the Newspaper Guild as a "one-issue strike, featherbedding." *Province* publisher Paddy Sherman said in a radio interview the papers just wanted to regain control of press and mailing room manning and would give total job security to get it.

"We are flexible on how we do it, when we do it, and on the \$5000 individual payment to each pressman we have offered for giving up the inflexibilities and the restrictive rules," he said.

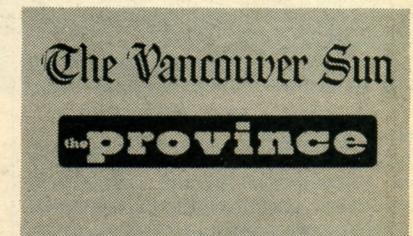
He said the fixed manning made it increasingly hard for Pacific Press to compete with the ring of non-union suburban papers springing up around them — a theme echoed by Davey (Your correspondent will report on these new papers, if he can find

them). This particularly affected competition for flyer printing jobs and for color ads, said Sherman.

Sherman also denied rumors that the two papers had six months' strike insurance.

The pressmen refused to discuss manning and struck. The Guild struck because management requested the exclusion of some 50 supervisors from the unit.

Within a couple of hours of the strike's being called, phones were being installed in production headquarters for the *Vancouver Express*, a thrice-weekly strike paper. The first issue was numbered Volume 2, Number 1, as the Guild had carefully maintained the newspaper's business life ever since the last major strike eight years before. The bright 20-page paper was stuffed with ads,



which must have cheered pickets deluged with West coast rain, especially a vocal few Guildmen, who tended to agree with Sherman that featherbedding was the issue and that they didn't care for it. — Nick Russell.

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

# MEDIA LACK REFLECTION IN MIRROR

TORONTO — Publishers using political pressure to bust a union and the mass firing of reporters on a New Brunswick paper were two of many media stories that were poorly covered said *Globe and Mail* columnist Hugh Winsor.

"The least well-covered area in the whole (news) complex is the media itself," Winsor said from the floor of a Toronto Press Club news forum on Oct. 11.

Winsor was not on the panel debating the evening's topic, "Resolved that the public is inadequately served by the media." But his comments drew rapt attention from the audience and support from several journalists on the panel, including *Global* TV news assignment producer Gerry McAuliffe.

Never covered in the media were instances when "the Canadian publishers attempted to bust the *Canadian Press* union using pressure through the parliamentary press gallery and political influence," Winsor said.

"There was a case where two publishers colluded, in the case of the *Ottawa Journal* and the *Ottawa Citizen* to bust a number of unions, which any honest and detached prosecutor, it would strike me, could find room for collusion. (*Content*, December 1976)

"The Canadian public seldom hears about owners of multi-media conglomerates attempting to use influence to kill a Combines Act modification."

Beland Honderich led the pack against a change in the law which might influence Torstar's corporate plans.

"As I remember it, I think the whole of the city staff of the *Fredericton Gleaner* was fired in one fell swoop — in this case they weren't even trying to organize a union — they were just attempting to resist publication of some filler stories to go along with an advertising supplement." (*Content*, Sept.-Oct. 1977)

Panelist Gerry McAuliffe, whose series of articles in the *Globe* on alleged brutality by Toronto police aroused controversy several years ago, agreed with Winsor.

"We have the Press Council (of Ontario) which has turned out to be a joke — the whole system was created to throw up a smoke screen," McAuliffe said.

And the exploitation of newspaper carriers "would be a Pulitzer-Prize-winning story, but as of today, I have yet to read it." (*Content*, April 1978)

Arguing for the responsibility of the media, *Toronto Star* editorial ombudsman Borden Spears called for objective news over McAuliffe's crusading features.

"I don't watch *The Fifth Estate*, because it has the idea, it works on the assumption that the world is populated exclusively by rich crooks and their poor innocent victims," he complained.

"The highest aim of the journalist is to draw a faithful picture of the world around him . . . he must achieve this before arguing for a Messianic role."

*Edmonton Journal* publisher J. Patrick



Photo: Carl Stieren

Robert Reguly (left) of *The Toronto Sun* shares a joke with *Global* assignments editor producer Gerry McAuliffe at the Toronto Press Club's forum on media responsibility. The two argued that the public was inadequately served by the media.

O'Callaghan, supporting Spears, also criticized the electronic media.

"This is the malady that all electronic media suffer from: if you are licenced by government, then your objectivity and independence tend to be somewhat circumscribed.

"Daily newspapers, by contrast, because they need no licence to exist, are free in the freest of all societies, and we retain our independence, accepting the responsibility that such independence requires."

Attacking the print media as well as television, *Toronto Sun* reporter Robert Reguly told of his days on the *Sudbury Star*, when a rockfall in a mine killed two miners.

"The two miners were laid out in the mausoleum.

"We had pictures of the miners, their relatives, everything, but the *Sudbury Star* wouldn't print it because the company hadn't announced that the miners were dead, or even that there had been a rock slide."

In defence of newspaper and television's editorial independence, O'Callaghan cited the case of the *Red Deer Advocate*, which ran a series of articles in the face of threats of ad cancellations by car dealers. The paper ran the series, despite the eventual cancellation of the ads.

The forum was a field day for collectors of stories that never ran — or were killed. — Carl Stieren.

*Carl Stieren is a freelance journalist and photographer.*

## CIJ PLANS SPLASHY START IN NEW YEAR

TORONTO — Morton Mintz of *The Washington Post* will be a featured speaker at the founding convention of the Centre for Investigative Journalism to be held Jan. 19-21 in Montreal.

During two decades, Mintz has broken such major stories as the birth defects caused by Thalidomide, fraudulent approval of new

drugs by major U.S. pharmaceutical manufacturers and illegal corporate donations to the Nixon campaign. He is the author of two best-sellers: *America Inc.* and *Power Inc.*

The convention will strike committees to run the Centre during the next year. During the convention, these committees will discuss objectives and projects for the coming year. They will also elect a board of directors.

The Centre and the Federation professionnelle des journalistes du Quebec will sponsor workshops on Jan. 20 and 21.

The "Police and the Press" workshop will examine the way we deal with law enforcement agencies, from local police forces to the RCMP.

In the workshop "How to Find and Use Public Documents," Centre members will attempt to teach basic research techniques and the use of documents often overlooked such as land title records, reference books, data banks and government papers.

"How to Read a Corporate Balance Sheet" will demystify corporate records and demonstrate the amount of information available to journalists from regulatory agencies and published reports which can help us explore the marketplace more fully.

Informal discussion groups will deal with projects which have worked out well for some of our members. For example, Henry Aubin, of the *Montreal Gazette*, will discuss the research techniques he used in putting together his award-winning series on land ownership in Montreal.

The convention will be held at the Centre St. Pierre, 1212 rue Panet, across the street from the *CBC* complex on boulevard Dorchester and two blocks from the Beaudry subway station.

Out-of-towners will be billeted with Montreal journalists on a first-come-first-served basis.

For further information, contact Jock Ferguson, 18 Park Ave., Toronto M4E 1B6 (416-699-0450) or Jean-Claude Leclerc c/o *Le Devoir*, 211, rue du Saint-Sacrement, Montreal H2Y 1W9 (514-884-3361).-Jock Ferguson.

*Jock Ferguson is a reporter with the Toronto Star and a member of the Centre for Investigative Journalism.*

## N.S. FOI ACT SHROUDS INFO IN SECRECY

HALIFAX — Doug Gale, ME of *The Truro Daily News*, has successfully used the Nova Scotia Freedom of Information Act to obtain information previously denied the newspaper by the provincial Department of Public Works. It is the first time a newspaper has used the act.

Public Works had called three tenders to dispose of an unwanted liquor commission property in Truro. The third call stated a minimum acceptable price. The building was later sold to another government department

and then to a private company without tenders. The purchase price was not disclosed. Gale asked for the price and was told it was not available.

He then applied under the FOI act and was refused. He was told the department was not authorized to release such information, but that it would later be published in the public accounts. Gale then appealed to the minister of the department. The deputy minister subsequently released the information to Gale and the newspaper.

The request and appeal occurred during the September provincial election, which saw the Liberals replaced by a Progressive Conservative government. The Tories had often criticized the FOI act and had, while in Opposition, presented their own private member's bill, as did the NDP.

The present act was proclaimed Oct. 11 1977 with an effective date of Nov. 1. While the concept is laudable, the present act is not.

One must "identify the material requested exactly," a proviso which can be used to refuse the request.

Section three of the act states what information can be made public. Included are such items as departmental organization, administrative staff manuals and staff instructions affecting a member of the public, rules of procedure, descriptions and locations of forms, general policy statements and interpretations thereof, final decisions of administrative tribunals, personal information contained in files pertaining to the person making the request, the annual report and regulations of a department, programs and policies of a department and each amendment, revision or repeal of the foregoing.

Most of this information is already available in public and university libraries, not to mention the legislative library, and in the publications and press releases of the provincial government and politicians.

However, some items from section three can fall into section four, which deals with prohibited information. Herein lies the classic catch-22.

Section four states that a person shall not be permitted access to information which (1) might reveal personal information concerning another person, (2) might result in financial gain or loss to a person or department or which might influence negotiations in progress, (3) which might jeopardize the ability of a department to function on a competitive, commercial basis, (4) might be injurious to relations with another government, (5) would be likely to disclose information obtained or prepared during the conduct of an investigation concerning alleged violations of any enactment or the administration of justice, (6) would be detrimental to the proper custody, control or supervision of persons under sentence, (7) would be likely to disclose legal opinions or advice provided to a department by a law officer of the Crown or a privileged communication between barrister and client in a matter of department business, (8) would be likely to disclose opinions or recommendations by public servants in matters for decision by a minister of the executive council, (9) would be likely to disclose draft legislation or regulations, (10) would be likely to

## CP News Picture of the Month



**Photographer:** Bruce Flynn.  
**Newspaper:** *The Citizen*, Ottawa.  
**Situation:** Returning from an assignment, Flynn heard a police report of an accident in the area on his car radio. He made this photo of a police officer comforting the 14-year-old accident victim as a splint was placed on his broken leg.  
**Technical Data:** Motorized Canon A1 and 80-200-mm zoom

lens at f5.6 and 1/250th of a second.

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

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disclose information the confidentiality of which is protected by an enactment.

Section five states that nothing contained in sections three or four shall be interpreted to restrict access to information provided to the public by custom or practice prior to the effective date of the act.

The act does establish an appeal procedure, first to the department's minister, then the legislature. The appeal to the legislature must be made by a member, who makes the necessary motion in accordance with the House rules and the matter is eventually supposed to come before the House. However, in the case of a fired civil servant who found a kindly Opposition member to present his appeal, the matter was continually postponed and died on the order paper. His request had been denied on the ground that advice was given by civil servants to the government on a confidential basis. In an interview with *CBC-TV's* Ombudsman, the applicant's lawyer went so far as to state he was considering asking the courts for an order forcing the legislature to hear the appeal.

The act worked for Doug Gale and *The Truro Daily News*, but, as Gale stated, the information would eventually be published anyway, so why the secrecy? The act has obviously not worked for every Nova Scotian.

Whether or not Nova Scotia gets a freedom-of-information act worthy of the name is now up to the new Progressive Conservative government. Hopefully they will put their pen and paper where their mouth was while in Opposition.—Peggy Amirault.

*Peggy Amirault is a Halifax freelance journalist.*

## PHOTOGRS GET THE PICTURE ON RIGHTS

EDMONTON — A routine assignment to a hostage-taking at the Fort Saskatchewan Correctional Institute Oct. 24 provided Edmonton media with an object lesson on the power of the press.

Two newspaper photographers were detained and then surrounded by truncheon-carrying guards who demanded the surrender of photographs of the jail's tactical squad taken inside the jail 30 minutes after the hos-

tage-taking had ended. The photographers, threatened with arrest or violence, "voluntarily" exposed their film.

The incident triggered instant outrage from the brass at the *Edmonton Journal*.

Journal publisher J.P. O'Callaghan called the prison guards "goons" and compared the situation to Nazi Germany. "Jackboot mentality" was the phrase used in an editorial.

A special Alberta Press Council session was called where for the first time a provincial cabinet minister — Solicitor-General Roy Farran — a deputy minister and a jail director were allowed to personally attend and speak to a council session. The council used the words "with written permission."

At the session, both sides stuck to their guns.

The photographers and reporters, in prepared statements, maintained they had been given permission by guards to enter the jail. O'Callaghan and *Sun* publisher Bill Bagshaw both demanded apologies from the jail director.

Farran and his staff maintained it was illegal to take pictures on jail property without written permission from the jail director and that jail staff had the right to seize photographs so taken.

But jail authorities conceded that there was a breakdown of communication between the jail staff and the media.

And Farran agreed to work with newspaper publishers to come up with a code of conduct for journalists covering jail hostage incidents.

The code will be welcomed by *Journal* photographer Colin Shaw.

He and *Sun* photographer Tom Walker were the two detained and surrounded by the guards. *CBC* television newswoman Roffi Cameron and her film crew were also confronted by guards, who demanded she turn over her news film and threatened to arrest her. But Cameron merely left the grounds, unmolested.

Walker pulled a film switch on the guards, exposing a blank roll of film and keeping the other roll.

Shaw, who had never been in such a spot before, exposed his film, thanks to some intimidation from the guards.

"There were five or six goons standing around me with billyclubs."

The six-foot-tall 15-year veteran of the Armed Forces said: "I've been in scuffles with the police before in the Army, barroom brawls, you know, but I haven't felt threatened like that in a long while." But Shaw, who has been with the *Journal* for only five months, said he was worried more about "making an ass of myself or the *Journal*" than being roughed up.

"I was on the jail's property, I didn't know who was right."

"I would say my advice to a photographer who might go into a similar situation is: know your rights."

Presumably, the code of conduct now being prepared will go a long way in saying what those rights are. — Bill Bean.

*Bill Bean writes a magazine column for the Edmonton Journal.*

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## Notice Board

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

Jan. 19-21: Founding convention of the Centre for Investigative Journalism, 1212 rue Panet, Montreal. See story on p. 4.

Jan. 23-25: CDNPA editorial seminar (West), News Photography, Regina. Contact Dick MacDonald, 416-923-3567.

**'Trudeaumania dead' says DeHart**

**Oshawa Tories elect funeral supply salesman**

**the Star-Phoenix**

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THURSDAY, JUNE 1, 1978

**Forum**

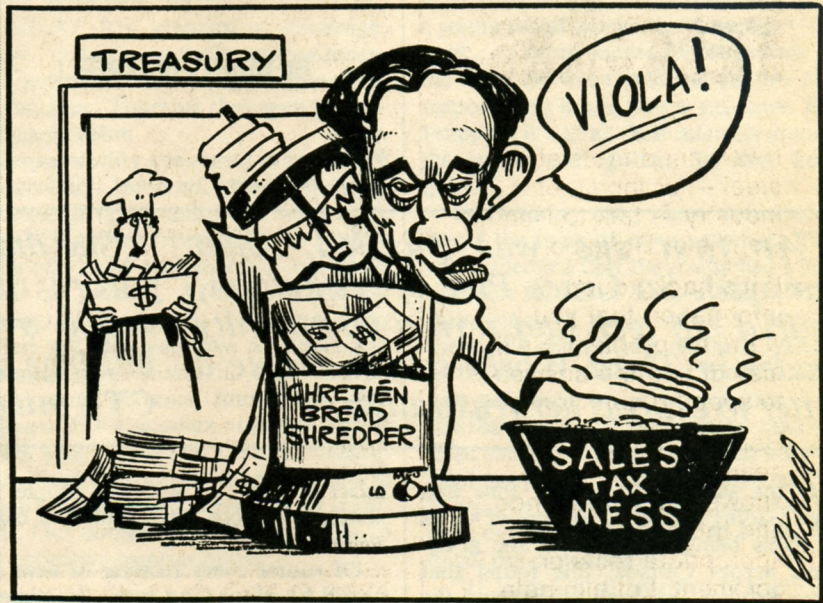
**PROSTITUTES**

**Basford,  
Volrich  
to meet**

Federal Justice Minister Ron Basford and Vancouver Mayor Jack Volrich will meet with police chief Don Winterton to discuss Vancouver's worsening prostitution problem.

Basford implied at a press conference Monday that police may not be en-

The Vancouver Sun, June 27, 1978.



**Musical bilingualism?**

**Was Uruguay the appetizer for Chili? Considering Equador, Colombia was probably lucky to be overlooked.**



The Globe and Mail, date unknown.

**LETTER TO THE EDITOR**

Dear Sir,  
This is to confirm having telephonic talk with your Sport Editor Mr. NICO on 10 - 4 - 1978 A.M. regarding report on BIS KOTA PN DAMRI UNIT V BANDUNG (By Mr. Djauhari Your news representative in Bandung).

Your are once again requested not to publish any news regarding BIS KOTA PN DAMRI UNIT V BANDUNG, without our approval.

Thanking You

Yours Faithfully,  
**(JUSMINAR PADAGA)**  
Chief

Froyek Angkutan Bis Kota  
PN DAMRI Unit V Bandung

**EDITOR'S NOTE :** The Indonesia Times is at a loss to explain exactly what Chief Padaga is so worried about. In any case, Mr. Padaga should be informed that The Times does not follow any editorial policy other than that established by its editorial board. In short, he can drive his busses, we'll print our newspaper.

The Indonesian Times, April 12, 1978.

# WHAT GETS THROUGH THE MEDIA FILTERS?

CANADIANS DON'T LIKE THE RESULT

By GRANT MAXWELL

*At first she was puzzled, then annoyed. So Grace Pine of Saskatoon, retired lab tech and now a community leader in Third World causes, wrote a letter to express her frustration.*

*She did so early in 1976, during the furore in the English-language news media over Prime Minister Trudeau's musings about a "new society" in a CTV interview.*

In the same period, Mrs. Pine had been reading a detailed account of social attitudes being expressed at the grassroots across Canada. She found that these Project Feedback reports and the news media comments told quite different stories and reached different conclusions. In her words:

The survey concluded that most Canadians aspire to some kind of new society. Yet when Trudeau mentioned a New Society, it seemed that the whole country was alarmed. Then . . . I realized that we were only getting the opinions of representatives of power groups.

Overstated? Some will say so. Still, Grace Pine's basic criticisms were then, and still are, two of the main objections voiced by many readers, listeners and viewers of "the news." Letters to editors regularly complain of "slanted" coverage. Late in 1977 the Gallup Poll of Canada found that two out of every three citizens considered news reports "somewhat biased" or "very biased." And, during my 1974-76 Feedback travels in ten provinces, I heard essentially the same criticisms of news imbalance and favored coverage for "people at the top."

The grassroots message to the media messengers has been remarkably consistent and persistent for years: "What you

select to play up and the people you choose to quote often look like biased choices to us."

Of course every receiver of news is a would-be editor (and even, sometimes, a would-be censor). I'm no exception. As a regular, perhaps over-indulgent, consumer of news and as a freelancing social journalist with experience in several media, I have my own collection of biases. One of my convictions is that the brass in every institution — and certainly the media establishment is an entrenched one — should pay more attention to the grass.

This belief was one of the principal reasons for proposing Project Feedback to the Catholic Bishops of Canada, when I was employed by them as a social policy adviser. I wanted to try supplementing conventional, head-counting surveys, which never probed into the "whys and wherefores" underlying the answers people gave to pollsters. Using as reference points many of the same social variables as the Canadian Institute of Public Opinion, I sought out 750 broadly representative citizens. In reflective conversations, I used six open questions to elicit their feelings and thoughts about present and future hopes. This qualitative feedback added flesh and spirit to the statistical bones of con-

ventional, quantitative surveys.

During this experiment in social journalism, I heard and reported viewpoints which average Canadians were, and still are, exchanging every day in more thoughtful moments.

But how much attention do most journalists pay to the social hopes and fears of average citizens — except at election times or during national crises? Are local people's criticisms of news coverage and suggestions for improvement taken seriously? On a regular, on-going basis?

Before examining some of these persistent criticisms from the grassroots, let's take a closer look at the influential position of the media establishment and some of our operating norms in filtering news.

THE SOCIAL POWER of the press, radio, television and film — the social power to decide what is "news" — is so obvious that it tends to be taken for granted and hence is usually underrated.

As their common name implies, the various forms of news media occupy the middle ground between the general public and the policy-makers, between representatives and constituents, between the grass and the brass in all fields. In that strategic position, news-

papers and periodicals, radio and TV newscasts and other mass forms of communication are self-regulating filters of news reports and editorial opinions. As reporters and editors, publishers and producers, we define, select, report and interpret what we decide is "the news."

This is an immense prerogative and therefore a major social responsibility — especially in a democratic society that is becoming increasingly complex and interdependent in all its aspects. Access to reliable information, including accurate news, is more than ever essential if "participation in decision-making" (to recall a once-popular phrase) is to be widened and deepened. As one observer put it, news coverage is "the real battleground" on which many public-policy issues are won and lost.

What is this "news" that we shape and filter to others as consumers? Peter Trueman, anchorman for the late evening news broadcast of Ontario's *Global* television network, signs off: "That's not news, but that too is reality." What does he mean?

Does he mean that "the news" is almost always something out of the ordinary — unusual, surprising, bizarre, sensational, tragic? And that "reality" is the usual, the ordinary, the taken-for-granted patterns and details of life? Certainly this appears to be the working definition favored by Trueman and most men and women who select, report and interpret daily quotas of news for Canadians.

Quite as clearly, this working norm has a built-in bias, one that practically guarantees imbalance when it comes to selecting and reporting events. It is a bias in favor of the very questionable yet usually unquestioned dictum that "no news is good news" — presumably because it is so ordinary; while "bad news is big news" — because it is more or less extra-ordinary. Al Johnson, president of the *CBC*, is quoted as even suggesting that news is "a small piece of reality — a disruption of the norm." All news is disruption?!

With every respect for Trueman and Johnson, I beg to differ with such definitions. My response to the Trueman slogan: "Disruption or not, if it has to do with reality, then it's got to be news!" Here I agree with another journalist, Thomas Griffith, who writes an occasional column, *Newswatch*, for *Time* magazine. As he has pointed out, the "basic question" is "how well. . . total coverage reflects reality" (*Time*, Aug. 8, 1977). Exactly! And "reality" means the continuing, ever-changing yet always the same

human story.

The key question to be asked, then, of us is this: How faithfully and fully do our stories and commentaries report the human story in its many aspects — as seen in daily events and developing trends, in public affairs and private lives, locally to globally?

**BUT WHAT CRITERIA** are to be used in gaging news coverage of the ongoing human adventure? Inevitably, subjective tastes and personal assumptions will enter into the appraisal. Still, there is broad agreement on some of the key yardsticks for measuring coverage. These criteria include competence, accuracy, fairness, comprehensiveness, and balance. Together they spell responsible journalism.

Responsibility goes hand in hand with its corollary, freedom, about which the news media speak and write much more often. Of course freedom of the press is to be cherished and guarded, but never taken for granted. As of now, but not necessarily in future, Canadian news outlets are relatively free to report and comment as they see fit. There are internal and external limitations, but compare the Canadian situation to the severe restrictions and personal hazards with which journalists must contend in totalitarian regimes on every other continent. Our comparative freedom adds to our collective responsibility.

**SOME TIME BEFORE** the 1977 Gallup head count that found 63 per cent of consumers consider newspaper, radio and television news "biased," I was hearing the same kind of criticisms during the Feedback conversations in which the *respondents* selected the issues they commented on. Coast to coast, the principal objections were the same: media coverage is biased in favor of "bad news" and "big shots."\*

In Atlantic Canada, a Nova Scotian miner and his wife said that they looked for "more positive items" in the daily news; after all, "good people are doing good deeds all the time." A francophone writer in Moncton claimed that "the English press is not telling the Acadian story to their English readers in New Brunswick." Spokeswomen for a welfare mothers' group in Fredericton said media coverage of their activities

\*The region-by-region quotations following are selected from *Project Feedback Installments* © Canadian Conference of Catholic Bishops, Ottawa.

was "rotten, except for *CBC Radio* sometimes." And a social scientist in Halifax argued that "the adversary model for news shows that the media play the partisan political game of keeping people apart instead of bringing them together."

In Quebec a clerical worker commented, "We don't know a third of the real facts because most of the news media are owned by big interests, like the Power Corporation." An observer of the national scene lamented, "You have to read papers from four or five regions to get any adequate picture of what's happening across Canada." And a young social worker in Montreal: "We need. . . more media investigations of the links between political parties and corporations in the power structure. But I suppose it's in all their interests to keep the status quo going. So they keep quiet."

In Ontario, too, many respondents raised the issue of news coverage. Most acknowledged that the media had a considerable influence on their lives, even as they criticized performance. "Why do the media concentrate on trivia, instead of the maldistribution of food?" a history professor asked. A religious sister felt that "even though human relationships are improving, the media keep on playing up violence and destruction." A Franco-Ontario leader agreed that the news outlets "usually play up confrontations, not conciliations."

"If Jesus Christ returned to Earth and the media ignored it, who would know?" an artist in Victoria asked. Another West Coast resident said, "Media control over information flow really troubles me. They can turn you on or cut you out so easily, or else bury you in the back pages." In Saskatchewan, a trade union leader claimed that the media were "anti-labour and always play up the negative side of industrial disputes." A student teacher thought "the front page should be 50-50, not 90 per cent bad news and 10 per cent good." If she had her way, said a welfare-rights leader in Winnipeg, she would use the news media to help people become more aware of their interdependence: "All my programs, news, everything, would be geared to teaching people that you can't live without your neighbor; that you have to care about the other guy."

IN REPLY TO these kinds of criticisms, a veteran journalist on the West Coast countered with the familiar argument:

(See **FILTERS**, P. 11)



# Column by Richard Labonté

THE GOOD NEWS about *Report on Confederation* is that it has completed its first year of what editor Tim Creery calls public service journalism.

The bad news is that Creery and his evolving editorial team seem to be publishing *Report* for a tight circle of friends.

An editor's report to readers in the October issue sets circulation of the July-August issue at only 5,000 copies, split about evenly between newsstand sales and mail subscriptions.

That's a meagre showing for a year of work, all the more disappointing because the quality of journalism in *Report's* first 10 issues has been high, the scope of topics covered has been broad.

But for all its quality and all its scope and all of its well intentions, *Report on Confederation* is a boring publication.

It looks boring: the layout seldom surpasses utilitarian, the pages look unbalanced, there's no place for the eye to rest.

Of course. Of course, content matters more. But a magazine bidding for readers on the newsstand — especially one with as meagre a promotion budget as *Report* — needs some style to catch idly skimming eyes. The names of prominent Canadian journalists won't do: George Bain and Tim Creery and Jeff Carruthers and Jack Miller and Don McGillivray might mean

whoopie to the news business' camp followers, but good graphics are more likely to draw attention.

It reads boring: a fundamental flaw of *Report* is Creery's determination to keep it non-partisan. As a result, it's bland: what's happening in Canada is controversial enough, but the all-sides-now approach to analysis smothers emotion. And so there's not much incentive for readers, even those who care about the questions being considered, to get involved.

That lack of involvement is reflected in Creery's *National Lampoon* style letters page in the October issue. He wrote the letter himself, and a witty collection they are. But reading an editor's plea for reaction — "I got tired of having no letters to the editor to publish so wrote all the above myself" — is more than embarrassing.

It's a sure sign that publishing into a vacuum is proving a frustrating experience. Creery and his *Report* deserve better.

TWO MONTHS INTO its new format, *Maclean's* continues to look like a glossy IGA food flyer gone national, all spotted with blotched boxes of unnatural colors — pinks and mauves and wilted greens, with pale black-ink words struggling for attention within. Or without.

Some of the blotches are ads, and the color

costs the advertisers more; some of the blotches are stories which look like ads. Often it's hard to tell one from another.

*Maclean's* mistake is the reverse of *Report's*. It looks cluttered — as much by ads as by the ubiquitous pastel boxes: it could use a bit of bland.

THE STUFFY Magazine Association of Canada is now the trendy Magazines Canada, all tarted up with new members — controlled circulation and newspaper-insert magazines — and sporting a maple leaf logo meant to symbolize stacks of magazines.

MagCan's main purpose is to lure ad dollars away from newspapers, radio, television. More ads in more magazines mean more stable magazines, and that's good; on the other hand, more stable unadventurous magazines are not good, and most of the magazine group's members — *Saturday Night*, *Harrowsmith*, *The Canadian*, *Toronto Life* are exceptions — are not adventurous, don't dare much that is different.

SPEAKING OF not much different: there's the first issue of *City Woman*, Comac's sassy bid to fill the fashion void between the dowdy *Homemaker's* (also a Comac controlled-circulation product) and the indelicate *Chatelaine*.

The intended audience is, as they say in the ad biz, up-scale, the coiffed crowd who now buy *Vogue* for tips on what to wear and how to wear it.

It's a totally unnecessary magazine. No one needs more pages of stories about and pitches for new clothes and perfumes and hair styles. They only think they do.

But *City Woman* — unlike the cream of wheat of *Report on Confederation* or tossed salad of *Maclean's* — at least looks palatable.

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

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"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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"How come I haven't received an issue of *Content* for such a long time?"

No need to panic.

We published an August issue — *SOURCES* — which came off the press in July.

As usual for our 11-times-a-year schedule, we took August off, publishing no September issue. Everyone needs a holiday.

Our September/October issue, mailed in September, was badly delayed by the postal strike. After every postal strike, the second-class backlog is the last to be cleared.

Our November issue was mailed Oct. 20 and this issue was scheduled for mailing Nov. 23.

## FILTERS (from p. 9)

If a newspaper started to give just the good news, it wouldn't get off the ground. We do have a dark side and it's reflected in the news. It's what people want.

I have found that more "bad news" is precisely what many, probably most, Canadians do not want!

If cross-country Feedback soundings and related evidence are indicative, what most Canadian consumers look for and listen for is a more nearly balanced coverage of news — an even-handed mix of generosity and selfishness, harshness and kindness.

In troubled times, of course, there is a greater tendency to blame the messengers for the high quota of unwelcome news they report. Yet, after making allowances for this popular tendency and allowing also that what constitutes "balanced coverage" is always debatable, the major public criticisms of news selection and presentation still find supporting voices in many newsrooms. While, as a group, we journalists tend to be just as defensive about criticisms as politicians and clergymen, quite a few reporters and editors among us publicly acknowledge that all is not as it should be in the news trade.

Among the self-criticisms by journalists recorded during Feedback conversations, these were typical:

Very few reporters I've met have the experience or competence to give you a concise, accurate account of an event. (*Woman in radio journalism, Ottawa*)

Usually the media are owned by vested interests — interests which respond to the developers, the grocery chains, the profit-makers. (*Editor of a countercultural journal in Halifax*).

Most of the news today is bad — there's no question. . . Yet there is a lack of balance, we do tend to bury good news. . . Most people are quite good, decent citizens. But it's always the kind who kills somebody who makes the news. The good kid who minds his own business won't get his name in the paper. Not even when he dies, because you have to pay for obituaries now. (*Veteran columnist in Winnipeg*).

By way of up-dating, here are a few of the internal criticisms which have appeared in some English-language dailies since the first of this year:

This time we won't take after the message makers and bearers, other than to acknowledge what most of us in the press gallery know: That the range and depth of political journalism is rarely outstanding, often mediocre and usually thin. (*Douglas*

*Fisher, columnist, The Ottawa Citizen, March 23, 1978*)

It has to be conceded that the press does a superlative job of reporting calamity but shows less enthusiasm in its attention to what's going right. In this it reflects a general human predisposition; trouble is more interesting than smooth success and disasters are news because they are exceptional. The bad news has to be reported. The danger is that negativism is contagious, attention becomes concentrated on the tidings of doom, and perspective tends to be lost. (*Borden Spears, senior editor, The Toronto Star, March 18, 1978*).

Remember the storm unleashed by the PM's answer to a wholly hypothetical question about the use of federal troops in Quebec? Journalists fail each time they choose to entertain instead of inform, to oppose instead of question, to dramatize instead of detail, to simplify instead of explain. Whenever journalists seek anything less than the truth, or anything more, they fail. (*Eugene Meese, editorial writer, The Calgary Albertan, Feb. 16, 1978*).

There is a limit to such public confessions, of course; Christopher Young, general manager of *Southam News Services*, is one newsman not about to have the media take the blame for all the bad news: writing in the *Ottawa Citizen*, Chris observed:

. . . right now, in all honesty, it's hard to find a lot of things to be positive about. Politically, we face a threat of secession by approximately one-third of the country. Economically, we suffer the heaviest unemployment in 40 years; nine per cent inflation after 2 1/2 years of wage and price controls; a massive budgetary deficit; and trouble in the foreign exchange markets.

Are we really supposed to cheer such a performance? Or should we ignore these facts and concentrate on the happy news. . . (*March 6, 1978*).

WHAT ABOUT THE other prevalent public criticism that the news media are biased in favor of the status quo? A related question is sometimes pondered by troubled journalists: "Government as media, or media as governments; who is manipulating whom?" During the federal-provincial conference of first ministers in February 1978, several writers raised this question implicitly in their commentaries. Witness Michael Valpy of *The Vancouver Sun*:

. . . in a mating ritual, television people and premiers found each other, brought together by each side's matchmakers —

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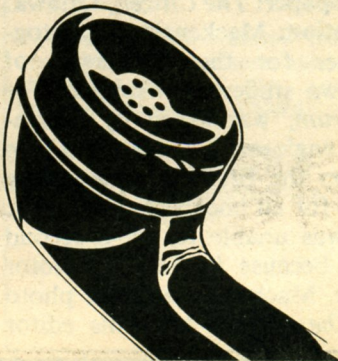
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# CP Feature Picture of the Month



**Photographer:** Hugh Mackenzie.  
**Newspaper:** *The Citizen*, Ottawa.  
**Situation:** Mackenzie, a photographer for the University of Ottawa student newspaper, *The Fulcrum*, was asked by fourth-year engineering students to help set up the first-year engineering class for an unexpected dowsing. He was unable to get a second shot because he had no motor drive. Mackenzie sold the photo to *The Citizen* after his editor

drew it to the attention of a *Citizen* reporter.

**Technical Data:** Nikon FM with 50-mm lens on Ilford HP 5 film.

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

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

the networks' spotters (or grabbers) and the premiers' press agents. I watched a grabber for *CBC* come up behind Saskatchewan's Premier Blakeney as he was standing talking to someone; she just grabbed him by the arm and pulled him away, saying brusquely: "Over this way, Mr. Premier, for a statement for *CBC*." No introduction; just grab. And no resistance. (Feb. 14, 1978)

And the same day Allan Fotheringham of *The Vancouver Sun* shared his perspective of the same event:

While Mr. Trudeau, sounding like Herbert Hoover, assured the restless nation yesterday that prosperity is just around the corner, the Opposition is reminded of who is boss. Joe Clark is honored with a seat in the front row of observers. This privilege is considered so great that he is stacked behind the phalanx of TV cameras with the result that the Tory leader spends his entire day gazing into the ample rumps of the cameramen. . . (Feb. 14, 1978)

A few days earlier readers of Fotheringham's column in the *Sun* were treated to this intriguing tidbit:

Premier Bennett arrives in Ottawa on the weekend — after stopping over in Toronto to visit with the editorial boards of the *Toronto Globe and Mail*, *Toronto Star* and *Maclean's*. . . (Feb. 11, 1978)

Who manipulates whom? And in the rarely publicized world of the media as big business, which they most assuredly are, who decides what?

Well known, at least by name, as one of the major powers in English-language publishing was R.S. Malone, recently retired as publisher and editor-in-chief of *The Globe and Mail* and as president of FP Publications Ltd., which owns, besides the *Globe*, *The Montreal Star*, the *Ottawa Journal*, *The Winnipeg Free Press*, the *Calgary Albertian*, the *Lethbridge Herald*, the *Victoria Times and Colonist*, and *Weekend* magazine. But what manner of men are the new president of FP Publications, George N.M. Currie, and the new publisher of the *Globe*, A. Roy Megarry? What are their views on news policy? About such men and their decisions the consumers of the news know practically nothing.

*Grant Maxwell, former radio reporter, newspaper features writer and television commentator in Western Canada, now freelances in Ottawa. He is writing a book on Canadian alternatives, using his style of social journalism. A later issue of Content will carry an article describing this alternative approach to the news.*

**Bruce Yaccato** has left Montreal to become a parliamentary reporter with *CTV* news.

*CBC Radio* has sent **Dave Roberts** to Ottawa to replace **Bruce Wark**, who is going on sabbatical.

**Anna Dowdall** has left the Ottawa bureau of *UPI*.

Former *CKO* staffer **Leslie Byrnes** has left *CKOY* in Ottawa to become parliamentary reporter with the all-news network. Also leaving *CKOY* is **Peter McPherson**, while **Rob Williamson** has signed on.

The *CRTC* has turned down **John Bassett's** bid to buy *CFCF-TV*, *CFCF Radio* and *CFQR-FM*, all in Montreal. The commission felt that Bassett's control of *CFTO-TV* in Toronto and *CFQC-TV* in Saskatoon signalled that Bassett control of *CFCF* would give him too much power in the *CTV* network.

**Canada All News Radio**, operators of the *CKO* net, have been ordered to appear before the *CRTC* on Nov. 21. **Foster Hewitt Broadcasting**, which lost the Ontario rights to the Toronto Maple Leafs hockey games, feels the network's use of football and hockey games violates *CKO's* promise of performance and has filed a complaint. The *CRTC* also wants to know why the all-news outfit has closed its station in London and is now using it as a re-broadcaster for the Toronto station.

**Simma Holt**, MP for Vancouver Kingsway, charged in the House of Commons that a *CRTC* commissioner had violated her rights as an MP by refusing to let her distribute buttons at a commission hearing. The Speaker of the House ruled that Mrs. Holt, who earlier this year won a libel suit against *The Vancouver Sun*, did not have a case under House rules.

Can't win 'em all, Simma.

**Ray Hudson** has left his job as producer of *CBC Ottawa's* *CBO Morning*. He is now producing *Radio Noon* in Regina. His successor is **Kathleen Hunt**, who has been producing the afternoon show *All in a Day*. Hunt's slot has been filled by **Andrea Thiel**, until recently the story editor of *CBO Morning*.

The Ontario Press Council has added six new members. Public members are judge **Valerie Kasurak** of Windsor, **Rev. Brad Massman** of Toronto and **Peter Mason**, former president and chief executive officer of B.F. Goodrich of Kitchener. Representing the member papers are **Jack Briglia**, ME of *The London Free Press*, **Bert Hill** of the *Ottawa Citizen* and **Ken Strachan**, editor of the *Brantford Expositor*.

Photographer **Ron Pozzer** has left *The Toronto Sun* for the *Hamilton Spectator*.

**Sheena Paterson**, editor of the *Toronto Star's* Saturday edition, has been elected president of the American Association of

Sunday and Feature Editors.

The first edition of *Newsday*, a Sunday paper in the Kitchener-Waterloo area, hit the streets Oct. 8 with an initial run of 45,000.

**Joe Morgan**, veteran newscaster with Toronto's *CKEY Radio*, has returned to the air after a three-month absence made necessary by heart surgery.

**Bruce L. Rudd**, general manager of *FP Publications*, has been appointed to succeed **W.J. Garner** as publisher and general manager of the Peterborough *Examiner*. Garner retires at the end of the year.

The Canadian Union of Public Employees has filed a grievance over the appointment of **Knowlton Nash** as news reader for *The National*. Some *CBC* announcers say that Nash, previously *CBC's* director of television news and public affairs, appointed himself without giving staff announcers a shot at the job.

Something happened to former Kitchener-Waterloo *Record* reporter **Joe O'Donnell** on the road to *The Toronto Sun*. O'Donnell ended up at the *Toronto Star* instead.

*CBC Stereo* has begun broadcasting in London. *CBC Stereo London 100.5 FM* went on the air Oct. 1.

The Canadian Public Relations Society has elected new officers. They are **Bob Diotte**, of Public Works Canada, president; **Bill Kincaid**, of Skyline Cablevision, vice-president; **Robert Baugniet**, of Berger and Associates, treasurer; and **John Bowles**, of John Doherty & Co. Ltd., secretary.

*Globe and Mail* publisher **Roy Megarry** was on hand to receive this year's Roland Michener Award. The prestigious prize went to the *Globe* for stories and editorial promoting the reform of child protection laws. Honorable mention went to the *CBC TV* program, *Connections*.

**Michael E. Matthews** has been named manager, public affairs for CN's Great Lakes region. He succeeds **John C. Noel**, who has retired.

In an ad on the cover of the Sept. 23 *Editor and Publisher*, *The Minneapolis Star* gives itself a big pat on the back for pioneering the use of editorial staff meetings. But it's too late; *Toronto Sun* reporter **Lee Lester** says the *Sun* has been holding such meetings for at least two years.

**Neil Reynolds**, former city editor, has been appointed editor of the Kingston *Whig-Standard*. ME **Warren Stanton** is now an assistant editor responsible for the opposite editorial page.

**Jim Thomas**, editor of the Markham *Economist and Sun*, has been appointed editor of the Stouffville *Tribune*, replacing **John Montgomery**, who has left. Also de-



# The Ortho Medical Journalism Award

The Ortho Medical Journalism Award is open to any Canadian resident whose writing in the general field of medicine is originally published in Canadian print media, in French or English, during the calendar year of 1978.

Although the award is financed by Ortho Pharmaceutical (Canada) Ltd., the administration of the program and the selection of the three independent judges is the sole responsibility of the Canadian Science Writers' Association.

Applicants for the award need not be members of the CSWA.

The aim of the program is to honor "an outstanding contribution to medical journalism in Canada" and to encourage continued excellence in this field, both founding purposes of the CSWA.

The judges, whose decision is final, need not present the award when, in their opinion, no submission qualifies as outstanding.

The award consists of a scroll and \$1,000. Presentation will be made at the annual meeting of the Canadian Science Writers' Association. **Entries must be received by January 15, 1979.**

Each applicant may submit either three separate articles or one series of articles on a single subject. Three copies of each exhibit must be submitted for each entry, in the form of clippings pasted on one side of letter-size paper with date and source of publication clearly indicated. Similarly-mounted photostats will be accepted, if legible.

An entry form (obtain from address below) must accompany each submission and be sent to Secretary-Treasurer, CSWA:

Earl Damude  
c/o The Medical Post  
481 University Avenue  
Toronto, Ont.  
M5W 1A7

parted is **Annegret Lamure**.

The Toronto *Telegram* dead? You couldn't prove it by the more than 300 former *Tely* staffers who crowded into the Toronto Press Club Oct. 27-28 for the first official *Tely* reunion, breaking all records for over-the-bar service in the club's history.

It was a weekend of nostalgia as reunion chairman **Bob Crichton**, formerly of both the *Tely* and the *Globe*, raffled off reprints of famous *Tely* front pages. Saturday night featured an hour of old *Tely* stories, chaired by former entertainment columnist **Alex Barris**.

**Clyde Gilmour**, now with the *Toronto Star's* entertainment section, convulsed the group with laughter as he, poker-faced, sang *Some Enchanted Evening* with a string of typographical errors. And Alex Barris stirred memories with his *Ballad of Marilyn Bell*, based on the weekend in 1955 when Marilyn, paid by the *Tely* to swim the English Channel, did it on a day when only the *Globe* was publishing.

But the applause meter gave the nod to **Kathy Horler**, former women's page writer, who told about asking Dutch-born staff photographer **Dick Loek** how she could reassure a new photographer, also Dutch, that she liked working with him and found him

attractive.

Kathy practised the phonetic message for days before she used it on way to an assignment - with the new photographer — then flinched at his profane reaction, which included almost driving into a nearby building. Thanks to Dick Loek's sense of humor, she had just accused the new staffer of intimate relations with chickens and had to spend another month convincing him that the colloquialism wasn't intentional.

The next reunion? No one knows when — but the 1978 version was definitely not the last.

**FOOTNOTE:** An edited tape with highlights of the weekend, including the *Telegram's* Haggis, Hockey, Chowder and Marching Society Band, will be available shortly through the Toronto Press Club.



Photo: Alex Dellow

The highlight of the first *Tely* reunion was a Can-You-Top-This panel which included (left to right) former staffer Jack Cranford, now in PR; *CFRB's* Bob Hesketh; former women's writer Kathy Horler; and MC Alex Barris.

On Nov. 16, staff of the six-week old Kitchener-Waterloo *Newsday* learned that publisher **Peter Brouwer** was leaving. Brouwer had previously served a short stint as executive director of the Canadian Community Newspapers Association.

The *Herald*, a second national newspaper, is to begin publishing in Ottawa in January. The tabloid will have an initial run of 50,000 and publisher **Mel Jones** expects to expand into Halifax, Winnipeg, Edmonton and Vancouver with a circulation of three to four hundred thousand.

## The West

**Lawrence Mazza** has been elected president of the Alberta Weekly Newspapers Association.

The daily column by *Edmonton Journal* writer **Barry Westgate** has been suspended indefinitely following his conviction on an indecent exposure charge. The 16-year veteran of the *Journal* was fined \$100. *Journal* management says Westgate will be "assigned to other duties."

The *Edmonton Sun* and an Edmonton alderman are being sued by Dr. **Erle Snider**, an adviser to mayor **Cec Purves**. Snider is suing the *Sun* for \$500,000 and alderman **Ed Legor** for \$1 million over news reports con-

cerning his role in a city task force on transportation.

**Tony Evans**, a reporter for *The Edmonton Sun*, will be leaving the *Sun* to return to the UK.

Troop movements at *CBXT*, *CBC-TV* in Edmonton: **Dianne Clarke**, reporter, moves in December to Ottawa to become deputy line-up editor with *CBC-TV*. **Roxana Spicer**, reporter, leaves the station at the end of the year to freelance. Researcher **Sherry Lepage** goes to *CBC-TV* in Vancouver. Executive producer **Hugh Doherty** left at midsummer to join *CBC-TV* in St. John's in the same job. New EP at *CBXT* is **John Must**, formerly director of news and current affairs.

**Red Hughes** of *CFRY Radio* in Portage La Prairie is the new president of the Broadcasters Association of Manitoba. Other new officers are vice-president **James S. Purvis**, of *CKY-TV* in Winnipeg and secretary-treasurer **Elmer Hildebrand**, of *CFAM Radio* in Altona.

**Jessie Dales**, editor and publisher of the *Herbert, Sask. Herald*, has retired. The paper has been bought by **Ray and Kathy Zelowsky**, publishers of the *Gull Lake Advance*.

**Bill Johnston** has been appointed general manager of the *Yorkton Enterprise*. He was the paper's editor.

## B.C.

Although the deal with **Maclean-Hunter Ltd.** has fallen through, **Sterling Newspapers Ltd.** is still on the block. Latest prospective buyer is Cablecasting Ltd. of Toronto, which operates cable TV systems in Calgary, Winnipeg and Toronto.

**Cecil Hacker**, publisher of the *Chilliwack Progress*, has retired. He is succeeded by business manager **Roy Lind**.

At the *Agassiz Advance*, **Grant Carlson** has been taken on as staff reporter. He replaces **Frank Bucholtz**, a summer reporter who returned to the VCC journalism program.

**Bob Hughes**, formerly publisher of a group of suburban Winnipeg papers, has been appointed by Westpres Publications as general manager of its West Coast operations.

The *Castlegar News* has changed its format and is now being printed on canary yellow newsprint.

The *Kamloops News* has added some new columnists: **Bob Saucier**, a former alderman; **Jamie Bowman**, a *News* reporter, who will write on entertainment; **Jim Kelly** and **Barry Thorsteinson** will cover labor; and **Bert Barret** will provide light-hearted comment.

**Dave Stewart**, outdoor writer and photographer, is writing a fishing column for the *Ladysmith-Chemainus Chronicle*.


# ENERGY

The journalist who wishes to learn more about energy in its worldwide context can tap BP Canada for a variety of background materials.

For example, in print: *Global Energy Resources*, a colourful and informative booklet which is also available in a French edition; the authoritative annual *Statistical Review of the World Oil Industry*; and *Briefing Papers on particular energy and oil industry subjects*.

These publications, like our comprehensive bilingual *Film Catalogue*, are yours for the asking.

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## Magazines

This year's Author's Awards, sponsored by Periodical Distributors of Canada: best magazine article on public affairs, to **Sandra Gwyn** for "Where Are You, Mike Pearson, Now That We Need You?" in *Saturday Night*; best fiction magazine article, to **Jay Teitel** for "His Only Person" in *Saturday Night*; best magazine humor to **Tom Lozar** for "Our People" in *Canadian Forum*; best magazine personality feature, to **John Ayre** for "The Artist Struggles on" in *Maclean's*; best paperback fiction, to **Robertson Davies** for *Fifth Business*; and best paperback non-fiction, to **George Jonas** and **Barbara Amiel** for *By Persons Unknown*.

\* \* \*  
*Canadian Forum*, facing serious financial problems, has cancelled its December issue.

## Classified

**FIRST 20 WORDS, INCLUDING ADDRESS, FREE** up to three consecutive issues. Write or phone until **Dec. 4** for guaranteed insertion in January issue, published Dec. 14. Each additional word, **25¢** per insertion. Display heads: 14-pt., \$1 per word; 18-pt., \$1.50 per word. Box number, \$2.50. **Try us.**

## Jobs Available

Skilled writer/editor is required by Toronto-based manufacturer to take charge of its award-winning monthly tabloid. In addition to good writing, reporting and layout skills, candidates should have interest in growing into a broad range of public and community relations functions. Salary starts at \$18,000 with generous fringe benefit package. Send complete details to Box 75, c/o *Content*.

75-91

## Jobs Wanted

### EDITOR/WRITER

with photo experience seeks full-time job in Toronto. Recent journalism graduate will consider any media. K. Jones, (416) 465-9131. 76-93

### AVAILABLE for WORK

Experienced research/writer free to accept short-term assignments and editorial work, starting December 1978. W. King, 161 Duke St., Hamilton, Ont. 74-93

English graduate seeks employment as editorial assistant/trainee, or any position to train with a publisher. 416-362-3635. 73-93

Innovative communicator seeks total scope research-writing-editing challenge. Trade magazine and financial reporting skills. D.L. Wannan, 416-832-3150. 72-92

## Services

Theatre Ontario's Printing and Duplicating Centre invites you to take advantage of their expertise and quality printing at a considerable cost saving compared to most outside commercial printing houses. The Centre now has a full-time typesetter, layout and design artist and in addition to a wide range of printing services, offers photocopying and collating on one of the fastest and most modern machines available, the Xerox 9400. For further information, call (416) 366-2536. 77-91

## Miscellaneous

A study conducted in 1971 and reported in the U.S. *Freedom of Information Center Report No. 395*, reveals that U.S. reporters, print and broadcast, are disproportionately young, male, white and from solid middle- or upper-middle-class backgrounds. The study also found that between a fifth and a quarter of experienced, young editorial personnel are not strongly attached to their profession. The study explained that "the most promising and well-trained people are attracted to the field by an image of professional practice that, in large part, is incompatible with organizational realities."

## Obituaries

**Jean Prouvost**, 93, the French press magazine who founded *Paris-Match*, died in October.

\* \* \*

**Bert Green**, 78, former editor of the *Sidney, B.C. Review*, died in August.

## Erratum

**Hartley Steward**, who was identified in our Sept./Oct. issue as the editor of *The City* magazine, should have been described as the former editor. **John Slinger** has been editor of *The City* since April. (30)

## INFORMATION/MEDIA/Writing

### Can You Communicate Our Facts?

The Whiteshell Nuclear Research Establishment, Pinawa, Manitoba has interesting and challenging work for people who have the ability to communicate factual information about our research and development, nuclear waste management and other nuclear related programs to the general public. These people will provide liaison between scientific and engineering staff who are engaged in these programs and the public, through the news media, elected officials, service organizations, etc. Some of these positions will be located at the Whiteshell Nuclear Research Establishment, but it is possible some positions will be available in field offices located in various parts of Canada.

Candidates for these positions should have a relevant Honours BSc degree, a BA degree in Journalism or equivalent experience and will have several years demonstrated experience in the news media, journal, or communications field. Experience in the production of publications for education and/or public information purposes would be desirable for the Writing positions. Communications experience in science or energy related areas would be an asset.

Starting salaries will be commensurate with qualifications and experience. AECL has a comprehensive benefits package and relocation assistance is provided.

The Whiteshell Nuclear Research Establishment employs approximately 800 people and is located about 65 miles northwest of Winnipeg near the Whiteshell resort area. Pinawa is a modern townsite about 10 miles from WNRE.

Men and women who may be interested in these positions and possess the necessary qualifications should apply in writing giving full particulars to:

Personnel Supervisor,  
Atomic Energy of Canada Research Company,

WHITESHELL NUCLEAR RESEARCH ESTABLISHMENT,  
PINAWA, Manitoba

R0E 1L0



Atomic Energy  
of Canada Limited

L'Énergie Atomique  
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# Omnium-Gatherum

## Atlantic

Dartmouth broadcaster **John Cunningham** has been elected to city council. Cunningham hosts *CFDR's* afternoon show.

**Jerry Lawrence** of *CHFX-FM*, previously a member of Halifax city council, has been elected to the Nova Scotia legislature.

Halifax freelance journalist **Helen Golding** will take up residence in Ottawa.

The Atlantic bureau of *Southam News Services*, closed for several years, reopens with the appointment of **Brian Butters** as bureau chief. Butters, formerly assistant city editor for the *Edmonton Journal*, will operate the one-man bureau out of Halifax.

Canada's first newspaper for the blind is being published in Halifax. *Touchstone*, a monthly tabloid, appears in extra-large typeface and also in cassettes recorded by *CBC* volunteers. The staff hopes to reach a circulation of 30,000 by mid-1979.

*The Dalhousie Gazette*, the Dalhousie University student newspaper, has rejected an RCMP advertisement for recruits among ethnic groups. Editor **Marc Allain** says the ad distorts the history of RCMP relations with minorities.

Fredericton *Sun* columnist **Peter Sherwood** has left for an indefinite stay in England. **Richard Matheson**, formerly the *Sun* ad manager, has left to set up *Atlantic Life*, a regionally oriented monthly tab.

*CFNB* has appointed **Paul Walsh** news director.

**Del MacKenzie** has been named executive producer of *CBC's CBOT-TV* news in Ottawa, replacing **Tim Knight**. MacKenzie is a former *Halifax Chronicle* reporter.

## Quebec

**Karl Nerenberg**, formerly Quebec story producer for *CBC Radio's* Morningside, has been appointed producer of *Daybreak* for *CBC Radio 940* in Montreal.

Montreal mayor **Jean Drapeau**, annoyed by an unwelcome question put to him during an interview by **Brian Nelson** of *CFCF-TV*, ripped off his microphone, ordered the filming to stop and told Nelson to leave his home. However, the filming went on and *CFCF* viewers were treated that evening to a one-minute glimpse of Drapeau's outburst.

Now we know. Anyone who has been wondering about the evident enthusiasm of the news media for the decriminalization of marijuana should take note of the following

memo from Montreal *Gazette* editor **Mark Harrison** to editorial staff:

"I have received several reports that staff members have been smoking marijuana on company premises. I hope no one needs a reminder that possession of marijuana remains an illegal act, and that smoking of marijuana on *Gazette* property is ground for instant dismissal."

## Ontario

Dramatic changes at *The Globe and Mail*: **Clark Davey**, ME for 15 years, goes to *The Vancouver Sun* as publisher. Replacing Davey is **Ted Moser**, the *Globe's* assistant ME. **Colin McCullough**, assistant publisher, also moves west as publisher of the *Victoria Times*. **Cameron Smith**, previously assistant to the editor, becomes executive editor and **Oakland Ross** has been appointed assistant editor.

The Ottawa *Citizen* has hired freelancer **Bobby Turcotte** and **Michael Prentice**, formerly of the cross-town paper, the

*Journal*. Reporter **Bozica Costigaliola** has left to join the Canadian Council on Social Development. Parliamentary reporter **John Gray** has left to become a columnist and editorial writer at the *Journal*. Reporter **Mark van Dusen** has left to freelance.

*The Globe and Mail* has sent **Robert Sheppard** to Ottawa.

**Robert Burton** has been hired as Ottawa producer for *CFOT-TV* in Toronto.

**Helen McNeil** has signed on as Ottawa correspondent for *Barometer*, the Halifax alternate paper.

Quebec's independent TV network, *TVA*, has added **Louis Majeau** to its Ottawa bureau.

(See OMNIUM, P. 13)

## WILLIE FILLER

