

# Content

Canada's National News Media Magazine

July 1979

Number 98

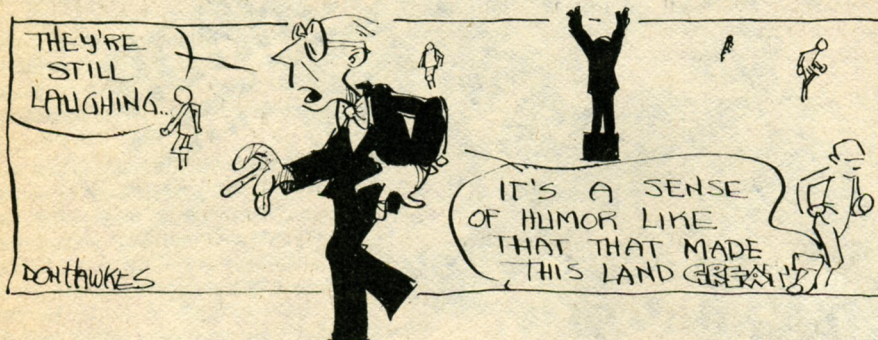
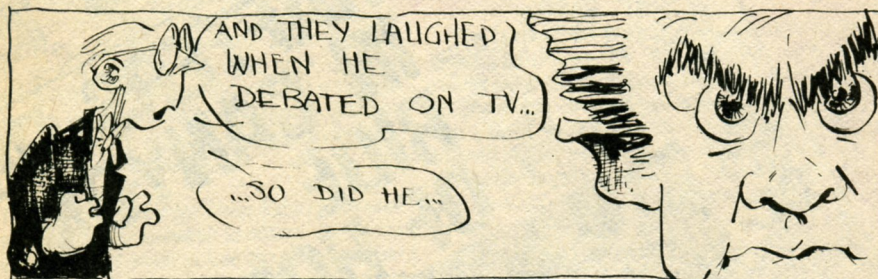
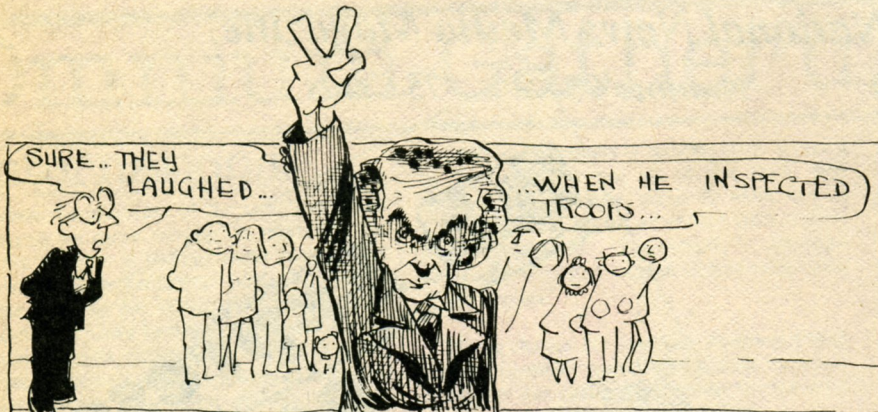
75 Cents

**THE STORY OF  
A UNION  
RAG  
P. 8**





# WILLIE FILLER



Don Hawkes / Content

## 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.

**June 18-22:** National Conference of the Canadian Public Relations Society, Royal York Hotel, Toronto. Theme: "PR in the Next Decade." Opening panel of four Maclean's editors, chaired by Maclean's editor-in-chief Peter Newman. Contact CPRS Toronto at (416) 364-4666.

**June 22-26:** Annual Conference of the Canadian Authors Association, Carleton University, Ottawa. Theme: "The Writer as Catalyst." Contact conference chairman Gordon MacKay, (613) 733-6583, or publicity chairman Michael Blagg, (613) 996-0432 and (819) 684-7942.

**July 18-21:** CCNA National Convention, Hotel Toronto, Toronto. Contact Jane Lashbrook, (416) 366-4277.

**Aug. 5-8:** Annual Convention of the Association for Education in Journalism, University of Houston, Houston, Texas. Contact Prof. Quintus C. Wilson, Dept. of Journalism, Northern Illinois University, DeKalb, Illinois 60115 USA, (815) 753-1000.

## Coming

**COPYRIGHT:** In a lucid piece, John Karniol tells you what you need to know about a complicated and little known subject: how to protect your work.

**JOURNALISM REVIEWS:** In the United States, the 60s saw the birth and death of dozens of journalism reviews. French journalist Claude-Jean Bertrand uncovers the pattern in the rise and decline of these publications and its meaning for journalism.

## content

Canada's National News Media Magazine

**Publisher:** Barrie Zwicker.  
**Associate Publisher:** Ray Bendall.  
**Editor:** Ken Popert.  
**Business/Circulation Manager:** Debra Bee.  
**Special Assistant:** Laura Pascoe.  
**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.

Content (established 1970) is published 11 times a year. 91 Raglan Ave.,

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/Circulation 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.



# Lede Copy

## DID THEY LOOK BEFORE THEY LEAPED?

TORONTO — Technological advances in the newsroom will bring dramatic changes in the content and form of newspapers and in the delivery of the printed word, according to Michael Davies, editor of the *Kansas City Star and Times*.

"Headlines will become smaller, but bolder," he predicted at the annual meeting of the Canadian Daily Newspaper Publishers Association (CDNPA) here May 2. "Pictures will be smaller and, sadly, perhaps there won't be as many of them. Reporters will be retrained to write more briefly; editors will be ordered to trim more severely."

Editors will become much more knowledgeable in graphic design in order to combat today's "dull, grey, smudgy" newspapers, said Davies. Newspapers might publish up to a dozen specialized sections in addition to a core section which would summarize news events. This would reduce paper wastage in sections which aren't being read. Readers could purchase the core and a couple of other sections for the regular price of a paper. Reporters would be able to specialize in a beat and write in greater depth.

Another prediction: Newspapers will be delivered electronically into people's homes. That one looks as though it's around the corner in Canada. Three electronic systems were displayed to editors to illustrate that possibility. Be forewarned: The problem with all of this automation, as one sales representative told me, is that most data banks which newspaper computers will hook up to are based in the United States and rely heavily on US data.

CDNPA's editor-in-residence project and the publisher-professor exchange — pilot projects conducted earlier in the year — were a tremendous success and will soon be repeated, according to CDNPA editorial division manager Dick MacDonald.

The CDNPA annual meeting endorsed in principle, unanimously and virtually without discussion, the Canadian Bar Association's (CBA) recently drafted bill on freedom of information. *The Globe and Mail's* Geoffrey Stevens has hailed the model bill as "a superb piece of work," but how many publishers and editors have taken the time to examine it for themselves?

How many know that this proposed law leaves open the possibility of false reports being filed against innocent citizens?

An agency may refuse to disclose a record of information about a natural person supplied to an agency in confidence where disclosure would give rise to a justifiable fear that information of that type would no longer be supplied to the agency and it is in the public interest that information of that type continue to be supplied to the agency.

There would be no recourse from this abuse; that is exactly the situation now under

the inadequate Canadian Human Rights Act.

Consider this: A man who has committed no crime applies for a post in the federal government and is turned down without explanation. That man is bewildered. He has ample qualifications for the job. He tries other federal and provincial government openings across the country. No luck. In desperation he pleads for an explanation with officials who have refused to hire him. Finally, someone tells him there is discriminatory "evidence" about his background on file and the material is bad enough to ensure he'll be blacklisted from public service jobs for life. The "evidence" is not released to the man.

Frightful scenes like this are happening; there is nothing to stop them. False reports from "anonymous sources" are being filed by police forces and there is no way to correct these reports because most government files are closed to the public. The Canadian Human Rights Act opens a few files, but the loopholes in the Act are as broad as the Canadian landscape.

In the United States, the Freedom of Information Act, the Privacy Act of 1974 and the Government in the Sunshine Act in many instances require the state to open its files to the public; there is some hope that false information can be corrected. Americans have evidently come to grips with the growing problem of invasion of privacy. It's still a big problem for them, and for us.

CDNPA's endorsement of the CBA's model bill indicates that Canadian publishers and editors want only a Band-Aid solution to this cancerous problem.

As an American said not so long ago, Canadians don't know how freedom disappears. — Stephen Overbury.

*Stephen Overbury is a Toronto freelance journalist.*

## Y AURA-T-IL DU CANCON DANS L'AIR?

OTTAWA — Broadcasters in this country seem to be reluctant to move ahead, as far as the future of telecommunications is concerned.

That was the main message at a meeting held here May 1 to discuss the findings of the Clyne committee which looked into telecommunications and Canadian sovereignty. The meeting, sponsored by the Canadian Broadcasting League, brought together interested parties from government, broadcasting and the carriage industries.

"Broadcasting in this country is still a small-is-beautiful phenomenon," said G. G. E. Steele, president of the Canadian Association of Broadcasters. He pointed out that private broadcasters, who are represented by his Ottawa-based outfit, are worth \$500

million, a figure which pales when compared with large companies such as Canada Packers.

Many of the delegates wanted to talk about Canadian programming. They felt there should be more of it and it should be of a higher quality than what is already on the airwaves. This appeared to be in response to the decision by the Canadian Radio-television and Telecommunications Commission on the *CBC*.

The CRTC proposed that the *CBC* be required to stop showing foreign commercial programs during prime time.

D. G. Cruikshank of the Canadian Telecommunications Carriers Association suggested that the government should proceed as soon as possible with pay-TV and have the revenues from it used to produce Canadian programming for the present television networks. This is similar to the proposal made by the eight-member Clyne committee.

But the deputy minister of communications, Bernard Ostry, challenged the view that throwing money into production will result in better programming. "Money is not the only factor," he said. "For example, Canadians make great documentaries and it's one of the cheapest forms of broadcasting."

There were many fears about what could

The 1979

## Author's Awards

For Mass Market Writing

*The Author's Awards are sponsored by the Foundation for the Advancement of Canadian Letters in conjunction with Periodical Distributors of Canada in recognition of outstanding writing in the fields of fiction and non-fiction, incorporating public affairs, humour and personality features published in Canadian mass market magazines and mass market paperback books distributed in Canada. The Author's Awards are also presented to designers of magazine and paperback book covers that meet these conditions. For information regarding rules and prizes and to obtain entry forms, please write:*

Author's Awards  
Foundation for the Advancement  
of Canadian Letters  
Suite 3106, Box 61  
Toronto Dominion Centre  
Toronto, Ontario M5K 1G5

**Deadline for entries  
is July 15, 1979.**



come about as a result of developing technology. Many members of the audience expressed concern about the so-called "superstations," American outlets which plan to use satellites to send their signals over a larger coverage area. Some participants hoped that a Congressional bill, which would place severe restrictions on such stations, and pressures from program syndicators would discourage American broadcasters from establishing the superstations.

Steele urged the government to adopt a tax write-off scheme similar to the one now in use for the Canadian Film Development Corporation. Such a tax concession, Steele claimed, would stimulate investment in Canadian television production.

The CAB spokesman pointed to the United States, where similar tax laws have allowed the producers of the recently cancelled *Battlestar Galactica* to claim as deductions production costs of roughly \$800,000 per episode. — Paul Park.

*Freelancer Paul Park is Content's contributing editor for Ottawa.*

## BIZ PRESS FEELS AD PRESSURE

TORONTO — "Sometimes you can even get the advertiser to write the story."

That was one comment from the floor

when about 75 Southam Business Publications (SBP) editorial employees met here May 24 to discuss how to deal with advertiser pressure for favourable (and usually one-sided) editorial coverage.

And a swift response from *Canadian Petroleum* editor Martin Keeley was, "No bloody way I'll let an advertiser write a story for our magazine!"

"Why not?" asked another participant.

"Because it undermines our credibility," Keeley rejoined.

That all attending the meeting were not clearly cognizant of Keeley's point was good enough reason for the subject to be discussed. At the outset, one participant said he was "astounded" with the subject choice and thought the problem was "left behind years ago."

But after an hour of discussion, Susan Maclean, assistant editor of *Heating, Plumbing, Air Conditioning*, commented that "for something that is not much of a problem, there are an awful lot of solutions."

Editors of business publications do get pressure from ad sales representatives and advertisers for servile editorial coverage. It may not happen often, but when it does, as one editor noted, it's often from the small, quarter-page advertiser. "Usually it's the very small guy who wants something for nothing." And at *Pulp and Paper Canada* the problem arises "once every two or three years, usually because of promises made to advertisers by overzealous sales reps," editor Fred Stevenson told *Content*.

So how does the trade paper editor cope, maintain credibility, and avoid offending advertisers? Some suggestions offered were:

- Understand your readers' needs and, if the advertiser's story doesn't measure up, tell him so. Explain that, if the magazine doesn't produce useful editorial matter, the magazine won't be read (and the ads won't be seen).

- Doug Seip, editor and publisher of four transportation books, stressed the need for diplomacy in such discussions but also commented that "there's a definite need for hard-nosed journalists" in the business press and "sometimes the editor must stick to his guns and suffer." Another editor commented that sometimes one must offend, but the real offence comes from the client or rep.

- Make sure the reps understand that the editor makes the editorial decisions. Ask the reps to direct advertisers with story ideas to the editor.

- Develop guidelines which outline what you're looking for, what makes up a legitimate story suggestion. These guidelines can be printed and distributed to advertisers.

- "Think horizontally." Explore the advertiser's story idea. Perhaps it can be expanded and transformed from unpalatable pap into credible copy.

- Follow up the story suggestion. If it has valid editorial possibilities, get back to the advertiser with your thanks.

- Don't make any promises. — R.B.

## J-SCHOOL READY TO GO IN REGINA

SASKATOON — The University of Regina has hired a director for its soon-to-be established school of journalism.

Ron Robbins, 62, of Toronto, will assume his duties full-time Sept. 1. He is a longtime *CBC* The National staffer in Toronto and retired in January as the manager of editorial resources in which post he was in charge of overseas bureaus for the *CBC* program.

It is a major step for the U. of R. journalism program, slated to begin in September, 1980.

University spokesman Jim Osborne says the program will be a four-year course, supplemented by some internship time with co-operating Saskatchewan media outlets.

He said he expects about 25 to 30 places to be open in the first year.

The journalism school was planned after a feasibility study concluded there is a need for western Canadian training centres.

Osborne said U. of R. students are being asked to indicate an interest in journalism so they can be counselled about the appropriate pre-journalism courses to take. He said because of the limited places which will be open, it is also important that pre-journalism students have alternate majors as well. — Barry Wilson.

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

50

**Save paper.**

Writing a story without having all the facts is a waste of paper. So if you're doing something on steel, call Dofasco. We have all the facts—either short, pithy and quickly delivered to meet a deadline or filled with details for in-depth research.

Quotes? We can get them too. Just call Ron Dennis. Before the wasted work piles up.

Call (416) 544-3761 or write: Dominion Foundries and Steel, Limited, P.O. Box 460, Hamilton, Ontario L8N 3J5

**DOFASCO**  
Our product is steel. Our strength is people.



# Column by Richard Labonté

WHEN THEY SWOOPED from the sky, swarmed across airport tarmacs and stampered through hotel dining rooms, members of the press corps travelling with party leaders in the federal election both enraged and inspired local reporters.

Throughout the campaign, reporters covering the jet-stop appearances of Trudeau or Broadbent or Clark were compelled — by their own news sense or by desks caught up in the image of election-as-media-event — to report the antics of out-of-town writers and broadcasters.

In Charlottetown, Ron Cuddy, bureau manager of *The Journal-Pioneer* of Summerside, was in a rage after losing a photo opportunity to a network television cameraman when Joe Clark set down. He vowed revenge: "That TV guy is going to get it in my column next week."

Bruce Peters of the *St. John Telegraph-Journal* and Frank Etherington of the *Kitchener-Waterloo Record* were among the many reporters who wrote stories about the press rather than about the politicians.

Peters grumbled about a Clark appearance as a "media happening" in which rows of pushy reporters squeezed out voters; Etherington described a "national media circus" which prevented an elderly voter from getting close to Trudeau with any ease.

The *Kingston Whig-Standard* even harumphed editorially at press behaviour: "Covering an election is a prestige assignment for a reporter. It's a demanding job, because day after day reporters are expected to file 'fresh copy' even if every word spoken by the politician is jaded and stale. It's no wonder, therefore, that reporters turn a little silly. Still, one can't help wondering what the public must think of a group of reporters on the Trudeau campaign who made up a contemptuous, off-colour song about Tory leader Joe Clark . . . can these reporters really be doing a fair job?"

The reporters didn't doubt it.

Several who travelled on one campaign plane or another for eight weeks said incidents such as a ribald sing-song — and the Clark song was not an isolated event — were a way to blow off steam, to combat the weariness of long hours and the frustration of little time to report.

But they bridled — as they should — at any suggestion that such behaviour added to their skepticism or detracted from their objectivity when it came to filing news reports.

And they admitted that their behaviour — crowding around a leader, pushing for a quote, jockeying for a good camera angle, surrounding the news source at every opportunity — aroused the hostility of local reporters, who found their day of reporting glory clouded by the domineering attitude of the permanent travellers.

"Those local guys really resent us," one boy from the bus said near the end of the campaign. "With all the attention being paid

to how the campaign is being covered, we're a natural target for their feeling of being on the fringes."

More than in any previous national election, it seemed that reporters were targeted for scrutiny: what they were writing and how they felt about what they were writing made news not only in smaller-town papers, but also in columns in *The Citizen* in Ottawa — by me — and in the *Toronto Globe and Mail* — by Carleton University journalism professor and former *Globe* national editor Murray Goldblatt; in commentaries on the *CBC's* Sunday Morning and *As It Happens*; and in coming months a documentary by the NFB and a book by Vancouver journalist Clive Cocking.

The fulminating press almost upstaged the pontificating politicians.

And, during the campaign, they also provided instant analysis for their less worldly colleagues.

Roseanne McCabe of the *Charlottetown Guardian*, prevented by another era's mores from venturing an assessment on Trudeau's performance while in her town, turned to "two reporters who have been travelling with the prime minister" to note that they said that the Liberal leader's speech "was not one of his better ones," that he "was tired and run down" and that his speech "picked up at the end."

That was an unusual bit of commentary, though second-hand, for most small newspapers, which for the most part were distant and factual and bland in campaign coverage.

Which is not to say they were necessarily bad.

An example of good old-fashioned report-

ing came from John Jeffrey in the *Charlottetown Guardian*, who in one week covered both Trudeau and Clark — and with none of the learned cynicism or knowing commentary that enlivened stories from the national press, nonetheless captured the essence of the election.

Of Trudeau he wrote, ". . . the prime minister stressed the importance of a strong central government and said all Canadians must have equal rights and opportunities."

Of Clark he wrote: "A Conservative government, he said, would put together a 'strong team' that would give equal representation to the entire country."

It was virtuous writing: solid and uneventful, the sort of election story that can be read — and written — just once, when politicians make nearly the same pitch every night.

But in a few paragraphs of dry prose, Jeffrey told his PEI readers the one time that it mattered — the day the leader was in town — what the travelling press were telling their daily readers and viewers every day.

National reporters, with their national audiences, had to write subjectively about their subjects, or they might as well not have written at all; local reporters, with local readers who had to be enticed just once or twice to follow the campaign, could be content with a more objective approach.

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. (30)

## THE TRUDEAU DECADE

Canada's Prime Minister  
in Perspective  
edited by  
Rick Butler & Jean-Guy Carrier



## THE TRUDEAU DECADE

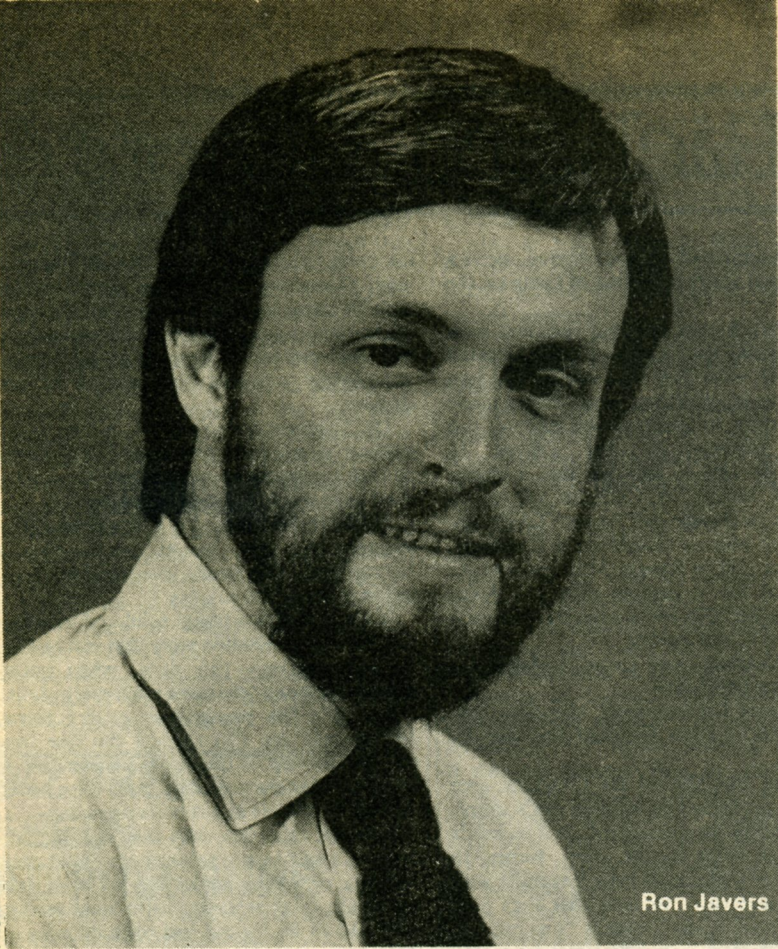
Rick Butler and Jean-Guy Carrier

An era has ended! Here is a fascinating overview of the career of the most remarkable politician and prime minister in Canadian history as reflected through the changing mood of the Canadian people and their opinion makers—the popular press.

\$16.95 hardbound; \$9.95 paperback

◆ DOUBLEDAY Canada Limited





Ron Javers

Who are we and what are we doing? Those are the questions which guest speaker Ron Javers put before the leading lights of Canadian journalism at the National Newspaper Awards Dinner April 7 in Toronto. Javers, the San Francisco *Chronicle* reporter wounded in the shooting of a US congressman in Guyana during the Jonestown mass suicide, is unusually placed to ponder these questions. Some of the diners, however, were in no mood for serious questions or serious answers (See "Afrikaners in the audience?" across the page). What follows is an edited, abbreviated version of Javers' speech.

## Who we are and why it matters

“When I was first invited to come here and speak to you tonight, I said that I would not talk about Jonestown. I've been asked to do the college lecture circuit in the United States, but I refuse to do it because I am mainly a reporter, not a public speaker.

Tonight, I want to do what journalists all over the world do when they get together — although they promise their wives and husbands that they won't do it — and that is to talk shop. I'd like to say a few words about us as journalists, what we do and who we are.

What do we do? What is this magic, strange business that we're involved in?

A couple of years ago I had the task of introducing Noam Chomsky, the famous MIT linguist, who was going to

speak to a group of reporters. Chomsky is also a biting social critic. I asked him what he was going to tell us; we thought we were going to get a lecture on linguistics and thought, "Oh, my God!" But Chomsky replied that he was going to tell the reporters what he saw them as.

"You people see yourselves as muck-rakers and crusaders," he said, "but, from where I sit, I see you as the acolytes to the high priests of the status quo."

At that point, we all started to ride

side-saddle, you know, everyone turning around and saying, "Get the hell out of here, Chomsky!"

He went on and somebody said: What about Watergate? We brought you Watergate. That was pretty crusadey." Chomsky snapped: "You brought us Watergate *after* the 1973 elections, when Richard Nixon won a second term."

Then somebody piped up: "Well, we were slow to get onto the story, everybody admits that, but, when we got there, we were really gonzo, you know — Woodward and Bernstein, those names will go down in the annals of journalism." But Chomsky replied, "Hell, that was in 1973. What have you



done since then? What have you done for me lately? What had you been doing before?"

What have we been doing?

What have we done, for instance, about reporting on the real hazards of nuclear power?

What have we done about publicizing political ideas that are even slightly outside the mainstream?

What have we done about developing a global reportage which amounts to more than a running, football-type commentary on who is ahead — the Americans or the Soviets?

What have we done about explaining to our readers the complexities of global economics, that force which, perhaps more than any government, head of state or army, even, is changing and shaping the way people live?

What we've done about those things has a lot to do with who we are. We are people who are convinced, quite rightly, that we have an extraordinary mission. Yet, too often, we are too ordinary as people. We are, almost overwhelmingly, the traditionally educated sons and daughters of the white middle classes, raised in an egocentric western tradition. Further, we are mostly, middle-class males.

Back to Chomsky's question: Who are we? Are we muckrakers? Gadflies? Righters of big wrongs? Are we the kind of journalists that one of the best of our profession, I. F. Stone, called for? People who are willing to sit in the office with a wastebasket over our heads, if necessary, beholden to no one, owing to no one, content just to listen to those in power and to report on their doings? Do we have that built-in, fool-proof crap-detector that Ernest Hemingway said was standard operating equipment for journalists?

No.

I think, far too often, we are content with simply being respectable. Too often we sacrifice credibility with our readers for respectability. Too often our assumptions are the assumptions of the government and business elites. Too often we tend to be like and think like the people we cover. Police reporters begin to act like cops. Court reporters take on the colorations of lawyers and judges. Those assigned to cover government bureaucracies begin to think in terms of the bureaucracy, where the guiding ethic is "Protect your ass" and "Don't take risks." Too often, we speak in the hushed tones of authority, from the ubiquitous "police said" of routine cops-

and-robbers stories to the more insidious "according to authorities." We seldom stop to ask who these authorities are and what biases they entertain. The media are, in fact, structured to deal with authorities and not with people. We deal more often with insiders than outsiders; we quote police more often than suspects; we quote the political technicians far more often than we quote the voters. And we always have a few column inches left over for the experts. As in "Nuclear experts assured us that there were no problems yesterday with the plant."

So we tend to view the world through the eyes of authorities, who are always willing to help us do that. We do that for two reasons. First, we are usually in a hurry and that's the easy way to do it. And second, we are too filled with reverence for those authorities.

Tony Lukas, the Pulitzer prize winner, tells this story about *The New York Times* to illustrate the respectability mode we fall into: Tony was called in one Saturday just after the trial of yippie Abbie Hoffman in the courtroom of judge Julius Hoffman (no relation). Tony's editor asked him to do a think piece on the student movement. Tony dutifully wrote the long analytical piece,

(See JAVERS, page 12)

## Afrikaners in the audience?

IT'S UNLIKELY ANYONE anticipated a bruising lecture when they sat down to celebrate the National Newspaper Awards at dinner in Toronto April 7.

After all, most of the 400 guests had spent \$40 apiece for the opportunity to don the rented dinner jackets and gowns and descend into the gilded bunker of the Sheraton Centre's Grand Ballroom. The least they had a right to expect was A Good Time.

In all likelihood they were anticipating some particularly quotable yarns to relay to neighbours and colleagues from guest speaker Ron Javers, slim, bearded San Francisco *Chronicle* staffer who'd been to Jonestown and back and had bullet holes and a book to prove it.

It looked like an evening of reasonably haute Canadian cuisine (Indian squash soup, spinach salad, roast duckling with sauerkraut, "baked Yukon flambé" and maple sugar candy) and of certifiable high adventure. And there was an extra fillip of frivolity in the presence of actor Edward Asner (a.k.a. Lou Grant) still playing city editor with the boys of *The Toronto Sun* at a down-front table.

But Javers was not in jolly mood. And neither, it soon resulted, were many of his listeners.

As Javers settled down soberly to enumerate the flaws and failures of the daily press, the mood of the assembly capsized.

Javers cited apathy, complacency, cowardice and plain prejudice in publishing and the expectant smiles froze and slid off the faces of most of the audience.

As he quoted Noam Chomsky — "You people see yourselves as crusaders, I see you as acolytes to the high priests of the status quo" — there were frowns and mutters.

And when he came to contrasting the hazards of free and independent reporting in South Africa, there was prodigious shifting and shuffling at the tables and one clear cry of "bullshit" from the rear of the room.

When *Toronto Sun* editor-in-chief Peter Worthington subsequently took the microphone to accept his award for enterprise reporting on his heart surgery, he growled: "I make no apology for being white, middle-class or a supporter of the system."

There might have been a lightening of the mood with Javers' address fin-

ished and the proceedings on to the presentation of the awards, but one of the first recipients was John Fraser of *The Globe and Mail*. And Fraser, twice a former NNA winner for critical writing and this time honoured for spot news reporting out of Peking, put in a little prodding of his own, suggesting that the award should more properly have gone to any one of his predecessors in the *Globe's* Peking office, all of whom worked under more trying, pre-thaw conditions.

When he reported that four nights earlier he had been talking in his Peking apartment to a Chinese journalist who, by the time Fraser got to Toronto to pick up his award, had been arrested and imprisoned, there was little hope of any return of the smug, good cheer that had been fuelled in the pre-dinner corporate hospitality suites.

But Bill French of *The Globe and Mail* tried. Accepting his award for critical writing, French cited the critical maxim of humorist James Thurber: "If I like my review, I read the book." — Ron Evans.

Ron Evans is policy and planning director for the Ontario Arts Council.





# VANCOUVER *Express*



By SEAN ROSSITER

*There once was a union maid who never was afraid  
of the goons and the ginks and the company finks  
And the deputy sheriffs who made the raids.  
She went to the union hall when a meeting it was called . . .*

(to the tune of *Pretty Redwing*)

EVERY MONDAY, Wednesday and Friday morning at 6:15 a tall, 30ish woman with black, curly hair, wearing a forest-green down jacket over red turtle-neck sweater and blue jeans, steps out of her funky old bay-windowed apartment building at Thurlow and Davie Streets, a corner that only hours before was alive with the froth of Vancouver's unique pre-dawn street life, but is now uncharacteristically silent. She pulls a child's wagon behind her, loaded with copies of *The Express*, and she wears a black-and-white "Write On!" *Express* button on her jacket. She is Ros Oberlyn, until last November a frontline reporter for the *Sun*, now a star on the strike newspaper, the *Express*. She is off to sell the product of her labours in front of the public library on Burrard Street, which she learned was a good location nine years ago when she sold the *Georgia Straight* at the same location. Ros Oberlyn must be unique in major metropolitan journalism. She works both ends of every story she writes. Last January, she was photographed hawking her own front-page story on the tribulations of lesbian mothers, and she moved 200 copies of her **UPSTAIRS DOWNER: KIDS OR JUNKIES?** about a heroin treatment centre slated to share a building with a youth project.

"It was fun until the novelty wore off," she says, echoing the sentiments of most of the Pacific Press strikers after six months of scraping the rent together from freelance earnings, Newspaper Guild benefits, an allowance from *Express* profits and, in Oberlyn's case, seven cents apiece on 260 papers, three times a week. "You *do* get people's

**ON THE COVER**  
The cover of this issue of *Content* displays the *Express* front page before and after its gradual facelift: the issue of Nov. 20, 1978, on the left and of May 7, 1979, on the right.

opinions on the newspaper," she adds.

ACTUALLY, THE *Express* is a better newspaper than you'd expect, considering that it has no general news wire, no Ann Landers, no bureaus east of Vancouver city hall, no movie ads and, occasionally, not enough paper to print on. Talk about your daily miracle: they're prepared to settle for miracles thrice weekly.

How good the *Express* is within the spectrum of Canadian newspapers really isn't the question. Vancouver is well served by its two dailies, and they are sorely missed. *The Vancouver Sun* is the best-looking paper in the country, with the best line-up of columnists by far. *The Province* is a handy compendium of yesterday afternoon's overseas events to be digested with toast and coffee. To compare the *Express* with the *Sun* and *Province* is to pit Las Vegas as a vacation destination against Georgian Bay. There are those purists who may have expected the strikers to throw themselves upon the altar of great reporting, maybe bring down Social Credit for the sheer fun of it. Newspaper people are forever grumbling that the trouble with daily journalism is the people who run it and their shabby profit motives. Well, they haven't been running things in Vancouver for seven months at this

writing and the fascinating observations to be made have less to do with the quality of what the city has had to read than how it's been produced. There may be lessons in that for all newspapers.

So the reporters have shaken off their chains, their chamber-of-commerce publishers and their faceless accountants in Winnipeg. They have been printing their own rag by dark of night in far-away New Westminster, and — surprise! — it's more blatantly profit-oriented than the dailies were. A & B Sound ads are on either side of the *Express* flag, appearing on the front page over such attractions as 102-point banners, winning lottery numbers and racetrack handicaps. Red ink always appears on the front page. And the formula works. Without Charlie Brown, Allan Fotheringham, Clark Davey or Margaret excerpted, the *Express* is selling more than 100,000 copies of each edition. They could sell more, but expansion would entail long-range planning for a paper which everyone is hoping will be out of business by the time you read this. "We have the 20th highest street sales in North America," chortles Larry Emrick, *Sun* national editor and *Express* ME. The first of the paper's 16 pages of lucrative classifieds advertise it as, ahem, "British Columbia's fastest-growing newspaper."

More to the point than the quality of the newspaper, when you get right down to it, is the fact that it has been providing a rising income to the strikers: close to \$200 a week for top-rated Guild classifications and around \$150 at the bottom scale. "Any paper can make a profit if it doesn't have to pay living



wages," *Province* publisher Paddy Sherman is reported to have groused early in the strike-lockout. But then, if anyone stood to lose more than the rest in the long and costly stoppage, it was the morning *Province*. Events since last November amounted to a feasibility study for *The Toronto Sun's* mini-chain of sub-way tabloids, rumoured to have been pondering a move into Vancouver for some time. The *Express* evolved into the exact opposite of *The Province*, which is *The New York Times* service on rye.

COMPARED WITH *The Province's*, the *Express's* headlines leapt not just off the front page, but clear across the street. "We wanted to get something bright and easier to read than the sort of thing people're used to in this city," *Sun* deskman Nick Palmer explains. He is the Fleet Street veteran who "created the *Express* look," to use ME Emrick's words. "We've tried to let the news dictate the play," Palmer says, "especially on Page One. Most newspapers make the mistake of slotting the news into pre-determined places. Most newspapers have about three Page Ones. The point is that we're a street-sale newspaper. It's the difference between a captive audience and having to capture an audience." In truth, the idea of jazzing up the front page came from the circulation department, who, along with representatives of the other departments, meet editorial people each week to suggest ways of improving the paper. Oberlyn observed immediately that "it did make it easier to sell." An old lesson, true, but no less valuable for people who've been selling their Ferraris to stay alive.

The *Express's* way of capturing its audience was the source of most complaints that it was — as people will say about newspapers that cater too directly to their informational appetites — "sensational." What that meant was that, for Vancouver's tastes, the headlines were too big and too short. **SPRUCE GOOF** over a story detailing the forest service's miscalculation of pulpwood reserves was one classic. When Alberta petrodollars were offered to develop Prince Rupert into a wheat-shipping centre to rival Vancouver, **GRAIN DRAIN** headed the story. "By God," Emrick says, "you remember what that was about." A logger's mineral strike in the Queen Charlottes touched off a **GOLD RUSH!** in late January and the next day the Vancouver Stock Exchange had to cool the penny-mines fever. But the most memorable banner appeared during the string of firebombings in February: **WHO'S**

## THOSE EXPRESS HEADS

From bottom to top,  
*Express* upper front pages  
of Jan. 12, Feb. 7, Feb 19  
and May 7.



**NEXT?** One that turned Oberlyn off was a throwback to the old *Sun* four-star late-edition screamers: **RAFTERS DIE IN CANYON RIDE OF HORROR — Victims decided to try it again.** Oberlyn sold a copy to a man who nervously admitted he was planning a trip down the Fraser River himself. There has been a conscious effort to pull back, and witty sub-heads became the trend: the simultaneous provincial and federal elections in B.C. were "a time of the signs" on city lawns.

TWO ELECTIONS AT once was the paper's stiffest test. "It's going to be interesting to see, if we don't go back to work, how we're going to cover it," Emrick said, even as he gloated over Hall Leiren's scoop on Premier Bill Bennett's being beaten to the punch by Prime Minister Trudeau. It was one of five consecutive exclusives, all picked up as lede items by the local electronic

media. They re-established print's pre-eminence in Vancouver after a lapse of three months during which a score of the dailies' best reporters had carried their talents off to the *CBC*, *BCTV* and community weeklies. The expectation that the *Express* would be loaded with the combined staffs of both dailies evaporated as soon as the stars realized they could make more money from television. Of the *Sun's* aces, for example, only the upcountry philosopher, Paul St. Pierre, and Jim Kearney, the sports columnist who already freelanced for *CBC* radio, appeared regularly in the *Express*. One early staff decision was that Doug Collins, the white man's last refuge from the pygmy invasion, would not be invited to write for the *Express*. He went to, of all places, the *Straight*.

Without massive expense accounts and sticking mainly to Lower Mainland ridings, the *Express* managed not only to barely cover the elections, but supplement their news with full-page takeouts on such topics as the effects of social Credit's gerrymandering of ridings, which eliminated entire urban NDP strongholds.

To some reporters, such as Moira Farrow, Oberlyn, Don Stanley or Tom Barrett of the *Sun*, or Bruce McLean, movie reviewer Michael Walsh or Alan Merridew of *The Province* (among others from both papers), it seems to make no difference whether they're working at Pacific Press, in the tiny, ramshackle *Express* newsroom among the used car lots on Kingsway, or at home. They appeared reliably in their regular papers and they appear as space permits in the *Express*. The absence of a library doesn't stop them (the *Express* morgue consists of Carol Mansbach at the public library, sitting beside an upstairs pay phone) and they don't mind working on an old typewriter which once hummed to a tune played by Simma Holt's fingers. The reference library consists of a *Children's Americana* and a four-drawer filing cabinet. Three months into publication they rented their first wire service: the *Dow Jones*.

There was criticism of Emrick and his co-managing editor, Steve Carlman of the *Province* desk, for not using such seasoned reporters as Jes Odam and Neale Adams (before he left for the *CBC*) on local stories, rather than having them do rewrites of radio, TV and — what Emrick called his "national news service," — *The Globe and Mail* that arrived on his desk each morning at 11. His reply is that national and international news was the rag's most serious weakness. Although he didn't want to  
(See *EXPRESS*, page 11)



## 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**.

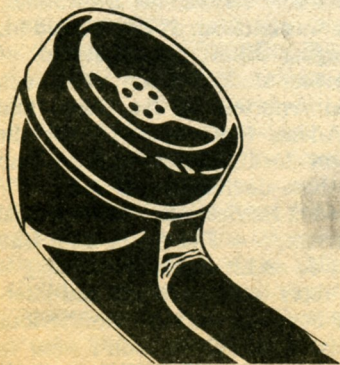
And if you have consumer questions or complaints, call the Life Insurance Information Centre "hotline." It's toll free from anywhere in Canada.

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



# Letters

## PASSIONS INFLAMED BY ERROR IN NAME

I could not help but be both amused and annoyed with a portion of Omnium Gatherum as it appeared in your May 1979 issue, specifically under the Ontario heading. Perhaps you should take a closer look at the individuals who supply you with information. Tom Hendrix, to the best of my knowledge (which I assure you is first hand), has never existed. When I worked in Hamilton at *CHML/CKDS-FM*, I used my real name, John Lewandowski, as I did when I worked at *CHAM* Hamilton. The first name has always remained intact. Label the foregoing "amusing." What annoyed me greatly was the little aside that "These Hamilton guys do that kind of thing." I for one am not ashamed of my ethnic surname. It's my father's, it's mine, it will be my children's. This insulting remark implies that we who work in front of the mikes or cameras are always given a choice. If the author was at all clued in to commercial broadcasting, he would know that this is not always the case.

When I accepted a job out west a number of years ago, I had no sooner stepped off the plane than I was told I was to be "Jon Lawrence." Years later, in a move to Halifax, it was "strongly suggested" that I select an on-air handle other than my real name. I am sure I am not the only news reader who has ever been exposed to this sort of situation. Fortunately, things appear to be changing. Witness the bylines and tags of late in any paper or on any broadcast report. We appear to be moving into a (dare I say it) more enlightened era in commercial media.

Next time — please get it straight before you print.

John Lewandowski (Hendrix),  
News Director, *CIHI*,  
Fredericton, N.B.

### Carr replies:

The error was picked up from a local newsletter. We four-eyed bald runts with fuzz on our faces never make fun of guys from — where did you say he was from? Good thing nobody ever asked him to change his name to Bob Carr; he'd never get into any bar in the country.

## OM GATH ED BURIED IN BLIZZARD OF CRITICISM

The item by Bob Carr in the May issue of *Content* concerning *Global Television* news and an alleged "blizzard" of resignations following *Global's* purchase of the Blizzard soccer team is an appalling piece of journalism, to say the least.

There was a time in our business when the cardinal rule governing every reporter was "check the facts." And good editors were expected to check with reporters to assure

themselves the story was accurate, fair and balanced. That policy was certainly not followed in this case.

Story: "After the company bought a soccer team, there was a blizzard of resignations, Bodine Williams making it first when asked to return to reporting instead of doing interviews."

Facts: Bodine Williams resigned before it was announced the soccer club was being purchased by a subsidiary company of Global Communications.

Story: "After the ratings share in Toronto dropped 8 points, Rae Corelli's move was no surprise."

Facts: Rae Corelli was not the 6:00 p.m. anchorman and had not been since Dec. 15. He was the 11:00 p.m. anchorman for two full months before he announced that he was packing it in, but on June 30, to write a book.

Story: "A loss that would really be felt: John Scully. He was credited with originating a lot of interesting, unique international items."

Facts: There can be no doubt that John Scully is an excellent producer. He had been with *Global* for six years and like other people who change jobs (as Bob Carr has done) left to work for *CTV* which understandably has a much larger budget for foreign travel than *Global*.

As to the "blizzard" of resignations, the story offers no further evidence. What is most disturbing is the fact that none of Bill Cunningham, vice-president of news and current affairs, Ken Mallett, the news director, or myself received a call from Carr before he wrote the story. Surely that is not too much to expect of someone who calls himself a journalist.

Gerald McAuliffe, assignment producer,  
*Global Television Network*,  
Toronto, Ont.

### Carr replies:

Me argue with Gerry McAuliffe? Next time, I'll check with Gerry.

## LECTORE LICUNT LITTERAE

What is good for *Content* is good for all writers. Sell your mailing list to all with any legitimate message. If it helps you, it helps all of us.

I have yet to see any good print-out that I didn't like somewhere. Maybe a funny cartoon; an interesting fact between commas, whatever; it's all grist for my mill.

Omnia bona bonis!

Carl M. Lewis,  
Toronto, Ont.



**EXPRESS** (from page 9)

cause trouble for the CP staffers with whom he worked regularly at the *Sun*, there was, in one CP man's words, a "curious relationship" between CP's office in the picketed Pacific Press building and the *Express*. Unidentified callers would ring CP to ask about details of the day's events, and polite voices at the other end tried to be as helpful as possible.

OTHER NOTICEABLE holes in the *Express's* news package have been sports and business coverage. The explanation is simple. "When you go out on strike, who gets hired first?" asks Moira Farrow. "Business writers and sports writers." A new weekly business paper appeared shortly after the strike started,

creating a demand for business reporters that far exceeded the supply. And sportswriters got bored doing Canuck home games on a rotating basis. Out-of-town coverage was beyond the *Express's* means.

Balancing those shortcomings was the new talent uncovered: classified ad takers became entertainment critics, a printer became the editorial cartoonist, and several reporters tried out management positions to discover how the other half lives.

"We take the attitude that anyone can do what they want, subject to the laws of slander and libel. If somebody wants to write editorials, fine," Emrick says. "Somebody has to make up the crossword. You laugh. But people expect that. You've got to exploit everyone's

talents, really." For doing it as well as he does — with advice from everyone from the printers to the street hawkers — Emrick certainly enhances his own standing as management material back at the *Sun*.

"That's another story," he says. "I'm going to need a holiday when I get back to work.

"People want to get back to seri . . . I was going to say 'serious journalism.' I didn't mean that. We've been doing it. I mean go back to what we know how to do, without dipping into these primitive conditions that limit what we can do here. It's been an interesting exercise just because we've been able to do it."

Sean Rossiter is a Vancouver freelancer. (30)

## CP Feature Picture of the Month



**Photographer:** Doug Camp.  
**Newspaper:** *The Sun Times*, Owen Sound, Ont.  
**Situation:** Camp was on a routine assignment when he got this photo of two-year-old Scott Farmer hopping onto the bandwagon. His

father plays trumpet for the Owen Sound city band.

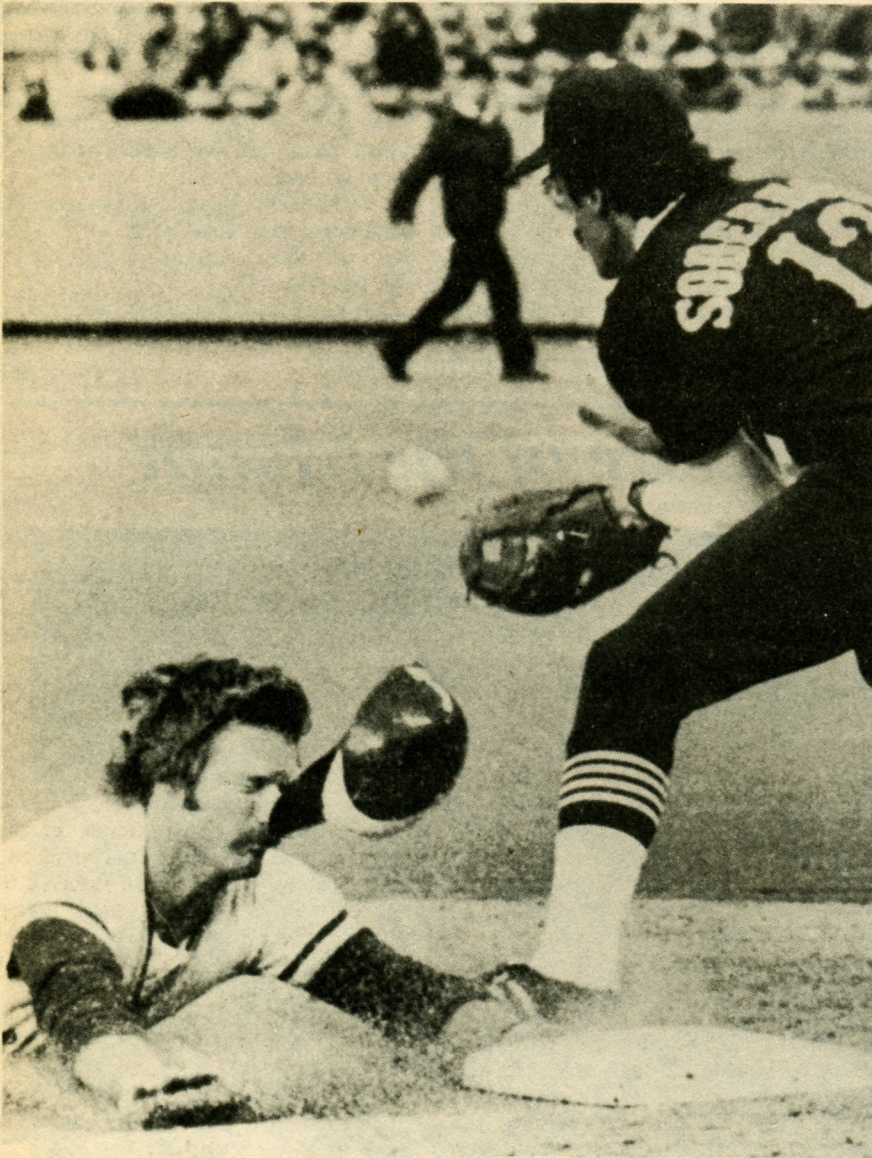
**Technical Data:** Nikon F with 28-mm lens at f3.5 and 1/30th of a second on Tri-X film.

**Award:** *The Canadian Press* Feature Picture of the Month, April, 1979.

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



## CP Sports Picture of the Month



**Photographer:** Dick Darrell.  
**Newspaper:** *Toronto Star*.  
**Situation:** With a hand-held camera, Darrell caught this picture of Toronto Blue Jay Roy Howell apparently losing control of the cap he was balancing on his nose as he slid into third on his stomach. The Chicago White Sox won the game, 8-4.  
**Technical Data:** Nikon F with 105-mm lens at f4 and 1/500th of

a second on Tri-X film.  
**Award:** *The Canadian Press Sports Picture of the Month*, April, 1979.  
**Congratulations:** This space is contributed regularly in the recognition of excellence in photo-journalism by the Canadian Life Insurance Association, representing the life insurance companies of Canada.

### JAVERS (from page 7)

only to go home and get that thing we all dread, a call-back, from an editor who was *not* pleased.

The editor began, as editors always begin: "Tony, your story's fine. There are a couple of things, though.

"Turn to your sixth take, fourth paragraph. You wrote "'Sit down!'" Judge Julius J. Hoffman shrieked at the defendant."

Tony replied: "Yes, I see it. That's what happened. It was a heated exchange."

Whereupon the editor said: "Tony, how long have you been in the business? You must know by now, Tony, that federal judges do not shriek in the pages of *The New York Times*. So I want to make this 'Judge Hoffman said.'"

Tony said: "No."

The editor asked: "What do you mean, 'No'?"

Tony said: "Turn two more pages to the eighth take, fourth paragraph. You see there where I've written "'Abbie Hoffman then looked at the judge and shrieked, 'There is no justice in this courtroom!'"?"

The editor said: "Yeah, what's the matter with that?"

Tony replied: "You mean a yippie can shriek, but a federal judge can't shriek?"

"Sure," the editor replied.

ON A GLOBAL scale, we're missing a lot too. Only a handful of newspapers make a serious attempt at covering the world, part of the job we're supposed to be doing.

Reading just the US press, a Martian intelligence officer might get the impression that, outside the US, our planet consists of a large land mass called Western Europe, the Soviet Union and the Middle East. Other than those places, there are small islands where little is going on: places like Africa, Latin America, Canada. We know you have snow and wind; we report all that. The corps of foreign correspondents is in fact dwindling every year. The attitude of most publishers is: "Let the wires do it."

The result is increasingly homogenized and predictable news. Our view of the world is being formed by fewer and fewer people, many of whom went to the same schools and even the same political science courses. Their dispatches are often based upon unidentified "diplomatic sources," which often turn out to be intelligence sources, western intelligence sources.

What the reader gets is a reportage of



simplisms in a complex world, a reportage in which one side is always "Soviet-backed" and the other "American-backed," in which western countries have "governments" but socialist countries have "regimes." How would you like to hear "the Kennedy regime"? You just wouldn't hear it.

We sweep breathlessly in and out of countries, always in pursuit of the big story. The real story gets trampled in the media stampede: the economic and social history behind the revolution or war, the intentions and hopes of the participants. We see politics in precisely the same way the high priests of our nations see it: as a great game, a struggle among the powerful. For the powerless masses of humanity, we have little space in our pages.

The people of the Third World are, of course, onto us. That's the reason for the near success last year of the UNESCO draft resolution on world news coverage. More and more on our shrinking planet, information is power. And we are the gatekeepers of the data banks. That is perhaps our most awesome responsibility.

There is that famous story about David Brinkley, who, when asked by some school kids, "What is news?," responded: "News is what I say it is. It's something worth knowing from my point of view." We say what news is every day by the stories we choose to cover and by those we relegate to our spikes.

IN THE 1970s, citing the views of experts, many newspapers are moving away from hard news and into soft news, lifestyle. That's because gathering hard news is hard. Did you ever stop to think about how much digging we really do and how much material comes to us in the form of press conferences, press releases, carefully staged and promotional stunts? Most of it comes that way. Gathering hard news can be difficult and even dangerous. I don't want you to think I'm being totally negative; sometimes we do gather that hard news surprisingly well. I'd like to tell you now about someone who does it incredibly well. His name is Percy Quoboza.

Many of you have probably read about him. Last October he was jailed in his country of South Africa for being the outspoken editor of the largest black newspaper in that country, *The World*. I don't have to go into detail with a group of journalists about the problems of the government of South Africa, a nation where 19 million blacks are held in

virtual bondage by four million whites.

*(At this point Javers was interrupted by shouts of "Bullshit!" and "Come off it!" from the audience. His response — "We have a few Afrikaanders with us" — drew some applause and he added, "And that's the op-ed page we just heard from; we give equal time in all the papers." See sidebar by Ron Evans.)*

A number of years ago, Percy came to Harvard as a Nieman Fellow. He was in my class and I got to know him. That made me aware of South Africa for the first time in a major way.

Percy, extremely well educated, a fluid facile writer, was afraid to go into a white clothing store in Harvard Square because he didn't think blacks would be allowed in to try on the pants. He asked Lester Sloan, a black *Newsweek* photographer, to go in with him because he felt awkward about it. But Percy, as he spent his time in the US, began to relax. As he said, "I am beginning to live like a white man. I'm not afraid any more." But the Nieman year ended and Percy returned to South Africa.

SEVERAL MONTHS later, at 3 a.m. in his house in Soweto, there came a banging at the door. There were guards outside all the windows. Percy, who has a wife and five children, the youngest of whom is named Robert Kennedy Quoboza — this is the man who the South African government once thought was a communist, by the way — was dragged from his home for interrogation. He was interrogated for hours, not permitted to eat or sleep, although he has high blood pressure and several other medical problems. Finally he was freed.

No explanation was offered. He had written some editorials and columns. Percy had vowed in his column to nail any government officials responsible if it should turn out that Steve Biko, the black leader who died in jail, had been killed. Well, the government nailed Percy before he got to nail them. Last October, he was arrested and his paper was closed down. Other victims were young black reporters, just learning the trade. They had done brilliantly in covering the Soweto riots. Most of the white news media from other countries had to depend on the staff of *The World* because whites were not permitted into the area to give a running account of the riot.

Percy was released after five months. I have permission from Jim Thomson, curator of the Nieman Foundation at Harvard, to share this letter from Percy with you. I can't read it all. The gist of

the letter is this: Percy was going to leave South Africa. He's a respected journalist who can get a job anywhere. There are universities who would hire him tomorrow. Percy went to Germany to receive a press freedom award. And while there, he writes, he had a dark night of the soul, in the Black Forest, of all places.

"My thoughts wandered into the lonely prison cells, where some of my colleagues were still being held without trial. Their courage and determination to uphold the highest ethics of their calling made it impossible for me to even comprehend what the effects would be on their morale if they heard that I had left my country permanently.

"Besides my colleagues, I was torn also between the country itself, the black community, which" — as a result of the black press's continued and effective leadership — "was looking more and more to us to highlight the injustices of our society."

"Our black readers," he says, "would have been left with a sense of helplessness, to a degree of frustration if I quit them. These factors, plus my love for my country and the knowledge that perhaps, just slightly, perhaps, my presence could in any way avoid a bloody confrontation, made me alter my plans."

In another part of the letter:

"The ugly phone calls continue to hound Ann and the children in the middle of the night, when I'm at the office. The other day, Ann was asked to report to the mortuary to identify my body. Well, imagine her feelings when she arrived at the mortuary to find that it was all a sick joke."

Further on in the letter, Percy writes:

"As long as the international community keeps our names alive, the more difficult it is for those people in power to touch us lightly. I would only ask that this be continued regularly."

Finally, he concludes:

"We must keep the faith. Who knows?" — God, the man is such an optimist — "we might one day emerge from the darkness of this nightmare into a happy daylight and then my American colleagues can come to sunny South Africa and stay at my home with me in Soweto."

Well, if we are anything as journalists, we are people who take care of our own, since often no one else can do it for us. Percy Quoboza is one of us. One who, by his example every day, gives the reason why we love this crazy, imperfect, exciting and so necessary craft: journalism.



OMNIUM (from page 16)  
for the Toronto *Globe and Mail*.

The president of *FP Publications*, **George Currie**, has suggested one measure to help Montreal's *Star* and *Gazette* survive in a "static" English-language market: an eastern Pacific Press. Vancouver's *Sun* and *Province* compete, but are published by one firm. Currie told management consultants in Montreal it is "extremely unlikely" two English Montreal papers can survive, "each with its own editorial, advertising, production and distribution . . ."

*La Tribune* of Sherbrooke was cited by the Quebec press council for a "highly reprehensible lack of professional rigour" when, editorially, it suggested that a candidate for alderman was a member of the Parti Québécois. **Jean Chouinard** denied suggestions that

he hoped to win votes last fall through a link to the PQ.

## Ontario

In Toronto, new call-letters for some broadcasters are UIC. As this was written, in the Jobless Jungle were half-a-dozen control room operators from *CKEY Radio*, reporter **Kaarina Leinala** (City Hall), editor **Grant Dunham**, and sportscaster **Abe Hefner**, who recently bought a house, planning to stay for awhile. Hired by *News-Radio* news syndicators was **Chris Gaynor**, a *CKEY* payroll deduction.

No, I didn't mislead you earlier. **Janet Ecker** did move from the Ontario consumer and commercial relations relations ministry to information for the environment ministry but you'll find her in the office of the minis-

ter. She handles "the political stuff."

Former Oshawa news director at *CKLB* is **Bob McKay**, now reporter for the *Hamilton Spectator*. It's an old tradition. Another former 'LB ND, **Ian Sutton**, writes Oshawa news for the *Toronto Star*.

In North Bay, **Clifford Sharp** of Sault Ste. Marie becomes publisher of *Southam's Nugget*. At 49, he replaces 64-year-old **Jack Grainger**, retired June 29 after 50 years with the paper and four decades as publisher. Sharp, with the *Sault Star* for 25 years, was its advertising director.

Former Executive VP **Paul Kelly** of *CFGO Radio* in Ottawa has been moved into the presidential pillory.

In Toronto, **Mike Walton** is the new editor at *Street Talk (The Star)*; he was entertainment editor for *The Spectator* in Hamilton. In his wake, *The Spec* played musical chairs: women's editor **Bill Muir** went to entertainment, replaced by **Gary Evans** (formerly, features), and to features, **Alf Burman** of the copy desk (who also writes the People column).

As assistant sports editor, **Charlie Ross** replaces **Ray Brown** (now metro desk), while from the copy desk **Jim Clements** goes to swing slot and **Dave Jewley** to Grimsby. Former Grimsby reporter **Greg McMillan's** in Burlington, replacing **Mike Pettapiece** (now in Oakville). **Tony Carlson** of Oakville now is district reporter in Hamilton, **Gord Green** has gone to district desk and **Alan Bonini** is on rewrite from the police beat, replaced by **Gerry Nott**.

Nott is a Ryerson student now on permanent staff. Eight other students are working for the summer: **Susan Baxter** and **Mary Bidinost** (both Ry' High), **Kathy English** (UWO), **Dan Kislinko** (of McMaster), **James Ker** and from Carleton: **Susan McNamee**, **Cathy Motherwell**, **Randy Richmond** and **Peter Walton**.

Gone from the *Spec* are reporters **Darryl Gibson** (in Japan to teach English) and **Flo Diggins** (travelling in Europe and Africa).

## The West

In *The Journal* and the *Herald* (Calgary), 67-year-old **Roy Farran** promises to "tell it like it is" in a column 5 times a week. He didn't seek re-election to the legislature March 14 after eight years, some of which he spent as solicitor-general. "Right of centre" is how he describes his philosophy. Before that, he was a Calgary alderman for a decade and used to tongue-lash media ethics as part-owner of the weekly *North Hill News* in Calgary.

Gone from *Canadian Press* is **Deb van der Gracht** to *UPC* in Vancouver.

In Kelowna, B.C. Broadcaster of The Year (1978, that is) is **John Ansell**, manager of *CJVI* Victoria. At the same meeting of the

# CLASSIFIED

### 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:

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.

**Content Classified, 91 Raglan Avenue, Toronto, Ontario M6C 2K7**

## Jobs Wanted

**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

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

**EXPERIENCED RESEARCH/WRITER** seeks book, documentary or magazine research or editorial work. Long term assignments accepted. Some public relations/promotion experience. No trades. Call (416) 487-5769. 97-98

## Publications

**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

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

## Jobs Offered

**QUEBEC FREE-LANCERS:** To cover labour stories, especially outside Montreal (North Shore, Gaspé), in English or French. For union publications. Contact: Public Relations Dept., United Steelworkers of America, 55 Eglinton Ave. E., 8th Floor, Toronto, M4P 1B5. 96-98

## 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

## 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.



Moved to *CHAB* Moose Jaw is reporter **Sam Kaplan** of *CJWW Radio* Saskatoon. At *CJWW*, reporter **Dave Hagel** is back at University of Saskatchewan and news director **Jack Sandberg** now is a media buyer for Federated Co-ops, Saskatoon.

Moved to Winnipeg is Saskatoon *Star-Phoenix* business editor **Julian Rachey**. Back to *The Star-Phoenix* after two years is **Chris Mushka**, who had been a reporter for *CKOM Radio* in Saskatoon.

*The Star-Phoenix* has hired as summer students **Colin Smith**, **Eva Scacherl**, **Lolly Kaiser** and **Paul Morgan**.

In Regina, *The Leader-Post* has installed **Ken Cuthbertson** on the *Weekender* staff. *The Leader-Post* moved to the newsroom **James Walker** and **Wesley Dearham**; they were in Swift Current and Yorkton and were replaced respectively by **Bob Jamieson** and **Ron Hulse**. Hired from the Barrie, Ont. *Examiner* to write editorials is **Ruddy Maclean**.

Gone from the Vancouver *Province's* financial reports is **Pat Johnson**, now editing the Money section with *Financial Times* in Toronto.

*The Georgia Straight*, probably our best-known underground newspaper, is dead. Word came in a front-page obituary as the former West Coast hippie paper became *The Free Press* for a more conservative readership. Owner **Dan McLeod** says that, since the conversion, twice as many vendors handle the paper. The *Straight's* circulation had dropped to 6,000 from a peak of 60,000 ten years ago, when the paper attracted 21 charges and 6 convictions for its contents. Mind you, the 35-year-old teacher-poet-publisher admitted in an interview with *The Globe and Mail* that Vancouver's newspaper strike helped to push sales to 22,000 weekly and maybe persuaded him to move.

## Obituaries

A former Toronto *Telegram* newsman has died: Huron County historian **James Scott**. The author of *The Resettlement of Huron County*, former assistant to the president of University of Waterloo, and one time *Tely* literary editor, Scott was 63 years old.

In Winnipeg, 60-year-old *Tribune* columnist **Stan Helleur** is dead. His body was found at the bottom of an elevator shaft in an apartment block. Also an instructor at Red River Community College, he had worked for *The Montreal Star* and *Reuters*.

In Ottawa, at age 80, **J. Fergus Grant** died after a career of writing aviation and marine news stories. Among his clippings would be the first trip of the R-100 airship and the inaugural sailing of the *Empress of Britain*.

In Halifax, at 51, **William Ingarfield**, *CBC* radio news assignment editor, has died. Formerly with the *Herald* and the *Amherst*

*News*, he also was a lawyer and former member of the national executive council of the Wire Service Guild.

On the other side of the Atlantic, 64-year-old **Frederick Ellis**, who became financial editor of the *Daily Express*, died of cancer. Working 42 years for the paper, he headed its financial department when it was Britain's best-selling daily under Lord Beaverbrook.

Well-known Maritime broadcaster **Kay Ramsay** died in Saint John at age 46. She was women's editor for *CFBC Radio*.

A financial writer for the *Toronto Star* for the last 18 years, **Douglas (Lee) Belland** has died at 61. He joined the paper in 1941.

Prairie radio lost **Jim McLeod**, at 59, to cancer. The *CKCK* Regina newscaster had 30 years experience between *CHAT* Medicine Hat, Radio College of Canada (Toronto),

*CKY* Winnipeg, and *CKCK*.

Former managing editor of Ottawa's French-language *Le Droit*, **Charles Bruyère**, has died at 71.

## Erratum

In *Omnium* last month: **David Todd**, CN's manager of information services, was incorrectly identified as being with Canadian Pacific; and **Michael Enright**, *Maclean's* assistant ME and Southam Fellowship winner, appeared incorrectly as Michael Bright.

**Susan McNamee** of the *Hamilton Spec*, whose name appeared incorrectly last month as Susan MacNamee, is not going to Parliament Hill for *CP*.

In a story in our May issue, it was incorrectly implied that **Angus Gunn**, a professor of education at UBC, works for *The Vancouver Sun*. In fact, Gunn coordinates the children's pages of *The Province*. (30)

# 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. 18, col. 3)

### ALBERTA FEDERATION OF LABOUR

Remove from list of contacts:

**Ernie Clarke**, Asst. Executive Secretary

**Warren Caragata**, Public Relations Director

Add to list of contacts:

**Don Aitken**, General Services Director

(pg. 23, col. 1)

### CANADA COUNCIL/CONSEIL DES

#### ARTS DU CANADA

Additional Atlantic regional representative is:

**Laval Goupil**.

(pg. 50, col. 3)

### INTERNATIONAL JOINT COMMISSION

New Washinton, D.C. contact replacing *W.A. Bullard*:

**David LaRoche**, Secretary

(pg. 51, col. 3)

### MACLEAN - HUNTER LIMITED

New telephone numbers for all below:

**Donald G. Campbell**,

Chairman and Chief Executive Officer

Office: (416) 596-5101



**Frederick T. Metcalfe**,  
President and Chief Operating Officer  
Office: (416) 596-5103

**George W. Gilmour**, President  
Maclean-Hunter Business Publishing  
Company

Office: (416) 596-5107

Consumer Magazines:

**Lloyd Hodgkinson**, Vice-President,

Office: (416) 596-5300

Broadcasting:

**Herbert G. Marshall**, Vice-President

Office: (416) 596-5110

Research Bureau:

**Robert G. Scott**

Office: (416) 596-5283

Other changes:

**J. William Baker** becomes president of  
Macmillan Company of Canada Limited.

**J. Barry Gage** becomes president of  
Maclean-Hunter Cable TV Limited.

**Robert M. Gowdy** becomes president of  
the Trade Shows Division.

Co-operative Book Centre of Canada

(**George Harwood**, President) is now

National Book Centre Limited.



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.

Place old mailing label here

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

With  
Bob  
Carr

# Omnium-Gatherum

## International

While the president of the U.S. has asked Congress for more privacy for reporters, the United Nations is talking about licenses for reporters. The president wants a ban on police searches for notes, film and tape-recorded interviews because of a controversial Supreme Court decision last year upholding the search of a student newspaper at Stanford University in Palo Alto, California. The court ruled police had the right to search with a court order. Meanwhile, Freedom House, a U.S. group which monitors civil liberties around the world, reported that a UN commission wants a code of ethics for journalists, an international press council, licenses and penalties for news stories deemed inappropriate or insufficient.

In Edmonton, *United Press Canada* photographer **William Brennan** is raising questions about how and when police can search someone. He says four uniformed officers stopped five young people and frisked them for no apparent reason. His *UPC* photo with caption drew police responses that "our men are usually pretty careful about these things," but Brennan didn't seem impressed.

A major court decision was reached over efforts of the British government in 1972 to ban publication of an article on the drug thalidomide and its effects. Government argued the article would affect litigation between the manufacturer and parents. By a vote of 11 to 9, the European Court of Human Rights ruled that the UK had acted illegally in suppressing the article.

## National

The click-click-clickety of some *Broadcast News* printers may go to clickety-clack-clack-clickety, since BN Ltd decided to step up transmission speed to 100 W.P.M. from 66. To be restored if there is enough broadcaster interest is *Audio NTR*, the French-language audio service, dropped at the end of 1977.

For the record, *BN* has a new executive — President **John McColl**, *CFAC* Calgary, and board members **A.R.W. Lockhart**, Saint John; **Henri Audet**, Trois Rivières; **Jacques Francoeur**, Quebec City, **Ross Munro**, Montreal; **Paddy Sherman**, Vancouver, and, from Toronto, **Bill Cunningham**, **Martin Goodman**, **Margaret L. Hamilton**.

*CKO* headquarters is moving from Ottawa to Toronto, but not all of the staff; **Bill Roberts**, for instance, chose to work out of *CKO* Montreal. A lot of off-air staff simply were considered "redundant," although some said they just wanted to find other jobs in the capital.

Name change for **Southam Business Publications Limited**: with diversified interests, the company has decided instead to use the label **Southam Communications Limited**.

The Supreme Court of Canada may have given radio and TV stations the right to refuse advertisements containing views which are contrary to those of management. The court dealt with a complaint laid under B.C. human rights legislation by the Gay Alliance Towards Equality against *The Vancouver Sun*, which refused a classified ad for the group's newspaper. The president of the Radio Bureau of Canada, **James Adam**, says that, in upholding publishers' right of refusal, the Court opened an avenue to broadcasters who want to discriminate.

### TO OUR FOREIGN READERS

As fate would have it, *Content's* May 1979 issue, with a cover story about the UNESCO debate on world news flow, was woefully late in getting to many of our readers in Europe, Asia, Africa, Australia and the United States.

A bundle of *Contents*, labelled at our mailing house for addresses around the globe, arrived at the Canadian Consulate General's office in Seattle, Wash. (Only the top copy in the bundle was meant for the consulate). The Consulate General's office kindly re-bundled the bundle and bundled it back to our office in Toronto, via third class mail. We piled on the first-class and air mail postage and re-mailed the copies May 29, almost six weeks after the original mailing.

A regrettable affair, which illustrates a news flow snag not mentioned in the cover story: postal foul-up.

While a group of Toronto women met before the dust settled to ensure more female candidates in the next federal election, the National Action Committee on the Status of Women still is steamed over "the Great TV debate" by three party leaders. They wanted more attention paid to "women's issues" and at least one female among reporters posing the questions.

The Canadian Cable Television Association has given awards to two former CRTS chairpersons, **Pierre Juneau** and **Harry Boyle**, for their contribution to development of community programming on CATV systems.

## Atlantic

New Brunswick's legislature may be next to reject regular TV broadcast of debates. The house has voted in favour of radio broadcasts (almost a decade after the B.C. house and a year after even the British Commons) and Premier Richard Hatfield says equipment installation cost would be about \$1,200. But, the Opposition Liberals want televised debates too; estimated cost for that is \$500,000.

Among national news awards presented in June by RTNDA was one to a tow-truck driver. The Charlie went to *CKNW* newsmen **George Garrett**, who got behind the wheel to uncover illegal practices. There is also a television award named after retired *BN* general manager **Charlie Edwards**. It went to *CFTK* for coverage of large-scale floods with small-station resources. The awards to the New Westminster and Terrace, B.C. stations were presented at the national RTNDA convention in Halifax, N.S.

## Quebec

Since June 1, publisher of *The Gazette* in Montreal has been **Robert McConnell**, replacing **Ross Munro**, who, at 65, was rounding out a 43-year career with *Southam* and *The Canadian Press* (of which he had been president for three years). McConnell, assistant publisher since last December, joined *The Gazette* three years ago as the publisher's executive assistant. He's the former editor of the *Vancouver Province*.

**Harvey Shepherd** has joined Montreal's *Gazette* after 3 1/2 years as city hall reporter (See *OMNIUM* page 14)