

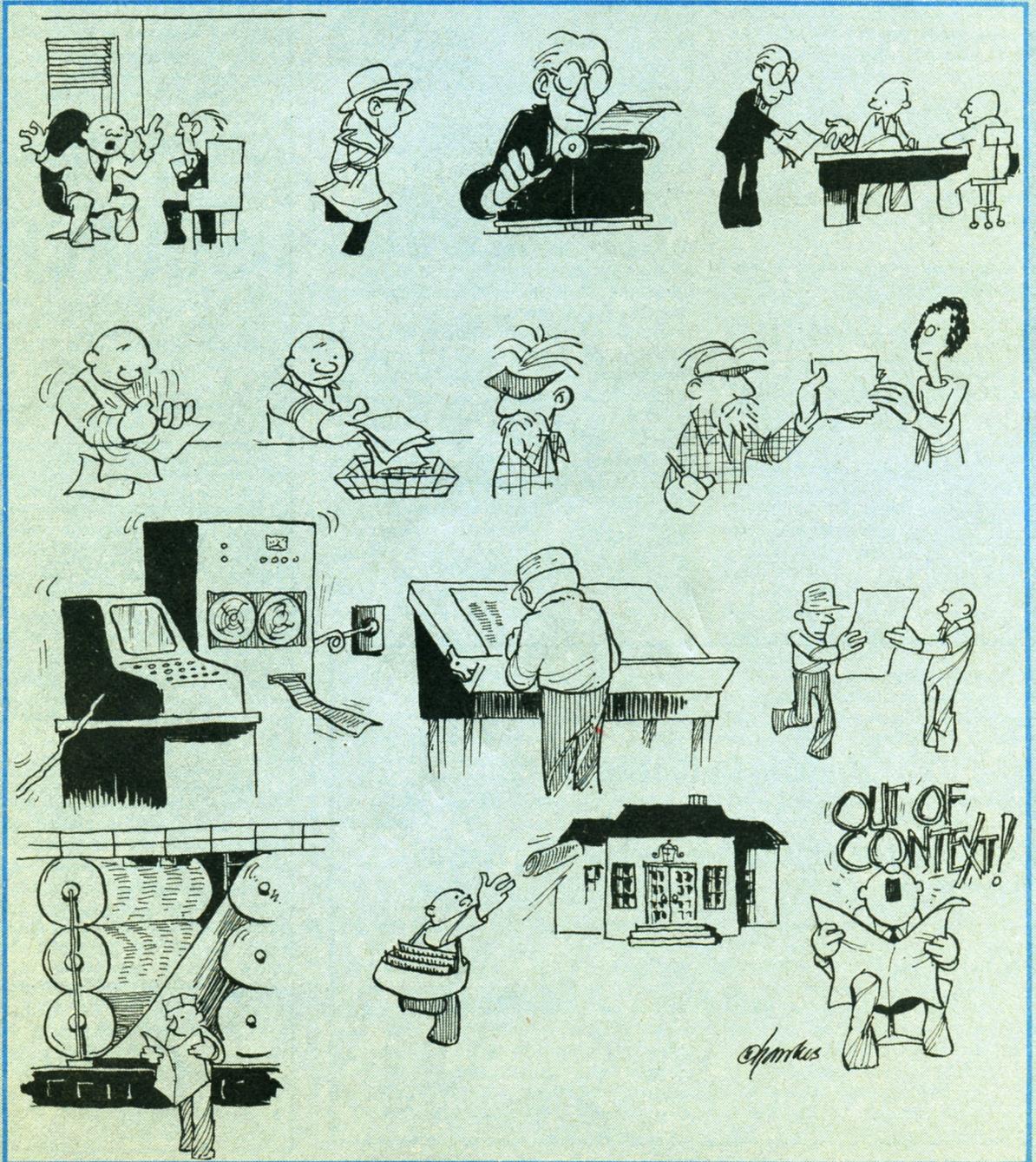
# content

Canada's National News Media Magazine

February 1979

Number 93

75 Cents



# SOURCES

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

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

(p. 14, col. 1)

## ADDICTION RESEARCH FOUNDATION

Delete:

**Barbara Spencer**, Media Relations Officer

Add:

**Barbara Coultas**, Media Relations Officer

(p. 14, col. 2)

## AGRICULTURE CANADA

New address:

Sir John Carling Bldg.  
Ottawa, Ontario  
K1A 0C7

Delete:

**Information Division**  
Office: (613) 994-5533

Add:

**Information Services**  
Office: (613) 995-8963

(p. 20, col. 3)

## CANADIAN CONSTRUCTION ASSOCIATION

Delete:

**Royal Galipeau**,  
Director of Communication  
Insert:

**Maureen Crowe**,  
Public Relations Officer  
Office: (613) 236-9455  
After-hours: (613) 592-1380

(p. 45, col. 2)

## ONTARIO MINISTRY OF TREASURY, ECONOMICS AND INTERGOVERNMENTAL AFFAIRS

The ministry has been divided as follows:

### ONTARIO MINISTRY OF INTERGOVERNMENTAL AFFAIRS

Communications Group, Frost Bldg. South, Queen's Park, Toronto M7A 1Y7

The Ministry is the province's chief contact with Ontario local governments. It is responsible for relations with the federal government, other provinces and external governments and agencies. It plays an integral part, along with the Premier's Office, in the formulation and discussion of the Canadian constitution.

Contact:

**Marion Dempsey**, Manager,  
**Marjorie Rebane**, Information Officer,  
Communications Group  
Office: (416) 965-7171

and

### ONTARIO MINISTRY OF TREASURY AND ECONOMICS

Communications Group, Frost Bldg. South, Queen's Park, Toronto M7A 1Y7

Within the Ontario government, the Ministry of Treasury and Economics recommends fiscal, economic and regional policies. Work is done on taxation and fiscal policy (including development of the provincial Budget); economic policy and analysis; regional economic development; provincial borrowing and accounting; and statistical information.

Contact:

**Marion Dempsey**,  
Manager, Communications Group  
Office: (416) 965-7171

# content

Established 1970

**Publisher**  
Barrie Zwicker

**Associate Publisher**  
Ray Bendall

**Editor**  
Ken Popert

**Business/Circulation Manager**  
Debra Bee

**Special Assistant**  
Nancy Moritsugu

**Contributing Editors**

Alberta — John Balcers  
Ottawa — Paul Park

Quebec — Paule Beaugrand-Champagne  
Saskatchewan — Barry Wilson  
West Coast — Nick Russell

**Correspondent, Montreal**  
Dave Pinto

**Consulting Editor**  
Terry O'Connor

**Content** is published 11 times each year.  
91 Raglan Ave., Toronto, Ont. M6C 2K7  
Telephone: (416) 651-7799 (if busy, 651-7733)

# SOURCES

Established June 1977

**Publisher**  
Barrie Zwicker

**Managing Editor**  
Ray Bendall

**Business/Circulation Manager**  
Debra Bee

**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)  
2 years: \$17; \$18.00 (USA); \$19.00 (overseas)  
3 years: \$22 (Canada only)

Grants from the Ontario Arts Council are gratefully acknowledged.

ISSN: 0045-835X

2nd Class Mail Registration Number: 2501

### Advertising

Combined **Content/Sources** Rate Card No. 1 available on request.

Membership in  
Audit Bureau of Circulations  
applied for.

**CPPA**  
MEMBER

## Coming in Content

Coverage from Montreal of the founding convention of the Centre for Investigative Journalism

Journalists  
in Politics

Newspeople  
and Polls

"If" Day,  
a flashback

## SPORTS NEWS: REAL STUFF OR JUST A GAME?

TORONTO — It was to have been a debate on a serious matter: Are sports reporters controlled by promoters?

Instead, there was plenty of uncontrolled laughter and a tinkling of beer bottles among the audience and panel in the smoke-filled Toronto Press Club Dec. 6. It could easily have been mistaken for a scene in any rowdy bar. For one and a half hours, serious discussion was derailed by countless digressions and personal feuds. When the question was finally offered to the audience (Are sports reporters in the pockets of promoters?), scant evidence had been offered on which to form an opinion. About a third of the audience of 60, which included public relations and media workers, did not vote. Of those who voted, the majority felt that reporters were not promoter-controlled.

While the discussion never got off the ground, everyone seemed to enjoy themselves.

There was a noticeable absence of broadcast reporters and newspaper sports "reporters." The panel was chaired, of all people in this sports gathering, by Paul King, an investigative journalist for the *Toronto Star*. On the panel were the *Star's* flamboyant columnist, Christie Blatchford, *The Canadian's* sports writer, Earl McRae, *CKEY Radio's* Jim Hunt and *Globe and Mail* sports columnist Allen Abel.

A member of the audience suggested the panelists were promoters of themselves and therefore could not be considered reporters. Thus began a semantic game which consumed quite a bit of time.

Abel agreed, with the comment: "Certainly, I'm a feature in *The Globe and Mail*." Hunt disagreed.

McRae said: "I'm not consciously out there to promote me when I do a story." Somebody shouted: "If you didn't have your byline on it, would you work as hard on a story?" Answered McRae: "No. Would you?"

Blatchford commented mysteriously: "No, it's alright, neither do I."

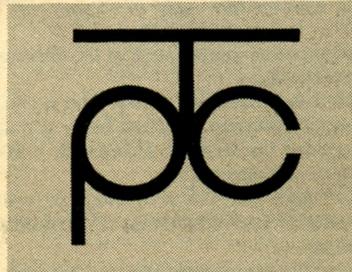
Prolonging the semantic silliness, someone asked what a sports promoter was. Abel suggested the word conjured up images of a team-owner walking into a newspaper office and pleading for coverage. He said that Molson's and Labatt's were sports promoters. So were athletes, he added. Athletes even lie, on occasion, to protect their interests, according to Abel.

Abel said sports broadcasters should not be considered reporters.

McRae felt otherwise. Broadcasters are looked upon by the public as reporters he said. He went on to suggest, quoting from a story he wrote for the Sept. 10, 1978 issue of

*The Canadian*, that it is important to consider what is not mentioned in a story.

"In Regina, Doug Alexander, production manager of radio station *CKCK*, which owns the broadcast rights to the games of the Saskatchewan Roughriders, is also a director of the football club," he began. "John Lynch, the colour commentator for the games, is a former director of the club. *CKCK* is a fervent and obvious booster of the team. Lynch sometimes wears a team blazer in the broadcast booth. He admits that some listeners get annoyed at his pro-Roughrider sentiments, but he says 'I'm a fan of this team and always will be. I don't put the knock on them if I can help it. If Ronnie (Lancaster) throws a bad



pass, I simply say the defence did a good job.'"

The biggest sparkler of the night centred on freebies.

Blatchford suggested that sports reporters "get bought off" with freebies. The free-loading takes many forms, she said. For example, a recent offer had been made by a pro tennis group offering to pay reporters' fares to Jamaica in exchange for a story on a tennis tournament. Free drinks, food, "quickie quotes" and "making easy money" by writing for team programs or appearing on telecasts result in a reporter becoming "part of the team," she said. "Pretty soon you write like you play for the team."

Blatchford went on to list other freebies: "Bands, cigarettes and sometimes even the breads," she said. That brought laughter and a call for evidence. Blatchford retreated, softening her comments: "Nobody's suggesting they pay the bills, but what they do do is stock the room with dumb receptionists from their offices who go around looking pretty and smiling."

"... I don't think the readers care if we are or ever were in the pockets of sports promoters," said Blatchford. "We should care. When I went to the World Series, the only thing they had were free bars. I tried to leave a \$1 tip but that got to be very awkward. I ended up drinking free just like everybody else. I — maybe because I'm a turkey — felt guilty the next day. Laugh, but I did."

As the confessions revealed, many reporters were guilty of accepting freebies. The *Globe's* baseball writer, Neil Campbell, also admitted to this, but added: "I think the way people are bought off is by selling jobs by the promoters . . . (and) ballplayers."

Abel disagreed. Athletes are paid too much to bother being nice to a reporter, he said. They do not need the publicity, of newspapers at least, he said.

Someone raised the problem of accepting free rides on a team's charter aircraft. The discussion revealed opposing views. It is necessary to travel with a team in order to cover a beat adequately, according to some. Others felt that it was not necessary and that, if it was done, the paper should pay the tab, whether or not the team owned the aircraft.

Perhaps the freebies problem is the result of poor salaries. Said the *Globe's* sports writer, James Golla: "If they are (accepting freebies), it's because the employers don't pay them enough."

Abel cautioned the audience against thinking that freeloading is restricted to sports reporters. "It also happens to political and business writers," he said.

*Stephen Overbury is a freelance writer working at the Faculty of Education of the University of Toronto.*

## FAIR COMMENT RULING RAISES CAUTION AND QUESTIONS

SASKATOON — A Supreme Court of Canada decision denying the Saskatoon *Star-Phoenix* the right to plead fair comment as a defence in a libel trial has sent newspaper publishers scurrying to their bunkers and brought columnists out of the woodwork to warn of a threat to freedom of the press.

At the centre of the storm was a Nov. 21 split decision by the Supreme Court upholding a lower court conviction of the Saskatoon newspaper.

The charge was brought against *The Star-Phoenix* by Saskatoon alderman and lawyer Morris Cherneskey after a 1972 letter to the editor alleged opponents of a native alcohol rehabilitation centre in the city were racists. Cherneskey had raised some questions about the centre at council and was highlighted in the letter by two law students.

When the case came to trial in Saskatoon several years ago, the law students had moved and could not be brought to court as co-defendants or witnesses.

In their absence, the judge said he could not determine whether the opinions in the letter were the honest opinions of the authors because they had not testified and that, since *Star-Phoenix* executives said the letter did not represent the opinions of the newspaper, fair comment could not be used as a defence by the newspaper.

*The Star-Phoenix* had the judgement overturned at the Saskatchewan appeals court level, but lost the important decision at

the Supreme Court level by a 6-3 decision.

The effect of the ruling seemed to be that a newspaper cannot claim fair comment unless it can testify the views expressed in the article or letter in question are its own.

The surface implications seemed clear and the most eloquent spokesman against the decision was Supreme Court justice Dickson, who wrote the dissenting opinion.

"As the columns devoted to letters to the editor are intended to stimulate uninhibited debate on every public issue, the editor's task would be an unenviable one if he were limited to publishing only those letters with which he agreed," wrote the judge. "He would be engaged in a sort of censorship, antithetical to the free press."

He said a result could be that newspapers would be reluctant to publish letters critical of public officials if they did not agree with the criticism and could not confirm the views were sincere. In the increasingly prevalent one-newspaper city, he said, it would stifle debate.

"Newspapers will not be able to provide a forum for dissemination of ideas if they are limited to publishing opinions with which they agree," he said.

The author of the majority court opinion, Justice Ritchie, disagreed with that sweeping prediction. He said the judgement was not meant to stifle publishing of views in opposition to the editorial views of the publisher.

"What it does mean is that a newspaper cannot publish a libellous letter and then disclaim any responsibility by saying that it was published as fair comment on a matter of public interest but it does not represent the honest opinion of the newspaper."

Media spokesmen, of course, chose to accept the opinion of Justice Dickson, and for some good reasons.

The logic of the majority opinion often seemed fuzzy and the disclaimer that it should not be interpreted too widely simply added to the confusion. The whole point of the doctrine of fair comment was that opinions which might be judged libellous in normal circumstances could be defended in court if they dealt with subjects of public interest.

In an interview, *Star-Phoenix* executive vice-president Jim Struthers said that trying to determine whether views expressed in letters are really the opinions of the authors would be difficult and probably impossible.

"What if he got up in court and said he was drunk and didn't mean it? We would have no defence," said Struthers.

He said the newspaper plans to continue publishing all the letters it can, but the effect of the ruling is being felt.

"It can't help but make the newspaper a little less accessible to the general public," he said. "It's inevitable that some letters we would have run in the past will be sent back because we can't be sure of it and it could be defamatory without a fair comment defence."

Struthers says it is ironic that the Combines Investigation Act requires honesty in advertising but does not put the onus on the media outlet to prove the advertising is honest. He said a more severe approach may be applied

now to the expressing of opinions.

National columnists also joined the fight.

Maurice Western of the FP chain wrote that letters to the editor are a practical expression of participatory democracy and editors will now be forced to be more cautious in the scope of opinions they publish.

In the *Ottawa Citizen*, Christopher Young of *Southern News Services* compared the recent move in China to allow more public expression of opinion with the Supreme Court move and concluded the trend is moving the other way in Canada.

"The danger of this decision is that newspapers may feel inhibited about printing letters with which they disagree if the letters reflect badly upon the reputations of public officials," he wrote. "If the law is to be interpreted as meaning that the individual who is not an editor or publisher cannot express his wrath about the public actions of public people, then the law ought to be rewritten at once."

The long-term implications of the decisions are still unclear.

There have been suggestions that because the majority decision appeared fuzzy at times and included the qualifier at the end, it may not serve as a precedent.

Other cases may have to come to court before the strength and impact of the decision are known.

Meanwhile, Struthers says the Canadian Daily Newspaper Publishers Association has been "debating" the issue and he feels one way to get around it may be to press provincial governments to change libel and slander laws explicitly to rule out such future judgements.

Until something happens, he said *The Star-Phoenix* will be carrying on with its letters policy, although consultations with lawyers are being held to try to establish some guidelines for caution.

While immediate media reaction to the ruling was predictable and outraged, there were no public attempts to put the ruling into a broader context of the role of the media in Canadian society.

Perhaps the ruling, the questions it raises and the debate it could foster would be a



good hook on which to hang a more general internal and external discussion about the media.

There are many who feel the media have become too powerful a factor in both reporting and shaping public debate and issues without adequate checks. Were the Supreme Court judges trying to counter the general rule of media immunity from public control?

What rights do the media have in Canada? Some commentators saw the ruling as an attack on "freedom of the press" but in Canada that is a largely mythical freedom.

Unlike the United States, Canada has no constitutional guarantees of freedom for the media and, while the 1960 Bill of Rights gives some protection, it is simply a statute which

can be overruled by future parliaments.

The media establishment has always been prepared to fall back on "freedom of the press" as an argument against outside (i.e., government, not corporate owners') interference in determining the news. Perhaps it is time to find out what protections do exist and what exactly the media want to be free from and free to do. — Barry Wilson.

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

## STAR, STUDENTS SETTLEMENT UNHEARD OF

TORONTO — Secrecy is an essential component of the *Toronto Star's* recent out-of-court settlement with four former journalism students who sued the daily for breach of contract in 1977.

The secret involves the amount of the settlement, which, according to a clause in the final agreement, cannot be revealed by any of the parties involved.

So fundamental is the concealment of the money aspect that any disclosure to the public by the *Star*, the former students or their respective lawyers could negate the agreement altogether.

The motives that led to the restrictive clause, proposed by the *Star*, are obscured amid the legal and public relations jargon inevitable in secret dealings.

Said *Star* lawyer R. D. Weiler, "It should be remembered . . . the decision to keep the amount of the settlement out of the public was a decision based upon motives formulated by my principals. I merely relate their intentions."

How the clause would be enforced should one of the parties divulge the sensitive information is an empty question. No one will talk.

*Star* deputy managing editor Tom Curzon said recently he was not prepared to answer any questions regarding the settlement and was concerned the case was being scrutinized for some intrigue that didn't exist.

If there is no intrigue, why the reluctance to release details of settlement?

The students in the case are equally perplexed.

Susan McMaster, a Carleton University student involved in the case, said she was unacquainted with the legal technicalities governing the restrictive clause. Nonetheless, she would say nothing about the actual settlement and confined her comments to her motives for suing the paper.

Former Ryerson student David Aston, now at *The Calgary Herald*, echoed Ms McMaster's sentiments. "I don't want to say anything about the settlement itself because it might jeopardize the outcome for all of us."

Neither he nor any of the others involved in the action would confirm the amount of the total settlement as being about \$7500.

That figure came from unnamed sources close to the case.

The action against the *Star* was initiated when the students, after being notified of job confirmations for the *Star's* summer training program, were later informed the program had been abandoned and the jobs were gone.

Curzon said at the time that the program was sacrificed for financial reasons and claimed that no compensation would be forthcoming to the students as they had no rights under The Newspaper Guild contract. The Guild disagreed.

Susan Craig, secretary of the local comprising *Star* employees, said the guild backed the students, contract or no, by voting to absorb their legal fees in the case which totalled about \$800.

She said the Guild supported the students to protect its own long term interests. "We knew that if something wasn't done now, right down the road they (the *Star*) could do the same thing to us."

As to the restrictive clause stifling any information about the settlement, she was unable to shed any light and linked it to public relations tactics.

Essentially, the case exemplifies one way of answering the dusty old issue regarding the right to know. For some at the *Star* that right is not beyond compromise, while for others it remains a fundamental element in the operation of the media. — Wayne S. Roberts.

*Wayne Roberts is a Toronto freelance journalist.*

## STAFF BUMPED AS B.C. WEEKLY SOLD TO CHAIN

VANCOUVER — Staff of the suburban Vancouver weekly *Surrey Leader* started 1979 with a visit to the UIC office: they had all been fired on New Year's Eve.

Owner-publisher Stan McKinnon had been seeking a buyer for ages. The paper was founded 20 miles south of Vancouver in the country village of Surrey in 1928 and until recently — with a paid circulation of 5,000 and a staff of eight — it had prospered. But neighbouring Vancouver began to engulf it.

"The *Surrey Leader* used to be a darn good country newspaper but the country left Surrey," McKinnon told *Content*. "And then we became a pretty good suburban paper. But now we have to become a metropolitan paper, and that's pretty tough for a single independent operator."

McKinnon, naturally, wanted to sell the works, including the *Leader* building, now a substantial chunk of downtown Surrey real estate; but a rumoured asking price of \$400,000 left most potential buyers cold.

So McKinnon offered the paper to Hacker Press Ltd., owners of three other Fraser Valley weeklies (Mission, Abbotsford & Chilliwack). And after tough negotiating, a strange deal was worked out. Hacker Press

## The Surrey Leader

didn't want the real estate, the staff or most of the equipment, just the paper.

Explained new publisher Brian McCristall (ex-Abbotsford editor):

"We bought the publishing rights to *The Surrey Leader*. Composition and presswork will be done at Abbotsford. We purchased the title and some specified assets — the subscription list and minor equipment. We didn't purchase the building, and we have none of their (the old paper's) obligations."

So it was that on Dec. 29 McKinnon called the staff together and delivered what one subsequently called his "bombshell" announcement that *Surrey Leader* Ltd. was closing down. One 25-year veteran had just arranged to retire with a pension set up through the ITU. Others (including one with 20 years at the *Leader* and one with 13 years) were not so lucky: six weeks severance and vacation pay for the lot. One receptionist was rehired and McKinnon became news editor of the "new" paper.

Is it relevant that Hacker Press publishes its four papers for Canwest Publishers Ltd., the 70% Canadian-owned stepchild of the Liverpool Echo Group of England? I don't know. Will the group buy other papers? All Hacker president Rex Cadwaldr would say was: "We are concerned to protect our markets." (The *Leader* was long a customer of the big Hacker community newspaper

## Notice Board

Planning a workshop, reunion, conference, other event? Why keep it secret? At least 5,100 of your colleagues see Notice Board each month. For free insertion, mail or phone copy to: Notice Board, c/o Content, 91 Raglan Ave., Toronto, Ont. M6C 2K7 (416) 651-7799.

Jan. 31: Deadline for RTNDA Awards entries.

Feb. 21: *Woman's Place is in the Home*. This will be the topic of the Toronto Press Club news forum. 8 pm, 73 Richmond Street West, third floor. For the affirmative, Ben Wicks; for the negative, Maggie Siggins.

March 17: LEGAL PITFALLS IN EVERYDAY JOURNALISM, a 9-am-to-4:30-pm seminar with panels and question-and-answer sessions, at the Plaza Hotel, Edmonton. Speakers include Mr. Justice Krever of the Ontario High Court, Dean Jeremy Williams of the University of Alberta law faculty. Topics include contempt of court, defamation and rules for covering public inquiries. Presented by the Legal Education Society of Alberta. Fee \$50 (lunch included). Register by writing the society, Law Courts Building, Edmonton, Alta. T5J 0R2. For more information call (403) 423-5678.

June 6-10: *Media 2004*, the 75th anniversary, general meeting and reunion of the Media Club of Canada has been moved to McMaster University, Hamilton, Ont. Information available from Jean Craig, Media Club of Canada, 16 Douglas Place, Stoney Creek, Ont. L8G 1M6 (416) 662-8185.

print shop.) Nobody would reveal the selling price.

Meantime, as McKinnon wrote in his column the following week, many of his former staff are "going on to other things." Some, bitter at not being given any hint of impending doom as they indulged in their usual lavish Christmas spending, talked of starting a new paper in competition. — Nick Russell.

*Nick Russell coordinates the Vancouver Community College journalism program and is Content's west coast contributing editor.*

## PUBLIC STILL MAD AT PRESS CDNPA WARNED

LONDON — Attacks upon the print media by special interest groups will intensify in the future, reporters were told at a business and labour reporting seminar held here Dec. 6 and 7.

Irving Whynot, chief of information services for the Canadian Bankers' Association, said journalists "should be worried about the fact that many groups distrust the print media. The last thing journalists should be is smug."

Whynot urged reporters to get away from the stereotype that big business and profits are bad, just as they should get away from the stereotyped view that all unions "are led by pinko-commies out to run the country."

The seminar was organized by the Canadian Daily Newspaper Publishers Association to promote better understanding of the issues involved in business and labour reporting.

Neville Hamilton, public relations director for the Canadian Paperworkers Union, said that labour stories don't get the treatment they deserve.

"The strike story gets good play on page one," he said, "while the settlement story will be nestled away on one of the inside pages."

Hamilton said that labour reporting is "pretty fair, but it doesn't go far enough. It doesn't examine the economic questions."

Julian Hayashi, labour relations writer for *The London Free Press*, said the only responsibility the press has is to report news as honestly as it can. Hayashi criticized daily newspapers for a lack of reporting in the labour area.

"Labour reporters are capable, but one person can't cover the complete labour beat. Large newspapers like the *Toronto Star* should have three or four labour reporters instead of just one," Hayashi said.

Newspaper management came under fire at the seminar for paying only cursory attention to training business reporters. Robertson Cochrane, financial editor of the *Toronto Star*, said "management does not pay enough attention or money to train business writers."

David Tafler, editor of *Financial Times of Canada*, said business reporters should give

# Doing a story on Life Insurance, Pensions, RRSPs, Retirement Planning, Investment in Canada, Savings by Canadians?

Where do you get the latest information?

## TRY US.

We are the trade association for 127 life insurance companies in Canada.

We gather statistics on all aspects of life insurance and its role in providing financial security for Canadians and investment capital for the country.

We publish all kinds of material that can help you develop background for your stories.

We'll drop whatever we are doing to dig up statistics, figures, opinions, views or quotes you may need.

In English call Bruce Powe or Barrie Hussey, collect at **1-416-364-6295**.

In French call Marcel Theoret, collect at **1-514-845-6173**.

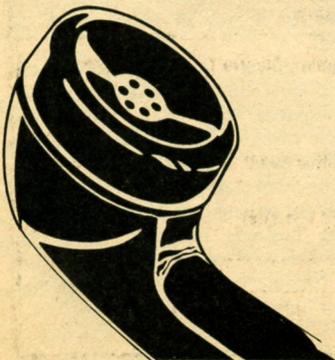
And if you have consumer questions or complaints, call the Life Insurance Information Centre "hotline." It's toll free from anywhere in Canada.

In English: 1-800-268-8663.

In French: 1-800-361-8070. (In British Columbia: dial: 112-800-268-8663).

## The Canadian Life Insurance Association

55 University Avenue, Suite 1400  
Toronto, Ontario M5J 2K7



readers information they can use.

"People are concerned about what's going on in business and how it will affect them," Tafler said. "They are hungry for clear, easy to read papers." — Paul MacDonald.

*Paul MacDonald is a Toronto freelancer.*

## CPPA TROUBLES TEACH LESSON TO PUBLISHER

TORONTO — Cash flow and management problems have erupted at the Canadian Periodical Publishers' Association.

The organization of Canadian-owned and -controlled magazines, which enjoyed explosive growth from its inception in early 1973 by 10 magazines, owes up to \$110,000.

Notification to the almost 200 members of the crisis, followed by issuance of a press release, was to take place the week of Jan. 15.

The CPPA has increased its self sufficiency in the past few years but still depends heavily on government grants to operate its Canadian newsstand subsidiary, CPPA Distribution, and its subscription promotion program.

Heart of the problem seems to be that because success followed success, succeeding boards failed to keep close enough tabs on day-to-day operations. Procedures, especially fiscal ones, were not implemented sufficiently to match the scope and sophistication of the operation, which recently reached a staff of 12.

A general membership meeting is slated for March, at which CPPA's future will be discussed. Meantime, the organization is without an executive director; staff has been reduced by half.

The writer is a CPPA board member and learned from the crisis something on the subject of whether journalists should be "joiners." The rest of this piece may be called personal journalism, if you will.

I for one oppose the long-standing tradition that says a journalist must never be a "joiner" (the very word suggests an odd breed separate from normal citizens).

Those who cling to this self-imposed prohibition against participating directly in the affairs and struggles of their time rob themselves of experiences, and deeper understandings of issues and of the ways and motivations of many fellow citizens.

Never carrying a membership card of any sort can give the non-joiner an exaggerated sense of neutrality. Anything that feeds the self-delusion of "objectivity" among journalists is dangerous.

I see belatedly, however, a trap awaiting the journalist elected to office in an organization. The trap is that he or she can become involved in attempts to cover up bad news about the organization.

Here's how my trap came to be. In 1972 I served a short, happy stint as CPPA's executive co-ordinator. Mine was a wide open door information policy with members and the few

reporters who called. Sheryl Taylor-Munro, who succeeded me and served until December last, also levelled with the media as a matter of prin ciple.

Later I served two terms on the board. No conflicts with my job as an editor or reporter arose. Developments at CPPA were good; a problem was to get various publics to take notice. I declined to run for a seat on the 1977-78 board due to workload at *Content*. But at the 1978 annual meeting in Banff I put my name forward and was re-elected.

The new board faced a suddenly evident crisis. Bad news. And the board, *collectively*, did not place disclosure of the organization's problems as high among its priorities as myself and one or two others did.

In many similar situations the course may be clear: resign. In this case it wasn't clear. Even if all board members had been in unanimous favour of immediate disclosure, that action would have been difficult as many facts were missing, others confused.

There's a duty too, to represent those who elected you, and in some ways it's greater when you're part of a tiny minority, or are a minority of one.

The affairs of CPPA (and like organizations) should be as public as possible if for no other reason than that CPPA has received public funds. But there are better reasons.

Secrecy is bad for society's health and Canadians suffer a bad case of secrecy-mindedness. Decisions against disclosure tend to spawn further ones. "We never told anyone about A, so now how can we tell them about B? We'd have to disclose A to explain B. So let's wait until we take action C when it will all make sense."

Journalists, including editors and publishers, should be a fly in the secrecy ointment. I for one will be more cautious about running for office in any organization which may make news — or try to stifle it.

Robert Fulford and others from time to time accept posts on bodies that must, at least occasionally, wrongly withhold information. How do you handle it, Bob? — B.Z.

*Barrie Zwicker is publisher of Content and a member of the board of CPPA.*

(30)

## Squirmers

"It should, however, be shown in every school in the land to give a historic perspective to the racial bigotry that still exists today." (TV reviewer Bob Pennington about an NFB film in *The Toronto Sun*, Oct. 20, 1978.)

"Historic" means famous in history, while "historical" means having to do with history.

That phrase should have been "historical perspective."

\* \* \*

"Lesley Brown, 32, of Bristol, is expecting the birth of the child within a couple of weeks, maybe sooner." (*Globe and Mail*, July 17)

Sooner than within a couple of weeks? Yesterday, maybe?

(30)

# Column by Richard Labonté

THE HISTORY of Canada — a fresh and exciting history — lies mouldering on the fragile yellowing pages of this country's magazines: stories about the events which shaped the nation, written with an immediate wisdom by the finest prose artists.

Those stories have been inaccessible to all but the most determined of the culturally curious: but any need to know can now be slightly slaked by *Canada From The Newsstands*, a selection from what editor Val Clery calls the best Canadian journalism of the past 30 years.

The articles cover ground from mid-1940s to mid-1970s, from B.C. to Newfoundland — with not a lot about Ontario in between, which is a relief — and from Maurice Duplessis to Pierre Trudeau.

It's an arbitrary selection, inevitable when thousands of articles are pruned to 600, then 200, finally just 29.

But it's also an eye-opening selection: Canada is an interesting place when crisp topical journalism rather than fusty historical maunderings serves as the basis for understanding.

Clery wanted to honour feature-writing, a form of journalism he fears is in danger these days.

Today's newspapers and magazines feature shorter stories, less thought, little philosophy, lots of fragmentation: the term "disco journalism" has been coined to describe the trend.

But Clery, obviously a romantic, believes the trend to superficiality isn't irreversible.

In an epilogue to *Canada From The Newsstands*, he writes:

"Just as the proliferation of overprocessed and substitute foods has begun to initiate revulsion in appreciable numbers of consumers and their return to a healthier and fresher diet, the present fragmented and overprocessed content of magazines, and to an even greater extent newspapers, may well stimulate an appetite for content that is substantial . . ."

CLERY'S COLLECTION of magazine work is probably the most visible, but it's not the only one.

Earlier last year, Jack David and Michael Park produced *Playback*, a snappy compilation of work from Canadian periodicals, to be used as a textbook.

It's what Clery's book is not: disco journalism, surface snaps of society. Easily read, easily forgotten.

But as a tool for turning teenagers onto the written word, it was a good idea.

THE NATIONAL Magazine Awards burgeon. They will be awarded for a second year and four categories have been added: agriculture writing, travel writing, magazine covers and culture — articles and reviews of the literary, performing and visual arts.

The new awards bring to 16 the categories

in which prizes are available. No one need feel left out.

\* \* \*

ONE REASON that *Canadian Forum* is going through hard times is that its attempt at a sophisticated subscription campaign failed to pinpoint enough people willing to pay up.

With enough cash, would-be publishers wanting to start something new, or established magazines looking for new markets, can buy mailing lists precise enough to pick out dog-lovers with incomes over \$30,000 a

year who use credit cards a lot to buy left-wing board games.

The *Forum's* appeal wasn't sophisticated enough, or, sadder truth, there just aren't enough people in Canada to support its brand of easy-going radicalism.

And then, for lack of sophistication, there was *Saturday Night's* mail solicitation, which promised exciting times to with-it readers under 49, if they renewed subscriptions.

Editor Robert Fulford, 47, doesn't have long at the helm.

50

## LEGAL PITFALLS IN EVERYDAY JOURNALISM

Legal Education Society of Alberta presents:  
**LAW AND THE MEDIA**, a one-day seminar for media people  
to explain some of the legal pitfalls affecting their working lives.

### Saturday, March 17, 1979

9:00 a.m. - 4:30 p.m., Plaza Hotel, Edmonton

**Fee: \$50**  
**(includes noon lunch)**

#### TOPICS

CONTEMPT OF COURT: What Is It? Staying out of Jail.

DEFAMATION: Direct and Second Hand — Can You Avoid It?

PUBLIC INQUIRIES: The Rules are Different — Reporting "Public" vs. "In Camera" Proceedings.

#### MODERATOR

Mr. A.H. Lefever  
Barrister, Edmonton

#### SPEAKERS

Mr. Justice Krever  
Ontario High Court

Judge W.A. Stevenson  
Alberta District Court

Dean Jeremy Williams  
Faculty of Law  
University of Alberta

Mr. R.H. Mc Kercher, Q.C.  
Barrister, Saskatoon

Mr. Patrick O'Callaghan  
Publisher, Edmonton Journal

Mr. C.D. Evans, Q.C.  
Barrister, Calgary

LIMITED REGISTRATION - PRE-REGISTER EARLY

To: Legal Education Society of Alberta, The Law Courts, Edmonton, Alberta T2J 0R2 (Telephone: 403-423-5678)

I wish to register for **MEDIA AND THE LAW**.  
My cheque made payable to the Legal Society of Alberta in the amount of \$50.00 is enclosed.

NAME \_\_\_\_\_ TELEPHONE \_\_\_\_\_  
BUSINESS \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ PROVINCE \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

Mailing List Rental  
c/o Content Magazine  
Toronto, Ont.

8-90  
S-7890

THE USE OF MAILING LISTS is a subject of legitimate concern today, touching as it does on free speech, privacy and commercialism, to name three controversial areas.

Since *Content* rented its list to Dow Chemical of Canada, Limited early in 1978 for distribution of Dow's new publication, *Insight Edition*, we have received a great deal of comment from subscribers.

It should be made clear at the outset that renting a list means the renter provides *Content* with sufficient copies of his publication and envelopes. We contract out all work, including inserting, sealing, labelling, bundling, bagging and mailing. The renter is charged for these services and for use of the list, but never sees it.

We have published representative views on rental and we promised a policy statement at the end of the year.

The first views expressed were:

- That *Content* should not rent its list to anyone. "...when I purchase a subscription to a magazine, I am entering into a contract with a publisher and no one else," the first letter-writer stated.

- That readers ought to be consulted about a new use of their names and addresses. "One does not expect such a courtesy from *Time* magazine, but then *Content* is different and, one hopes, more sympathetic to its readers' wishes."

- That a Dow publication specifically was unwelcome.

- That *Content* could rent its list, but should use discretion.

- That renters should never have physical access to the list.

A second wave of letters took issue with views expressed in the first.

These letter writers cautioned *Content* not to withhold its list from potential renters. "Better an overflowing wastebasket than an ossified brain. I feel quite comfortable acting as my own censor," one subscriber wrote.

Most letters expressed a recognition that rental revenue might be useful to *Content* and said a publisher has the prerogative to make decisions on the subscribers' behalf.

I hope there's interest in the factors that must be considered and in the process of policy-making we've engaged in. It hasn't been easy for a publisher who believes in pretty full disclosure, who feels responsibilities in several directions and who knows his publication's readership may be divided about 50-50.

(Into this delicately balanced situation, by the way, fell a thunderbolt — an error by our mailing house which pelted most subscribers with a Masonic publication, *The Freemason*. It's almost incredible that probably the only periodical in Canada grappling in depth with the question of rental would be hit by such a freak error. The bolt changed nothing significantly. It simply underlined for us and subscribers what we both already knew: mailing list rental is a sensitive matter.)

#### BACKGROUND

Rental of mailing lists is a large business. The Canadian Direct Mail/Marketing Association has more than 200 members. Various people advised me almost from the time I bought

*Content* in December 1974 to explore the revenue potential. I chose not to.

I had my hands more than full trying to keep up with existing editorial and business tasks. Also, I was uneasy with the idea. As an individual I didn't like being on the receiving end of some "junk mail;" as a publisher I thought many readers would feel similarly.

In 1975 or 1976, members of Amnesty International in Toronto approached me. Would we lend them the list for a fund-raising mailing? The decision was required shortly.

I consider AI a courageous humanitarian organization deserving support and guessed most *Content* readers would agree. I decided, however, that we could not permit the list to be taken from our premises and that any organization, however worthy, would have to pay to use the list.

Giving free access to one worthy organization would establish a difficult precedent. Giving the list away would involve costs, thereby weakening our fiscal position and paradoxically endangering, to that extent, the list.

Since AI had no funds, I compromised by allowing two AI volunteers, one being freelancer Susan Swan, to look at the tape and copy down names and addresses of subscribers they thought most likely to respond positively to an appeal. This was done; I heard nothing as a result. There the matter stood until Dow approached us.

Again, we did not have a great deal of time or resources for gathering information and making our decision. I'm satisfied, however, that a valid decision-making process was executed.

It was apparent that three groups had a stake in the decision: *Content's* subscribers, *Content*, and the potential renter.

*Content's* subscribers, it seemed, ideally should be canvassed on their views. I decided against a survey, however, independently of the fact that there was not time (had a survey been conducted, it would have precluded the very rental on which the survey would have been based).

Even if we had the time and money to conduct such a survey, I would not. The results would reflect only certain readers' anticipated reactions to materials they would not have seen.

For *Content*, the question was whether rental could be a net source of revenue. It can.

The potential renter could perhaps get another, inferior list or spend a lot of money putting one together.

I decided to distribute the first four issues of *Insight Edition*, then reach a policy in light of the experience. The

decision meant all *Content* subscribers would be involved.

The intent of the decision was not to treat subscribers as test subjects; I was responding to a real-life situation the best way I could.

#### POLICY

1. A non-rental policy would be unwise, denying *Content* a source of revenue, denying subscribers, who hold a variety of views, all literature they would otherwise receive, and denying organizations and individuals an opportunity to reach subscribers in this way.

2. We will rent the list, judging inquiries on appropriateness to our subscribers, but not on the degree to which any views put forth in the materials are agreeable or disagreeable. It is difficult to be more specific without a particular case to look at.

I would hope journalists at their best fear no idea honestly expressed.

Remember, too, we're not talking about an avalanche of materials.

3. Those subscribers who do not wish to receive unsolicited

materials via *Content's* list should be given a clearly presented opportunity at no cost and with minimum effort to be removed from our list for rental mailings under separate cover. (It is not possible to offer an opting out for supplements or inserts.)

The mechanics of carrying out point 3 have to be worked out. We will probably add a statement to *Content* sub order and renewal forms to this effect:

"From time to time *Content* subscribers may be sent unsolicited material at the publisher's discretion. You may exempt yourself from receiving such materials by checking off the box below."

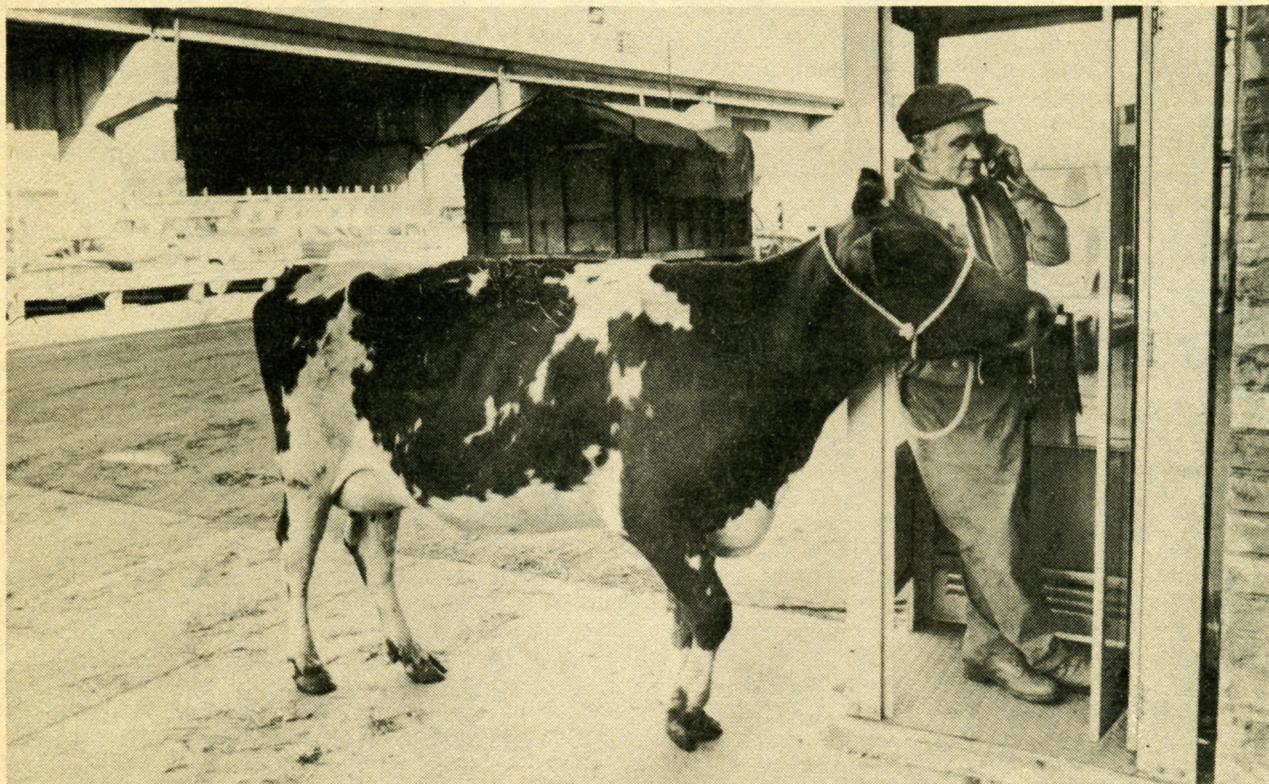
I hope this policy will prove fair to subscribers, *Content* and potential renters. This is not meant to close the door on the subject; there is room for further thoughts and suggestions. The policy is open to review should new circumstances arise.

*Leslie Zwicker*

Publisher

30

## CP Feature Picture of the Month



**Photographer:** Fred Ross.

**Newspaper:** *Toronto Star*.

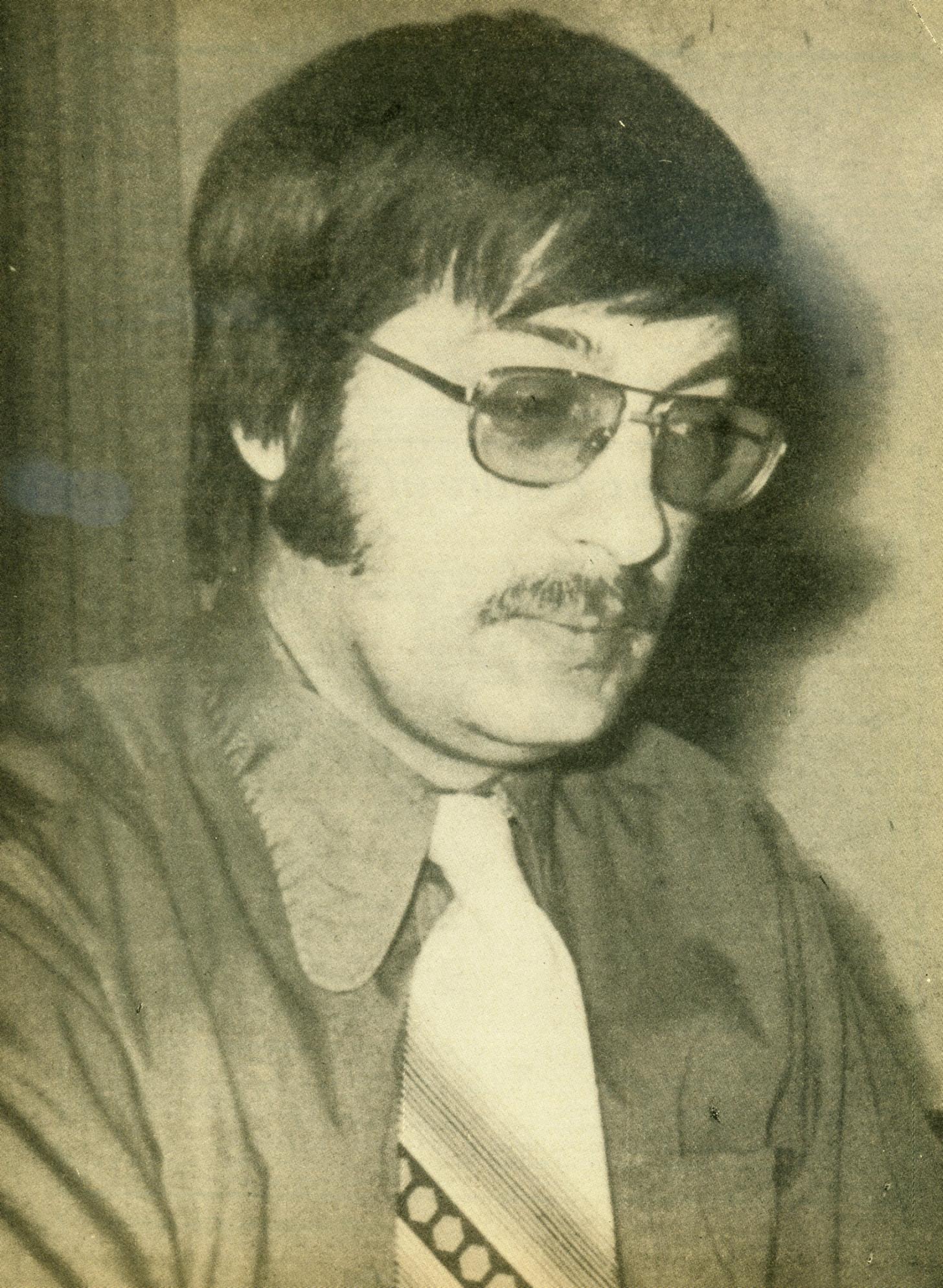
**Situation:** Juliette waits as her owner makes a call from a telephone booth at the Royal Agricultural Winter Fair in Toronto. Ross took the picture while working on

an advance story about the fair.

**Technical Data:** Nikon with 24-mm lens at f5.6 and 1/250th of a second.

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

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



# JON EVERETT

## THE IRVING CRITIC

### THE IRVINGS CAN'T DO WITHOUT

By BARRY WILSON

Jon Everett is an intense 37-year-old Maritime newspaperman who seems to relish biting the hand that feeds him.

Everett is the editorial writer and TV columnist of the Saint John *Evening Times-Globe*, an afternoon daily owned by the Irving family.

He is also one of the most persistent and forceful critics of the ownership grip which the Irvings have over New Brunswick's English-language press. Twice in the past seven years, he has put his views on the line in ill-fated attempts to create some competition for the Irving monolith.

The issue, as Everett sees it, is that the Irving family should not control most of the provincial media, since it also controls a large portion of the provincial economy through vast pulp and paper, petroleum refining and retailing, transportation and ship-building holdings.

In fact, the Irvings own all five provincial English-language dailies, plus a radio and television station in Saint John. On the print side, that means the Irvings have a virtual stranglehold over the daily information intake of most New Brunswick readers.

Everett says it means the provincial press often does not deal adequately with the activities of the Irving empire.

"I don't think there's anything sinister," he says. "No one is ordered not to cover things. The conflict of interest just makes it difficult. I think there is a need for another voice here. The system we have now in the media is feudal."

That, of course, is not a new idea. The Irving domination of the New Brunswick media has long been an easy target for media critics and Upper Canadian liberals who find it easier to shoot at a distant target than to look at the flaws in their own surroundings.

In 1969, *Toronto Star* publisher Beland Honderich told the Senate mass media committee that K.C. Irving had created a personal empire in New Brun-

wick "complete with its official press."

The committee itself, in a report a year later, said the Irving case was "as flagrant an example of abusing the public interest as you're likely to find in Canada."

In 1973 the Ottawa *Citizen's* Charles King implied the Irving situation was an affront to freedom of the press "which we all bray about from time to time."

These, of course, were all just words with no chance of changing the situation in New Brunswick.

Everett shares some of these concerns (although he says they are often exaggerated by out-of-province critics) and he has tried to do something about it. His efforts have created some of the more interesting moments in New Brunswick journalism in the past decade.

In 1971, after five years at the *Times-Globe* as reporter, city editor and news editor, he co-founded a weekly in the northern city of Bathurst. He left the *Bathurst Tribune* after 18 months, when the dream of an aggressive weekly began to sour. But, by then, it had waged some interesting local battles, including a partially successful effort to have a sunken Irving-owned ship drained of oil and moved from the Bathurst harbour.

Despite that run-in with the Irving interests, he was hired back by the Irving press, first as Fredericton correspondent

for the Saint John *Telegraph-Journal* and then as *Times-Globe* city editor again.

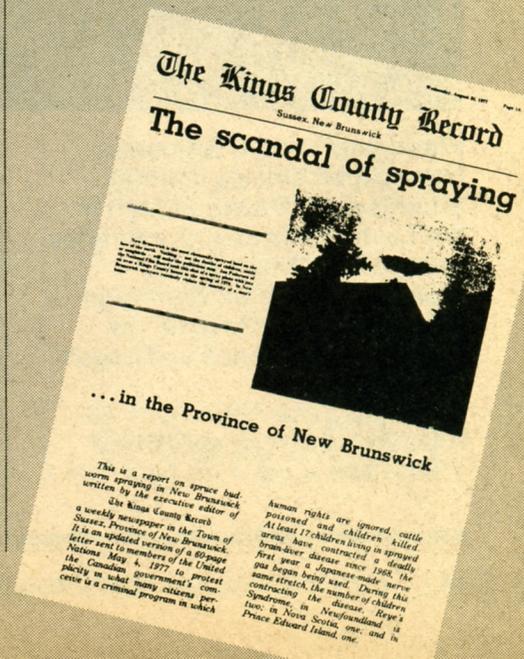
THREE YEARS LATER, he was gone again — this time to run a weekly in the dairy town of Sussex, east of Saint John. His two-year stretch at *The Kings County Record* (1976-78) produced what may have been the high point of New Brunswick journalism.

It also put him in direct conflict again with another segment of the Irving empire.

The move to the *Record* came in mid-1976 after the paper had been purchased by Saint John capitalist Mitchell Franklin.

The new owner was interested in using his newspaper to campaign against the 25-year effort by provincial government and forest industry interests to combat the spruce budworm by spraying pesticides from airplanes.

By 1976, medical evidence was (See EVERETT, p. 14)



# CP Sports

## Picture of the Month



**Photographer:** Bill Grimshaw.  
**Newspaper:** *Ottawa Journal*.  
**Situation:** With a minute left in the Eastern Football Conference final game, Ottawa Rough Riders player Peter Stenerson (23) turned away from fellow players on the bench and began to cry.  
**Technical Data:** Nikon with 80-200-mm zoom lens at f4.5 and 1/60th of a second on Tri-X film

rated at 3200 ASA.  
**Award:** The *Canadian Press* Sports Picture of the Month, November, 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.

# Lee Lester

## CARD-CARRYING JOURNALIST

Investigative reporter Hoag Levins bought a Medicaid card on the streets of Philadelphia. Then, posing as a welfare recipient, he obtained prescriptions from doctors with little or no physical examination.

But after his story appeared in the Philadelphia *Daily News*, Pennsylvania state Senator Clarence Bell declared the reporter had committed a crime.

"The end doesn't justify the criminal means," he declared. "I don't think freedom of the press means freedom to defraud the commonwealth."

## DAILY PORN

Some purists would like to do without the daily dose of nipples, but the expert view is that you cannot sell a popular tabloid without a bit of what you fancy. Certainly no newspaper in history lost sales by projecting beautiful birds.

"Sex sells — that goes for pictures and words. So the *Star* will have its daily quota. Bigger and better than anyone else. Not necessarily on Page 3, rather wherever they fit best within the balance of the paper." — Notice to all editorial staff from Derek Jameson, editor-in-chief, and Peter Grimditch, editor, prior to the launch of the *Daily Star*, Britain's new down-market tabloid.

## ADVERTISERS BEWARE

Police in Passaic, New Jersey, are investigating charges by 30 merchants that a weekly newspaper publisher threatened them that if they did not advertise with him he would write stories knocking them.

Alex Bidnik, of the *Independent Prospector*, is also under investigation by local, county and state authorities for alleged election fraud, double-billing of national advertisers and failure to pay or file state corporate income taxes for the past 15 years.

Bidnik, who denies all the charges, also faces eight libel suits.

The latest, filed by delicatessen owner Edward Looney, claims Bidnik began maligning him after he stopped advertising with the paper and ceased to carry it on his newsstand.

Bidnik then wrote a column stating: "The board of health is keeping big tabs on your sloppy operation which is netting you a good buck every week. It seems you've stepped on one too many toes this time, buster, and now your rear end is in a jam . . ."

"You can't say you didn't ask for it. Mess with the bull and get the horns, smart guy." Grub Street was never like this!

## A RED UNDER EVERY HED?

Vladimir Matyash, United Nations bureau chief for TASS, has become the first Soviet journalist to be elected president of the UN Correspondents' Association.

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

## CONTROVERSY OVER RENTAL OF OUR MAILING LIST GOES ON AND ON AND ON AND ON

Journalists can be self-righteous, can't they? This controversy over the rental of *Content's* mailing list is a worthy debate, but hardly should consume as much energy as it has. Surely, persons worthy of being called professionals should be able to deal with this issue in a much more calm and rational manner than that demonstrated by the letter of indignation that you published in the December 1978 issue.

First, I want to tell you that I am no big fan of "junk mail," either as a journalist on the receiving end of a lot of it nor as a publisher who must face the same decision that *Content* must now deal with. An important criterion that I bring to bear on unsolicited mail is where the mailer got my name and address. I'm a member of several associations, mainly for business reasons. Usually it is very easy for me to identify the source and, in general, the mailed piece is consistent with the source. For this reason I was not dismayed to receive Dow Chemical's *Insight Edition*, but was surprised to receive the mailing from the Freemasons.

*Insight Edition* was of absolutely no value to me. As a specialist science writer, I quickly determined that the content was written by and for the company, as it had a distinctly "house-organish" flavour to it. Careful study of the masthead supported this view and the publication went in the appropriate file. I'm a compulsive collector of background material, but I didn't save that one.

*The Freemason* was an outstanding example of vested-interest publishing and, for the majority of *Content* readers, totally unacceptable. However, if I judge the management of *Content* correctly, it is most unlikely that its list would have been made available to the Masons. (Further, it is an unlikely strategy that the Masons would try to influence the media through the distribution of such a publication.)

Good rationalizations, I suppose, but what should the policy of *Content* be with respect to renting of its mailing list? First of all, *Content* readers should be prepared to accept

advertising messages along with their editorial content. Presumably the publisher exercises some judgement as to the nature of the advertising carried in the paper. It strikes me that these guidelines would apply to any direct mail to be distributed over *Content's* mailing list. If *Content* readers cannot tolerate promotional messages, then they must, as a group, be prepared to pay the entire production cost of the publication. When faced with a subscription fee of \$75 or \$100 per year, I'm confident that subscribers would find their priorities quickly falling into their appropriate order.

One cannot neglect the educational value of *Content* renting its mailing list. In one simple motion, Dow demonstrated to me that they practise a heavy-handed form of public relations. By accident, I learned that the Masons are desperately in need of professional publishing help and that your mailing house can make the most unpardonable mistake.

In conclusion, *Content* subscribers have contracted for more than the right to receive 11 issues of the publication. Part of the subscription price is to be subjected to a reasonable amount of unsolicited mail. If they are not aware of that, they fail to realize who pays for what and how.

Gordon D. Hutchison,  
Editor & publisher,  
*The Electronics Communicator*,  
Ottawa.

Might as well get into this mailing list issue, too, inasmuch as you appear to be holding discussions about your policy.

I have received two issues of Dow's *Insight*, including one which arrived today, and one issue of *The Freemason*. I must admit I was surprised by *The Freemason's* arrival and did not attempt to solve the mystery of how it arrived. I simply tossed it out as I did the first copy of *Insight*. With the arrival of a second *Insight*, I got a little browned off.

When I subscribe to a publication, I do not

do it with the idea of getting on anybody else's mailing list. If I want somebody else's stuff, I can write to get it myself. Which is to say, I don't want *Insight* or the material from anybody else to whom you may be considering renting your mailing list.

I would like your assurance that I will receive nothing else but *Content* from now on or you can cancel my subscription. You may keep as a donation whatever is the value of my remaining issues which expire in September, 1980.

Why not sell Dow advertising space and let them use it to persuade me that I should voluntarily put myself on their list? Probably would be cheaper than wasting paper and postage to have it land in my round file.

Bob Keir,  
Richmond Hill, Ont.

## NO ACCOUNTING FOR TASTE

I'll say this much about *The Freemason*: I like their layout, typeface and paper better.

Dr. John F. Godfrey,  
Halifax, N.S.

30

## 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.

Public Affairs Department  
BP Canada Limited  
1245 Sherbrooke St. West  
Montreal H3G 1G7  
(514) 849-4789

BP Canada 

Communicating  
with the Communicators

Royal Trust 

Public Relations

(514) 876-2508

EVERETT (from p. 11)

accumulating that the pesticides were causing illness and death in some populated areas, including Kings County. Government and industry officials refused to stop the spraying, despite opposition from a citizens' group, and K.C. Irving was on record as both favoring the spraying and supporting the use of stronger pesticides. (Irving controls millions of acres of New Brunswick forests.)

Franklin approached Everett, then *Times-Globe* city editor, to write a story on the spraying program and Everett jumped at the chance. That story began a year-long campaign which a *Toronto Globe and Mail* reporter would later describe as an "old-fashioned journalistic crusade."

After writing the first few stories anonymously, Everett left the *Times-Globe* to become executive editor of the *Record*.

For weeks, he produced stories for every issue, playing up anti-spraying stories, presenting evidence of the dangers and condemning the government for allowing it to happen.

It was, Everett says, advocacy journalism which clearly took a side. The "industry view" was being represented in the daily Irving press.

Despite public rebukes from the industry and government, the crusade continued. By 1977, it included such grandstand tactics as sending an open letter to the Queen and other world leaders asking that Canada be condemned for breaking decades-old treaties pledging to protect certain migratory birds which were being harmed by the spraying.

Finally, the government decided in 1977 to stop the spraying in inhabited areas, such as Kings County, and the newspaper claimed a victory, even though the government refused to concede it had been influenced by the *Record*.

The same year, Everett's efforts were recognized by his peers. *The Kings County Record* won four of five awards offered by the Atlantic Community Newspapers Association, plus a special President's Award for "an outstanding journalistic effort" — the anti-spray campaign. This year, it won an honourable mention for community service from the Canadian Community Newspapers Association.

While the anti-spraying campaign was Everett's highest profile issue at the *Record*, it was not his only one.

For example, in August, 1977 the Irving-owned Fredericton *Gleaner* fired 10 reporters and desk people in a dispute

over advertising copy being used in news columns. The purge received national coverage, but little mention in the provincial media.

The *Record* was the exception. "Shades of Stalin" screamed the editorial condemning the *Gleaner* move. The editorial ended:

"The Soviet Union since Stalin's time, it is widely believed, has operated as a sort of state capitalism. The ruling party owns the media and tells people what it wants them to know — what is in the best interest of the organization running the country. This is precisely what is happening in New Brunswick."

They were strong words for New Brunswick and the editorial created some friction between Everett and Franklin.

However, while the paper was tilting at windmills, it was also being transformed into the Maritime's largest weekly. Circulation grew from less than 7,000 to more than 11,000 under Everett. (Sussex has a population of 4,000.)

Everett attributes the circulation rise to good local coverage and covering the bases normally covered by a weekly, rather than the aggressive crusades.

BUT DESPITE the growing circulation and reputation, trouble was brewing at the newspaper.

Everett says he and Franklin were experiencing a growing personality conflict, centred on whether the executive editor would have full power to run the newspaper.

It climaxed during late spring when Everett says Franklin announced one day that Dave Jonah, former executive director of the Canadian Community Newspapers Association and an Everett colleague at the Bathurst *Tribune*, would be starting work in two days with the power to oversee the operation.

Everett left. "Franklin . . . replaced me," Everett says.

Incredibly, the Irving press hired him back yet again. He soon was back at his old seat in the Saint John *Times-Globe*, directing city coverage for an organization which had felt the wrath of his words more than once.

Jon Everett sits in his Saint John home and tells an interviewer he is happy to be back at the *Times-Globe*, that the challenges of the job are sufficient.

He says he will not be involved in policy decisions at the newspaper and, when spruce budworm spraying season

OMNIUM (from p. 16)

broadcast programs and Jean-Pierre Fournier is in charge of public relations.

The minister of communications, Jeanne Sauvé, has announced the creation of a committee to study telecommunications in Canada. Committee chairman is John Clyne, former justice of the B.C. Supreme Court. The vice-chairman is Quebec journalist Guy Fournier. Committee members are: Lloyd Shaw, *Saturday Night* editor Robert Fulford, Beland Honderich of the *Toronto Star*, former CBC president Alphonse Ouimet, Diane Narvik, Henry Hindley and Pierre Billon.

## Quebec

At *The Gazette* in Montreal, it was to be announced Jan. 15 that Graham Fraser, *Maclean's* man in Montreal would be taking over *The Gazette's* Quebec City bureau. Rochelle Lash, former photo editor, is now acting entertainment editor. She's replaced Dave Chenoweth, who has returned to a writing role at his request. Leon Harris becomes acting photo editor. Nigel Gibson and Ray Doucet, both former *Gazette* people, have returned to the paper after stints at *The Montreal Star* . . . Bill Fitzgerald has joined *The Gazette* desk crew. He's from a bunch of U.K. papers via the *Winnipeg Free Press*. Reporter Julia Elwell has left *The*

comes again in the future, he will play no part in organizing coverage because it will not fall within the jurisdiction of the city desk.

Among those he has worked with, Everett has a reputation as an aggressive newsman and administrator, which probably explains why the Irving media holdings seem ever willing to hire him back.

He is also considered to have a volatile personality, which occasionally leads to tension with his work colleagues. When he's involved in a project, he likes to be in charge.

Above all, he is a newspaperman who is convinced New Brunswick readers deserve better from the press.

Irving interests are simply too important to the province to be treated with the deference often exhibited by the Irving press.

"There is a need for another voice," he says. "I don't care if it's mine or someone else's, as long as there is one."

Would he be willing to leave the *Times-Globe* yet again if the chance for a new journalistic venture came along?

"I'm happy here," he says. "But I'd listen to another offer."

Barry Wilson is a reporter for *The Western Producer and Content's* roving contributing editor for *Saskatchewan*. (30)

Gazette for *The Toronto Star*, and after a period of freelancing with the *CBC*, **Ian Mayer** is back on the desk at *The Gazette*.

*Montréal-Matin* is dead, killed by a long strike last year, falling ad lineage, dropping circulation. But according to **William Johnson** of the *Globe and Mail* (Dec. 29), the disappearance "will not cause a ripple in Toronto or Truro. Even in Montreal it will not be missed much . . . It did not have the intellectual seriousness of *Le Devoir*, or the comprehensiveness of *La Presse*, or the brazenness of *Le Journal de Montréal*. A tabloid with pretensions. A *Toronto Sun* with a bit of taste. How could it survive?"

*The Montreal Star*, strike-bound for seven months, reached a tentative agreement on non-monetary clauses with its craft unions Dec. 23. However, no one expects to see the *Star* on the streets before a settlement is reached with the Newspaper Guild, which represents about 500 editorial, circulation, advertising and delivery personnel.

## Atlantic

**Al Hollingsworth**, formerly editor of the *Dartmouth Free Press*, is now with the *King's County Record*, in Sussex, New Brunswick.

**John Giggey**, formerly with *Broadcast News* in Toronto, is now with the *CP* Halifax bureau.

**Howie Collins** has left *CP* to join the Halifax *Chronicle-Herald*.

**Paul Withers**, cartoonist with *Barometer*, a Halifax weekly, was ousted on three occasions from the Nova Scotia legislature for sketching from his perch in the press gallery. Some MLAs had complained of the distraction. A formal protest was made to the Speaker of the House, **Ron Russell**, by press gallery president **Ray Aboud**. In a closed door session, the legislature ruled Withers will be allowed to sketch from the press gallery "at the discretion of the speaker." Speaker Russell cited precedents allowing similar activities in the House of Commons and the Supreme Court of Canada.

The newly formed Halifax Press Club will soon open its new quarters in the Carleton Hotel. The president is **Phil Forgeron** of *CBC*; vice-president is **Steve Bezanson** of the *Chronicle-Herald*.

## Magazines

The first issue of *Safrican News* was published in early December by the Southern Africa Research Centre, Box 667, Station F, Toronto M4Y 2N6, (416) 960-0700. Purpose of the monthly is stated to be provision of "accurate and timely stories backed with research resources unavailable to most Canadian journalists."

*Atlantic Life*, a monthly "newspaper magazine," has published its second edition in Fredericton, N.B. Publisher and advertis-

ing director is **Richard Matheson** and editor is **Patricia Steeves**.

*Halifax* has made its first newsstand appearance. Publisher-editor **Edward Sutcliffe**, a Ryerson grad, has previously served with the *Toronto Star*, *The Globe & Mail* and *The Vancouver Sun*. The 56-page magazine had a press run of 10,000 and is distributed by H.H. Marshall Ltd.

## Miscellaneous

**Joe Schlesinger**, long-time *CBC* foreign correspondent will move from Paris to Washington this summer to take over *CBC's* Washington bureau from **Don Newman**. Schlesinger has been seeking more peaceful environments for some time. Newman's next posting is under discussion.

*CBC Stereo*, the corp's FM service, finally hit the Edmonton and Windsor airwaves in December, bringing the total of English-language *CBC Stereo* stations to 15. In all, six *CBC Stereo* stations were opened in 1978, as well as AM services in Sudbury and Saint John.

## Obituaries

**Jack Hamilton**, 80, the second person **Roy Thomson** hired on his march to newspaper success and a lordship, died Nov. 29. Hamilton had been with the Thomson organization since 1939. He was Thomson's first advertising manager and was for 15 years the manager of the Quebec *Chronicle-Telegraph*.

**Jacques Gagger**, 50, a cartoonist for Montreal's *Le Devoir* during the 50s, died Dec. 16.

**Bill Hogg**, 68, former director of news and public affairs for the *CBC*, died of a heart attack in Toronto, Jan. 2.

Hogg's career began in London, Ont., when he worked as a reporter for the now-defunct *Advertiser*. He became a radio editor in 1936, writing newscasts for **Lorne Greene** to read. In 1953 he became the *CBC's* chief news editor and guided the service through the first 11 years of television in Canada. In 1964 he became the network's first director of news and public affairs. Hogg retired in 1969.

**Margaret McCrimmon Gee**, former women's editor of the *Toronto Globe*, in the 1920s, died in New York in November and was buried in Toronto. Mrs. Gee never learned to type; she wrote all her copy long-hand and gave it to the one Linotype operator who could understand it.

**Robert Lisoway**, former reporter and news editor with *The Winnipeg Free Press*, died Dec. 18 after a long illness. He was 39, and leaves his wife Helen and two daughters.

**Bill Dennett**, a winner of many national news photography awards during the '50s and former chief photographer for *The Vancouver Sun*, died late last year. He was 64. (30)

## Classified

FIRST 20 WORDS, INCLUDING ADDRESS, FREE up to three consecutive issues. Write or phone until Feb. 5 for guaranteed insertion in March issue, published Feb. 15. 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 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

## Services

**JOURNALIST-TRANSLATOR** — Twenty years' experience, M.A. Languages, seven years information head French Government Tourist Office. Translations into English, précis, analyses of québécois, ethnic or international press. Excellent French, German, Spanish; competent Portuguese, Italian. Telephone (416) 653-9477. 81-95

## Publications

**FREE**. Well-organized 41-page *Fifth Annual Report of Ontario Press Council*. Pertinent subjects include letters-to-editor policies, sexism. Call (613) 235-3847 or write Ontario Press Council, 151 Slater St., Suite 708, Ottawa, Ont. K1P 5H3. 78-96

**FREE**. *Press Ethics and Freebies*, a 54-page exploration of the question "Should newspapers or their employees accept free services and gifts?" Published Oct. 1978 by the Ontario Press Council following a public forum on the subject. Write the council at 151 Slater St., Suite 708, Ottawa, Ont. K1P 5H3 or call (613) 235-3847. 79-98

**RE TOTAL ECLIPSE** of Feb. 26/79: Much information in simple language available in first issue of *Astro-Directory News*. Can be republished with credit. One copy free. Write Gall Publications, 1293 Gerrard St. East, Toronto, Ont. M4L 1Y8 80-94

## Otherum

SF/Fantasy-Canada: are you interested? All visual (B&W) or literary submissions to 10 pages considered. Double spaced, RSVP in Canadian. Enclosed self-addressed stamped envelope, deadline Jan 31, 1979. Editors: Chronospor Magazine, 401-2639 Fifth St., Victoria, B.C. V8T 4X6.

**Wanted**: Documents, reflections, descriptions of groups or work re native rights. To be abstracted and published in *Connexions*, 121 Avenue Rd, Toronto M5R 2G3. 83-95

**ACCESS: A Canadian Committee for the Right to Public Information** exists to promote adoption of laws to ensure rights of access to public information at all levels of government and to ensure personal privacy. Individual memberships, including newsletter, \$5. Institutions and companies, \$25. Write Access, Box 855, Station B, Ottawa K1P 5P9. 82-95

# Omnium-Gatherum

## B.C.

**John Ashbridge**, prominent newscaster for *CKNW* in Vancouver has left to join the journalism faculty of Vancouver Community College. The 15-year veteran will specialize in broadcast news — which he's been teaching there part-time for several years — plus supervising the department-run radio station. Ashbridge joins program coordinator **Nick Russell** and print specialist **Gerry Porter**, hired recently from *The Vancouver Sun* entertainment section and author of the national defence critique, *In Retreat*.

**Greg Middleton**, former news editor at *A.V. Times* in Port Alberni, is now managing

editor of the *Kitimat-Terrace Daily Herald*. He's noticed a group of Carleton University journalism students trudging around the area studying the communication patterns that developed during recent rains and floods . . . **Shirley Culpin** has also left the *A.V. Times* and is now with the weekly *Gulf Islands' Driftwood*.

**James G. McKeachie**, who has been with CP Air for 16 years, has been appointed director of public relations for the airline. McKeachie was most recently public relations manager, Western Canada.

**James Poling**, 35, is the new *CP Vancouver* bureau chief. Poling's predecessor, **Phillip Adler**, is now general news editor for *Broadcast News*.

## Ontario

**William Dimma**, former president and chief operating officer of *TorStar Corp.* and *Toronto Star Newspapers Limited*, has become president of *A.E. LePage*, the large real estate firm.

*The Globe and Mail* will launch a new Monday edition of its Report on Business March 5. In an unusual display of self-promotion, the *Globe* announced the new section in a three-page message to readers and advertisers Jan. 5.

At the *Kingston Whig-Standard*, **Neil Reynolds** has become editor-in-chief, succeeding **Warren Stanton**, **Harvey Schachter** and **Norris MacDonald**, both from the *Toronto Star*, and the *Whig-Standard's* new city editor and news editor.

**Les Whittington** has joined the Ottawa bureau of the *Financial Times* replacing **Ron Blunn**, who has been transferred to the Washington bureau.

*The Citizen*, Ottawa, has sent reporter **Sue Riley** to its parliamentary bureau.

**Kris Klausen** has left *CHRO-TV* (Pembroke) to freelance.

At *CJOH-TV* (Ottawa) reporter **Jack Fleischman** has left to join *CTV News*, while former reporter **Laine Drewery** returns. **Barbara Dundass** has joined the station and reporter **Bruce McNabb** is now handling the weather beat.

**Brian Crawford** is the new news director of *CKO* in Ottawa. He succeeds **Noel Norenien**, who moves to the network side of the all news group.

*CP* has sent Ottawa reporter **Vic Parsons** to Vancouver.

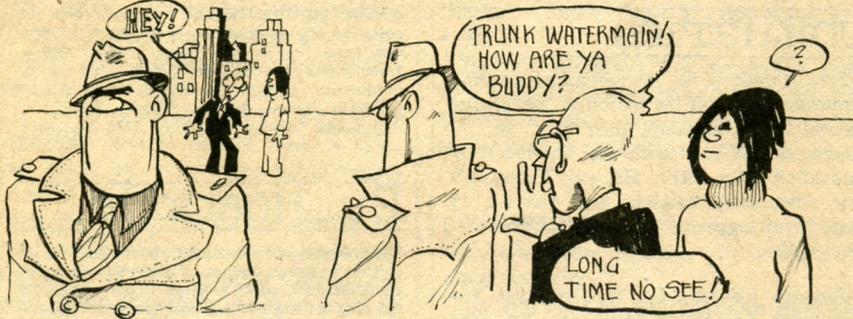
**Bob Gardiner** is the new lineup editor at *CBC* in Ottawa. He replaces **Terry Brown** who is now at *CBC* in Fredricton. Deputy lineup editor is **Diane Clark**, previously with the public network in Edmonton. Reporter **Rick Book** has moved to *CBC 5* in Toronto.

Ottawa *Citizen* night editor **Mike Edwards** has moved to the *Journal*, so his duties are being filled by **Vivian Macdonald**. *The Citizen* has also hired reporter **Andrew Cohen**.

The *CRTC* announced three new appointments in late November. **Kenneth L. Wyman** is now director general of telecommunications, **Michel Arpin** is director general of

(See OMNIUM, p. 14)

# WILLIE FILLER



Chambers