

Magazine Awards
Page 18

content

Canada's National News Media Magazine

June 1979

Number 97

75 Cents

92

U

Uranium

238.07

SASKATCHEWAN'S URANIUM & THE MEDIA — PAGE 8

Contents

HAVE THE MEDIA done a good job of informing the people of Saskatchewan on the issue of uranium development now hanging over their province? Barry Wilson starts drawing up the balance sheet on pages 8 & 9.

IS "EVENT JOURNALISM" finished? A University of Western Ontario seminar on the population story seems to suggest that it just won't do anymore. See pages 16 & 17.

THE NATIONAL Magazine Awards have come into their own as an important event forcing the Toronto media to take some notice. See pages 18 & 19.

A WIRE STORY about Canada Grade A-1 eggs seems innocuous enough at first glance, but New Brunswick writer George Peabody ferrets out the hidden meaning for *Content* readers, on page 24.

Coming

A UNION RAG: is it any different from the daily press? Sean Rossiter and Nick Russell take a look at Vancouver's seven-month-old strike-paper, *The Express*.

Notice Board

Planning a workshop, reunion, conference or other event? Why keep it a secret? For free insertion in Notice Board, mail or phone copy to: Notice Board, c/o *Content*, 91 Raglan Ave., Toronto, Ont. M6C 2K7 (416) 651-7799.

May 30-31: Canadian Association of Labour Media symposium on labour journalism, Sutton Place, Toronto. Contact: Charles Bauer, CALM secretary-treasurer, 2841 Riverside Dr., Ottawa K1V 8X7, (613) 521-3400.

May 31-June 2: RTNDA national conference and BN seminar for Atlantic region, Chateau Halifax, Halifax, N.S. Contact Dick Prat, ATV, at (902) 453-4000.

June 1-3: Sixth Annual General Meeting of the Canadian Section of Amnesty International, University of Manitoba, Winnipeg, Man. Contact: Harry Schachter, c/o Amnesty International, Box 82, Station C, Winnipeg, Man. R3M 3S3.

June 3-6: 45th annual convention of the Western Association of Broadcasters, Jasper Park Lodge, Jasper, Alta. Contact D.C. Brinton, President, CKND-TV, 603 St. Mary's Road, Winnipeg, (204) 233-3304.

June 4-6: 22nd World Congress of the International Federation of the Periodical Press, Hotel Scandinavia, Oslo, Norway. Write to FIPP XXII World Congress, PO Box 8641 St. Olav, Oslo 1, Norway or call 011-47-2-20-84-25.

June 6-10: 75th anniversary general meeting and reunion of the Media Club of Canada, McMaster University, Hamilton, Ont. Contact Jean Craig, Media Club of Canada, 16 Douglas Place, Stoney Creek, Ont. L8G 1M6, (416) 662-8185.

July 18-21: National Convention of CCNA, Hotel Toronto, Toronto, Ont.

Worth Quoting

"You didn't realize it fully in those years, but when you look back now, you see that everything you wrote was controlled by the regime." — *An employee of Etelaat, a Teheran newspaper, on the Shah's reign, quoted by Eric Pace in a New York Times story datelined Jan. 14, 1979.*

"Here is what *Time* says this week . . . The Gallup Poll shows that the Liberal support has increased in the past month from 40 to 42 per cent, the Conservatives had gained only one per cent to 34 per cent and the New Democrats had dropped from 21 per cent to 18. Now you know and I know

those are meaningless. And yet a serious paper with very good Canadian coverage writes it up in a way that could affect voters and you know it. And this is the way it's being written up by innumerate — not illiterate, innumerate — journalists, who don't understand the nature of sampling." — *Robert Mackenzie, London School of Economics, to Lou Harris, U.S. polls expert, on CBC's Cross Country Check-up, June 30, 1974 (Courtesy of CBC Program Archives, Toronto).*

Worth Noting

Inventory of Main Holdings, Sound Archives, Public Archives Canada, 1979. A catalogue (with subject index) "designed to inform potential researchers, educators and broadcasters of the historical sound recordings" held by the Archives. Includes many radio broadcasts. Free from Public Archives Canada, Sound Archives, 395 Wellington, Ottawa K1A 0N3.

"**Qui vous informe,**" by Pierre Godin in *L'Actualité* (May 1979). A profile of Quebec journalists shows

that "The Quebec journalist is a moderate social democratic independentist, about 35 years old with 14 years' experience, works 39 hours a week, earns \$25,000 a year, thinks he or she is less well-paid than other professionals, likes his profession, but is unhappy with his job and believes that he is unpopular with the public."

content

Canada's National News Media Magazine

Publisher: Barrie Zwicker.
Associate Publisher: Ray Bendall.
Editor: Ken Popert.
Business/Circulation Manager: Debra Bee.
Special Assistant: Nancy Morisugu.
Contributing Editors: Bob Carr (Omnium-Gatherum), Paul Park (Ottawa), Nick Russell (Vancouver), Barry Wilson (Saskatoon).
Correspondent: Dave Pinto (Montreal).
Consulting Editor: Terry O'Connor.
Willie Filler created by Don Hawkes.

Toronto, Ont. M6C 2K7. Telephone: (416) 651-7799 or (416) 651-7733.

Subscription Information: A subscription to *Content* includes nine editions of *Content* and issues of *Carleton Journalism Review*, a quarterly distributed free to *Content* subscribers only (subject to discontinuation by *Content*). Requests for **missing issues** cannot be accepted more than three months after date of publication. **Rates:** 1 year: \$10, 2 years: \$17, 3 years: \$22. Outside Canada add \$2 per year.

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

Grants from the **Ontario Arts Council** are gratefully acknowledged. *Content*

is a member of the **Canadian Periodical Publishers Association**. ISSN: 0045-835X. 2nd Class Mailing Registration No. 2501. Contents are copyrighted.

SOURCES

Sources (established 1977) is a directory of contacts for journalists published twice each year as a special edition of *Content* and is included in a subscription to *Content*. Single copy price of *Sources* is \$4.50.

Publisher: Barrie Zwicker. **Managing Editor:** Ray Bendall. **Business/Circu-**

lation Manager: Debra Bee.

Listings: Write for complete information on how to be listed in *Sources*. **Advertising:** *Content/Sources Rate Card No. 1* available on request. **Inquiries** to 91 Raglan Ave., Toronto, Ont. M6C 2K7 or (416) 651-7799 and 651-7733.

CENSORSHIP STONED IN GLASS HOUSE

TORONTO — "Everybody says they believe in free speech, 'except . . . ' and then they have one little area they want covered up," Lawyer Clayton Ruby told a public meeting on censorship here April 2.

A crowd of close to 300 free speech partisans proved Ruby at least partly right during the course of the three-hour session sponsored by the Periodical Writers' Association of Canada (PWAC).

Peter Treu, convicted under the Official Secrets Act in a secret trial (the conviction was overturned) said he agreed with censorship for purposes of "national security."

Another panelist, PWAC national vice-president Myrna Kostash, of Edmonton, said she finds herself divided between being a journalist "opposing any faces of censorship" and a feminist "demanding the censorship of pornography."

She and Ruby agreed that it is dangerous to look to the state to provide protection. "Protection (of free speech) should come from political action," Ruby declared. "If you . . . rely on legislation, you'll find yourself in tyranny."

And Kostash concluded her prepared remarks by saying: "It is not up to *them* to deliver self-expression and justice. It is up to *us* to take them."

Writer Judith Merrill, speaking from the floor, voiced the danger more succinctly than anyone else, concluding: "The minute we do invoke legislation (to censor some idea, thought, or expression) we must admit that every other group has an equal right (to invoke censoring legislation)."

Ruby and Victoria freelance cartoonist Bob Bierman were closest at the meeting to standing for unqualified freedom of speech.

"Acts are more dangerous than thoughts or words," said Ruby. "I don't think we ought to interfere at the level of words."

Bierman said if a cartoonist "goes out and interferes with the personal life of a politician, he oversteps the boundaries." But toward the end of the evening, in a question-and-answer session, Bierman asserted: "I think I have the right to draw anything."

The discussion was about what *should* be the situation with free speech, but all the panelists, moderator Barbara Frum and most of the audience agreed that freedom of expression in fact is under attack on several fronts.

Treu referred to the Official Secrets Act as "covert censorship," "a tool for de-meaning," and a "trap."

Bierman said he has been forced, since his conviction for libelling a B.C. cabinet minister, to "declaim myself in many ways to sell my product." He said 10 or 12 cartoons have been rejected by the *Victoria Times* since his

Freelance Myrna Kostash, left, and lawyer Clayton Ruby warn of censorship danger.



conviction; previously the *Times* "never refused a cartoon of mine on any moral grounds."

Ruby noted: "We allow a free press up to the point it's effective. That's when people start getting upset . . ."

Kostash said journalists, "just like other citizens, absorb the prevailing . . . assumptions: that to be critical of national unity as a hyper-issue is to be treacherous, that the whole Western world is swinging to the right."

She said journalists "get the message. The message is that it's a waste of time to even approach the mainstream media with unpopular ideas in such a repressive climate. The result is we either write nothing at all about (unpopular ideas) or we take refuge in small circulation, special-interest publications, leaving the commercial media to the conformists."

Kostash warned this process takes place even though "no one in authority has issued a decree. All it takes is for journalists to *feel*, to *believe*, that unpopular ideas will be rejected by editors, producers and publishers for the censorship to be complete." — B.Z.

BIZ PRESS PRESSES DAILY PRESS FOR CONTACT

TORONTO — Members of the daily press and the business press could benefit from greater contact.

That was a point of agreement during a

useful panel discussion held at the annual meeting of the Business Press Editors' Association (BPEA) annual Toronto conference March 22.

To the editors and reporters on the dailies, apparently, the business press remains "the invisible press," as it was dubbed in the Davey Committee Report of 1970. This despite the fact that BPEA has 350 members publishing for more than four million readers.

With greater contact, the daily press would pick up news and feature story tips and be able to tap the specialized information and contacts of business press writers and editors.

Business press journalists think their efforts should be taken more seriously, especially by the dailies. The business press would be more visible if more of its stories were picked up. And business press journalists would like the recognition.

"I don't think many of you people are at Queen's Park very often," *Toronto Sun* legislative columnist Claire Hoy told 57 business editors.

Hoy said the last time he could remember being in touch with the business press was several years ago when he was working for the *Toronto Star*. "The *Star* wanted an instant feature on the aircraft industry, for next day's paper. I phoned the editor of *Canadian Aviation* who gave me a list of people and statistics."

The business press, Hoy said, should make more contact with legislatures, opposition parties, researchers and the daily press.

Ron Shuker, editor of *Heating-Plumbing Air Conditioning* and a past president of BPEA, said when he broached the idea of sending a list of all BPEA editors to newspaper organizations they "basically weren't interested."

And Tom Davey, a publisher, editor and writer specializing in science, said there is a

"lot of snobbery" on the dailies, "which spend enormous energy separating the wheat from the chaff and then printing the chaff." Davey said when the dailies pick up stories from the business press, they're "loath to give credit." As an example, he referred to a story broken earlier this year by Maclean-Hunter's *Bus and Truck*, which the dailies in Toronto picked up in a big way, but giving the impression they had broken the story.

Luncheon speaker Stephen Lewis, former Ontario NDP leader and now a broadcaster and *Toronto Star* columnist, said politicians are necessarily superficial and so is the daily press: "...this is not a criticism; it cannot be otherwise."

But business magazines could explore subjects within their special areas in depth and owe this to their readers, Lewis suggested.

"In 15 years (in Ontario politics) I remember turning very, very rarely to any business publication for good material. And if you'd been providing it, I think I would have seen it. We have (in the NDP Queen's Park caucus) a good research group."

Lewis said the May issue of *Canadian Business* was to contain a 20,000-word article on Inco. "It doesn't take a position. It creates a context. Is that not perfect, giving your readers a sense of depth on a subject? Is that not what you want?"

He knew of no business paper that had ever analyzed the NDP program, Lewis said, although the program was not perfect and could have been questioned usefully.

Lewis and *Globe and Mail* labour writer Wilfred List, a panelist earlier, said the business press does not have to give only one side, the business side. "Giving only one side is crazy in journalism," Lewis said.

List said: "The *Wall Street Journal* doesn't take a management line just because its readers are businessmen. If it did, it would be letting them down."

Syndicated columnist Richard Gwyn, another panelist, was critical of the "pressure in newspapers to go down-market." The

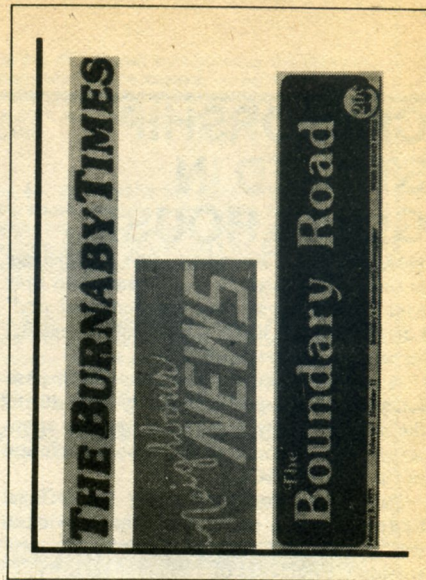
pandering to readers' presumed tastes includes nudes (in London, England) and taking anti-government lines.

Gwyn called for more investigative reporting, which he agreed was difficult "because it demands a lot of legwork and you get no kudos from editors and few from readers."

Panelist Maxwell Henderson, former auditor general in Ottawa, said the press "constitutes the real Opposition" in Canadian politics. Much more disclosure by government is needed, Henderson said.

Commenting on investigative reporting, Henderson said: "I've had calls from a number of people. To a man they are really buffaloes, frustrated and discouraged. Doors close very fast. They can't get answers to even simple questions. Word spreads rapidly that they're on the warpath."

Gwyn agreed that civil servants develop a "squid-like property" but said much more investigative reporting can and should be done. — B.Z.



LONG STRIKE WEEKENDS VAN. PRESS

VANCOUVER — Small weekly papers are born and die free with such frequency that they rarely rate notice here: for some, by the time the birth announcement is written, it's time for the obit.

But the extraordinary fecundity of verdant Vancouver this spring should not go unremarked, even if much of it is due to the prolonged daily paper strike.

Item: The moribund *Neighbour News* is being revived in the Mount Pleasant area of central Vancouver. Publisher Alf Worthington hopes that a government summer job grant and some willing journalism students will provide the catalyst.

Item: *The Richmond News*, which died last

fall, has been revived by Bill Lam. It faces the Sterling twice-weekly *Richmond Review*.

Item: *The Boundary Road*, was founded Dec. 1 to blanket 35,000 Burnaby homes. Three recent Simon Fraser University graduates started the paper, after a long look at the sprawling dormitory area which has proved the deathbed of dozens of papers in the past.

Item: *The South Side Times*, which promptly changed its name to *The Burnaby Times*, also decided to tackle Burnaby. Backers include two striking *Vancouver Sun* employees. The bright broadsheet, slightly resembling the *North Shore Citizen* and defunct *North Shore Times*, began Jan. 31. Burnaby is also covered by the prospering daily *Columbian*.

Item: *The Surrey Times* began Feb. 28. Created by ex-employees of the established *Surrey Leader*, from which they were fired Dec. 31 during re-organization, the little tabloid faces a tough battle, but appears to

(416) 544 3761

When you're doing a number on steel.

When you're doing your number on steel, we want you to have our number. Calling it might just save you time because we'll help you in that fact-finding task. Facts for your story. We've got 'em. Quotes? We can help you

there too. You have our number... Just call Ron Dennis at (416) 544-3761 Extension 2203. Or write: Communications and Public Affairs, Dofasco, P.O. Box 460, Hamilton, Ontario, L8N 3J5.

DOFASCO

Our product is steel. Our strength is people.

have picked up some former *Leader* accounts.

The betting is that when the strikebound *Sun* and *Province* finally reappear, some of these weeklies will fold, with some operators laughing all the way to the bank while others — over-extended — will cry all the way to the poorhouse. — Nick Russell.

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

CLOSET DOORS JAMMED SHUT IN NEWSROOMS

TORONTO — Why would half a dozen local reporters and editors from the broadcast, daily and business press, meeting in a living-room here April 29, ask that their names not be used in this report of their meeting?

Because publishers don't like to hear that journalists are joining organizations.

And because all the journalists at this meeting were gay.

"I never thought I'd see the day when I'd say: 'You can't use my name,'" one journalist told *Content*, "but I have to because of the threats hanging over me at the office."

Two concerns animated the meeting: questionable practices by the news media in covering gay issues and antagonism toward the media among gay people.

One reporter compared the extensive coverage of the gay movement in *Time* and *Newsweek* with "a couple of crummy pieces in *Maclean's*."

Another characterized one daily's story about altering the sexuality of gay men as "simply a press release geared to sensationalism that's been printed."

A third told an anecdote about an editor who refused to cover the *Body Politic* trial, asking: "How can we cover that sort of thing tastefully?"

An encouraging note was struck by an out-of-town journalist who said his paper calls the local gay organization for comment "every time the word 'gay' appears in a story."

Participants were disturbed that gay people blame the whole news industry for the unethical practices of individual news outlets. "They see the media as a monolith and tar all the media with the same brush."

Another reporter suggested that "gays are not providing enough education to the media."

A particular irritant seemed to be the use of the term "corporate media" by gay activists to refer to the news media as a whole. Curiously, the reporter who raised this objection went on to use the term himself without a trace of irony:

"Gay journalists, like other journalists, run into the same dilemma: how the corpor-

ate media deal with issues which affect us personally."

The Toronto Gay Press Club can be contacted c/o Metropolitan Community Church, 29 Granby St., Toronto, Ont. M5B 1H8. — K.P.

ALBERTA'S NEW TYPOGRAPHIC PARTY TO LEAD OPPOSITION

EDMONTON — Social Credit leader Bob Clark approached one of the legislative reporters for the *Edmonton Journal* and asked, "What's going to be your party line? I'd like to know if we can work with you."

The leader of Alberta's official opposition was reacting to the news that his four-seat party would be outnumbered by a six-seat representation from the *Journal*.

In a radio interview, *Journal* publisher Pat O'Callaghan said the paper was adding three reporters to its existing legislative staff of two reporters and one columnist.

In a letter to Premier Peter Lougheed on the day his Conservatives won 74 seats of the 79 in the legislature, O'Callaghan said the *Journal* had to become "the only possible opposition standing in the way of autocracy and paternalistic dictatorship."

The expansion may also be a reaction to recent criticism of the Alberta press, particularly the *Journal*, by such people as Lougheed biographer Alan Hustak.

Reaction to the staff increase is mixed. Some reporters fear the new staff will merely extend the Sherwin-Williams approach to coverage, producing little investigative reportage.

City editor Marc Horton, who proposed the staff increase, says it will give reporters more time to work on investigative stories. — Bill Bean.

Bill Bean writes a magazine column for the Edmonton Journal.

PRICES RISE, TIP SKIDS, NEWS KIDS ORGANIZE

SAINT JOHN — An increase in the cost of home delivery of this city's two dailies has resulted in the formation of an organization of newspaper carriers.

The Newspaper Carriers Association, initiated by parents and the Saint John and District Labour Council, is a non-union organization for better pay for carriers. It includes the 50 or more girls and boys who deliver the Irving-owned *Telegraph-Journal* and *Evening Times-Globe* to Saint John

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**.

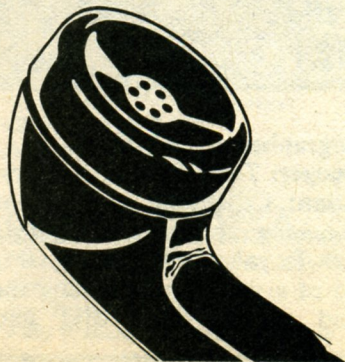
And if you have consumer questions or complaints, call the Life Insurance Information Centre "hotline." It's toll free from anywhere in Canada.

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



homes. It also includes a number of parents, some of whom make up the NCA executive.

Until late last winter, home delivery cost 80¢ per week. Many customers gave their carriers a dollar bill and told them to keep the change. These 20¢ tips accounted in some cases for almost half a carrier's income. Then the company raised the rate to a \$1 a week. Some carriers lost customers, others found customers gave them \$1, but no tip. Although the company gave the carriers 5¢ out of the 20¢ per paper raise, carriers accustomed to getting the 20¢ tip were out 15¢ per paper per week.

Irate parents began calling Labour Council officials, who arranged for the NCA organizational meeting held March 29. Upshot was that three parents on the NCA executive, a lawyer and two carriers formed a committee that plans to present a brief to Ralph Costello, publisher of the Saint John dailies.

Along with thrashing out the problem of

the lost tips, the committee hopes to make headway in getting the carriers extra money when the newspapers are weighed down with supplements. The company occasionally pays 1¢ more per paper when supplements are particularly cumbersome, but the paper can increase in weight from its usual seven ounces or so to as much as a pound before carriers are paid extra.

Meanwhile, the committee, which includes Bob Merzetti, editor of the *New Freeman*, a Saint John weekly, plans to find out what carriers earn at other Maritime newspapers and what, if anything, they get when supplements are tucked into these other newspapers. — Esther Crandall.

Esther Crandall is a Saint John freelance journalist.

SASK. HOUSE UNDAMPENED BY BUDGET LEAK

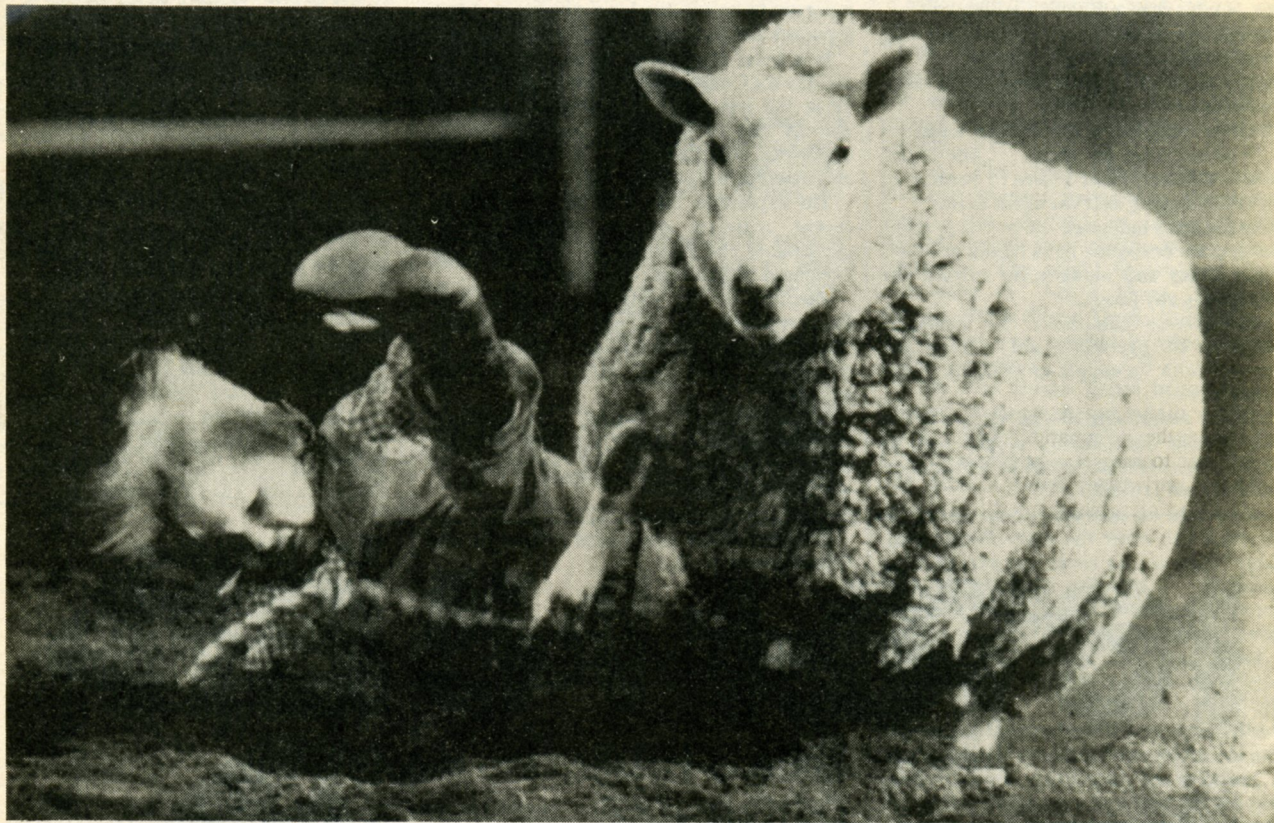
SASKATOON — Saskatchewan government budget day is usually anti-climactic for reporters covering the legislature. They receive embargoed copies of the budget the evening before and spend the night reading and writing stories. Budget day is simply a matter of going through the motions and getting some reaction.

This year was different. The day before, the province's two largest daily newspapers had published details of the budget.

It was an almost unprecedented breach of budget secrecy and the politicians were in an uproar.

Opposition members were calling for the resignation of the finance minister, an emer-

CP Feature Picture of the Month



Photographer: Jude Dillon.

Newspaper: *The Albertan*, Calgary.

Situation: Crouching in front of the bucking chutes at Calgary's Rodeo Royal, Dillon took this photo of a young man hitting the ground during the "wild and

woolly" competition.

Technical Data: Motor-driven Nikon FM and 180-mm lens at f4 and 1/500 of a second on Ilford HP5 film.

Award: The *Canadian Press* Fea-

ture Picture of the Month, March, 1979.

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

agency debate held up formal reading of the budget in the legislature and two reporters — Dale Eisler of the Regina *Leader-Post* and Marsha Erb of the Saskatoon *Star-Phoenix* — were in the unaccustomed glare of the spotlight.

Before it was over, the head of government information services had offered to resign and been turned down; Premier Allan Blakeney had uncharacteristically defended the press; and the government, after an internal investigation, said the leak had been the result of an inadvertent error by a civil servant, rather than a deliberate breach of security.

The reporters were not talking about the source of their stories.

The drama began shortly before 10 a.m. March 7 — the day before budget day.

During Premier Blakeney's weekly Wednesday morning news conference, assistant cabinet press secretary Geraldine Vance saw a piece of paper lying under a reporter's chair. She retrieved it, found it was a government-prepared radio script outlining details of the budget and quietly gave it to press secretary Dick Proctor.

They wondered how it got there and if anyone had seen it.

Four hours later, they knew. *The Leader-Post* carried a front page story in the afternoon edition with budget details, while *The Star-Phoenix* hit the streets with a similar story.

In the ensuing panic, Information Director Mel Hinds — a former *Leader-Post* reporter himself — visited Proctor to talk about the leak.

Proctor produced the recovered radio script, they discovered it was Hinds' and according to the information director, the mystery began to unravel.

Hinds says early that morning he had been in the press conference room with finance minister Walter Smishek while the minister taped some radio voicers on the budget to be sent out later to provincial radio stations. They had decided to change the script but, when they left, one of the five scripts remained on a table.

Hinds says that shortly after, reporters arrived for Blakeney's news conference, found the script and the story was out.

He says the script was quickly identified as the source of the stories because of some wording which appeared only in the script was also in the stories.

"We knew when we saw that, it's what it had to be," he said later.

He offered his resignation but it was rejected. Later in the afternoon, Opposition leader Dick Collver called for an investigation, complained about the media receiving budget copies before the Opposition succeeded in forcing an emergency debate.

Blakeney laid out a simplified version of Hinds' story, rejected calls for Smishek's re-

signation and said the press acted properly.

"I have no quarrel with the press because their job is to find the news where they can."

He said it was human error. If anyone has never left a briefcase on a bus, let him throw the first stone."


Hinds says there are no plans to tighten security surrounding the budget in the future because the embargo system (rather than a lock-up for reporters with the budget) works well.

The basis of the panic and fury was the parliamentary tradition that legislators see the budget before the general public. Smishek told reporters it would be an affront to the

privileges of MLAs if others knew the precise details before them.

However, in Saskatchewan concern about that secrecy is a bit misplaced.

Since 1944, the NDP and its predecessor, the CCF, have unveiled precise details of the budget to party councillors (over 100 from across the province) days or weeks before budget day. It is given on a confidential basis, but the practice effectively breaches the traditional secrecy. — Barry Wilson.

Barry Wilson is The Financial Post's Saskatoon correspondent and Content's contributing editor for Saskatchewan. 

SOURCES UPDATES

Content's SOURCES directory contains the names, addresses and telephone numbers of 802 contact persons ready to help you gather facts, background material and informed comment on hundreds of subjects from addictions to zinc. It's specifically published for reporters, editors and researchers in Canada. It's loaded with story ideas. Keep your copy handy and use it.

The following are updates to the 4th edition of the Sources directory (Content No. 95, April 1979):

(pg. 23, col. 1)

CALGARY EXHIBITION & STAMPEDE
Several changes. Listing should now read:
CALGARY EXHIBITION & STAMPEDE
Box 1060
Calgary, Alberta T2P 2K8

July 6-15, 1979

The Calgary Exhibition and Stampede is a completely self-supporting non-profit entertainment organization, operated by approximately 700 volunteers and 175 permanent employees. Although the world-famous Stampede highlights activities, as many as 1,500 events are held in Stampede Park each year.

Contact:

Les Blackburn, President
Yvonne Adam, Advertising and Publicity Manager
Office phone for all above: (403) 261-0101

(pg. 48, col. 3)

B. F. GOODRICH CANADA LIMITED
Remove from list of contacts;
Beverly Pierce, Communications Co-ordinator, Public Relations

Add to list of contacts:

Michael A. Voisin, Associate Publications Editor, Public Relations
Office: (519) 742-3641, ext. 495
After hours: (519) 745-2685

(pg. 51, col. 1)

INUIT TAPIRISAT OF CANADA
Change of name: Diane Vogel becomes
Diane Nicol, Media Relations
Office: (613) 238-8181

(pg. 57, col. 2)

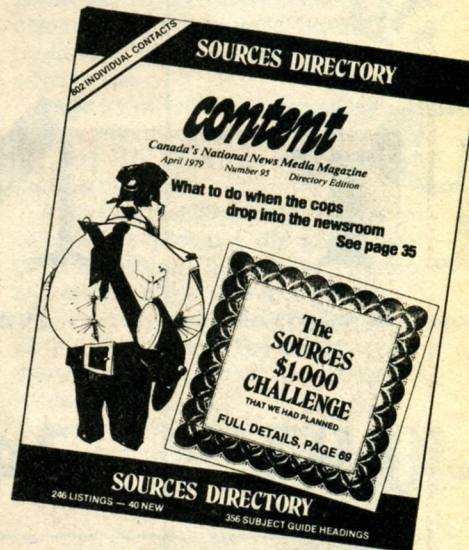
ONTARIO MINISTRY OF LABOUR
Remove from list of contacts:
Scott Tyrer, Senior Media Relations Officer
Remove also the Pager number, which has been discontinued.

Add to list of contacts:

Dennis Nagata, Senior Media Relations Officer
Office: (416) 965-7941
After hours: (416) 925-7382

(pg. 60, col. 3)

PETROLEUM RESOURCES COMMUNICATION FOUNDATION
New President, new telephone number:
Contact:
Joe Dundas, President
Judy Williams, Executive Assistant
Telephone for both above: (403) 264-6064



Ta

Tantalum

180.95

W

Tungsten

183.86

Re

Rhenium

186.22

Os

Osmium

190.2

59

Pr

Praseodymium

140.92

60

Nd

Neodymium

144.27

61

Pm

Promethium

(145)

62

Sm

Samarium

150.3

91

Pa

Protactinium

(231)

92

U

Uranium

238.07

93

Np

Neptunium

(237)

94

Pu

Plutonium

(242)

THE MEDIA AND THE NUCLEAR DEVELOPMENT DEBATE

A CASE STUDY

By BARRY WILSON

"Taken in its entirety, the media coverage of the hearings played a significant role in the dissemination of information to the public and in stimulating interest in the whole subject of nuclear energy."

— The report of the Bayda Commission into developing a uranium industry in Saskatchewan, 1978.

"I don't think the media did nearly the job it could have done to educate the public. It covered the issue, but only superficially."

— Hank Goertzen, former resources reporter with the Saskatoon *Star-Phoenix*, now with *CBC* Saskatoon.

SASKATCHEWAN, QUITE clearly, is on the verge of a major economic boom.

Government officials are confidently predicting the province is about to become a "have" province, discarding its traditional image as one of Canada's welfare cases.

Industry officials are forecasting more than a billion dollars of investment in the next few years and the creation of thousands of jobs.

A national business magazine has proclaimed the province the new Kuwait, the tiny Persian Gulf nation with more money than projects to spend it on.

The reason for all these optimistic predictions is uranium, the energy-creating mineral with the power to save and the potential to kill.

Saskatchewan contains some of the largest and richest uranium deposits in
(See URANIUM, page 22)

IN THE debate on the performance of the mainstream Saskatchewan media in the uranium debate, there is little suggestion of news suppression.

The New Democratic Party-owned *Commonwealth* does not meet this standard.

In mid-September, with a provincial election campaign underway, a coalition of anti-nuclear groups made an arrangement with *Commonwealth* officials to run a full page anti-nuclear ad Oct. 4, two weeks before voting day.

The ad would contradict the government's pro-nuclear stand and could have proved embarrassing. Included in the 37 organizations signing were New Democratic Women and a number of unions and left-wing community organizations normally considered part of the NDP territory.

According to W. M. Harding of the Regina Group for a Non-Nuclear Society, *Commonwealth* officials

agreed to run the ad and the groups paid the \$400 cost. The copy was delivered camera-ready to the newspaper Sept. 20.

When the Oct. 4 issue appeared, the ad was not included.

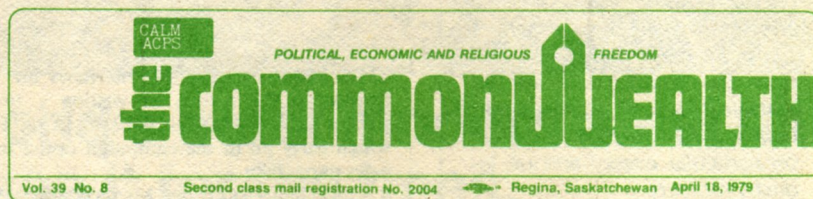
In a letter to the *Commonwealth*, Harding said:

"Our representatives called you immediately requesting an explanation. You replied that you had meant to tell us the ad had been cut but hadn't got around to it. You said that 'after discussing it with the editorial board, we decided not to run it,' that it was 'too

dacey,' there was 'no way it was going to go during an election.' It was 'not a question of wanting to whitewash the government' but the ad was 'inopportune during an election campaign.'"

Harding accused *The Commonwealth* of censorship because the NDP did not want the uranium/nuclear issue to surface during the campaign. The editorial board of *The Commonwealth* includes representatives of the party and the government.

The ad, along with Harding's letter, ran in the Nov. 15 issue without comment.



Column by Richard Labonté

AS THIS IS WRITTEN, the federal election campaign is at the half-way mark; as it is being read, the election is over.

And chances are, now that the campaign is history, that little was heard in its eight weeks about: civil liberties, immigration, foreign policy, nuclear safety, economic nationalism, native rights, cultural nationalism.

Those are the issues a smug country like Canada should confront, but for much of the campaign, perhaps for all of it — they were ignored by politicians who preferred to gamble on winning votes through fear rather than with vision.

Journalists covering the campaign were not slow to trumpet the fumbles and foibles of party leaders: with subjective and admirable diligence, writers and broadcasters spread wide the word about the testy nature of Trudeau, the cautious attitude of Clark and the business-like approach of Broadbent.

From the start, the media adopted a critical view of the major parties' campaign tactics and made those criticisms evident in campaign reporting: journalists weren't planning to be taken for a ride, as many believe they had been — hindsight can hurt the ego — by

the stratagems and histrionics of Pierre Trudeau in 1974.

And perhaps they weren't. But, at the half-point, it was obvious that voters were — with journalists behind the wheel.

Much space was given to bleats about the refusal of Clark, Trudeau and Broadbent, in that order, to deal with issues other than tax-breaks, energy and leadership. Not much space was given to media-generated discussion of issues — hardly any to issues boosted by the party leaders, even less to matters which deserved discussion but were avoided by Trudeau or Clark.

There was scant innovative digging in the first four weeks of the election: of all the media in Canada, the *Toronto Star* and the *Montreal Gazette* did the most and television — gagged by its limited-interest audience — did the least.

Some furrowed-brow pundits noted the lack of substance in the campaign after four weeks and were moved to mumble that several issues seemed to be missing.

But it's not enough for media — especially newspapers — to remark that important questions were being begged: in general, major media failed to make campaign coverage meaningful.

A responsible press would not hide its opinion of a campaign's conduct, and the press was responsible through the end of April; but a credible press also would accept responsibility for defining issues, establishing the stand of each party on an issue and revealing the extent to which each party was right or wrong. And the press was not credible.

Take half a bow for half a job well done, journalism.

THIS SEMI-PRAISE for the news biz was formed in the course of writing a twice-weekly column for *The Citizen*, in Ottawa, which early on in the campaign opted for a news narcissism.

The column was called *MediaWatch*: it was a commentary on how journalists were covering the campaign.

There was a lot of the press on the press in Election '79; Murray Goldblatt of Carleton University did a media watch for the *Toronto Globe and Mail*, Vancouver journalist Clive Cocking travelled on the buses with the boys and girls in order to write a post-election assessment of the coverage, the *CBC* prepared a show about how a campaign is covered and the National Film Board spent the election preparing a documentary about journalists.

All of which leads to the possibility of

Cocking writing about the NFB filming the *CBC* taping the journalists writing about how much attention was being paid to them in the past eight weeks.

Atlantic Insight

A NEW CONTENDER for next year: *Atlantic Insight*, chronicling the culture of Atlantic Canada which ego- and ethno-centric central Canadians seldom remember, let alone overlook.

After just two issues it deserves recognition as one of the best magazines in the country, a superb hybrid of *Maclean's*, *Toronto Life*, *Saturday Night* and *Homemaker's* — to create a context which non-Atlanticans might comprehend.

Editor Harry Bruce is demanding and getting quality writing; publisher Bill Belliveau is gambling that quality will win readers.

If there's any justice, the gamble will pay off.

THE SECOND YEAR of the National Magazine Awards illustrated neatly a schizophrenia about the magazine industry in Canada.

It's acting rich; it's still poor. The awards dinner, like the industry, had airs: an abundance of floor-lengths and tuxes, boned game hens stuffed with wild rice, wine, a dance band rendering waltz-like sounds from Bill Haley to the Village People.

But the opulence belied the borderline balancing-the-books act of most Canadian magazines.

Master of ceremonies Peter Gzowski noted the contrast between the poverty-level existence of many magazines and their contributors and the relative richness of the ceremony: "A lot more people are going to get better cheques for prizes than they did for the articles which won," he said, passing out \$500 to second-place and \$1,000 to first-place winners.

Still, the second awards were a deserved form of flaunting it for the magazine industry. The honours have established themselves as a cultural fixture — corporate sponsorship is enthusiastic and entries were up this year to more than 1,300 from 820 last year — and there is certainly no shortage of worthy contenders.


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 

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



This will be the world's most modern steel mill but you may not see it for the trees.

Stelco's Lake Erie Development will be the world's most modern steel mill. It will also be efficient, not only in producing steel, but also in the use of the elements that are part of making steel.

Take energy. Stelco will use less of it to make a ton of steel than is the case at present. And air and water.

Stelco will ensure that these two vital elements are both treated to exacting standards and the water will be recycled.

And around the site itself, we have established a greenbelt to reduce noise and enhance the aesthetics. There's a good chance you won't see the world's most modern steel mill for the trees.

For further information write Stelco, Department 19, Stelco Tower, 100 King Street West, Hamilton, Ontario L8N 3T1.

stelco

The Steel Company of Canada, Limited

Letters

STORY PRODUCES ASTONISHMENT & MORTIFICATION

I read with astonishment the article written by Nick Russell and published in the March issue of *Content*. I say "astonishment" because it was written in what I consider very sloppy style, which I thought would have been unacceptable to *Content*, and because the article includes factual errors for which there is no excuse. Add to that the fact that the story paints a very distorted picture of what occurred between my employer and myself and you have an article that gets my goat.

From the top, points with which I take issue are as follows:

1. I disagree with the contention that "when a contempt-of-court citation is threatened, a reporter tends to look nervously at the publisher looking for support." Overlooking for the moment the dreadful structure of that sentence, after 13 years as a journalist I have yet to meet a colleague who doesn't automatically expect a publisher's support in such matters. In any case, my current problems do not involve contempt of court. The motion before the court cites me for alleged contempt of a board of arbitration.

2. "Fitzgibbons had written a story . . ." is not correct. One of my reporters wrote most of the story. I wrote only those parts relating to the captain's whereabouts at the time of the crash.

3. ". . . she was asked (for names of sources) at a subsequent hearing held by an arbitrator in a dispute between the Corp. and the ferry workers' union." There is not one arbitrator but three, sitting as a board to hear the union's appeal against the captain's dismissal. And what is this "Corp."? One of the first things taught at any respectable journalism school is that on first reference a reporter always must spell out the name of any group or organization referred to, in this case the British Columbia Ferry Corporation.

4. "She refused to tell and the arbitrator had no power to force her . . . so he asked the B.C. Court of Appeal to order her to tell all." The arbitration board did not go to the court of appeal: the ferry corporation took that step. The court is not being asked to order me to tell all: it is being asked to jail or fine me for alleged contempt of the board of arbitration.

5. "No ruling had been made at press time, but that is almost irrelevant." I'm sure the ferry corporation and the court will be interested to know that. What is such a remark doing in the story anyway? Are *Content's* contributors writing editorials or news reports? The fact that Russell's title is "contributing editor" in no way explains what to me is an inane comment.

6. The next several paragraphs dealt with the position of my employer, Westpres Publications Ltd. Russell has quoted at length company president Martin Eva, with not a word on the matter from me, although

Russell did contact me in Vancouver by telephone. There were many such calls to me at the time and I wouldn't swear to the following, but I am reasonably certain I told your "reporter" the company's true position. Nowhere is that reflected in what he chose to report.

The facts are these: the company said it would support me through all possible appeals, *provided* I gave a prior commitment that I would give the names of my sources if ordered to do so by the highest court. I would not give that commitment, hence the company would give me no financial support toward legal fees. I had to engage counsel on my own and paid all travel and related expenses.

I am pleased to be able to report that although Westpres maintains its position that I must name my sources if a court orders me to do so, the company no longer is requiring that I give a commitment to do so before it offers me financial support. Westpres will reimburse monies I have paid already, will pay my future travel expenses, and will contribute funds toward my legal expenses.

Wendy Fitzgibbons, Editor,
Powell River News & Town Crier,
Powell River, B.C.

Russell replies:

I'm mortified. I can offer only the weakest of excuses — that some changes were made by editors after the story left me and that, because of constraints of time and money (I have none of either), I had to rely heavily on secondary sources (other media reports).

However, several of Fitzgibbons' points are specious and she totally misunderstands the role of *Content* magazine. I believe (and I hope management agrees!) that it is pointless for the magazine simply to report items that have already been covered fully in the dailies

I can't take any more of these pushy, hard-sell tactics on the part of your magazine!

What finally did it was the free atlas of Borneo, free copy of Maggie True-though's *Beyond Hope* and free flashlight (batteries not included) if I'd subscribe to your magazine.

Personally, I find it too slick and glossy. You know, the monthly Sunshine Cowgirl: pictures of those voluptuous farm girls with great huge tracts of land!

I also take exception to colour photos of dead roadside animals, the Nightlife in High River column with Joe Clark and Wines & Restaurants & Car Repairs with Guy Lafleur.

However, I like the sports page. So here is my \$9 and not one penny more!

Al Dubois,
Montreal, Que.

If you can make a buck by selling someone my name and address, more power to you. Anyone who worries about such things must row through life with one oar out of the water. I am in greater danger of being crushed by a falling UFO than of being harmed by someone mailing me a letter or catalogue.

Anybody want to buy my Regina phone book? Lots of good names in it . . .

Donald R. Jaques,
Regina, Sask.

up to two months earlier: it is much more useful for correspondents to provide some *insight* into events. If Fitzgibbons is perplexed as to whether the item was an editorial or a news story, perhaps she could call it a by-lined interpretive piece.

WE CAN'T BELIEVE HE ATE THE WHOLE THING

Richard Labonté must have been swallowing press releases somewhat uncritically. In his column in your January 1979 issue he speaks glowingly of *Harrowsmith* as the fifth largest Canadian magazine, at 100,000 circulation.

Since *The United Church Observer* has three times the paid circulation of *Harrowsmith* and considers itself the fifth largest Canadian publication, I suggest that Labonté check his facts more thoroughly.

The most recent circulation breakdown as given by *Magazines Canada* in fact puts *Harrowsmith* 21st in distribution among the magazines of that association. And if one excludes U.S. imports and controlled distribution publications and restricts the assessment exclusively to those having ABC-type circulation statements, I still find *Harrowsmith* ranking 12th, after *Chatelaine*, *Châtelaïne*, *Country Guide*, *Legion*, *Maclean's*, *Miss Chatelaine*, *The Observer*, *Reader's Digest*, *Sélection du Reader's Digest* and *TV Guide*.

James A. Taylor, ME,
United Church Observer,
Toronto, Ont.

IT'S THE LAST TIME WE'LL DO IT

At Grant MacEwan Community College we teach our would-be journalists very early "never to say 'first' unless you're positive you're right."

Yet Canada's self-styled "National News Media Magazine" fell into this pitfall in its issue of November, 1978, in which it refers to the still tentative course to train native journalists at University of Western Ontario.

We've been doing that at GMCC for about 4 1/2 years, working in close co-operation with

the Alberta Native Communications Society. The University of Western Ontario is welcome to any guidance or information it may require in carrying on with its proposal to set up what is at best, *the second* such course in Canada. And even being a definite *second* is subject to checking. We're not sure if we were first and wouldn't dream of so claiming.

Furthermore, having more than four years of development behind us, our courses for natives are developing still further — into a full-fledged program aimed at achieving a standard at least equal to the regular GMCC journalism program.

The proposal made last summer to the Alberta department of advanced education has been approved and now is well into its first year of operation. The first year, of course, is a trial one in this area, since it remains to be seen what enrollment is like, how the job

market is, etc.

Attached is a copy of the description of our regular journalism program at GMCC. The program has been offered since 1971, but has undergone several important changes over the last two years.

Its students are in heavy demand. Last fall there were over 140 applicants, of which 42 were admitted to the program.

Adrian Kennedy, Program Head, Journalism Program, Cromdale Campus, Grant MacEwan Community College, Edmonton, Alta.

I don't know how you survive — you must hold some oil stocks! But keep it up. The *Carleton Journalism Review* complements your own splendid effort.

Carl Reinke,
Toronto, Ont.

EDITOR WAGS FINGER, HUNGRY BEAR GETS SNACK

At the end of the freebie dialogue in the March issue the editor concluded:

"It is noteworthy that, although *Content* has played a significant role in making freebies an issue, *The Calgary Herald* has not seen fit to alert us to its new freebie policy."

The fact is that the *Herald*, and other divisions of Southam Inc., had freebie policies before Canadian journalism had *Content*. At the *Herald* a year ago we redrafted and codified ours so that various parts of long standing, plus a few new wrinkles, formed a more comprehensive whole. It's not a new policy and it owes nothing to *Content's* laudable concern in this area.

The *Herald*, alas, will continue in its obstinate failure to acquaint *Content* with its internal policies. Like bears, pomposity should not be fed. We remain ever willing to respond

CP Sports Picture of the Month



Photographer: David Clark.
News Agency: *The Canadian Press*, Vancouver.

Situation: Freelancer Clark set out to capture the grimaces on players' faces during a rugby game on a "bloody cold" afternoon. He succeeded as a visiting team from Santa Bar-

bara, California, defeated the University of British Columbia Old Girls by a score of 8-0.

Technical Data: Nikon with 105-mm lens at f5.6 and 1/250th of a second.

Award: *The Canadian Press* Sports Picture of the Month,

March 1979.

Congratulations: This space is contributed regularly in recognition of excellence in photojournalism by the Canadian Life Insurance Association, representing the life insurance companies of Canada.

THE AIR CANADA AWARDS FOR TRAVEL WRITING

In the 1978 National Magazine Awards competition, Air Canada was pleased to sponsor the new awards for the category of travel writing

LES PRIX AIR CANADA POUR LES ARTICLES SUR VOYAGE

Durant les compétitions des grands prix des magazines canadiens de 1978, Air Canada s'est fait un plaisir de commanditer les nouveaux prix pour la catégorie des articles sur voyage

THE WINNERS/LES GAGNANTS

Gold Award/Prix d'Or
\$1000

MARCI McDONALD

"The Immoveable Feast"
Toronto Life

Silver Award/Prix d'Argent
\$500

MICHAEL ENRIGHT

"The Second Great Leap"
Maclean's

OTHER FINALISTS/AUTRES FINALISTES

R.T. Allen, "In Plato's Backyard," The Canadian
Barry Callaghan, "Luck in Men's Eyes," Toronto Life
Louise Côté, "Toronto: Plutôt deux fois," Châtelaine
Georges-Hébert Germain, "Les neiges d'ailleurs," Nous
Benôit Marleau, "Petit voyage en enfer," Nous

CONGRATULATIONS TO ALL/
FELICITATIONS A TOUS

AIR CANADA 

to civil questions with civil answers.
William Gold, Editor,
The Calgary Herald.

The editor replies:

My comments were made in response to a letter from a *Herald* reporter. She accused us of "Toronto parochialism" for publishing an article on freebies (November 1978) without surveying the news media nationally to determine who had a policy on freebies.

My point was this: freebies have become a hot issue in the news industry and I would have thought that anyone who has grappled with this difficult ethical question would be anxious to make the results known, especially to those who, like *Content*, have shown an active interest in it. There would be a happy confluence of self-promotion and social responsibility.

The freebies issue is at bottom a question of credibility with the public. There is a good reason to ponder Gold's assertion that the *Herald's* position on freebies is one of its "internal policies."

Last year, as we prepared our special issue on women in the news media (May 1978), we sent a simple two-item questionnaire on "women's pages" and a postage-paid return envelope to the editors of every Canadian daily. The civil editors of the *Calgary Herald* were among those who did not reply to our civil questions.

SUPPRESSION OF NAMES POTENTIALLY DANGEROUS

The following letter was sent to Alfred Stong, a member of the Ontario legislature who introduced a bill which would have banned the pre-trial publication of names of accused. The bill has been defeated.

Dear Mr. Stong:

I don't doubt your good intentions in proposing a ban on the publication of the name of a person charged with a criminal offence until the case comes to trial. But I wonder if you have considered the worrisome implications of such legislation. In effect, it could amount to secret arrests and police abuse.

It is true that some injustices result from the existing practice. There is an awkward tendency by the public to assume that because an individual has been charged with an offence, he is guilty. In actual practice, the injustice exists only for people who have a high public profile.

It would concern me deeply if the police were able to lay charges against an individual and to imprison him without publicity. That system carries the potential for far greater injustice than does the present one. It would be comparable to the existing practice in countries like Chile and South Africa, where human rights have low priority.

It is a matter of record that the news media frequently have been instrumental in securing

(See **LETTERS**, page 20)

THE BATTLE to be first with the latest on Maggie Trudeau is costing the media dear on both sides of the Atlantic.

The struggle started when Paddington Books, of London, began appointing foreign representatives to handle serialization rights for Maggie's autobiography.

In London, the *Daily Express* beat the *Daily Mirror* with a reputed \$80,000 bid. In Toronto, the *Sun* gnashed its teeth when the *Star* laid out an estimated \$35,000.

The *Montreal Star* and *Ottawa Journal* were others who agreed to hefty fees.

In London, the *Mirror*, smarting, grabbed a three-part series by US freelance Alan Markfield. Its overseas arm, Syndication International, was looking forward to fat fees from Canada, where its business is handled by the Toronto Sun Syndicate.

But first, *The Montreal Star* and *Toronto Star* were shaken when the *Washington Star* broke some of the highlights of the book. *The Toronto Sun* chortled while planning to launch the Markfield series just before the *Star* began publication of the Maggie autobiography.

But, somehow, communications between the *Daily Mirror* and Syndication International broke down and the *Mirror*, trying to steal thunder from the *Express*, began the Markfield serialization a month early.

The *Toronto Star* moved sharply. It quickly scalped the *Mirror* by summarizing the content of the first two parts of the Markfield serialization. The *Sun* shot off a lawyer's letter to 1 Yonge St., threatening an injunction for breach of copyright. Little more from the *Mirror* appeared in the *Star*, but the next day the paper had a long report on an interview which Maggie gave to Jean Rook of the *Express*. The Markfield series ran in the *Sun* as a one-shot.

The battle resumed the day before the *Daily Express* and the *Star* were to begin the five-part serialization of Maggie's book.

The first editions of the *Express* come off the presses mid-evening of the day before they go on sale. That, coupled with the five-hours by which London is ahead of Toronto time, was enough for London freelance Dennis Eisenberg to scalp the *Express* and send his copy to the *Sun* in time for it to appear in its editions the next morning.

And so, for five days, No. 1 Yonge Street could only fume while the *Sun* each day appeared with the highlights of the serialization — for which the *Star* had paid so dearly — hours before its own paper appeared on the streets.

Meanwhile, Canadian newsmen — like Henry Champ — are doing their usual Maggie thing, muttering about Fleet St. muckrakers while quoting at length everything the British pops run on the estranged wife of Canada's prime minister.

When will they learn that Maggie is a Canadian story and they should be first in reporting what she is up to rather than fol-

THE MEDIA MISSED MARGARET
By LEE LESTER

The Pierre and Margaret Trudeau page continues. And, once again, Canada's media, each with a few paragraphs, have missed leading paragraphs of all the most interesting major news items that have taken place in the last few days.

Even before the most recent episode of this going-on-and-on Canadian media did not carry news of happenings at St. James' Church that were common knowledge among the Ottawa press corps.

Not much has changed in two years, it seems. In the May, 1977 issue of Content ("The Media Missed Margaret"), Lee Lester castigated the Canadian media for ignoring the Margaret Trudeau story: "If there ever was a story that was a Canadian story, the Trudeau story has to be it. But it was the UK and US media that made all the going...Canadian papers...largely took the attitude that we won't report what is happening on the Trudeau front. But we will report what those terrible ill-mannered British journalists are saying. Pontius Pilate would appear a minor-leaguer by comparison with this lot."

The first question to be decided is all this in haste. It is a news item of the utmost importance, it is the most important news item of the week. It is a story that is of the utmost importance. It is a story that is of the utmost importance. It is a story that is of the utmost importance.

lowing British and US newsmen? And don't think for one moment the battle is over yet. Maggie and her doings will continue to make news.

SMALL LEAKS SAFE
The Bonn government has approved a draft law protecting from prosecution journalists who publish official secrets. The only exception is for disclosure of state secrets which jeopardize the country's security.

Lee Lester is a journalist with *The Toronto Sun*. Sources for his column include *UK Press Gazette*, *The Journalist*, *Editor & Publisher* and the *London Sunday Times*.

AIRPORT CROWD PIC WINS PRIZE

Japanese photographer Sedayuki Mikami, AP Tokyo, has won the World Press Holland Foundation contest in Amsterdam for the best press photo of 1978 with a shot of demonstrations at Marita Airport. The photo also took first place in the Spot News category, where Norman Yves Lono, Philadelphia *Daily News*, came second with Crime and Punishment. Third was Hans E. Wendt, UPI New York, with Disaster Heading.

A total of 3,760 photos were submitted by 720 photographers from 50 countries.

JUST DESSERTS

Women in Media, a London group, have presented their awards for the best and worst images of women in TV ads.

Prestige gained the prize for the best — the Ad Lib Award — for their ad showing a husband and wife taking an equal part in preparing a meal.

The prize for the worst — the Ad Nauseam Award — went to Bowater-Scott for an ad for Fiesta towels. It showed a woman praising the towels and finally using one to wipe off the remains of a cream cake she had just pushed in her husband's face.

Similar awards here might help to get rid of some of the idiocies inflicted on us.

GREEN FOR EMERALD PRESS

Former *Irish Times* group editorial executive John Horgan, now a Labour deputy in Dublin, has demanded "positive help" from the state for Irish newspapers.

Horgan told the Irish parliament that such aid was necessary to help the newspaper industry, "the survival and development of which is essential to the health of democracy."

Communicating with the Communicators
Royal Trust
Public Relations
(514) 876-2508

World Population Subject Threater

CHALLENGE: REPORT THE PROCESS

LONDON, ONT — A subject such as world population challenges journalists to take a look at their craft, a leading journalist and United Nations official told a symposium for journalists here in April.

Tarzie Vittachi is a witty, much-travelled Sri Lankan who formerly edited the *Ceylon Observer* and was correspondent for the *London Economist*, *London Sunday Times* and the *BBC*. He now is chief of public information for the United Nations Fund for Population Activities (UNFPA).

"We as journalists (have inherited the philosophy of) Charles Dana and Lord Northcliffe — a philosophy that suited the purposes of their era — where the noteworthy is the exception, man bites dog, and the ordinary is not worth reporting.

"What happens when the exceptional becomes ordinary?" Vittachi asked 50 persons attending the \$25,000 symposium titled "Population: From Now to 2000."

"What happens when 400 million children go to bed hungry every night?

"This is an event. It's on page three or page six. What happens the day after that, the week after, the month after? Nothing, because there's no more event — unless they all die in a huddle.

"I think we are challenged to report not only the event but the process. These are the stories of our time," the founder of the Press Foundation of Asia said.

"I've never said the press can transform the world, but perhaps it can help," he added.

Those in journalism who say the readers are not interested in international issues and that the press must give the readers what they want are indulging in a myth, Vittachi claimed.

"Giving the readers what they want' is the last

refuge of the pornographer and the last trick of the editor," Vittachi stated.

To journalists who would retort: "You want us to play God?" Vittachi would reply "Yes. You've taken all sorts of powers. (Responsibly), yes, but do it, play God."

As an editor, Vittachi asserted, he knew "how easy it is to subvert people's taste and feed them pap."

When writers produce stories that conflict with the "commonly held stereotypes" and when editors publish such stories, they tend to get into trouble, he recognized.

"Well, get fired. I've been thrown out of a country. (Journalists) trying to do something get into trouble and they pay their dues for press freedom."

A great challenge to journalists arises in connection with stories about coming population growth or coming energy shortages, Vittachi noted.

"The energy crunch is perhaps eight or ten years off. How do you make something that is invisible (because it is in the future) visible now?

"How do we explain (in the case of population) something that's going to be felt most dramatically in 20 years time?

"It's a craftsman's problem."

If the will is there, the difficulty of writing effectively about large problems that affect everyone's future can be overcome, Vittachi said in answer to a question. The question was how readers could be given the sense that, in relation to major matters like population and energy, the

year 2000 is "not far off."

"It's a matter of attitude, not a matter of time frame," he said.

The April 18-21 symposium was sponsored by the School of Journalism, University of Western Ontario and the Canadian International Development Agency. Program organizer was Dick MacDonald, manager of editorial services, Canadian Daily Newspaper Publishers Association.



Jack Glattbach, editor, *Populi*: "I used to get thoroughly depressed (about the population issue). I wanted to run a million miles away from it. But it kept coming back. Now I see population as an entry point into the really big issue which is development. Then you start to get positive."

USE THE LAWS AS NEWS PEGS: EX-TIME MAN

LONDON, ONT. — A year and a half ago *Time* ran an ad for condoms, received 375 letters from outraged readers and, perhaps more importantly, an expression of outrage from the advertiser on the facing page.

Time has not run such an ad since.

The incident was related by a former writer, correspondent and senior editor of *Time* for 22 years, Peter Bird Martin, to illustrate the large number of factors that complicate and enliven the population story.

Among the laws that directly or indirectly affect human population, Bird found, are those in the areas of advertising, production and sale of contraceptives; marriage; family allowances; abortion; social security; right-to-work and

WORLD'S NEWEST CONTINENT

The world's newest continent is an island called Populandia, which erupted out of the Pacific last year.

Blessed with a temperate climate and measuring 400 by 400 miles, the unpopulated mini-continent was seen by some as a way to relieve the world's population pressures and late in 1978 the august World League of Countries (WLC) decreed that starting January 1, 1979, all the babies born in the world who represented natural increase (surplus of births over deaths) would be brought up in Populandia. *Content* reported that epochal event in the January 1979 issue, and offered an update in the March 1979 issue. Below, *Content* presents the latest dispatches from Populandia as it continues to acquire an average of 200,677 new citizens each day.

The last time we visited Populandia, it was the world's 33rd largest country. But that was three months ago, and now, six months after the first citizen landed on its shores, Populandia has become Number 22, and has

nowhere to go but up. Its population as of June 30 stands at 36,322,537, which places the infant nation between Spain (the world's 21st largest nation) and Poland (bumped to the 23rd position).

Populandia has a flag (a cradle on a field of pink and blue), but no army or money, and its citizens will not need an official language until later this year. What it does have is diapers. With each Populandian baby using 10 regular-sized cotton diapers every day of the week, including holidays, it means that over 52 square miles of diapers must be delivered, picked up and washed daily. A perpetual cloud of steam hangs over the valley site of Populandia's central laundry, which is about the size of two Boeing aircraft plants.

The population crunch is seemingly solved; Populandia has become the cradle of the world. But for how long?

(Adapted *holus-bolus* from an unidentified Sri Lankan paper.)

TO DIG DEEPER

Glattbach, Jack, editor, *populi*, periodical published by the United Nations Fund for Population Activities.

Righter, Rosemary, *Whose News? Politics, the Press and the Third World*, Burnett Books in association with Andre Deutsch, 1978.

Supremacy of "Event Journalism"

DANGEROUS TRIO OF MYTHS

LONDON, ONT, — There's a tendency for journalism in the West to perpetuate three damaging myths, the editor of *New Internationalist* told a symposium for journalists here in April.

New Internationalist is a respected monthly, in its sixth year, published in the UK jointly by Oxfam and Christian Aid.

Peter Adamson, 32, who with two other editors of publications dealing with international issues received prolonged applause from the symposium, said the first myth is that the poor are poor because they have so many children.

"It's a common sentiment. But compare a couple in an underdeveloped country with a couple in, say, London, England.

"The decision whether to have a baby, for a poor couple in England, is one of the most important they'll ever make. The mother has to give up work. They may halve their income but they add costs. The whole process is extremely expensive.

"In a poorer country, having a baby doesn't mean big extra costs. A child can be a net income earner by the age of 10 or 12. Collecting firewood can take up to six hours a day. In the poorer country there's no old-age security. The child is the security. The child brings change and hope of change. In these circumstances it's a sensible decision to have kids — they're needed. And 40 or 50 per cent of them die."

For the same reason — the economics of poverty — the English couple decides against a child and the couple in a poorer country decides for.

"If, in the poorer country, health care is improved, employment improved, if there's a chance for the child to become educated, if women have a chance outside the home, then the birthrate will fall," Adamson said.

The second myth, Adamson claimed, is that people are starving because population growth is outrunning food supplies.

"Nowhere except perhaps in some parts of Africa is this true. Twice as much food — in grains alone — as needed, is grown in the world each day."

The third myth claimed by Adamson is that having babies is wrong in a finite world with finite resources and a fragile ecosystem.

"(Resource depletion) is as much a problem of wealth control as birth control. The population explosion in the Third World is perhaps not as important as the consumption explosion in the first world."

The three are myths "for which the media must bear some responsibility," Adamson said. He said the three myths have in common:

• "That they are based on a sense of superiority, on misunderstanding and prejudice, are mixed with fear and tinged with an inherent racism."

• That they all begin with "They . . ." which "puts the whole problem 5,000 miles away. But a lot of the debris from blowing up those myths lands right on our doorstep. We need to get rid of poverty, not poor people; we need to re-structure society."

• That they all invite a simple solution. "This is the most dangerous thing of all."

Adamson, who earned an MA in English literature at Oxford, founded the Third World First Movement — a voluntary "self-tax" scheme which has raised more than \$2-million for development projects in the Third World.

New Internationalist has a paid circulation of 29,000 and is produced by a co-operative of 12 persons, who also produce press kits on development topics, in several languages.

Warner Troyer, broadcaster: "A journalist has a responsibility to report not just what he saw, but what he felt. We need to be more honest, more direct."

Stories by Barrie Zwicker, Photo by Fair Gordon

THE CHALLENGE:

Hungry Eighties?

UNITED NATIONS (AP) — Hopes that hunger and malnutrition will be wiped out are changing to fears that the 1980s may become the decade of hunger, a recent report by the UN's Food and Agriculture Organization says. Researchers say that despite programs set up by the World Food Conference in Rome in 1974 and bumper crops for the past three years in most parts of the world, more than 450 million people still suffer from hunger.

. . . to replace trivialized fragments such as this filler which appeared on page T7 of the May 3 *Globe and Mail*, with stories of satisfying depth.

Doomsday snippets serve to trigger anxiety by combining threatening news

and uncertainty. Uncertainty creates anxiety.

The uncertainty comes from the fact that, by contrast with a properly-documented article, the snippet lacks credibility.

Full-fledged stories on threatening topics tend not to create as much anxiety because there is less uncertainty. Understanding one's devils is the first step in vanquishing them.

Full-fledged articles telling readers what they can do to pitch in and help solve the problem are best of all.

Such full-fledged articles provide opportunities for readers to substitute action for worry.

Paradoxically, "bad" news can bring relief from anxiety when the news is fully enough explained.

When readers complain there's too much "bad news" in the papers, they really mean there's too much threatening news presented incompletely and without solutions.

Snippet journalism leaves readers anxious. They turn their resentment on the press.

right-to-education; daycare centres; women's rights; child labour; school leaving age; customs and tariffs (import or export of contraceptives); taxation (exemptions for married couples and children); migration; inheritance; divorce; child support; the mails (mailing information or contraceptive devices) and the practice of medicine.

Until recent times almost all laws were based on a pro-natalist philosophy ("be fruitful and multiply") but the trend is generally toward anti-natalist laws today, Martin said. He agreed with a questioner that the word *anti-natalist* is unduly negative, but neither could come up with a better word.

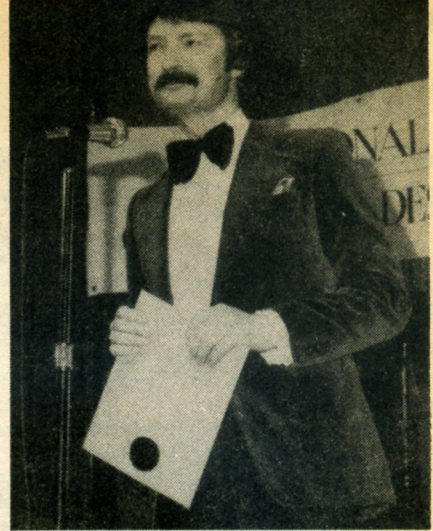
"The point is that laws give us journalists a peg," Martin said, "for good stories. Debate over laws — whether they're passed or not — gives us a good starting point for developing journalism. A violation of an existing law or a proposal for a new one provide an opportunity for the journalist to get into the innards of a society."

Salas, Rafael M., executive director, United Nations Fund for Population Activities, *People: An International Choice — the multilateral approach to population*, Pergamon Press, 1976.

Stone, Leroy O. and Marceau, Claude, *Canadian Population Trends and Policy Through the 1980's*, for the Institute for Research on Public Policy, McGill-Queen's University Press, 1977.

NATIONAL MAGAZINE AWARDS 78 GRAND PRIX DES MAGAZINES CANADIENS

By BARRIE ZWICKER



Marc Laurendeau

Content photo

AWARDS FOR OUTSTANDING ACHIEVEMENT by Canadian magazines in 1978 were presented to *Maclean's*, *Owl* and *Québec Science* at the National Magazines Awards Foundation dinner in Toronto April 19.

Maclean's publisher Lloyd Hodgkinson, in accepting a Foundation Directors' Award, for the transformation of *Maclean's* into a weekly newsmagazine, paid tribute to "the 235 people who work on the magazine who deserve the credit." Editor Peter Newman singled out successive managing editors Walter Stewart, Mel Morris and Kevin Doyle.

The sellout crowd of 700 at the second annual Canadian magazines awards night learned that *Owl*, a children's magazine published by the Young Naturalist Foundation, under the editorship of Annabel Slaight and Mary Anne Brinckman, was chosen for editorial and artistic excellence and its 50 per cent increase in circulation (to 100,000) during 1978.

Québec Science, published by Université du Québec in Ste. Foy under editor Jean-Marc Gagnon, last year consolidated its pre-eminent reputation in its field in Canada, the judges said.

Weekend Magazine swept the visual arts categories with three gold awards. Art director Robert Priest won two of them, the Allan R. Fleming/MacLaren Award for art direction for his layout "The Coke Campaigns" and the Bomac Batten Award for magazine cover art direction with a cover showing a woman in a blood-splashed white fur coat for an article on the seal hunt.

Seventeen men and women won gold awards and \$1,000 each for excellence in a variety of fields and subjects. They were on the staffs of or contributors to 13 English-language and French-language magazines.

Toronto press coverage of these national awards improved slightly over that of their premiere last year, which was virtually blacked out.

A totally competent piece by William French, literary editor of *The Globe and Mail*, ran 16 column-inches, including the

head. Eleven column inches of *Toronto Star* book editor Ken Adachi's column were devoted to the awards. The *Sun* failed to run a word on the awards but found space to run an advance publicity blurb for U.S. country music awards, a publicity blurb for a coming TV special by the Bee Gees, a publicity blurb on behalf of a coming Hollywood James Bond movie and a publicity blurb for Barbra Streisand based on a gossip item from a Los Angeles magazine, totalling 21 column-inches.

Reader's Digest roving editor Robert Collins of Toronto won the University of Western Ontario President's Medal Award for general magazine articles for "Kosmos 954: The Spy that Fell from the Sky," his account of the crash of the Russian satellite in the Northwest Territories. Pierre Dupont of *L'Actualité* received the companion medal from the university's president, George E. Connell, for his article, "La guerre des postes" (the mail war).

The wittiest acceptance speech of the evening was by *Saturday Night's* editor, Robert Fulford. He accepted the Foundation Award for cultural writing on behalf of Vancouver's George Woodcock (for his study of self-obsession in Canadian cultural life, titled "Mirror of Narcissus").

Woodcock, said Fulford, although very well travelled, would rather go almost anywhere than Toronto. "He's been to northeast India several times but he won't come to

Toronto more than once a decade. I am accepting for him tonight because he's been here for the 70s."

Two magazines were awarded citations of merit. They were *Canadian Business*, for applying the best consumer magazine editorial and art direction techniques to a business publication, and *Capilano Review*, published by Capilano College in North Vancouver, B.C., for its skillful combination of graphics, art and photography in a literary review.

Toronto author James Bacque won the Toronto Dominion Bank Award for humour with his bucolic story, "The Day the Queen Came to Minnicog" in *Harrowsmith*.

Ian Brown won the Mutual Life of Canada Award for business writing with an article, "The Empire that Timothy Built" on the Eaton family, in the *Financial Post Magazine*. Brown was the most popular winner of the evening, to judge by the applause.

Earl McRae, sports editor of *The Canadian*, won the Molson Award for Canadian sports writing for the second year in a row, for an article entitled "Coke on Ice," about the indiscretion of New York Rangers' right-winger Don Murdoch.

Marc Laurendeau, editor-in-chief of *Montréal-Matin*, won the Abitibi Paper Award for politics with his revelations in *L'Actualité* about the 1970 October Crisis, in "Les vrais événements d'octobre" (the truth about October).

Accepting, Laurendeau noted the article was the first he had ever written for a magazine and he lauded the newspaper follow-up given to his story.

Marci McDonald won the Air Canada Award for travel with a paean of praise for her adopted city, Paris, "The Immovable Feast," in *Toronto Life*.

Photographer Anthony Bliss won the Foundation Award for photo-journalism with his lyrical photo essay on Holland Marsh in the Toronto *Sunday Star's* magazine supplement, *The City*.

Homemaker's magazine took two gold awards, as did *L'Actualité*. Carroll Allen won the Canada Packers Award for agriculture for "Cattle Roundup," one of a series of

ABITIBI AWARDS

FOR POLITICAL WRITING IN THE NATIONAL MAGAZINE AWARDS FOUNDATION SERIES.

THE ABITIBI PAPER COMPANY LTD.
IS PLEASED TO CONGRATULATE THE
FOLLOWING PERSONS
FOR THEIR CONTRIBUTIONS
TO POLITICAL WRITING
IN CANADA.

FIRST.
MARC LAURENDEAU
FOR HIS ARTICLE,
"LES VRAIS ÉVÈNEMENTS D'OCTOBRE"
(THE TRUTH ABOUT THE OCTOBER CRISIS),
WHICH APPEARED IN THE MAY 1978 ISSUE
OF L'ACTUALITÉ.

SECOND.
SANDRA GWYN
FOR HER ARTICLE,
"ED BROADBENT ON A FAST TRACK,"
WHICH APPEARED IN THE SEPTEMBER 1978 ISSUE
OF SATURDAY NIGHT.

THE FINALISTS ALSO INCLUDED:

BENOIT AUBIN
IN L'ACTUALITÉ,
RICHARD CLEROUX
IN WEEKEND,
ROBERT LEWIS
IN MACLEAN'S AND
DAVID MacDONALD
IN SÉLECTION DU READER'S DIGEST.

ABITIBI

ABITIBI PAPER COMPANY LTD.

articles in *Homemaker's* entitled "This Bountiful Land."

Michel Gaugelin of *Québec Science* won the RBW Award for science and technology for an article, "La Baie James pour le meilleur et pour le pire" (James Bay for better or worse).

The \$1,000 first annual Fiona Mee Award for Literary Journalism was presented to **Geoff Hancock**, editor and publisher of *Canadian Fiction Magazine*, for a body of literary criticism, including an issue of the magazine devoted to the life and work of expatriate Canadian writer Mavis Gallant, of Paris. The presentation was made by author and critic **Val Clery**, a trustee of the Fiona Mee Foundation, established in memory of the publisher and editor of *Quill & Quire*, the

journal of the book publishing trade.

Michel Pilon won the Kodak Canada Award for studio photography for his photograph of a butterfly encased in an ice cube for an article "Free No More."

Blair Drawson won the Seagram Award for Magazine Illustration for "Execs" in *Weekend*.

The other gold awards went to:

Novelist **Gabrielle Roy**, who won the McClelland and Stewart Award for fiction with her short story, "The Satellites," translated by **Joyce Marshall**, in *Tamarack Review*.

Poet **Sean Virgo** of Topsail, Newfoundland who won

the du Maurier Award for poetry with a poem set in the Queen Charlotte Islands, British Columbia, "Death-watch on Skidegate Narrows," in *The Malahat Review*.

Silver awards and cheques for \$500 were presented to:

Serge Langevin, *Nous*, for humour; **David MacDonald**, *Sélection du Reader's Digest*, for business; **Réjean Tremblay**, *L'Actualité*, for sports; **Benoît Aubin**, *L'Actualité*, for politics; **Robert Collins**, *Reader's Digest*, for science; **Donna Barnett**, *Harrowsmith*, for agriculture; **Pierrette Dubé**, *Châtelaine*, for fiction; **George Faludy**, *Canadian Forum*, for poetry; **Georges-Hébert Germain**, *L'Actualité*, for culture; **Michael Enright**, *Maclean's*, for travel; **Gillean Proctor**, *Quest*, for studio photography; **Stephen Homer**, *Harrowsmith*, for photo-journalism; **Georges Haroutiun**, *Homemaker's*, for art direction; **James Lawrence**, *Harrowsmith*, for magazine covers; **Blair Drawson**, *Saturday Night*, for illustration; **Danielle Oullet**, *Québec Science*, for general magazine articles in French and **Sandra Gwyn**, *Saturday Night*, for general magazine articles in English.

30

LETTERS (from page 14)

justice for people who have been arrested improperly. Such journalism, which, in the words of H.L. Mencken, 'comforts the afflicted and afflicts the comfortable,' would not be possible under legislation such as you propose. Canada has just witnessed a frightening example of secrecy and its consequences in the Peter Treu case.

The media indeed have their faults. We who work in news are aware of our shortcomings. But the police establishment and the bureaucracy are also imperfect. When they err, they usually are less likely to correct their error.

I believe it is important for the public and the media to place more emphasis on the principle of innocence until proof of guilt.

I believe the media should place as much emphasis on acquittal as they do arrests. But it would be folly to impose a ban on publication of the names of those accused.

Thomas Jefferson, speaking of the principles of freedom in the then new United States, foresaw abuses. He said: "Should we wander from them in moments of error or alarm, let us hasten to retrace our steps and to regain the road which alone leads to peace, liberty and safety."

I submit your proposal may have been

born in 'a moment of error or alarm.'

Dick Smyth, President,
RTNDA Canada,
Toronto, Ont.

**INVESTIGATIVE REPORTER
TAKES IT ON THE CHIN**

Your Centre for Investigative Journalism report, (March *Content*, p.6) includes quotes from Terry Milewski, a Calgary *CBC-TV* reporter on the Laycraft inquiry: "claimed to be the only reporter at the Laycraft inquiry in Edmonton from beginning to end" . . . "But the matter went largely unnoticed by the media, he said."

That's discounting Norm Provencher from *The Edmonton Sun* (formerly of the *Montreal Gazette*), I guess, as well as two *Edmonton Journal* reporters who were there all the time, continuous coverage on nearly every radio station and all three TV stations in Edmonton, and, of course, the *CP* stories and occasional coverage by reporters with other provincial newspapers. And the *Edmonton Report* as well.

If that's the quality of Canadian investigative journalism — it won't recognize at least 10 other reporters working on the same story (which wasn't "investigative" in any case) — it's no wonder the media are held in low repute, is it?

Kevin Gillese,
The Edmonton Sun.

**EDITORIAL HAWK
SWOOPS ON SNIVELERS**

Providing that the courts allow some room for artistic license, it is hard to see why editorial cartoons should not be covered by libel laws. It seems safe to assume that having editorial cartoons subject to libel laws in Canada will have an even smaller impact on freedom of the press than having the press's words subject to said laws has had.

In theory, at least, an editor ought to be ashamed of himself for allowing any story to be killed because of a libel threat; "publish and be damned" is a good motto for an editor.

George Hendry,
Toronto, Ont.

**FoI LAW NEEDED FOR
INVESTIGATIVE JOURNALISM**

Participants in the January meeting of the Centre for Investigative Journalism were nearly unanimous in deploring the state of apathy among media people, the penchant for limiting journalism to day-to-day events, superficially covered, and the very pronounced lack of in-depth research and reporting of serious events or trends.

Freedom of information was singled out as a necessary condition for investigative journalism. In the United States, where the Watergate experience has caused the

**FIRST TIME
AWARDED**

From the 1978 National Magazine Awards Foundation competition

CANADA PACKERS

is pleased to announce the winners of the new

**AWARDS FOR
AGRICULTURAL WRITING**

GOLD — \$1,000

Carroll Allen for "Cattle Roundup (This Beautiful Land)" in *Homemaker's*.

SILVER — \$500

Donna Barnett for "Dr. Alexander Morrison, At Your Civil Service" in *Harrowsmith*.

OTHER FINALISTS

Moise Cossette (*Le Bulletin des Agriculteurs*), Pierre Godin (*L'Actualité*), James Lawrence and David Lees (*Harrowsmith*).

CANADA PACKERS LIMITED			

**PLAN NOW
TO ENTER THE
1979
COMPETITION**

adoption of an FoI law with teeth, in-depth reporting is easier, faster and more economically feasible. There, a journalist can immediately obtain pertinent documents which his Canadian counterpart could never hope to obtain from the Canadian government.

More important still is the provision in the US FoI act for judicial review. Again, the Watergate episode showed that a government with arbitrary secrecy powers would abuse those powers.

In Canada, where governments are opposed to strong FoI legislation (as US leaders were before the Watergate scandal), there is concern for the future of journalism. Are we journalists to remain a superficial, news-reporting group, essentially carrying items volunteered by secrecy-prone authorities, or are we going to establish our usefulness as a vital link between governments and the public?

The Montreal convention was successful in making journalists aware of this credibility gap. Generally full of self-importance, we confronted in Montreal, perhaps for the first time collectively, the fact that in the past few years all the major police stories that broke came, not from journalists, but from the police themselves. The Keable inquiry was set up because an RCMP officer got caught planting a bomb and spilled the beans. The RCMP has been opening mail illegally for more than 35 years, but the press was scooped by the McDonald commission on

Congratulations and thanks for your excellent *Sources* supplement in the April issue of *Content*.

The information contained is especially vital to all weekly and community newspapers due to our limited resources. We have already put *Sources* to work for us.

Keep up the good work and again, thank you.

Mark Vincer, Editor,
The Banner,
Barrie, Ont.

that story. The RCMP had a secret agreement with Revenue Canada, under which they obtained confidential information, but we had to wait for the Laycraft commission in Alberta to uncover that story.

It must be said in defence of journalists that, as long as there is no public right to information, apathy is quite understandable. After hitting our heads on a solid wall of secrecy in numerous attempts to get to the bottom of numerous stories, anyone would become apathetic. The recent case of the Bell Canada contract with Saudi Arabia is a good illustration. For months this contract, allegedly discriminatory, was withheld from public view. It was not the press, but the Consumers Association of Canada, which made the contract public and prompted the Canadian Human Rights Commission to have a new look at the alleged discrimina-

tory clauses of this document. The Association obtained its copy through the US Freedom of Information Act.

We have been slow to imitate the aggressiveness of our US counterparts, who were directly responsible for bringing about strong FoI legislation. Yet, journalism depends on the free flow of information. That Canadian journalists have realized the need for investigative journalism and have agreed to do something about its evident lack in Canada is encouraging. It will very soon lead to the further realization that investigative journalism is impossible without freedom of information. Once we have that in Canada — and overcoming government secrecy is no small feat — then investigative journalism can take place.

Who knows how many Watergates are contained in the secret files of our governments?

Roland Gaudet,
Ottawa.

Best wishes for continued success of *Content*. I really enjoy the variety offered in each issue. My favourites are the featured "think pieces" and, of course, Willie Filler.

Joan Cleather, Editor,
Physiotherapy Canada,
Montreal, Que.

30

National Magazine Awards

1978

Grands prix des magazines canadiens

UNIVERSITY OF WESTERN ONTARIO PRESIDENT'S MEDAL AWARDS FOR GENERAL MAGAZINE ARTICLES

PRIX DU PRÉSIDENT DE L'UNIVERSITÉ WESTERN ONTARIO POUR LES ARTICLES DE MAGAZINE D'INTÉRÊT GÉNÉRAL

ROBERT COLLINS

for his article
"KOSMOS 954: The spy that
fell from the sky"
in *Reader's Digest*



PIERRE DUPONT

for his article
"La guerre des postes"
in *L'actualité*

CONGRATULATIONS FROM THE UNIVERSITY OF WESTERN ONTARIO

**For the most valuable sports writing in a tough, excellent league,
Molson's is pleased to announce these 1978 National Magazine Awards winners**

EARL McRAE

Gold Award for "Coke on Ice" in *The Canadian*

RÉJEAN TREMBLAY

Silver Award for "Docteur Bowman et Mister Hyde" in *L'actualité*

THE MOLSON AWARDS FOR SPORTS WRITING PRIX MOLSON POUR ARTICLE SUR LES SPORTS



URANIUM (from page 9)

the world and the multinational mineral companies, along with the federal and provincial governments, are lining up to exploit that wealth.

For the past two years, the issue of whether to develop the uranium deposits has dominated provincial political debate. Pro-development forces have argued the case for economic benefits and after a year of hearings and studies, a provincial board of inquiry supported their cause, as long as strong environmental controls are implemented.

Anti-development forces have argued not enough is known about the issue, calling for a moratorium to allow consideration of moral, environmental and world political issues, as well as safety. With the provincial decision to allow

controlled development, they suffered a setback, but have vowed to fight on.

It is, in other words, a classic political fight — a compact version of the battle which has mobilized people and changed governments around the world. It is also a classic opportunity to study a province in the throes of change, on the verge of starting down a path which may forever change its character and self-image.

THE DEBATE HAS provided the media a rare chance to sit in ring-side seats at the flashpoint of change, to document a turning point. It has also forced upon the media the awesome responsibility of keeping the news-consuming public informed about the details of a complex debate which could change their lives and the futures of their children.

How well have the Saskatchewan media coped with this challenge? What role have they played?

As the quotes at the beginning of the article indicate, the answers to the questions vary with the speaker. Some reporters who covered the story are satisfied, others are not. The partisans in the debate are predictably divided on their view of the media coverage.

There is no unanimity on the record of the past or the expectations for the future.

It is clear that portions of the media did a credible job of covering the surface aspects of the issue — the hearings, the demonstrations, the press conferences. The record is less exemplary on the investigative side — little effort at independent research was made, few journalists wandered beyond the official speeches and handouts to consider the moral or global implications, no editorial writers dealt with the issue beyond the economic and business implications.

In addition, little attempt was made to dissect the politics of the uranium fight in the province.

The business community appeared to be pro-development, yet were there no businessmen who feared the consequences of housing a uranium industry? The labour movement was split between those who saw more jobs and those who oppose the uranium-nuclear industry, jobs or no jobs. The ruling NDP leadership wanted to support development for the jobs and revenue it would bring, yet a sizable minority in the party was involved in the anti-nuclear movement.

These side issues, and others, received cursory coverage at best. The fact was

THAT'S A RELIEF!

**Survey reveals
majority favors
life in Quebec**

reported, but the backgrounder or indepth look at the implications often failed to follow. Media people now say lack of resources and manpower was a major part of the problem. Some also question whether the public would have been willing to read more about the uranium issue anyway, given the extensive coverage the issue was receiving while the Bayda Commission hearings were taking place.

Peter Prebble of Saskatoon, a leader of the anti-nuclear forces and a recently elected NDP MLA, disagrees.

"I don't think the people of Saskatchewan are terribly well informed," he said in an interview. "What they need is more information, not less."

Vern Clemence, an editorial writer at the Saskatoon *Star-Phoenix* and an opponent of nuclear development, also disagrees.

"Behind the events are some real concerns, some real stories which haven't been touched," he says.

A different view comes from Regina *Leader-Post* business editor John Twigg.

"I think overall there has been a fair amount of coverage in *The Leader-Post* about the pros and cons of the nuclear issue," he said. "There has been a hell of a lot of coverage for anyone who wanted to read it."

An official of the Bayda Commission which studied and recommended uranium development, agrees.

The official, who asked not to be named because of a commission decision not to allow press interviews after the re-

port was released, defined the role of reporters as just to report the surface facts and stimulate interest. He said it is unfair to expect the media to provide all the detailed information available on an issue like uranium.

"All a newspaper can do is stimulate interest and if they've done that, they've done a good job," he said. "In my opinion, *The Star-Phoenix* and *Leader-Post* did that."

WHEN URANIUM BEGAN to appear as a sensitive issue in Saskatchewan in the mid-seventies, the media seemed ill-

prepared to cope with it. There were no reporters expert, or even very knowledgeable, on the subject.

The existence of uranium deposits in northern Saskatchewan had been known for decades and the federal Crown corporation, Eldorado Nuclear Ltd., had been mining at Uranium City in northwest Saskatchewan since the fifties.

Oil, coal and potash, however, were the minerals which occupied most government and media types interested in the topic at all.

Suddenly, with rising oil prices and
(See URANIUM, page 25)

"Humour may be defined as the kindly contemplation of the incongruities of life, and the artistic expression thereof."

— Stephen Leacock

Toronto Dominion Bank
congratulates all the winners of
the 1978 National Magazine Awards
and especially the two winners of
the TD Bank awards for humour:

James Bacque,
winner of the gold award for
"The Day the Queen came to Minnicog,"
in Harrowsmith,
and,

Serge Langevin,
winner of the silver award for
"L'art de faire bricoler,"
in Nous.

Squirmers

At dawn on Saturday, Feb. 17, Chinese forces massed more than 300,000 strong along the Vietnamese border, loosed a massive artillery barrage and stormed across the border at 26 different points. (Time, March 5/79.)

Apparently that's a lot harder than merely crossing at 26 points.

He is accused of conspiring with others to murder — and of inciting another to murder — a male model named Norman Scott, who alleges he had a homosexual affair with Mr. Thorpe. (Globe and Mail, Sept. 15/78.)

What's the difference between "a male model named Norman Scott" and "a model named Norman Scott"? Or between "he had a homosexual affair with Mr. Thorpe" and "he had an affair with Mr. Thorpe"?

This study in redundancy could have been worse. But the writer somehow restrained himself from identifying Mr. Thorpe as a male politician.

30



TORONTO DOMINION

The bank where people make the difference.

WHERE SIX OF ONE IS NOT HALF A DOZEN OF THE OTHER

By GEORGE PEABODY

Sometimes a close examination of the trivial can lead to worthwhile conclusions of much broader applicability.

A case in point is the following story which appeared in the Halifax *Chronicle-Herald-Mail-Star* (and perhaps in many other Canadian dailies) in mid-December:

NEW 'PREMIUM QUALITY' EGG ON SALE

OTTAWA (CP) — A new grade of egg is appearing in some Canadian supermarkets.

It is a premium-quality egg that costs a few cents more a dozen and bears the grade name Canada A-1.

Joe Morrison, chief of the poultry grading and inspection section of Agriculture Canada, says the A-1 grade was introduced to give the consumer a premium quality egg.

He says that A-1 eggs must meet more stringent standards of production, grading, packing and distribution than (sic) the regular Grade A eggs.

Like other Grade A eggs, A-1 must have smooth, sound, clean shells, says Morrison.

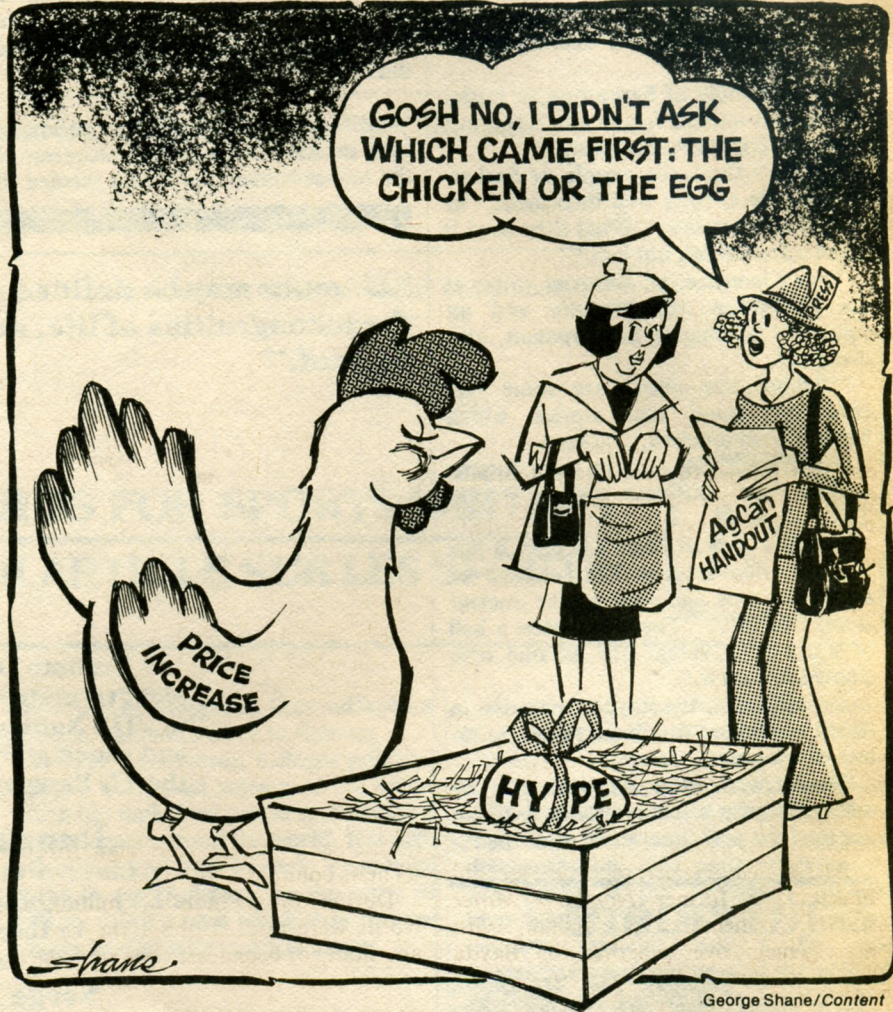
"They must have a thick white and have to be unbroken and free of internal defects such as meat spots, blood spots, or mottled yolks."

At first glance, this appears to be the very acme of triviality: it could have been copped verbatim from an Agriculture Canada press release and may well have been.

Whatever its genesis, however, a critical examination and a little thought suggest that from an egg-eater's point-of-view — that is, from the viewpoint that matters most to the newspaper reader — the story is deceptive, twisted and a prime, if trivial, example of how journalists and publishers consciously or unconsciously slant the news.

The heart of the deception lies in the total upbeat tone of the copy: there is not the faintest hint that this could be anything but a boon for the consumer: the 'new' egg is 'premium quality,' must meet 'more stringent standards,' and is intended to 'give the consumer a premium-quality egg.'

All very well, but of considerably more interest to the consumer who is unable or unwilling to spend 'a few cents more a dozen' is what the story blithely ignores: where are these newly graded



George Shane/Content

'premium quality' eggs to come from?

Since there is no hint that AgCan has also developed a 'premium quality' hen specifically to lay them, a little thought leads one to the conclusion that the 'new' A-1 eggs are simply the best of what has hitherto been sold as Grade A. And this, in turn, means that what the consumer has been buying until now as Grade A will from now on be of lower quality, since the best of the clutch will be siphoned off to be sold as A-1 'a few cents more a dozen.' If the Grade A cartons, whose contents will be reduced in quality, are now going to be sold cheaper because of that, I'll eat one of them, along with its contents, raw!

So, what at first reading — all that

most newspaper readers ever bother with — appeared to be (and more importantly, was intended to appear to be) a positive development of benefit to consumers turns out to be exactly the opposite.

This is all too typical of the sort of reporting which makes up the copy load of the average Canadian newspaper: uncritical acceptance of statements provided by 'authorities' is the rule. That is one reason why Canadian news media have a well-deserved worldwide reputation for gutlessness.

George Peabody is a New Brunswick-based freelance writer and editor

30

URANIUM (from page 23)

predictions of supplies drying up, the mining industry began to pay more attention to northern Saskatchewan and exploration stepped up. The provincial government began planning to use its Crown corporation, Saskatchewan Mining Development Corporation, to get part ownership of any new mines in the north. The private sector began planning to exploit the wealth of the uranium deposits.

The first major development came when Amok Ltd., owned by private European interests and the French government, proposed a mine and milling operation at Cluff Lake. Gulf Minerals was already mining at Rabbit Lake and more proposals were sure to follow.

Eldorado Nuclear was rumoured to be interested in building a uranium refinery at Warman, close to Saskatoon.

A vocal anti-nuclear movement had grown and it was becoming an issue.

On Feb. 1, 1977, the provincial government moved to quell the potentially dangerous opposition movement. A board of inquiry, headed by Saskatchewan appeals court judge Ed Bayda, was appointed to consider the Cluff Lake proposal and the general question of a uranium industry in Saskatchewan.

The board of inquiry would hold hearings across the province, industry and government briefs would be heard and opposition groups would be given some money to make sure they could make their points as well.

Suddenly, the media had a major story on their hands.

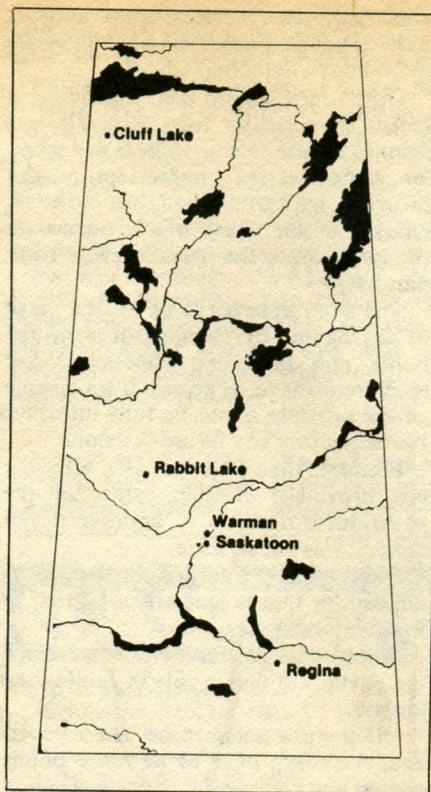
At *The Leader-Post*, reporter Nordahl Flakstad, a former *Northern Miner* staffer, remembers a debate with management over whether the Bayda hearings should all be staffed. In the end, the commitment was made and the Regina newspaper became the only media outlet in the province to do it.

"At first, I almost had to convince them it was worthwhile covering it wall-to-wall," he says.

At *The Star-Phoenix*, the decision was taken to staff only the Saskatoon area hearings. Reporter Hank Goertzen was hired from a local radio station to cover the resources beat and Bayda would be his first major assignment.

Most other media outlets would cover it either through the wire service or spot-tily.

Hearings began April 24, 1977, and for the next five months, newspaper columns and the airwaves were filled with stories. Both sides brought in their experts to testify, anti-nukes held demonstrations, press conferences were



called.

To ensure some weekly coverage, the Bayda Commission staff prepared articles on the hearings and sent them to 84 weeklies. The Commission estimated they were carried 75 per cent of the time.

Radio open-line shows were devoted to the topic and a small Catholic monthly, *Prairie Messenger*, began a vigorous anti-nuclear campaign through its news columns.

During those months, millions of words were printed about the hearings and hours of broadcast time were devoted to the issue.

Surprisingly, during this period, the uranium industry made little attempt at blatant media manipulation. While the anti-development forces were staging news conferences and media-event rallies to win coverage, the industry was concentrating its attention on the Bayda hearings and government officials.

There were no huge ads or freebie trips for reporters. Information, in fact, was often hard to come by.

"In terms of manipulation or dirty tricks, I don't think they did any," says Twigg. "That's not to say they didn't want to, but they didn't."

Adds Clemence from *The Star-Phoenix*: "What they want is no publicity."

The extensive coverage of the hearings came in part because of the perceptions of the import of the story shared by most reporters involved.

"It's a major economic development and the business media have responsibility to try to get as clear an indication as possible to the public of what development is and what could take place," says *Leader-Post* business editor Twigg.

Star-Phoenix business editor Julian Rachey, who was city editor during the Bayda hearings, offers a similar view: "I think it has to be given the same interest or even more than most resources because of its potential impact."

When the hearings were over, Commissioner Bayda took the unusual step of singling out *Leader-Post* reporters Flakstad and Tom Goldstein and *Star-Phoenix* reporter Goertzen for covering local hearings "extensively, and we might add fairly."

Yet despite this praise, the feeling persists that the job was inadequate.

Even the Bayda Commission said there appeared to be ignorance about the uranium industry and it said this ignorance accounted for much of the opposition during the hearings. It blamed the industry and governments for the lack of information.

"Government, industry and educational institutions ought to make information freely available to the public in a vocabulary and at a reading level which the average citizen can understand," the report said.

Others look more directly at the media for the lack of public education.

Goertzen says the media did not make enough effort to draw the information together into a comprehensive package for readers. Part of the problem was lack of staff and time, he says.

"Although uranium was my main story, I had other resources to cover as well and toward the end, I was back up politics as well."

Twigg says *Leader-Post* coverage was deficient in opinion pieces and analysis of the economics of uranium as a power source compared to other sources.

Most argue that broadcast coverage, except for *CBC* radio, was superficial and spotty.

Anti-development spokesman Prebble complains that while coverage of Saskatchewan events was relatively good, the Saskatchewan media failed to acquaint the province with relevant world developments, including anti-nuclear protests, the decline in demand for nuclear power plants, and the politics of the companies involved in exploiting the uranium deposits.

"What I would have liked to have seen happen is that both sides would have had 20 minutes each on TV to offer their points of view and debate the issues," he

says. "That happened a couple of times, but not enough."

The failings, and strengths, of provincial coverage are obvious. Perhaps due to lack of resources or a lack of organizational commitment, coverage tended to be parochial, often surface level. Only *The Leader-Post* put someone onto the story fulltime and little effort was made to look beyond the obvious.

It is also important to recognize the Saskatchewan uranium issue is a national story, but that, except for occasional stories, the national media have ignored, downplayed or distorted it.

To appreciate the effort of the provincial media, one need only look at what out-of-province media outlets did with the story.

WHAT OF THE FUTURE?

When the Bayda Commission report was filed, it made it plain the issue was far from dead. The general recommendation was that the industry be allowed to establish itself, but individual projects could still be debated.

Yet in some respects, the media appear to be treating it now as mainly an economic story.

With a projected investment of close to \$1 billion during the next five years and thousands of jobs promised, the coverage has become weekly projections of growth and reactions from sectors of the economy which will benefit.

"A lot of the media have decided the debate is over, the decision has been made," says Goertzen.

Twigg says *The Leader-Post* will keep an eye on the debate and report it as it happens.

But Flakstad says coverage of the anti-development side will have to be more selective now.

"I think to some extent the debate was so concentrated, we have to apply news judgement now. Is there anything new in it? I have some questions about whether the people are ready yet for a repeat of that kind of debate in the media."

For Prebble, the debate is not over. "I think the media should be encouraging the debate to continue."

In fact, it may be time to expand the debate and coverage.

Eldorado is still considering constructing a uranium refining plant north of Saskatoon and information about the implications, dangers and potentials of the project is scarce.

So far, provincial and federal government moves to acquire land and plan the project have been cloaked in secrecy. Hearings will be held before anything is

approved, yet no media outlet appears to be expending much effort in advance to find out what is happening.

Other mining projects, including a recent proposal by Esso Minerals, are planned for the North. There is still scope for stories on the implications of the projects, background on the industry, analysis of the depth of divisions over the issue within the Saskatchewan community.

The story appears to be on the verge of sinking into the category of projected riches and presumed consensus. Yet much remains to be known if the people of the province are to be fully informed participants in any future decisions.

Premier Allan Blakeney said after the last provincial election campaign the government decision to approve development was not an issue.

Did it mean people are satisfied, as he implied, or that people are confused, as Prebble would suggest?

Some of the critics are not optimistic the media will play a role in finding the answer.

"If there is going to be better coverage, there will have to be more public protest and comment," says Clemence.

If he is right, it seems like a vicious circle.

Barry Wilson is The Financial Post's Saskatoon correspondent and Content's contributing editor for Saskatchewan. (30)



OMNIUM (from page 32)

3.75ips and a lot more tape running on the system.

BN says a CRTC application to "network" newscasts by *News Radio* has no application to BN. "We distribute newscasts but no station commits itself to carry them; nor are they sponsored," goes the logic. "We're not a network." Somebody tell *The Canadian Press*. There have been references to "the BN Network."

By year's end, the CRTC may allow FM radio stations to program more commercials in prime time. So says chairman **Pierre Camu** after meeting private broadcasters here in Toronto during the CAB convention recently. Both sides, meanwhile, opposed handing over jurisdiction on cable television to the provinces. That hasn't stopped the Ontario provincial government from levying a tax on telecommunications bought or rented, as other provinces do, in treasurer **Frank Miller's** recent May budget.

In Montreal, the *Star* was getting back on the presses after an eight-month shutdown ended with ratification of two contracts in February. Experienced newsroom employees got increases of \$129, taking artists, layout employees, reporters and photographers to \$512.50 weekly by Jan. 1, 1981. However, *Star* management stopped publishing its month-old early morning edition so that "staff (can) concentrate efforts on the regular editions." In the war with *The Gazette*, an afternoon edition of that paper is supposed to continue.

In British Columbia, Pressmen actually ended joint bargaining with other unions to end a lockout that shut down Vancouver's two daily newspapers six months ago. A mediator's report urged them to ease their stand before there could be an end to the strike/lockout.

"Stupid and unfortunate" is how **Sid Margles** described an attempt to hire **Jim Munson** by **Arnie Patterson**, Liberal communications director. I can well believe that all the Grits wanted was tapes of crowd reaction or the prime minister waxing eloquent. But to ask for tapes from Munson (who still recalls the PM trying to brush him aside in the Commons corridors, becoming a national story) . . . ? Old firebrand, Jim Munson? Titter, it is to chuckle.

You have to wonder if **Peter Gzowski** will take a turn at politics next. Former television host, he wrote 100 columns for the *Toronto Star* and announced that he wanted to write more for magazines, to do more television and radio. He left *Maclean's* in 1969 to do *This Country In the Morning* on radio! Maybe he should talk to politicians-turned-writers (Stephen Lewis, Mort Shulman, for example). For the moment, Gzowski says he's busy writing a book. Why not?

CLASSIFIED

Small type, big response. Use the Classified Order Form to place your message in the next edition.

Jobs Wanted

BUSINESS MANAGER/ MANAGING EDITOR,

HAVING CONTRIBUTED five years to the success of a growing publishing enterprise, seeks new challenges in the magazine field. Thorough experience in fund-raising, preparing budgets, and subscription and advertising promotion. Initiated and executed profitable publishing offshoots: directories and book publishing. Editorial experience includes compiling reference materials and carrying through production process. Excellent references. Write Lynn McFadgen, 18 Van Dusen Blvd., Toronto, Ont. M8Z 3E5 or call (416) 231-7796.

Speechwriter, freelance. Government policy and political speeches. Historian-journalist. Telephone 819-842-2706. 92-99

EXPERIENCED RESEARCHER wants work, preferably political or historical, on a part- or full-time basis. Hold an M.Sc. (Economics) in politics from the London School of Economics and B.A. (Hon.) in Politics/French from the University of Western Ontario. Speak, read and write French. Type. Contact Jean Lash, 25 Colin Ave., Toronto, Ont. M5P 2B8. Telephone (416) 489-2827. 93-99

Publications

EVE'S PRESS is a new mail order tabloid. Next three issues, only \$1.00. Sharon Smith, Box 445, Fort Erie, Ontario L2A 5N2. 90-98

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

Services

FREE RESEARCH ASSISTANCE

Do you need contacts and background information for a story you're working on? Contact the **Centre for Investigative Journalism**, Apt. 2, 116 Pembroke St., Toronto, M5A 2N8, or phone 24-hour answering service (416) 929-3042 (Nick Fillmore). Our source file — funded by membership dues — is free to all journalists and specialists in all areas of interest in Canada and the U.S. 94-102

C.A.F.E. Typing Service. Theses, manuscripts, CVs, term papers, bibliographies. Supplies furnished. Call (416) 751-8722. After 6 p.m., call 439-0254.

Other

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.

UNLOAD USED ELECTRONIC GEAR. Twelve-year-old, short on cash, belongs to school electronics club, is looking for working, used, cheap: amplifier; short-wave tuner; speakers in cabinets; strobe light (non-photographic). Call Gren Zwicker, evenings Mon.-Thurs., (416) 651-1208.

Business writing is serious stuff. The National Business Writing Awards are sponsored by the Royal Bank of Canada and Toronto Press Club. A special award for non-journalists went to **John Eichmanis** and **Guy Stanley** took it for an article, "The Great Inco layoff dilemma." More to the point was an award to **Marcel Clément**, 75, former financial editor of *Le Devoir*, for his outstanding achievement in business journalism, and five others to working writers.

For news reporting — **Ron Lowman**; for investigative reporting — **Jack Cahill** (both *Toronto Star*); for features, **Ian Anderson**, *Montreal Gazette*, and **Alexander Ross** of *Canadian Business* magazine; for columns — **Don McGillivray**, *Southern*.

New editor of *CBC radio's Stereo Program Guide* is **Norm Guilfoyle** so you can stop blaming **Don McKibbin** for surprise program

changes. McKibbin supervises *CBC Ontario* regional public relations.

* * *

In a letter from the editor, **Carl Morgan** at *The Windsor Star* has explained why **Bill Wheatley**, as new publisher in 1976, decreed signatures would go on the editorials. (The *Star* today is the only English-language paper with such a policy in Canada, although the practice is common in Europe and among our French-language newspapers).

"There are many out there who do like our policy — they are you, our readers," wrote Morgan, who admitted no survey of readers had been done. But there was a feeling that "you are comfortable with it because you sense there is a real person behind the opinion pieces instead of a cold, faceless, anonymous 'someone' who churns out yards of editorials . . ."

CLASSIFIED ORDER FORM

Rates (per insertion):

- One insertion: 15¢ per word.
- Two insertions: 14¢ per word.
- Three insertions: 13¢ per word.
- Four insertions: 12¢ per word.
- Five insertions: 11¢ per word.
- Six to 11 insertions: 10¢ per word.

Display Headings (per insertion):

- 12 pt.: \$1.00 per word.
- 14 pt.: \$1.25 per word.
- 18 pt.: \$2.00 per word.

Blind Box Numbers: \$3.50.

Counting Words: Telephone numbers, box numbers, other numbers, postal codes, abbreviations, "the," "and" and "a" count as one word each.

1979 deadlines:

- June 4 (for July issue)
- July 9 (for Aug issue)
- Aug 31 (for Sept/Oct issue)
- Oct 9 (for Nov issue)
- Nov 5 (for Dec issue)
- Dec 3 (for Jan 1980 issue)

No agency commission accepted on classified ads.

Classified ads accepted at the discretion of the publisher.

Telephone orders accepted: Call (416) 651-7799.

Copy (Please print or type):

.....

.....

.....

.....

.....

.....

.....

.....

.....

.....

YOUR NAME

ADDRESS

CITY/PROVINCE/POSTAL CODE

Please assign a box number and forward responses.

Number of insertions: _____

(Insertions will begin immediately and run in consecutive issues, unless otherwise requested by you.)

MAIL THIS ORDER FORM, WITH PAYMENT, TO:
Content Classified, 91 Raglan Avenue, Toronto, Ontario M6C 2K7

Atlantic

In Kentville, Nova Scotia, news editor **Mary Dodge** says she has a winning idea to celebrate 100 years of service. *The Advertiser* is reprinting entire pages from newspapers of the 1890s out of archives of a nearby university.

Might be interesting to see how newspapers reacted to proclamation of the BNA Act or election of Canada's first government.

Some of the items almost sound familiar: "Preferred THE SERVANT GIRL. It is not improbable that Amherst will have a sensational divorce case in the near future. This time it is the servant girl that has alienated her master's affections." (*Last* time, was it the servant boy?)

The old papers even had the equivalent of Companions Wanted columns: "Mr. W.S. Hacker requests us to state that he has a son, a very likely young man, who is very desirous of forming a matrimonial alliance."

And, how's this example of brevity (after a sinking at sea) in feature sidebars? "The wives of Capt. Roberts and Chief Officer Wright of the lost steam ship Noronie have both gone insane through grief."

Taking a job with *CBC*, Saint John, is **Jim Nunn**, formerly parliamentary reporter for *ATV* in Ottawa.

Moved to *CJCH*, Halifax, from *CKVR-TV* in Barrie, Ont., is **Brian Yasui**.

Atlantic fieldworker for 1979/80 with *Canadian University Press* is **Matt Adamson**, former advertising and business manager of *The Dalhousie Gazette*; before that, editor of *The Journal* (St. Mary's University, Halifax).

Elected editor of *The Dalhousie Gazette* is **Alan Adams**, one member of a 5-person editorial board which ran the paper after resignation in January of editor **Marc Allain**. The *Gazette* is Canada's oldest student newspaper.

Named managing editor of the Summer-side *Journal-Pioneer* is **Ron England**, news-room staffer since 1961.

Quebec

Bet the word spread like wildfire among municipal politicians but it takes awhile to filter back here. Bert's back. After **Derek Lind** resigned as news director to get back on air at *CFCF* radio, management found just the husky cherub to rap knuckles of newsmen who can't spell or punctuate. And to think there were people foolish enough to believe that **Bert Cannings** retired when he left *CFCF*.

'CF personality **Tom Armour** is deputy treasurer of the Montreal Press Club; treasurer: **Eric Ritcher**, associate PR manager, Royal Bank. **David Todd**, CP manager of information services, is secretary. Top guns after the election were **Boris Miskew** (financial editor) as president and **Adrian Lunny**

CAREERS

ST. CLAIR COLLEGE OF APPLIED ARTS AND TECHNOLOGY

requires a

CO-ORDINATOR – JOURNALISM DEPT. TEACHER – JOURNALISM DEPT.

The successful candidates will teach core subjects in a three-year program leading to a diploma in print journalism. The co-ordinator will, in addition, be responsible for the day-to-day operation of the department.

Applicants should possess appropriate training and have substantial experience in the newspaper field. As the department is equipped with a computer-based VDT system, knowledge of VDT operation would be an asset.

Starting date for the co-ordinator is July 3; for the teaching master, August 1, 1979.

Salary is commensurate with qualifications and experience and according to the faculty contract.

APPLY IN WRITING OUTLINING COMPLETE DETAILS OF EDUCATION AND EXPERIENCE TO:

Personnel Services
St. Clair College of Applied Arts and Technology
2000 Talbot Road West
Windsor, Ontario N9A 6S4

(senior photographer) as first VP, both of *Montreal Star*. Freelance broadcaster **Kathy Silver** is second VP.

New president of the Quebec Press Council for 2 years is **Almé Gagné** of Montreal. He succeeds **Jean-Marie Martin**, the first president, who died more than 2 years ago. (You do know how strange that sounds, eh?)

At the *Montreal Gazette*, home again are **Julia Elwell** and **Jim Murphy** (from the *Toronto Star*), added are **André Gagnon** (from *Montréal-Matin*), **Peter Michaelson** (formerly with *The Canadian Press*), **Garth Wilton** (former assistant managing editor, *Montreal Star*), **James Quig** and **Michel Auger** (freelancers).

Joining the *Montreal Star* from *The Gazette* have been **Alycia Ambrosiak**, **Liz Smith** and **Chris Bain**. Bain of late was with *Environment Canada*.

Ontario

The Toronto Sun has added, from *The North York Mirror*, **Jeanne Ahlvik**. **Mike Tenzsen** is back as general reporter. The former *Sun* rewrite man left a year ago to be ME of *Aerospace Canada*.

Moved from *Marketing* magazine, says **Phil Stone** of Humber College (who keeps track of his students): **Sheri Craig** is in Media Services at Ministry of Industry and Tourism and **Elizabeth Watson** to *Odyssey* magazine.

Incidentally, Phil, watch those lines in your newsletters like "Now with The Houston Group . . . Judy Lynn who handled such artists as Anne Murray . . ." Easy to mis-

understand, like **Craig Russell's** response to **Lena Sadiwskyj** on *CFMU-FM*, Hamilton, when she said, "Glad to have had you" and he said, "Nice to be had." PS: Lena's at *CBC TV* national news in Toronto.

And hey, Stone! What's all this talk about you leaving Humber end-of-August? To retire? See about **Bert Cannings**, QUEBEC.

From the weeklies: **Nick Palmer** is newly editor of the *Shelburne Free Press*, **Phil Bingley** new publisher of the *Oakville Journal-Record*.

So, the UK elected a woman prime minister? Ontario weekly newspapers did the same a month earlier. Succeeding **Paul Scott** of the *Gananoque Reporter*, **Jean Baker-Pearce** is the first woman president in OWNA's 29-year history. She's publisher of the *Alliston Herald*, bought by her and her husband last year.

An award for best newspaper or journal writing on art in Canada in 1978 went to **Adele Freedman** for a *Toronto Life* piece on filmmaker **Michael Snow**. The award, given by *Artmagazine*, also brought \$1,000 from professional art dealers. She is now reporting in *The Globe and Mail*.

Three Ontario folk won Southam fellowships to U of T: **Gerard McNell**, *Canadian Press* reporter in Ottawa; **Maclean's** assistant managing editor **Michael Bright**; and **Maxine Crook**, *CBC* television producer in Toronto. Other winners were from THE WEST.

Winners of the Western Ontario Newspaper Association awards shared \$2,000 in



University of King's College
School of Journalism

JOURNALISM TEACHERS

The School will make full-time and sessional appointments to teach in limited-enrollment, intensive, one- and four-year programs. The appointments will be effective in August or September 1979.

Applicants will be expected to join a newsroom team to teach students the broad range of professional skills that will be needed to handle the increasingly complex assignments journalists will have to handle for newspapers, magazines, radio and television in the future.

Appointees will also assist and advise individual students working on major feature, public affairs, interpretative or magazine assignments that are expected to be of publishable or broadcast quality. A knowledge of French would be an asset.

Applications from working professionals interested in nine- or ten-month appointments on leave from their jobs would be welcomed. Assistant professor scale base is \$16,500.

Apply with resume and names of referees in confidence to:

David Oancia, Director
School of Journalism
University of King's College
Halifax, Nova Scotia
B3H 2A1

prizes (some papers sweeten the kitty, matching sponsor's contributions) among 18 categories. The three biggest takers were the *K-W Record*, *The Spectator* and the *Free Press*. The Kitchener paper took five first place citations, the Hamilton daily, four, and the *Freep*, three. Respectively, they garnered seven, seven, and six runner-up distinctions.

Can't list all the winners. Just can't. But top photo journalists were **Paul Hourigan** of *The Spectator* (three awards), **Bill Ironside**, of *The London Free Press* (two), and **Brian Clark** of the Kitchener-Waterloo *Record*. Top spot news writers were **Janice Middleton** and **Brian McAndrew**, of the Woodstock *Sentinel-Review*, and, from the *Record*, **Lew Fournier** and **Julian Beltrame**.

The *K-W Record's* **Frank Etherington** and **Hugh Paterson** were first in investigative reporting, **Joe O'Donnell**, second. Third place went to **Julian Hayashi** of London's *Free Press*.

In sports, top writers were **Robert Hanley** (Hamilton *Spectator*), **Alan Halberstadt** (Windsor *Star*) and **Jack Gatecliff** (St. Catharines *Standard*), **Jack Bowman** (Brantford *Expositor*) and **David Fuller** (Barrie *Examiner*).

New editor of *Canadian Forum*: **Sam Solecki**, associate professor of English at St. Michael's College, U of T. He replaces after 4 years, **Denis Smith**, Guelph poli sci professor.

Former St. Thomas *Times-Journal* advertising manager, **John Cowlard**, has replaced **Richard Pearce** as publisher and general manager at the *Simcoe Reformer*. Pearce was with the paper 30 years.

In Ottawa, **Linda McLennan** has joined *CJOH* television. (That's all they wrote. Doing what, Linda?)

At The National Press Club, shoo-ins all: **Ludovic Hudon** (*Radio-Canada*), **Gord Lomer** (*Ottawa Journal*), **Keith Martin** (John Diefenbaker's office) and **Paul Park** (*Content*) by acclamation are president, vice, treasurer, secretary.

The Greg Clark Outdoor Editorial Writing award for 1978 went to **Burton Myers** for his piece on conservation officers in the Ontario ministry of natural resources. The article appeared in *Ontario Out of Doors* magazine, edited by Myers.

On Parliament Hill, *CP* has hired **Susan MacManamee** from the Hamilton *Spectator* and **John Heney**, Carleton University graduate. Gone from The Hill is **Jim Nunn** of *ATV* (now with *CBC* in Saint John).

The labour beat just isn't the same in Toronto since *Toronto Star's* **Rosemary Spiers** became a general reporter at *The Globe and Mail*.

CAREERS

LOOKING FOR TOP MEDIA TALENT?

When you're looking for a top-flight editor or writer, highly-qualified public relations officer or manager, experienced reporter, proven researcher or outstanding journalism instructor, look to **Content!**

Content delivers your media-related career ad better than any other publication in the country, to exactly the audience you want to reach.

An independent study (details on request) shows senior and decision-making people in the news media comprise the largest single category among **Content's** paid subscribers.

Forty-four per cent of all subscribers make \$25,000 a year or more. Forty-one per cent have university degrees. Twenty-eight per cent supervise four or more persons.

No matter how senior the public relations or information services position you want to fill you should also look to **Content!** About 12 per cent of our readers are public relations people and sixty-five per cent of these head their departments.

As you might expect, **Content** is passed around a great deal. Your ad in any one issue will be seen by a total of at least 10,000 communications people. (Ads in the twice-a-year **Sources Directory** editions are distributed even more widely and cost a bit more).

Sample rates for reaching the **Content** audience: Quarter-page, \$150. One-third page, \$193. Half-page, \$276.

If you need someone yesterday, however, you'll be obliged to spend much more money to buy space in major dailies (and incidentally, reach mainly an audience you don't want). **Content/Sources** is monthly (except September). Our career ads work highly effectively for the employer who knows his/her staff needs in advance.

To place an ad, or for full information, call:

(416)651-7799

Or write **Content**, 91 Raglan Ave., Toronto M6C 2K7

Gone from the *Ottawa Journal* is **Don Whately** (now at *The Vancouver Sun*), while new staffers are reporters **Bonnie Campbell** and **Lecia Stewart**, as well as Saturday editor **Jim Sheppard** from the *Saskatoon Star-Phoenix*.

Named national co-ordinator of publicity and fund-raising for Oxfam is **Ken Wyman**, known from pages of *Content*, *Weekend*, *Canadian Consumer*, Toronto dailies, and as story producer on Morningside (CBC radio). But he says he'll continue to freelance, now from Ottawa.

Canadian Press Vancouver lost **John Gordon** to CP Toronto. To CP Vancouver from Toronto moves **Shawn Waddell**.

The West

Also headed for Toronto (University of . . .) are **Murray Ball**, Saturday editor, and editorial writer **Catherine Ford**, both of *The Calgary Herald*. Both won Southam Fellowships; other winners are listed in ONTARIO.

Natural resources reporter **Ken Hull** of the *Herald* won the best news or feature article award in a daily paper for 1978 from the Canadian Petroleum Association.

Joining the *Herald* as columnist is former Alberta solicitor-general **Roy Farran**.

The Dr. F.P. Galbraith Award in Journalism for 1979/80 has gone to Edmonton *Sun* city editor **Chris Ladd** from University of Alberta, including \$8,000 and tuition for a year's higher education. Galbraith, a former university chancellor, was publisher of the *Red Deer Advocate*.

Off to Britain for 13 weeks' study next month is **Kevin Peterson** of the *Herald* (Calgary), Canadian winner of the Commonwealth Press Union's 1979 Harry Brittain Memorial Fellowship.

New face at *The Vancouver Sun*, **Don Whately** (formerly, *Ottawa Journal*).

Missing from the *Saskatoon Star-Phoenix*: **Jim Sheppard** (now *Ottawa Journal* Saturday editor).

Resigned as Calgary member of the Alberta Press Council is **N.R. Crump**, former chairman of Canadian Pacific Ltd.

Appointed to the bench in British Columbia is **Ian MacAlpine**, who, before taking up law, was reporting for *Saskatoon's Star-Phoenix*, the *Nelson Daily News*, *The Vancouver Sun* and *Province*, *CBC* and *The Canadian Press*.

Columnist **June Sheppard** of the *Edmonton Journal* is now an honorary member of the Alberta Status of Women Action Committee.

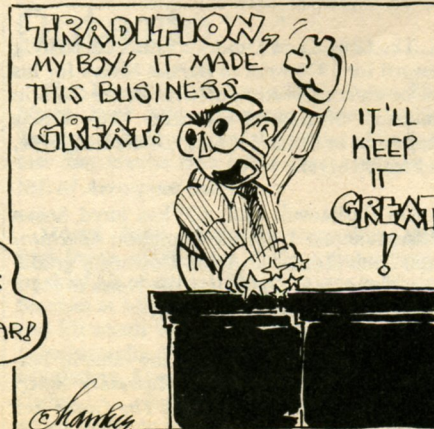
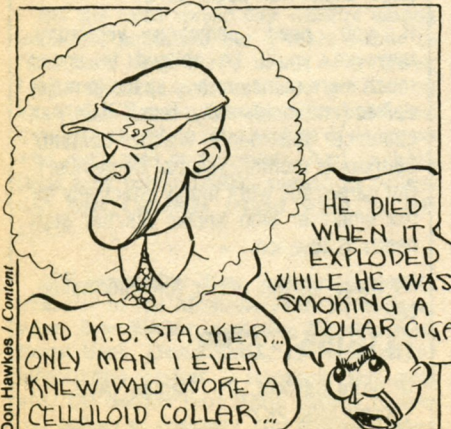
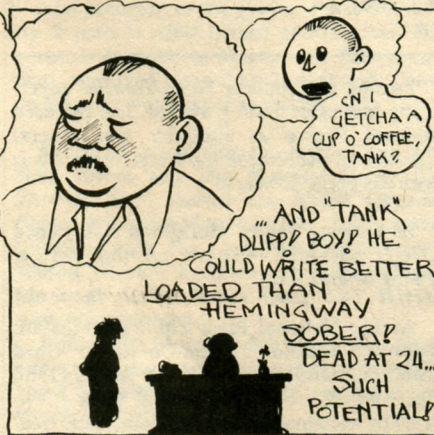
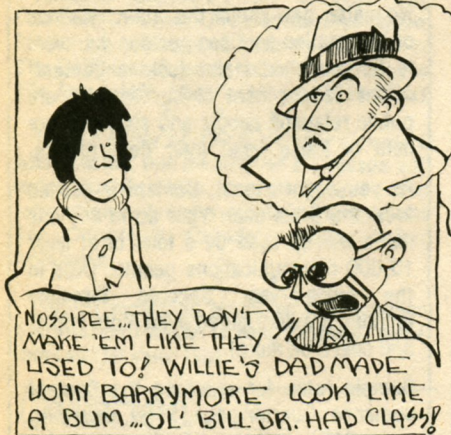
Sports director at *CKRC*, Winnipeg, is **Dick Siemans**, formerly of *CKND-TV* newsroom, Winnipeg.

Continuing as director of audio-visual services at University of Saskatchewan, **Gerry Farkas** assumes control of operations at *CJUS-FM*.

News director for *CJWW*, Saskatoon, is **Jack Sandberg**.

Appointed news director at *CKX* radio and television in Brandon, Manitoba, is **Dwight MacAuley**.

WILLIE FILLER



Obituaries

A former president of *The Canadian Press*, **Robert James Rankin**, died in Halifax March 17 at 83. *CP* president from 1954 to 1956, his career began with the *Halifax Herald* in 1921, and spanned 37 years.

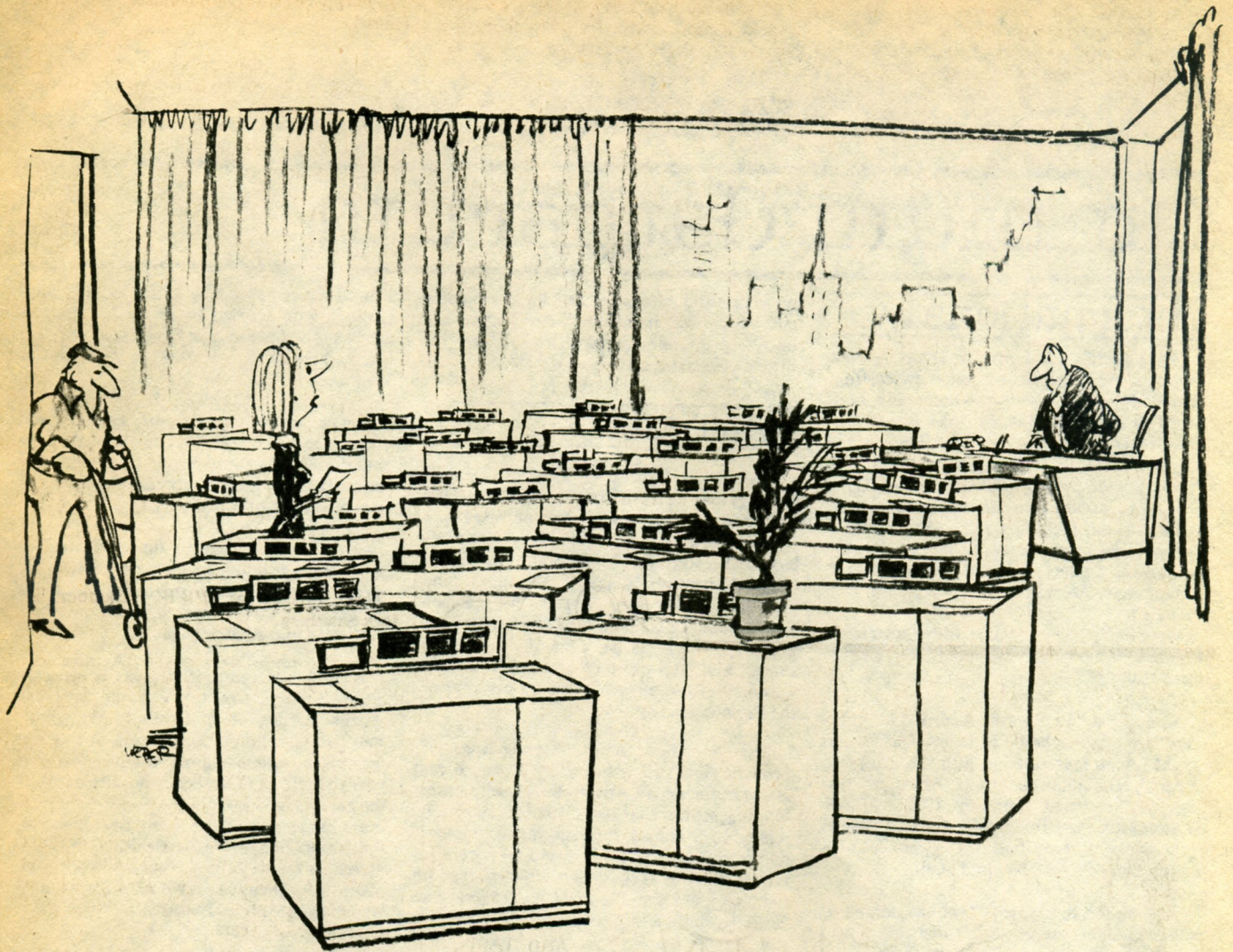
A man who entered journalism and broadcasting in 1945 as a reporter for *The Vancouver Sun*, **Cameron Stockard**, died at 71. He worked in forestry public relations, wrote editorials at the *Owen Sound Sun-Times* and was *CBC* night news editor in Vancouver when he retired in 1972.

Former reporter-editor and newsroom-supervisor for *Canadian Press* **Jack Tracy**, retired last October, died in February. He joined *CP* in Halifax in 1937 and worked bureaus in New York, Montreal, Toronto and Ottawa.

Erratum

It is **Lynne Moodie** who has been appointed as one of two news editors at the *Regina Leader-Post*, not **Lin Moody** as reported in April's *Content*. **Lin Moody**, once *Content's* contributing editor for Ottawa, continues to be employed with the *CBC* in Yellowknife.

Don Hawkes / Content



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

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

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

as "Xerox duplicator" or "Xerox copier."

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

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

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

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

Xerox of Canada Limited
XEROX

MOVING? Let us know. Fill in your name and new address below and send this strip, including the mailing label, to Content, 91 Raglan Ave., Toronto, Ont. M6C 2K7.

Mailing label here

[Empty rectangular box for mailing label information]

Omnium-Gatherum

International

While there's a lot of talk about A New Order in world reporting and newscasting, somebody might discover what really happened to **Robin Knight**, Moscow correspondent for *U.S. News and World Report*. The 35-year-old reporter and his wife Jean on April 18 were on a tourist trip to Tashkent. Knight is accused in Soviet accounts of getting drunk, picking a fight, making up a "trashy detective story." *World Report* accuses the Soviets of "crude propaganda." Knight says, he was drugged and his wife "mauled."

More intriguing stuff than **Judy LaMarsh's** accusations of "wife-swapping" on Parliament Hill.

And, it has to go on the record. The Pulitzer Prize went to the Point Leyes (California) *Light* for an investigation into the drug and alcohol rehabilitation group, Synanon, this year. (The Prize went in 1973 to *The Washington Post* for breaking "The Watergate Story"). Not bad for a paper with circulation of 2,700. Not bad at all.

Among the Big Mags, *Time* has named as editor-in-chief **Henry A. Grunwald**, who began 39 years ago as a *Time* copy boy.

Four Western journalists who slipped into the middle of the Ugandan war were shot to death, allegedly on orders of **Bob Astles**, **Idi Amin's** right-hand man. A Stockholm newspaper says two Swedes and two Germans were killed after they identified themselves as reporters.

The *St. Louis Journalism Review* has won the first annual Lowell Mellett Award for Improving Journalism through Critical Evaluation.

The review, established in 1970, won over 49 other entries and was commended for "sustained and hard-hitting criticism" of the St. Louis media, thereby making "a distinguished contribution to the improvement of journalism."

An honourable mention went to Gary Rosenblatt, editor of the *Baltimore Jewish Times*, for a two-part series, "Are the Sunpapers Anti-Semitic?" The judges termed it "a distinguished example of balanced and dispassionate reporting of a highly sensitive problem."

After studying the entries including media-monitoring projects, radio and TV programs,

magazine and newspaper articles, press councils, media-watch columns, newsletters and books, the judges noted there is "way too little media criticism carried on TV."

National

June 19 in Vancouver at CRTC public hearings may be truth time for **Torstar**, where boardroom talks have concentrated on **Western Broadcasting Company**, Canada's largest. Torstar owns 33 per cent of the shares in the Vancouver, Calgary, Winnipeg, and Hamilton broadcaster. Western money men have applied to create a brand new company that would have 55 per cent of all Western shares, and 24.5 per cent of **Premier Cablevision** (Western already owns 26 per cent of the Premier Shares).

The television series, *Connections II*, brought threat of a suit from Toronto real estate businessman **Angelo Pucci**, who didn't like suggestions that his business connections related to criminals. Pucci admitted to investments in Atlantic City but said they were totally legitimate. Newspapers which picked up the tale, including *The New York Times* and Toronto dailies, also were threatened with suit.

The **Quebec Press Council** has opposed the suggestion of licenses for journalists from the Trois-Rivières branch of the **St. Jean Baptiste Society** since "the press should be free of all constraints other than those related to its function of informing."

The Ontario legislature has voted down a private member's bill proposed by criminal lawyer **Alf Stong** that would have banned publication of an accused person's name until he went to trial. In the province, it already is illegal to publish the name of anyone under the age of 16. Opponents argued that judges already can prohibit publication if they choose.

Canadian and American reporters face a growing threat to press freedom from the courts argued the **Inter American Press Association** at its meeting in Port of Spain. IAPA said that in the USA seven reporters face jail sentences for refusal to turn over notes and records.

British Columbia's Court of Appeal, meanwhile, dismissed an application to fine or jail

Powell River newspaper editor **Wendy Fitzgibbons** who refused to reveal her sources after she wrote about a ferry crash last fall. She said the captain was not on the bridge at the time.

In Quebec's Superior Court, *Le Soleil* and court reporter **Jean-Claude Rivard** were found guilty of contempt of court for "the seriousness of the inexactitudes" in two articles on an armed robbery trial.

In the States, President **Jimmy Carter** has proposed legislation to stop police searches except where a reporter might reasonably be suspected of involvement in crime or where life was in immediate danger.

What has everyone aflutter is that decision by the Supreme Court of Canada that could restrict publication of letters to the editor. The letters column has become one of the few places where editors could safely give vent to feelings of readers who disagree with the paper's policy.

Be interesting to see a test case involving radio hot lines or such television shows as *Street Talk* with **John Michaels** where people attend a forum and speak out on The Tube. (I wasn't suggesting it. Honest.)

At almost the same time, the US Supreme Court has ruled (18 April) that public figures suing journalists for libel may investigate "the editorial process." Voting 6 to 3, judges ruled newsmen should have to explain what led to a story and their "states of mind."

On the bright side, the original of a cartoon found to be defamatory after it appeared in the *Victoria Times* has been purchased for \$350 by the Public Archives Canada. Subject of the cartoon was B.C. municipal affairs minister **Bill Vander Zalm**; creator was **Bob Bierman**; reason given by the archivists? It is significant in terms of Canadian history.

Some or all of this may be discussed in Halifax where **Radio Television News Directors Association** holds its convention June 1 and 2. Technology and writing are the basic themes, including a look at how wire and voice services are changing.

Dropped into *BN Voice's* new headquarters in Toronto. Nice new layout: good new board by McCurdy, some new Sony cassette (no, not cart) equipment with better quality at

(See OMNIUM, page 26)