

content

Canada's National News Media Magazine

August 1979

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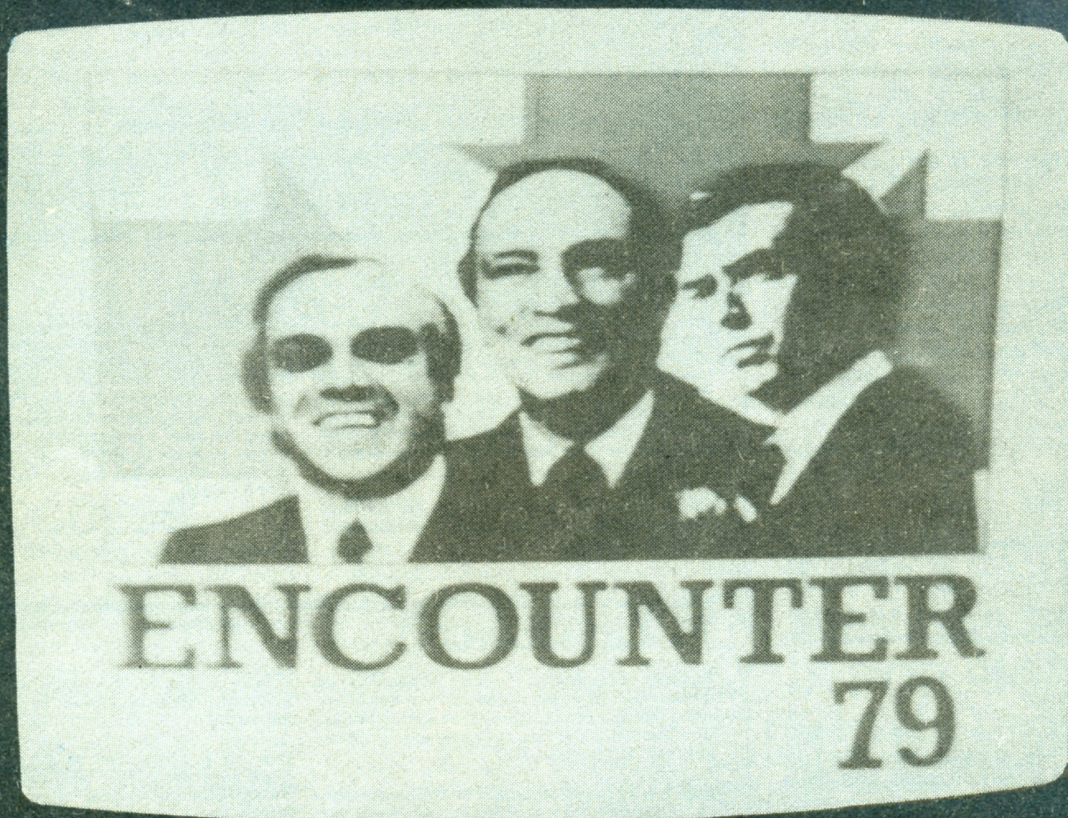


Photo: Centerfold magazine

ED, PIERRE & JOE

*A veteran journalist has had it
with election reporting that covers
personalities instead of politics*

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12 John Marshall, now on leave from the *Globe and Mail* after covering the recent federal election for *FP Publications*, sits back and casts a doubtful eye on what editors, reporters and commentators did with the election campaign

18 Ryerson journalism instructor Loren Lind finds Paul Rutherford's *The Making of the Canadian Media* hard to swallow, but worth chewing.

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Photo: D Junop

Content is pleased to announce the hiring of a full-time advertising sales manager, Philip G. Junop. He joined the staff June 25.

Junop, 24, graduated the previous month from Ryerson's School of Business, where he earned an honours diploma with a major in marketing management.

A native of Pembroke, Ont., he studied administration at Carleton University in Ottawa before deciding on a business career and enrolling at Ryerson.

His initial assignments at *Content* will be primarily in sales research.



Joining *Content* for the summer as a special assistant is Laura Pascoe, 21. A recent University of Western Ontario arts graduate, she is with us

thanks to the Ontario government's "Experience '79" program, which pays her salary. Pascoe's primary responsibility is the promotion and organization of *Content's* annual logotype display, which will appear in this October's ninth anniversary issue (also *Content's* 100th issue). She will also carry out several editorial assignments. She plans to continue university studies this fall, with journalism as a career goal.

Worth Noting

Witness To Justice, A Society To Be Transformed, published by the Canadian Conference of Catholic Bishops, 1979. A resource guide, reflecting a Catholic perspective, to information and analysis of issues of economic and social justice, in Canada and around the world. Available for \$4.50 from the Publication Service, Canadian Conference of Catholic Bishops, 90 Parent Avenue, Ottawa K1N 7B1.

Guide To Energy Specialists, Center for International Environment Information, 1979. A well-

organized and easy-to-use directory of U.S. experts in nuclear, oil, thermal, hydro, coal and solar energy technology. The Center describes itself as a non-advocacy institution which seeks to increase understanding in the U.S. and Canada of international environmental issues. Every contact listed has agreed to respond to media enquiries. Copies available at US\$40 each from the Center, 300 East 42nd Street, New York NY 10017 USA (212-697-3232).

Coming

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

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.

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.

Oct. 16-19: Convention of the Inter-American Press Association. Four Seasons Hotel, Toronto. Contact George Beebe, *Miami Herald*, (305) 350-2111.

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Canada's National News Media Magazine

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SOURCES

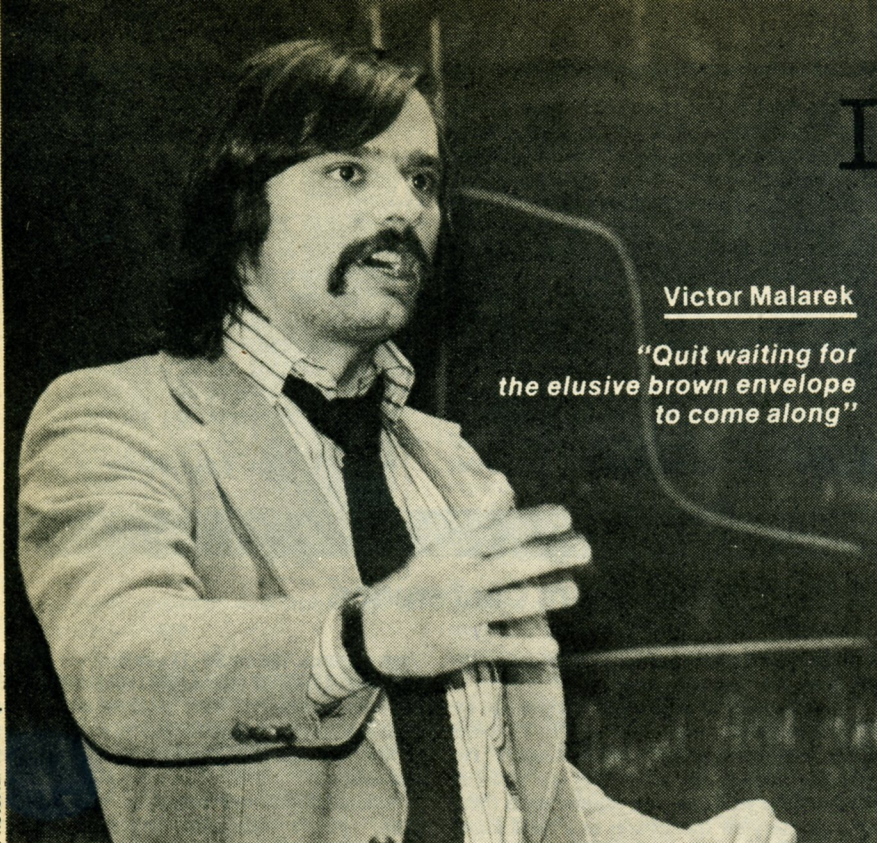
Sources (established 1977) is a directory of contacts for journalists published twice each year as a special edition of *Content* and is included in a subscription to *Content*. Single copy price of *Sources* is \$4.50.

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Photo: Ian A. Colquhoun



Victor Malarek

"Quit waiting for the elusive brown envelope to come along"

CIJ WORKSHOP ON HEALTH BIG SUCCESS

TORONTO — In keeping with its remarkably strong founding convention, the Centre for Investigative Journalism (CIJ) sponsored a heavyweight workshop on occupational and environmental health in Toronto May 26.

Eighty-seven journalists, labour representatives, public interest activists and academics enjoyed a unique and useful information package and an informative day-long exchange of ideas and contacts with top U.S. and Canadian experts, specialist-journalists and authors concerned with occupational and environmental health.

Dr. Samuel Epstein opened the exchange, and some eyes: "The democratic decision-making process — in Canada and in the United States — has been effectively subverted," he said. "This subversion effects all aspects of human endeavour, ranging from energy and housing issues to health care."

Epstein, professor of occupational and environmental medicine at the University of Illinois and author of numerous books and more than 200 scientific publications, charged that chemical industries have concealed information about the chemicals they use. And there is very little regulation in Canada and the U.S. to prevent pollution, he said. His speech indicated that he sees environmental problems as political as well as technical issues.

Referring to his latest, controversial book, *The Politics of Cancer*, he argued that cancer is the result of environmental contamination and is, therefore, preventable. "The mafia should go to the chemical industry to learn

how to run their business," he said.

Epstein pointed out some problems facing Canadian journalists: Canada lacks a strong movement for civil rights and a history of investigative journalism; there are crippling libel laws; there is a lack of an open parliamentary system such as the one which exists in the United States; the role of public interest groups is less defined than it is south of the border; and Canadians suffer from an overdependency on American data.

But journalists can and will continue to play an important role by reporting environmental and occupational health data, he said. "Information is power."

Victor Malarek, a hard-hitting occupational health reporter for *The Globe and Mail*, also had some useful advice for fellow journalists: "Don't give up digging when companies give out excuses that the information isn't available. File away your information and actively keep after industries."

This practice of filing away material and pursuing it even a year or two later has produced remarkable results for Malarek, earning him a national reputation. Malarek advised reporters to go after the government for information, then seek out the experts to find out what the information signifies. "It's the reporter's responsibility to get out there and quit waiting for the elusive brown envelope to come along, hoping that it will bring the greatest story of his career."

One concern which frequently cropped up during discussions was: should a reporter release information which may result in many workers losing their jobs as a result of a plant closedown? It was agreed that the media should report these facts and that the release of such information wouldn't bankrupt industries.

There were other seminars sponsored by

the CIJ in June. About 25 Atlantic journalists attended a day-long seminar in Charlottetown which featured *The Globe and Mail's* Queen's Park reporter, Peter Mosher ("How to get government information"), Henry Aubin from the *Montreal Gazette* (who spoke on land ownership and development), Allan Holman from the *CBC* TV news bureau in Charlottetown and Jim MacNeil, publisher of *The Eastern Graphic* (Montague, P.E.I.).

Another 45 journalists, lawyers and government officials participated in a conference on libel law, housing development and white collar crime. Held in Halifax, the seminar was co-sponsored by the King's College School of Journalism and the CIJ. It featured Toronto publisher James Lorimer, Lynden MacIntyre, who is the *CBC* host of *The MacIntyre File*, and others.

The Centre's activities will be winding down for the summer as organizers prepare for a series of seminars to be held across Canada beginning this fall, including a freedom-of-information workshop in Ottawa and an energy conference in Edmonton. Little wonder the Centre's membership has now passed the 300 mark! — Stephen Overbury.

Stephen Overbury is a Toronto freelance journalist.

STRIKE ENDS, NEW DAILIES IN FOR FIGHT

VANCOUVER — With the dailies closure ended and the creation of two new dailies, at least a few skirmishes are in progress, if not a battle to the death.

The eight-month shutdown must have slashed the *Province* and *Sun's* hold on the a.m. and p.m. markets respectively. Brighter layout, personnel shuffles and promotion campaigns were launched by both papers as they resumed publishing on the Canada Day weekend. Each paper emphasizes recouping its vital home delivery sales, but it wasn't easy to line up more than 7,000 carriers on a long weekend right after school ended.

During the last long strike — four months in 1970 — the *Sun* had lost some 13 per cent of its circulation and had barely regained it by last fall. *The Province* had dropped 10 per cent but quickly recouped, and had added another 11 per cent by fall '78. However, the Vancouver population grew by about 10 per cent in the same eight-year period and, for all B.C., the population increased by about 16 per cent.

Facing the oldtimers are *The Courier* and the *DN Daily News*.

Robin Leck's *Courier* — a weekly nearly 70 years old — went twice-weekly when *Pacific Press* closed down and made a mint. (Circula-

tion up from 40,000 to 54,000, averaging 72 tabloid pages.)

The daily *Courier*, scheduled to start July 4, is a morning tab, aiming at an 18-to-40-year-old readership. Both *Province* and *Sun* publishers, in radio interviews, dismissed the newcomers as no threat.

The *Courier* was to be daily, except Saturday, with home delivery only on Sundays to start with. The paper is said to have substantial backing for the venture and, at least for some news personnel, was paying better wages than the two Guild papers. But clearly the *Courier's* timing — starting days after the daily strike ended, and in midsummer — was awful.

The other newcomer is the weird *Daily News*. Early issues looked remarkably ghastly and much of the writing and news judgement matched that.

The paper apparently sprang from the loins of publisher Peter Lasch, who previously produced a harness racing magazine. The 12-page broadsheet, heavily reliant on *UPC* copy, was expected to die fast when the heavyweights came back in the ring, despite rumours of backing by a contractor based in Saudi Arabia.

Lasch told *Content* his paper's design is based on the *Bildzeitung*, for which he worked in Germany as salesman and reporter for 25 years. Lasch has since diversified and de-

scribes himself as an engineer with interests in ship building, oil and a construction company.

He says he can break even immediately by keeping costs to an absolute minimum: a total staff of 25, including five in news. In July he claimed sales of 43,000 daily, all in Lower Mainland stores — no boxes, vendors or carriers — and planned to push this to 150,000 by hitting other B.C. cities in August. He says the *News* will compete by being different, offering better coverage of international affairs, especially the Middle East.

Some other snippets on the dispute and settlement:

● Pacific Press took delivery of all its

Canadian Managing Editors Conference

J-SCHOOLS WANT MORE CONTACT

OTTAWA — Although the relationship between newspapers and journalism schools is improving, there are still many things which need to be perfected.

Two panels at the annual meeting of the Canadian Managing Editors Conference were agreed on this point.

The first panel, titled "What's promised," had panelists familiar with the three main journalism programs in the country detailing the courses offered and the practical application in each.

Stuart Adam of Carleton listed a local weekly tab put out by the school to serve downtown Ottawa, a daily newscast on *CKCU-FM*, the campus radio station and the *Carleton Journalism Review*.

Ryerson's Richard Lunn told the MEs his students produce an eight-page tab four times a week, a monthly magazine and two 20-minute in-house TV newscasts.

Shirley Sharzer, formerly of the University of Western Ontario and now assistant ME at *The Globe and Mail*, said the Western program, which is only an MA program, is more academic. She pointed out that of the 143 graduates the program has had, 103 are working in active journalism. She suggested a large number of improvements for relations between the press and the schools, including sabbaticals for reporters and media stints for teachers.

During the second panel on how MEs can help, Lindsay Cryslor of Concordia University said that although his students had profited when visited by *London Free Press* assistant ME Bill Morley, they wanted even more people from the business to deal with them.

The ME of the Kitchener-Waterloo *Record*, Wayne MacDonald, said one student he had working for him at the paper felt the school had not dealt with questions of ethics

and news decisions and she wanted more input from the news executives.

The problem of ethics was picked up by Mike Carmichael, wire editor of *The Toronto Sun* and formerly with Canadore College. He said that schools can teach libel law and *CP* style to their students, but cannot teach them how to interview the mother of a child killed in a tragedy.

During the question period, it was agreed that summer students are needed by newspapers and some MEs felt that there was a year-long requirement for students.

But the best remark on students came from Shirley Sharzer. When asked how many of her Western students she would hire full-time for the *Globe* she replied:

"Twenty-five percent. The rest I'd send to the *Star*." — Paul Park.

MEs FACE CHORUS OF CRITICISM

OTTAWA — The press is doing a bad job covering business, labour and consumer issues, according to spokespersons for all three concerns.

In a speech to the Canadian Managing Editors Conference, Sam Hughes, the president of the Canadian Chamber of Commerce, said that faulty relations between business and the media have been created by both sides.

Business leaders have a limited knowledge of the functioning of the media and the pressures journalists work under. Reporters, particularly general reporters, know little about business issues. Hughes urged newspapers to go in for more specialization.

He also requested that reporters appreciate the difficulties corporate presidents face. The retiring president of the Chamber gave the example of a president whose firm was secretly buying shares in another company. When called by a reporter the president had

four options. He could (1) confirm the story, running afoul of exchange regulations; (2) say "no comment," with the same effect as a confirmation; (3) deny the story; or (4) refuse to take the call. The business chief chose the last course.

Specialization was urged as well by Ed Finn, public relations director of the Canadian Brotherhood of Railway and Transportation Workers and a columnist with the *Toronto Star*.

Finn, a former newspaperperson, said the newspaper has become "in effect, a collection of mini-magazines." Sports tends to be over-staffed, while industrial relations coverage is lacking.

He noted that most labour coverage is placed in the business section and written for businessmen. Most MEs consider a good labour story involves a strike or picket line problems.

Finn suggested a one- or two-page section dealing with workplace news. In the section, qualified writers could give details of safety concerns, labour federation news and other related topics.

If a labour reporter cannot be spared, perhaps a newspaper could divide the beat between labour and consumer issues. That suggestion came from Pam Sigurdson, a representative of the Consumers' Association of Canada. Save for action-line columns and coverage of food prices, there had not been enough consumer reporting.

Sigurdson asked why reporters did not follow up on American stories, such as car recalls, to see whether the situation is different in Canada.

She also wondered why a successful television program like *Marketplace* — which Hughes attacked — cannot be translated into print.

During the question period, all three panelists agreed that a lack of expertise on the part of journalists is the major problem facing the groups they represent. — Paul Park.

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

**CLARK GOV'TS DECISION
BECOMES COSTLY TO
CANADA**



DN
DAILY NEWS

**J.W.A. WANTS
BETTER PENSIONS**

Thorpe Acquitted

**WATCH FOR
MONDAY'S
NEWS ON
MURDER
PACKAGE**

**GREEK
SPOT**

**RESTAURANT
1580 ROBSON ST.**



BEHIND THE SCENES



ASKS STAY OF EXECUTION

**ACCOLADES FOR
SLAIN NEWSMEN
WORLDWIDE**

**POLITICAL COUP
IN UGANDA**



**EXHIBITION PARK
ENTRIES**

"Remarkably ghastly" — A front page of the DN Daily News.

4,400-ton newsprint quota every month, but refused to reveal what it did with it. One informed source, however, reported seeing some running on a Maritime press this spring.

● The *Express*, in a bitter-sweet editorial for its final, 97th issue, wondered loudly about the convenient newsprint shortages which happened during the strike-lockout.

● The *Province* reported losing 16 newsroom personnel and the *Sun*, eight, after the closure. Among surprises: *Sun* columnist Doug Collins, paid by management throughout the strike, couldn't resolve conflict-of-interest freelancing problems, so moved to the *Courier*. *Sun* sports columnist Jim Taylor, with a similar problem, moved to *The Province*.

● The *Province* increased its street sale price by a nickel, to 25 cents.

● The new contract provides 34.25 per cent pay raises over 40 months, dating back to last Nov.1. Also four weeks' holiday after five years, instead of six.

● The *Express* was reported to have provided the 1,400 workers with \$2.5 million in extra strike income. — Nick Russell.

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

**CPRS MEETING
VALUABLE FOR
JOURNALISTS**

TORONTO — The 26th national conference of the Canadian Public Relations Society held here June 19-22 provided several events of interest to journalists.

Speaking to a breakfast workshop June 20, Toronto freelance journalist Leonard Bertin examined the causes of the communications chaos during the Three Mile Island nuclear accident which led some journalists to believe

there was a conspiracy to hide information. Starting from the implicit premise that no one connected with the episode had anything to hide, Bertin attributed all information problems to a failure to communicate. The principal failure was the issuance of information to the media from three sources: the state governor, the power company and the U.S. Nuclear Regulatory Commission.

A further complication was the absence of adequate press conference facilities on the site of the accident: company representatives found themselves addressing and answering about 300 journalists without the benefit of a public address system; no information on previous conferences was available; no experts were on hand to answer technical questions; press conferences were not adequately announced in advance.

Bertin said that it was absolutely necessary to keep the public informed about events during the accident, but suggested that a degree of panic is created by the competition between necessary and unnecessary information.

Later the same morning, Peter C Newman, editor-in-chief of *Maclean's* and a panel of his editors (Robert Lewis — national; Rod McQueen — business; David North — foreign; David Thomas — Quebec) held forth on the subject of "Canada Today."

Newman commented that impartiality is not a desirable criterion for evaluating journalistic performance. A journalist is not a "transmission machine," according to Newman; rather, the truth results from the interplay of fact and the reporter's opinion.

Lewis expects to see a freedom-of-information act from the new federal government in the fall. He noted that for the first time, the federal prime minister is publishing his daily schedule so that media know whom he is seeing.

McQueen deplored the fact that information from PR people "doesn't reflect the excitement in the business community."

According to Thomas, Premier René Lévesque hasn't presented any reasons to justify separation. The one issue which could have been used was language and that was defused by Bill 101, which protects French language rights.

The bill, however, is now before the Supreme Court of Canada and the issue could open up again if the Court decides to overrule the law, which was published only in French.

Thomas said the same situation exists on the federalist side of the argument: the only list of reasons for unity has come from Quebec Opposition leader Claude Ryan, but separation is not something people are thinking rationally about.

He added that Quebecers have little information on what the rest of Canada thinks about the issue of Quebec independence. What they do hear — people booing when the anthem is sung in French at hockey games — gives them a distorted picture of English Canadian opinion.

Aside from a few publications, like *Canadian Forum*, no positive message, if there is one, is being conveyed to the people of Quebec. "We'll have to come up with an expression of our feelings so that Quebec will know

if they're welcome," he said. "The voice of English Canada must be heard. Otherwise, the debate will be restricted to Ryan and Lévesque and we won't be taken into account," Thomas added.

A seminar June 21 pondered the question "How much do newspapers rely on us?" The answer was about 14 per cent of the time according to a survey of four issues each of six Canadian dailies carried out for Irving Whynot of the Canadian Bankers Association by Carleton journalism students Karen Loder and Michael Rose, under the direction of professors Tony Westell and Alan Frizzell.

More than 3,000 "editorial items" were examined by the researchers and classified for "PR input" on the basis of information contained in them.

The study found 14 per cent of the items had to some extent been influenced by public relations activity. Among this 14 per cent, the PR influence was a nongovernment press release in 62 per cent of the cases.

No differences were found between chain papers and independents or between English- and French-language papers.

The section of the dailies most heavily laced with PR material was the business pages, with 39 per cent of all items influenced by PR. — L.P./K.P.

**BIZ PRESS
OUT TO MAKE
BIG SPLASH**

TORONTO — Should the editor of an engineering journal be a journalist or an engineer? That question arose during a panel discussion on readership at this year's Business Press Day sponsored by Canadian Business Press (CBP) here June 6.

Chaired by Peter Volny, vice-president of Paul, Phelan & Perry Advertising, the panel included: Brandon Jones, publisher of *Engineering and Contract Record*; Sandy Ross, editor of *Canadian Business*; George Clifford, president of Clifford/Elliott & Associates Ltd; and Paul Goldstein, financial writer for the *Toronto Star*.

Discussion was sparked when an audience member expressed concern that a business writer who is not an expert in his particular field runs the risk of being blinded by the technical expert's jargon: "an engineer doesn't want to educate a journalist."

Paul Goldstein said that, if an engineer is unwilling to talk, the journalist should not give up. "The public relations man will want that engineer to talk so that his company can be in your book," he said.

"We're communicators, not technicians," said Goldstein. Journalists don't have to know all the technical matters, but they should be able to find the information they need by sounding out the expert's point of view, he added.

According to Goldstein, the problem is that the technical man has a narrow scope, he's engrossed in his own professional jar-

gon. It is the business writer's job to make the story understandable from the point of view of the reader and, for this, an overall knowledge of communications is needed.

The question of the reliability of press releases issued by companies was raised by the chair. One response from the audience was that press releases could be expanded into a story. Brandon Jones disagreed, saying that the problems don't form the basis of such promotional material.

Another audience member indicated that

readers want to know about systems that don't work — the writer must be able to see behind "good news" press releases. But since most business publications don't have professional advisors on their editorial boards, business writers must be resourceful.

Goldstein suggested that when a new system is introduced, for example, the writer should check back in a few months to find out how it's working. If there are problems,

the writer can confront the manufacturer — this way the writer ends up with a two-sided story.

On a second panel entitled "How to put more bang into your book," several opinions were expressed by panelists Beverley Bleakley, vice-president of conferences and editorial at Whitsed Publishing Ltd., Robert F. Bale, publisher of *Stimulus Magazine*, and Lou Brault, publisher of *Electrical Contractor*. Bleakley said that editorial integrity, uncompromised by advertisers, is paramount.

Radio Television News Directors Association • National Conference

NDs PONDER PUB AFFAIRS CHALLENGE

HALIFAX — Radio public affairs programming was on the agenda of the June meeting of the Radio and Television News Directors Association.

Rick Green, program director of *CHNS* (Halifax), chaired a panel of John Coutanche, executive producer, radio current affairs, *CBH* (Halifax); Brian Thomas of *CHUM-FM* (Toronto); and Peter Sherman, manager of *CJFM* (Montreal). All three described the origins and formats of their successful public affairs programs — *CBH's* 6 to 9 a.m. Information Morning; *CHUM's* In Toronto (1 to 2 p.m.) and *CJFM's* People (6 to 7 p.m.).

Brian Thomas commented: "News and public affairs on radio has got to update itself and advance with the changing times. People are not content these days with the traditional kind of news and information programs that we've been churning out . . . for the most part radio stations have done little more than capulize the local newspapers, rewrite the wire services . . ."

CHUM-FM runs five 21-minute news packages plus In Toronto. In the newscasts, Thomas says, a number of items are used, including the major events of the day; some are expanded upon.

"But when I say expansion, I'm referring first of all to the selection of items that affect people. If something happens in Russia, China or Iran and it doesn't affect anybody really but happens to run on one of the wire services, why do you use it? But so many stations do. If you can take a story like that and develop it so that it's of interest to the people who listen to you — fine."

"Our news or public affairs personalities are selected on the basis of the ability to communicate, not necessarily on their ability to read hard news copy. In other words we're looking for people who live . . . for people who can talk and talk fluently about what they're talking about . . ."

Interviews on *CHUM* are selective. Politicians, academics, PR people are avoided if they have nothing to say or are constantly in

the press or interview circuit. According to Thomas, "Since 1975 In Toronto has aired over 6,500 interviews ranging from an exclusive with Steven Truscott to a man who had researched and documented what is believed to be the worst sexual technique in the entire world . . . We shy away from those we believe the public has got quite fed up about hearing.

" . . . It's got to be something that's of interest to people who are leading a very busy life and who are quite frankly running off after work to disco. In Toronto has got to the position where it is number one of its kind in the market and even leads *CHUM-AM* in the ratings when it's on the air. We have demonstrated very clearly, very vividly that public affairs done correctly can work."

Thomas gave suggestions to those in a smaller market and with a limited budget, interested in such programming. "Stop interviewing perhaps so many high profile people and talk to people who are doing things of interest within the community. Look for people who are doing things and thinking things that aren't necessarily getting the press or the front page all the time."

John Coutanche of *CBC* claimed *CBH's* nine-year-old Information Morning, once attracting six per cent of the audience, is now number one in the 18 and overs between 7:30 and 9 a.m., "at least by the way I read the BBMs, which is an art in itself. This is quite an achievement for *CBC* and virtually embarrassing for a Crown corporation."

When asked what the responsibility of news directors is in this role of current affairs, Brian Thomas replied: "The kind of thing we're talking about is relatively new for private radio. I feel that there's to a certain extent a lack of talent right now in the area that we're talking about . . . We've got to be looking at a different kind of public affairs. Things that people are interested in. And the responsibility of the news director in addition to being an administrator is to be a trainer.

"When you hire somebody, it doesn't end there, it begins there . . . The listener isn't stupid anymore; he can pick up very quickly whether or not the person knows what he's talking about. And then you have the difference between communication between an interviewer and interviewee and one person talking to another for 15 minutes to make up foreground time. And that is really wrong

and I think there are some stations doing that."

Another questioner asked Thomas "how he reconciles the basic tenet of journalism that you should be telling the people not only what they want to know, but what they should know."

Thomas replied, ". . . I think we do . . . but I don't think we bore them in telling them what we think they should know . . . When we started in 1975 I said . . . there are things going on that are really important. Maybe we shouldn't be interviewing someone who's developed a cross between a tulip and an orange, or maybe we should be talking to people about more serious things. Well you've got to look at the fact that in the Toronto market there are many stations.

"Yes, you have a responsibility and I think we fulfill that responsibility very well, but if there is something we're not saying or if there is something that you think we should have done more on there are other stations you can get that from . . . This is a judgement everyone in the news business has to make, whether or not you're doing hard news or public affairs. There's stuff you don't use — why? Because you feel it's not relevant to the audience or you don't think it's news."

Peter Sherman, when asked to comment on the economics of public affairs programming, stated: "We didn't have the money either and we're still not enormously rich in terms of producing such programming, but it can be done. We feel that one or two full-time people under a news or news and public affairs director and a number of freelancers in various areas can really put together a dynamite show."

Brian Thomas stated ". . . with the CRTC regulations, there are just enormous opportunities for this kind of development . . . I do agree we should always be looking at regulations, but without some of those regulations there would be a lot of people in this country now, who are developing right now in public affairs radio, that would not have been given that opportunity had it not been for the Commission." — Peggy Amirault.

Peggy Amirault is a Halifax freelance journalist.

Lou Brault felt promotional "fireworks" are needed — publishers should spend money promoting their books.

According to Robert Bale, special issues can be detrimental in that they make people think one-time advertising. Bale met with some opposition from Peter Volny, who said ad agencies should be informed of special issues which their advertisers could take advantage of.

In an address to CBP members, Robert C. Scrivener, chairman and chief executive office of Northern Telecom Ltd., said expansion of sales to the U.S. should be the first priority of Canadian high-technology companies.

He went on to say that, while the U.S. is our biggest customer, "trading opportunities elsewhere in the world should also be sought out by Canadian producers and manufacturers with full government support." support."

High technology, supported by research and development, is the key to developing control over our own industrial destiny and "a must if we expect to maintain employment in Canada and a position in international markets," he added.

"Unfortunately, we still tend to cling to the philosophies and realities of the past. We still haunt ourselves with that Canadian inferiority complex that says: 'if it's big, good and successful, it can't be Canadian; and, if it is Canadian, break it up,'" said Scrivener.

Scrivener went on to advocate recommendations made by the Clyne commission on telecommunications:

- foster the formation of large Canadian-owned firms through mergers and consolidations in order to achieve production volumes necessary to compete in domestic and export markets;
- encourage research and development through very substantially increased tax rebates on all research and development expenditures;
- recognize the fundamental importance of a secure domestic market base to the development of high-technology industries;
- be prepared to provide low-cost financing to foreign governments to facilitate export sales;
- provide tax incentives to encourage the flow of venture capital.

Scrivener closed his remarks by urging business press people to discuss these vital issues in their publications so that Canadian business and Canadian governments will realize "the urgency of our national problem."

In another address, Sid Cohen, president of both CBP and Southam Communications Ltd., told CBP members that, with a journalism course at Ryerson, publication of a new Market Data Index for June, a committee on postal affairs and a new logo in the works, the "invisible press" is making its presence known in a very visible way. — L.P.

Winners (starred) and honourable mentions in the Kenneth R. Wilson Memorial Awards competition for publications monthly or less frequently: editorial — Peter Cale* in *Canadian Packaging*, James G. Ripley* in *Canadian Building* and Robert Henry in *Le Québec Industriel*; merchandising article — James G. Ripley* in *Canadian Building*, and W. Bruce Glasford and

Steve F. Gahbauer in *Modern Power & Engineering*; industrial or technical article — Steve F. Gahbauer* in *Modern Power & Engineering*, Richard Fish* in *Canadian Mining Journal* and Susan Maclean in *Heating-Plumbing Air Conditioning*; short article — Robert J. Benson* in *Industrial Management* and Douglas W. Selp in *Canadian Transportation & Distribution Management*; professional development article — Robert Gretton* in *Canadian Architect*, and Donald Long in *Canadian Photography*; general article — Victor Paddy* in *Canadian Jeweller*, Frederick Stevens and William Schabas in *Pulp and Paper Canada* and Nick Hancock and Jim Brown in *Engineering and Contract Record*; selected, contributed, edited or cooperative effort — Tony McVeigh* and John Kettle* in *Executive*, Robert Henry in *Le Québec Industriel* and Peter Williamson in *Canadian Doctor*.

Winners (starred) and honourable mentions in publications appearing more than 12 times a year: editorial — Dalton Robertson* in *The Financial Post*; article or series — Ian Brown in *The Financial Post*, Robert L. Perry in *The Financial Post* and G. Blair Parkhurst in *The Journal of Commerce*.

Winners (starred) and honourable mentions for graphic awards; cover — Art James* and Russell Noble* in *Canadian Consulting Engineer*, Barbara Byers in *Broadcaster* and Robert Gretton in *Canadian Architect*; single article — Carol McIntosh* and Alex Merton* in *Industrial Management*, Peter C. DeMille in *Administrative Digest* and William Schabas in *Canadian Mining Journal*; complete issue — Peter N. Williamson* and Linda Scovill* in *Canadian Doctor* and Al Haslett in *Men's Wear*.

CARRIERS RESORT TO UNIONIZATION

SAINT JOHN — Newspaper carriers, with the support of parents and labour, are trying to unionize about 600 boys and girls who deliver the Irving-owned Saint John *Telegraph-Journal* and *Evening Times-Globe* to homes in their city.

A spokesman for the New Brunswick Industrial Labour Relations Board, which would hear any application for certification, says the province's Labour Relations Act allows for unionization of part-time workers who could negotiate contracts with employers.

Parents on the executive of the Newspaper Carriers Association (NCA), which got the backing of the Saint John District Labour Council when it was formed March 29, have charged the Irving news media with "biased" and "slanted" reporting of NCA activities. NCA president Robert Millett said he lodged a complaint with the Canadian Radio-television and Telecommunications Commission over alleged suppression of news by the Irving-owned *CHSF* radio and television stations in

WHEN THE COPS ARRIVE

An article by Harold J. Levy in our April issue entitled "What Should We Do When the Cops Arrive?" contained a notice that a companion piece for media lawyers would appear in the May issue of *Canadian Lawyer*.

That article, also by Levy, has been rescheduled for the September issue of *Canadian Lawyer*.

Saint John. Millett earlier complained to the NB Human Rights Commission, but said he was told the Human Rights Act applied only to individuals who had reached the age of majority. "They found apparently that children in this province have no human rights," Millett said.

NCA voted to seek certification for the carriers May 30, when a committee of two carriers, a lawyer and three parents gave up trying to get a meeting with Ralph Costello, publisher of the Irving dailies in Saint John. Costello is also president of *CHSJ* radio and TV stations.

The issue arose after the Irving company raised the price of the papers from 80 cents to \$1 per week per customer for home delivery (See *Content*, June 1979). Until then, many customers gave carriers a dollar a week and told them to keep the 20 cents change as a tip. Since the increase, customers have been giving carriers the dollar the papers now cost, but no tip. Carriers say this means they frequently make 25 cents per customer per week compared with the 40 cents they made before the increase. The carriers also want to be paid extra for the supplements they sometimes carry. At present they get a cent extra if a supplement is cumbersome.

After the May 30 meeting, the NCA executive sent letters to 25 major advertisers in the city, advising them the carriers would not guarantee delivery of fliers or supplements after June 5. But according to one legal opinion, the carriers could be accused of theft of the supplements. — Esther Crandall.

Esther Crandall is a Saint John freelance journalist.

CLC UNVEILS J-SCHOOL LABOUR COURSE

TORONTO — Open shop, union shop, closed shop. What's the difference?

You would probably know the answer to that and to a lot of other questions about organized labour had you had the chance to take a course in labour reporting like the one designed by Bob Rupert of the Carleton journalism school for the Canadian Labour Congress (CLC).

Rupert introduced a detailed outline of the course to about a dozen journalism instructors during a symposium on labour reporting sponsored here May 30 and 31 by the Canadian Association of Labour Media (CALM) and the CLC's Labour Education and Studies Centre.

The Centre is a tangible result of a grant (ten million dollars over five years) to the CLC initiated by former federal labour minister John Munro in 1976.

The course outline was the centrepiece of the symposium, with Rupert's careful exposition taking a full day. The meat of the course is the nuts and bolts of contract negotiation, but there is a side order of labour history.

Registered for the symposium were: Bob

Huggan, Loyalist College, Belleville, Ont.; John Cooper, Cariboo College, Kamloops, B.C.; Enn Raudsepp, Concordia University, Montreal; Hubert Potvin and Bob Lauks, Algonquin College, Ottawa; John Goodwin, Cambrian College, Sudbury; B.J. Blue, Niagara College, Welland, Ont.; James I. Smith, Humber College, Toronto; Rae Murphy, Conestoga College, Kitchener; W. Swan, Durham College, Oshawa; Richard Lunn, Ryerson, Toronto; Don Curry, Canadore College, North Bay, Ont.; and Murray Goldblatt, Carleton, Ottawa.

CLC vice-president Shirley Carr spoke to the symposium on the second day. She cited graphic examples from her own experience of

sensationalization of labour news at the expense of accuracy and understanding.

Later, a panel — Peter Van Harten, labour reporter with the *Hamilton Spectator*; Charles Bauer, CLC public relations; Bob Rupert — discussed problems of labour reporting.

Speaking later for CALM, Marc Zwelling (Director of Public Relations for the United Steelworkers of America) expressed satisfaction with the number of journalism instructors who had registered for the symposium. He noted that CALM had been able to locate only about 30 potential registrants. Each was offered a full rebate of travel and accommodation expenses.

Why a symposium aimed at journalism instructors, rather than working journalists? Joe Hannafin, director of public relations for the International Association of Machinists and Aerospace Workers, put it this way: "... the existing people in the media now are just about a write-off . . . If there's going to be any change, it's in the long term, in our view. It is going to come from people coming out of journalism schools."

A substantial information package, *The Labour Reporter's Kit*, was available for all symposium registrants and can be ordered for four dollars from CALM, 2841 Riverside Dr., Ottawa K1V 8X7 (613) 521-3400. — K.P./R.B.

Ontario News Photographers Association • Annual Seminar

U.S. COURTS ADMITTING NEWS FOTOGS

TORONTO — News photographers in the courtroom during a trial? Yes, it's happening in a year-long experiment that began May 1 in New Jersey.

Bob Brush, chief photographer of the *Hackensack Record*, told 75 members of the Ontario News Photographers Association (ONPA) about it at their sixth annual seminar here May 26 and 27.

On Dec. 12th last, Brush said, a one-day experiment was held with the co-operation of the chief justice for the State of New Jersey.

There were two newspaper pool photographers and two TV camera persons; Brush acted as picture editor for the day. No snags.

The present experiment's rules require photographers to indicate to the court the spots they'd like to shoot from. They cannot take pictures of juveniles or jury members or of anyone during rape cases. They must wear jackets and ties; no photos may be taken outside the courtroom.

Photos are credited "N.J. Court Pool Photo." Newspapers pay \$25 for a package of prints each time they ask for any pictures from a trial.

Photographers were excluded from U.S. courtrooms about 35 years ago, Brush said, because they were clambering about and disrupting proceedings. The ban was instigated by the American Bar Association, he said.

The ONPA is not lobbying to have photographers admitted to courtrooms, according to seminar co-chairperson Gary Cralle. "We don't foresee it happening in the near future in Canada."



Content photo

But with proper consultation and controls, why shouldn't photographers be allowed into Canadian courtrooms? Photo equipment is less cumbersome today than ever and may be quieter. Flash is needed less often.

The artists' sketches that accompany TV reporters' trial stories are archaic and out of tune with the rest of the coverage, including film of the key trial figures self-consciously composing their faces as they go to or from the courtroom.

The time is fully at hand for a campaign to begin Canadian experiments similar to the New Jersey one. — B.Z./L.P.

TV FOTOG CRITICIZES RAPE OF ART

TORONTO — Television news organizations are increasingly cheating the public, in the opinion of Larry Hatteberg, twice-named U.S. TV Cameraman of the Year.

Hatteberg, who works for *KAKE TV* in Wichita, Kansas, holds the view that each filmed segment should tell a complete story. "That's vital," he told the ONPA's sixth annual seminar, held at Ryerson Polytechnical Institute and the Bond Place Hotel. "I see a very disturbing trend away from TV (filmed news segments) telling a story."

Hatteberg's preference is to do one-on-one people features. He showed some. They were impressive and sometimes moving. They had titles such as "The Symphony Conductor," "The Street Vendor," "The Cider Man," "Dancing Queen" and "Flood in Oklahoma."

"TV's role is to give you a feeling of what it's like to be there; newspapers (at their best) give you every fact you would want," Hatteberg said.

Hatteberg tries to feature people who otherwise would not be on TV.

The public success of his film stories,

which run 39 seconds to six minutes (usually they're around two), has led to them being promoted through the week and shown Sunday nights.

He believes TV news people can get more from their subjects if they give more of themselves to the subjects.

"You have to establish trust. I like to talk for at least five minutes with my subjects, and preferably half-an-hour, about everything they're interested in. You have to be genuinely interested in people.

"If you take a farmer off his tractor, you'll get a very different interview than if he stays on his tractor.

"If you just barge in and say 'Put a light here' and 'Sit there,' you won't get a very good interview because trust will be lacking."

Hatteberg, in response to a question, said people "who have grown up with videotape" are very undisciplined. Film people have just so much film; they tend to set up shots and plan. Film will give you the discipline and tape the freedom. It's very important to begin with film."

Other seminar speakers included Gary Haynes, director of photography at the *Philadelphia Inquirer*. Because of the "fragile thread" connecting the photo operation and the newsroom and the fact that perceptions of editors and photographers often differ, Haynes stressed the necessity for photographers to have a representative inside the newspaper hierarchy.

Burt Glinn of *Magnum*, New York, when asked how the agency works, replied: "*Magnum* is a company run by 24 photographers. It's like having the animals run the zoo."

ONPA has about 150 members. It is pursuing press accreditation from police forces. A discussion session with seven representatives of the RCMP, Ontario Provincial Police and Metro Toronto police showed many areas of conflict and irritation. During the off-the-record session, there were admissions of bad judgement on both sides during some police/photographer clashes. It was agreed common sense on both sides would preclude trouble in a number of cases of conflict. — B.Z./L.P.

Column by Richard Labonté

WORDS WRITTEN FOR newspapers and magazines aren't as ephemeral as one might think. Two recent books show why.

The first is *Essays from This Magazine*, published by McClelland and Stewart; the second is *The Trudeau Decade*, published by Doubleday.

The more important book, because of its depth and its passion, is the collection from five years of *This Magazine*, a Toronto-based bi-monthly which dissects Canada in a manner definitely Marxist and definitely nationalist.

Editor Daniel Drache introduces the 16-article sampling as "a complex picture of an uncertain and groping Canada (to be read) as a kind of collective diary of the past half-decade, analyzing and recounting the key events and issues which have brought us to the present impasse."

Drache's selection reflects four of *This Magazine's* pet concerns since it shifted away in 1973 from educational coverage — political economy, Quebec, culture and labour — a thematic approach which precludes inclusion of work on such topics as resource management, native rights, food industries, provincial politics and regional development.

But better substantial analysis of specific areas than a scattering of general thoughts. Drache was wise to restrict the topics covered.

And none of them can be considered ephemeral: Quebec is an issue just coming to a boil, Canada remains as dependent on foreign largesse as it was when an article on that subject appeared in 1975, Canadian cultural policy is still a conundrum.

Essays is an excellent collection of thought.

The Trudeau Decade is more an absorbing collection of images.

It's a hefty collection of columns and editorials gleaned over 18 months from

Canadian and far-flung foreign newspapers, a look back at both the journalism and the politics practiced between 1968 and 1978.

The book, co-edited by Rick Butler of Ottawa and novelist Jean-Guy Carrier, includes extensive translations from Quebec's French-language press and selections from foreign media — France, Argentina, Ireland, Nigeria — as well.

The result is a distinctive look at the Trudeau years, and a surprising glimpse at the shift coverage underwent over those years: from philosopher king to husband-father to embattled leader — a series of buzzwords which Butler believes were coined by the national pundits and then repeated by everyone else without much thought.

That personalization of politics in the past decade is the strongest image left by the collection; and an unfortunate, but no doubt sound, impression is that the quality of political reporting in Canada is not stellar.

Serious coverage of important matters such as national unity, income distribution and foreign investment was supplanted by a voracious fixation on human-interest items like the bachelorhood and marriage and separation of Trudeau.

But even that sort of insight is valuable: this Trudeau book, by the nature of the pieces reprinted, demonstrates that the last decade of politics has been a period of great form over little substance.

Even ephemera have value.

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.

TAKE THE PHOTOGRAPHS of Sam Tata, for example.

Several dozen are printed in issue 29 of *Canadian Fiction Magazine*: odd, because that worthy literary magazine usually abides by its title and publishes fiction, but welcome, because the photos give a rare glimpse at Canadian writers and artists.

In the last 10 years, Canada has certainly acknowledged its good and its great contributors to culture. But while more is being read, not much is known — or even available — about the people responsible.

Mention Mark Twain or Ernest Hemingway or Truman Capote and most people who care at all about the arts can conjure up a mental image; mention Morley Callaghan or Hugh Hood or Marie-Claire Blais, and the mental image is a blank.

But they are among the artists Tata has caught at home over 20 years. His is a satisfying collection, making Canadian culture more real because its creators actually have faces and smiles and frowns.

CITY MAGAZINES ARE sprouting all over the country. Like weeds, some of them.

One of the worst is Ottawa's *Ottawa City-life*, a vapid monthly dedicated to exposing the best bicycle path in town. Not much better are *Edmonton* and *Calgary* magazines, modelled on *Vancouver*, but without even the slight virtue of that magazine's news orientation.

Best of all is *Montreal Review*, a clever cross between literary magazine, news monthly and political journal. It doesn't chase the hanging-plant ads; it doesn't cater to oil companies.

And it may not survive, either. But it might do for Montrealers what *The New Yorker* did for New Yorkers: make them socially acceptable. (30)

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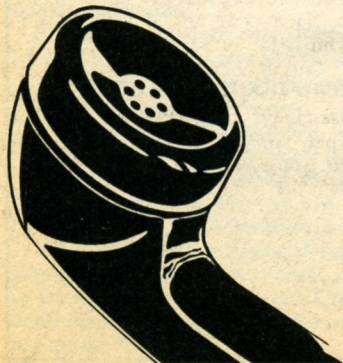
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Lee Lester

PLAGIARISM ALLEGED

Penelope Gilliat, film critic of *The New Yorker* for only three months, is on indefinite leave of absence. Medical reasons are given as the cause.

But her absence from the prestigious magazine's offices follows a profile she wrote on British novelist Graham Greene. He complained, in a letter to the *New Statesman*, London, that it was filled with inaccuracies.

The New Yorker also got a complaint from U.S. author Michael Mewshaw that Gilliat's piece contained uncredited material from an article he had written on Greene, and which had appeared in *The Nation* magazine in April, 1977.

The New Yorker has apologized to both Greene and Mewshaw. Editor William Shawn says Gilliat — formerly film critic with *The Observer*, London — was in poor health when she prepared the profile.

"If you must, call it unconscious plagiarism," he says.

SEXISM UNDER ATTACK

The Journalist, organ of the Australian Journalists' Association, is under fire in Melbourne for being sexist.

The paper carried a story which journalists on *The Age*, Melbourne, describe as "sexist, patronising and poorly written." Headed by Nancy Dexter, woman's editor of *The Age*, and arts editor Neil Jillet, the protesters, in a letter to *The Journalist*, decry the story about Fred McCue, a cadet journalist on the *Northern Territory News*.

They say: "It may be relevant to say that Mr. McCue was voted Darwin's sexiest footballer (although more relevant to say who did the voting) and that he won a red jock strap as his prize.

"But it is not relevant to imply that he is well-hung or newsworthy to infer he is a good lover.

"As an example of schoolboy smut, the piece may be acceptable, but to see it in the official newspaper of Australian journalists is disturbing and does us no credit."

UKPG ADMIRES MACLEAN'S

A pat on the back for Canadian journalism comes from *UK Press Gazette* in London. Examining *Maclean's*, UKPG says: "In this much rejigged paper, almost every other page of the 64 is in excellent full-color, either for ads or editorial. Overall, it has the clean look of *Time* and *Newsweek*. Its features tend to be bolder and brighter in presentation, a device which relieves the eye between the sequences of more-lightly-packed news pages."

UKPG then refers to the forthcoming launch of a British news magazine, *Now*, and

says it will have to take similar lay-out decisions. And it adds: "Its designers might find that the style of the Canadian *Maclean's* could attract a broader-based readership than the more intense US style of the world's two brand-leaders."

JUDGE NOT AMUSED

What was described as a prank has cost a temporary reporter with the *Examiner* in San Francisco a five-day contempt sentence and his job.

Ken Kelley placed a paper toilet seat cover on the chair of Judge Clayton Horn, not realizing the judge was watching him. And when the judge asked him what he was doing, Kelley replied: "This is by order of the judge."

He then ran from the courtroom, but was caught by two police bailiffs. Kelley apologized for the "prank," but still drew the five-day contempt citation although he was released the following day. The *Examiner* later said he had been fired.

The incident occurred while the jury was out in a libel case against the *Examiner* and two of its reporters. When they returned, they awarded \$4.5 million damages to two police inspectors and an assistant DA who complained about a series of articles accusing them of pressuring a witness to give false testimony in a murder trial.

BBC LOSES LIBEL CASE

A libel by *London Sunday Times* editor Harold Evans has resulted in a hefty legal bill for the *British Broadcasting Corporation*.

Evans, in a book review for the BBC publication, *The Listener*, suggested that *The Observer* and the Express Newspapers, London, had concluded new technology agreements with the National Graphical Association designed to damage Times Newspapers, publishers of his own paper.

He claimed the agreements had been rushed through to hinder negotiations on computer setting between the union and Times Newspapers, a subsidiary of the Toronto-based Thomson organization.

Express Newspapers lawyer Andrew Caldecott told the High Court: "In particular, it was alleged that the agreement between Express Newspapers and the NGA contained a 'stab in the back' clause by which it would become null and void if the NGA agreed to different terms in negotiations with *The Times*."

A similar allegation was made about *The Observer*.

The BBC accepted that Evans' allegations were totally untrue, apologized for the libel and will pay *The Observers'* costs.

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*. (30)

READER ALLEGES PERSISTENT SEXISM

Why is it that "Canada's National News Media Magazine" persists in the use of discriminatory copy?

Is it really true that there were no newswomen attending CDNPA's symposium March 4-7 (*Content* No 97/May 1979, page 4 head: EDUCATORS AND NEWSMEN CAN WORK AS TEAM)?

And is it okay for newspaperwomen to sneer (same issue, page 16, second column: "Newspapermen shouldn't sneer")?

Perhaps the time has come for *Content* to take some leadership in this direction?

Laurie Pettit, advertising officer,
Saskatchewan Wheat Pool,
Regina, Sask.

The editor replies:

I think an examination of the last two year's worth of *Content* would show that in that time we have moved to a largely non-sexist vocabulary. It is incorrect to claim that we are "persisting" in the opposite practice.

Errors do occur. "Newspapermen" slipped by me in the May issue; dozens of other sexist usages ("lady journalist," for example) did not.

The heads of Lede Copy stories are limited to a width of 13 characters; the nonsexist alternatives to "newsmen," which are "newspeople" and "newspersons," are about 50 percent longer. Of course, technology should not be allowed to determine editorial policy. Suggestions are welcome.

JOURNALISM MUST KICK EVENT ADDICTION

May I offer a few thoughts by way of extension of your coverage (June, 1979) of the Encounter 79 conference at the University of Western Ontario in April?

The symposium, as you reported, was sponsored by the School of Journalism and the Canadian International Development Agency and dealt with the general theme, Population: From now to 2000. (I served as program organizer and general chairman for the conference.)

Your headline was particularly appropriate, I thought, for the subject we were examining over the course of three days: "World population subject threatens supremacy of 'event journalism.'"

The population story is a continually unfolding one, never complete, never finished. What the news media must do, it seems to me, is help make sense out of apparent confusion in order for the public to be reasonably well-informed about a subject of immediate and very direct importance.

Make no mistake about it: the subject is of immediate importance. And it's not a subject of concern to the Third World exclusively . . .

it concerns us in the so-called developed nations very explicitly, as I think was amply described during Western's conference.

Journalists of all media shoulder a huge responsibility for making matters understandable. To do that, they need to know their subject well — which to a very large degree is why the conference was held in the first place.

Population questions or issues or factors are part of a process — and explaining a process does not come easily to many journalists. We're more comfortable with events, with the dramatic, with the specific. Surely we must learn to apply the reportorial and investigative skills acquired in covering events to the coverage of processes.

One of the main benefits of a conference of this kind is what I refer to as the "ripple effect" set up by discussions. That comes in part from stories and programs which may develop as a direct result of the conference, in part from the long-term benefits gained from acquiring background information, and in part from the personal understanding and appreciation of the questions addressed in the course of the symposium.

(I should mention that a tangible ripple effect will be a book currently being developed from the Western conference and a similar symposium held in London, England last autumn. It should be released in August.)

So the Western conference really was the tip of an iceberg. What happened could, or should, eventually manifest itself in greater public awareness and understanding of population and population-related questions. Seminars or conferences of this kind are, almost by their nature, watersheds.

Another benefit of Encounter 79 (or similar undertakings) is that journalists of all media continually, at best, and periodically, at least, take a look at themselves and at the kind and quality of work they do. Some may call us mythmakers; some may denigrate us as hacks of large, vested financial interests; some may say we're gatekeepers; some may say we help set the agenda for social change.

I'm not all that concerned with such descriptions. My own main concern is that journalists reflect on *why* we do, *what* we do. That we examine our place in society, that we

Squirmers

In the gloom of a small downtown Toronto restaurant, made European by waitresses in dirndls and accordian classics on the sound system . . . (The Financial Post Magazine, June 1979.)

Editors who can spell *dirndl* should be able to handle *accordian*.

Two young girls, ranging in age from five to six . . . (Mike Ceniuk, Feb. 7/79, CFGO, Ottawa.)

Like, maybe, five and a half?

understand the subtle, sometimes insidious, impact we have on our constituencies. That notion emerged from Encounter 79, as you reported.

There's never been enough self-analysis in this profession, and by that I don't mean self-flagellation. I mean a thorough taking of inventory of the increasingly pivotal role we play in helping people understand processes as well as events, in helping — as a former editor of mine said — to take the bump out of change.

We have to sensitize the profession toward comprehensive, meaningful coverage of population issues — and a whole raft of other subjects, too. This is an educational process and, as such, Encounter 79 was an educational activity — at once about population and journalism.

Dick MacDonald,
Manager of Editorial Services,
Canadian Daily Newspaper
Publishers Association,
Toronto, Ont.

J-PROF CHEERS UP DEPRESSED OM GATH ED.

May I set something straight? In the June issue of *Content*, Ontario section of Omnium-Gatherum, you reprinted some material from my hand-out newsletter, *Broadcast Beat*.

While, as everyone knows, the *Beat* is obviously designed to bring attention to the students who take the radio broadcasting course I founded and have run at Humber College, the newsletter also aims to include news items about people of interest to the broadcasting industry at large.

Thus when you infer that Sheri Craig and Elizabeth Watson, whom I itemed as having left *Marketing*, were my students, you are innocently in error. Sheri sparked in journalism at the University of Western Ontario, joined the Toronto *Telegram* as feature writer and columnist and then went on to *Marketing*. From there she joined Maclean-Hunter Cable before assuming her present position with the Hon. Larry Grossman, minister of industry and tourism. I don't know Elizabeth Watson's background.

Next, your warning that I should watch my lines like "Now with the Houston Group, Judy Lynn who used to handle Anne Murray." Certainly one could find a double entendre there and I was reminded of the time when I was on air at CHUM and I pulled the line: "Have you heard about the builder whose wife was a real brick?" I actually got a letter from the minister of a church who accused of being sexually obscene. Tyrone Shlemiel, the alter ego I used on my program, claimed that was "mortarjaff."

Phil Stone, coordinator,
Radio Broadcasting,
Humber College,
Rexdale, Ont.

☺

☺



ED, PIERRE & JOE

By JOHN MARSHALL

“When campaign photographers and other press clustered at plane steps for the debarkation of the leaders, it was only in the case of Clark that they said they were waiting in case he tripped on the way down.”

Photos: Centerfold magazine

ELECTION DAY Plus One. Edmon-
ton. Joe Clark to a press conference: “I
consider your role as journalists and my
role and that of my colleagues as politi-
cians forming a government as both
being essential to a democracy.”

Well, the way the Conservative
leader played his electioneering role
turned off 64 per cent of the voters. Or
was it the way he was perceived to have
played it? Was it the image of him the
public received via the “essential”
media filter?

In part: Chinless indecisive wimp,
Saran-wrapped disaster waiting to hap-
pen, a world laughing stock (the world
was hardly aware of him), a giggling
(other politicians chuckle or laugh)
wind-up doll who runs like a crippled
heron.

Was the media’s Joe Clark the real
Joe Clark? That’s just one of the ques-
tions arising from journalism’s role in
the campaign. Others studying it will be
giving their findings with foot-noted
definitiveness, no doubt. This exercise
is a highly personalized look at it from
inside the travelling roadshows, the
buses and planes, of the three leaders.

It’s also a biased look. I entered the

campaign assignment — on loan from
The Globe and Mail to *FP Publications*
— with a prejudice against the craft in
which I’ve worked for more than 30
years. Among other things about which
I was skeptical was the knee-jerk copy
I’d been reading about Clark. But there
were other issues of a more substantive,
if less easy to define nature.

Just prior to the election call, I had
been granted a four-month leave of
absence, to start in June. (“Heart trou-
ble or something?” asked a solicitous
work-ethic neighbour. “No, head trou-
ble.” Young colleagues hearing that the
grey-haired newsroom journeyman was
being so rash invariably commented,
“Great. Taking a trip?” Reply: “Yes,
but mostly in my skull.”)

Aside from the need to recharge bat-
teries suffering from journalistic
menopause, I wanted to take an arm’s-
length think about the news business. I
had a growing sense of critical unease
about the way it played its role in a
society facing increasingly frightening
prospects.

So I went off into my last pre-leave
assignment consciously looking for evi-
dence to support my cynicism. I was
very much like those kids of January,
the Clark world tour-ists — and the

other press packies they influenced.
They also went into the leadership
coverage with a bias. They were looking
for anything to justify past excesses
about Clark. (Much of the tour copy had
involved writing about minutiae. There
had been that editor-inspired compul-
sion: File something, even if there is no
news.)

When campaign photographers and
other press clustered at plane steps for
the debarkation of the leaders, it was
only in the case of Clark (nudge,
snicker) that they said they were waiting
in case he tripped on the way down.

I recall a normally well-coordinated
colleague at the Bayshore Inn (Van-
couver) swinging around a corridor
from a campaign press room to join me
at an open elevator. Heading straight for
me — or, rather, for my reflection — he
hurried right into the opposite mirrored
wall. Imagine the next day’s page ones if
he had been Joe Clark. Malice through
the looking glass.

A few days before the election, the
Conservative leader was carrying his
young daughter up the plane steps.
Even like thee or me, he stubbed (no,
brushed) a toe against a step. “He
nearly did a Ford!” a reporter exulted.
It would’ve been just terrific if father



and child had fallen flat on their faces.

As it was, too often that was the posture of the media — flat on its face or on its astigmatism. That's a seeing defect that allows a focus only on easily identified catchwords or symbols (Stanfield: banana, Trudeau: charisma, Lewis: welfare bum) and which inhibits a wide-angle view. As Mary Janigan in the *Toronto Star* pointed out, the Ed Broadbent campaign, "solid and well respected," treated voters as responsible citizens. But the NDP, she said in her lede, was in danger of losing support because of a fuzzy campaign with an unfocused all-embracing platform. Was the campaign fuzzy, or the media's reporting of it? Was this another surfacing of the prejudices of the boys and girls on the bus, a preference for easy personality stuff, including "wimp watching"?

Some, including Clark's campaign communications director, Tim Ralfe (19 years a broadcast journalist), said professionalism screened back-of-the-bus insider currency from actual copy. But if so, what inspired a heckler's sign, "A Vote for Clark is a Vote for WIMP"?

And there was the not-so-subliminal tedious campaign-long theme which could have been applied to any politi-

cian, but which became de rigueur Clark. It surfaced in a variety of forms, in the way rhetoric does in the government-controlled news pages of other societies or in the business-controlled editorials of our own.

The Montreal Star's Dennis Finlay wrote, "The Tories think they have the election won if they can keep their leader from fouling up along the way." Jeffrey Simpson, *Toronto Globe and Mail*: "The entire Conservative campaign was designed to minimize the possibility of the one big mistake." Bill Fox, *Southam News Services*, "The Tories obviously believe only a major gaffe can deny them victory." And Steve Handelman, *Toronto Star*, wrote of the "unspoken fear of the Big Blunder."

Unspoken, possibly, but not, according to *The Vancouver Sun's* Allan Fotheringham, unseen. In his *Maclean's* column he scooped the rest of it. He had found "nervousness approaching panic" in Clark aides whose "hands tremble" in a campaign during which there were "long hours when nothing was going on except fear."

Globe columnist Geoffrey Stevens helped propagate the deprecating thesis in an op-ed wrapup of the Tory cam-

paign. He said the Liberals had relied on Clark "to make the one Big Mistake." However, this was no gratuitous interpolation, as it had been in so many other written and verbal reports. He was saying it was logical that the Liberals underestimated their opponent. After all, the press and even Clark staffers "waited for him to collapse." And then he quoted the man himself as admitting, "These things are mutually reinforcing...they believed my bad press."

There's no chicken-or-egg debate here. The chicken (read "press") came first and laid the egg.

It was the kind of "bad news" (bad for the subject but no hell for the news business either) that really began with the Tory's admittedly poorly conceived world tour. It was a media event that generally provided only minutiae for journalists to chew over and to regurgitate like somnolent bovines during subsequent months. It was made to order for the acerbic Fotheringham, a deservedly popular big swimmer in the Canadian media puddle who can thrive on minuscule as a baleen whale does on tiny plankton.

There were others, like *Southam's* Don Sellers. About a third, the last third, of an analytical piece was a well-

deserved critique of Clark's Petrocan policy. But the lede was all about the Tory's wisecracks and speech wind-ups bombing and about how there were, nevertheless, always crisp TV clips — as long as he could be kept "walking as gracefully as possible..."

It was as though the print, picture and prattle personae needed regular fixes with a Clark needle.

Maybe in the hoped-for high would be found the OBM, the One Big Mistake of all the bated breath. But just what was that OBM supposed to be? Conversations over the champagne-topped orange juice trailed off when the subject was raised.

After all, how big an OMB did they need? There was the crudely doctrinaire Petrocan issue, the patently political Israel embassy announcement, the manifestly puerile proposal to use environmental laws to keep petroleum giants in line and, of course, the stuttering strategy on Quebec self-determination and on deficit budgeting.

THESE BIG MISTAKES

happened and were reported, but journalists doggedly kept chewing over the mythological bone of the OBM that would somehow shatter the Tory campaign.

They were like bemused hunters seeking a Sasquatch on the basis of a bear's pisshole in the snow, enlarged by the sun's heat. The bare facts behind the OBM obsessions were really just the drips and drops of world-tour tongue-tripping and lost baggage grown larger than life under the media magnifying glass. Clark's career actually provided a precedence of very few big mistakes compared to that of Trudeau, with a documented history of really big OBMs and collapses in the face of opposition (when last has he mused about the failures of the private enterprise system?).

The clarkophobes did find repeats of the world-tour thing: He wondered if a motorcycle was motorized, noted there is no ocean in Alberta. But then, Dr. Broadbent wondered if a ship's radar was useful in fog (did anyone else report it?) and Trudeau had trouble telling time and he talked about our different racial, religious and sexual origins. Actually, if Clark can sustain his fey lapses he might, heaven forbid, become a lovable eccentric like Spooner.

That, together with the toughness and agility he displayed in an easy ("you should do this more often") put-down of

the hungry Ottawa press pack at formal press conferences, notably at one in Toronto, could make him an unbeatable type. Fortunately (and I now reveal another bias: I'm a philosophical and voting socialist), his party, and maybe even the pragmatic Clark, can be expected to stumble over an ideological faith in free enterprise.

AT THE EDMONTON

press conference, I asked him if he attributed his failure to win a majority to the way the media had pictured him as a stumbling wind-up doll.

He said, "I am not an analyst...my plan is not to look back on what happened or to try to explain it...I will leave that analysis to you and others more expert than I am." He also said of the press, "Our relations remain adversarial, which is as it should be."

Should it?

If "adversarial" means "watchful," fine. Although it would be comforting if someone other than toothless press councils or accountants who judge success by ABC figures were around to watch the watchers. In the view of too many editors and writers, "adversarial" means a put-down story is news and an up-beat one is a feature for the time bank. We're trained in negativism.

The ultimate is the nihilism expressed by *Maclean's* editor Peter Newman. As I observed in one story, he had joined the ranks of pub draft drinker and the vacuous disco Perrier sipper, who knew all about the campaign from what they saw in TV news clips when they inadvertently tuned in too early for the sports news.

In an April 30 editorial, he called the leaders "a hapless trio...devoid of the slightest eruption of inspiration, enlightenment or even eccentricity." I never saw him there, but he told his readers, "you can feel the wave of indifference in the high school auditoriums." That was the one place where any of the three leaders could and did whip up audience response and where, compelled by astute questions, they revealed inspiration and eccentricity and possibly even enlightenment.

This kind of unfounded "adversarial" journalism serves neither Clark nor any other leader nor society generally. But there is another kind of work to which Clark might have been referring. However, it should not be called "adversarial."

These were the informative pieces such as the *Toronto Star's* full-pagers on specific issues, including the analysis of the Petrocan issue by financial editor Robertson Cochrane, with special reports from around the world putting it into a global context. In the *Globe*, there were step-back-and-look pieces like the one by Mary Trueman and Jeffrey Simpson letting the hot air out of the verbal handball played by Clark and Trudeau. It showed both leaders playing fast and loose with the facts.

There was not enough of this, but when the media did look at the policies, it often did it well. However, as noted by Murray Goldblatt, associate professor of journalism at Carleton University: "The weakest side of media performance in this campaign is keyed to discussion of issues. This is in part a result of the parties' own approach to such questions and in part to the trendy journalism currently in vogue." (For some reason he was having trouble with that chicken-or-egg question.) Though they were often accused of not doing so, all leaders were enunciating party policies, admittedly with some glaring gaps, notable in foreign affairs and energy conservation.

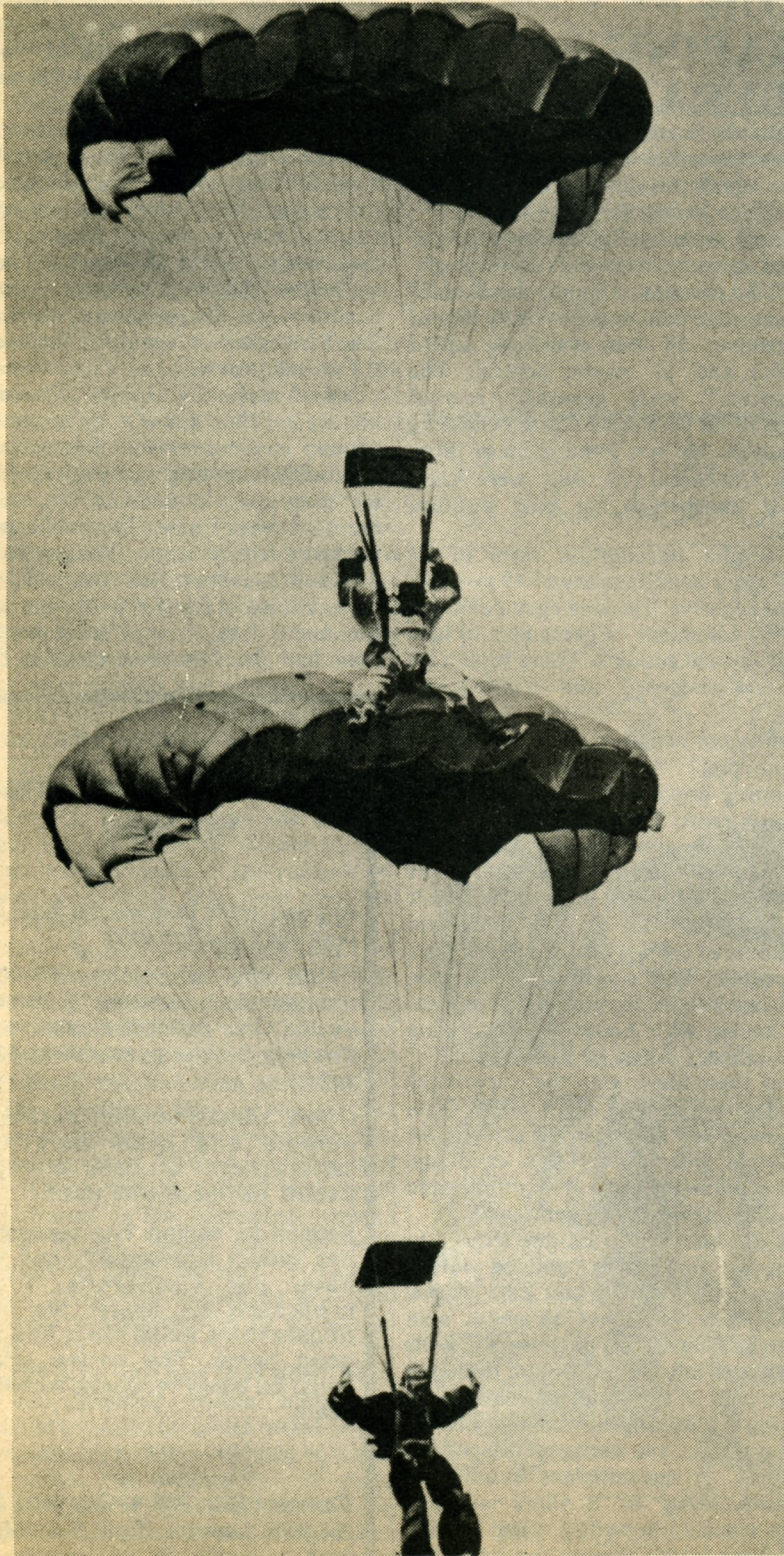
THE BEST OF

the reporting on policies rather than personalities, the best analysis, follow-ups, digging, was done, of course, off the campaign trail. There's good reason to question the tradition of putting top political reporters into the warped world of the leadership cocoons more than is necessary to get a taste of the leaders' operations.

Why use specialists on a junior beat, covering Kiwanis luncheons? Which, in effect, is what it is, in mind-numbing multiples with a "there's-nothing-new" complex because of repetitive speeches — which are, of course, new to the public. The best work of the roadshow people was when they got out into the real world for regionals or to look at issues.

In my own case, that was a week at the end of April when a reporter-interview poll of 170 people across Metro Toronto indicated a Tory win, but, more significantly, revealed the fallacy in the high proportion of so-called undecideds in the "professional" polls. Remember how those figures coloured coverage, columnizing and editorials? I had to label only 2.2 per cent decided. Another 8.8 per cent were only unde-

CP Feature Picture of the Month



Photographer

Joseph Bronson.

Newspaper

The Whig Standard, Kingston, Ont.

Situation

Kingston freelancer Bronson took the feature pic of the month award with this May 21 photo of two parachutists, one sitting atop the other's chute.

Bronson made the shot, one of a series, from a hill. He had tried to get the pictures from an airplane, but couldn't find the angle he wanted. The photo was transmitted on the Laserphoto network.

A similar photo made by *Whig-Standard* staffer Jack Chiang also got wide use.

Bronson has been freelancing to *The Whig-Standard* for two years.

Technical Data

Motor-driven Nikon F2 and 80-200-mm lens at f8 and 1/1000th of a second.

Award

The Canadian Press Feature Picture of the Month, May, 1979.

Congratulations

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

cided as to whether they'd go NDP or PC. All previous Liberal supporters, they all were going to vote against Trudeau. That little insight into the polls on which the media spent so much money and space, was in itself worth being sprung from the flying circus.

Similar benefits came from those more specifically assigned to look at key areas geographically and from an issue point-of-view: Mike Duffy and crew, CBC television (an expensive but commendable decision by the network not matched by others); Val Sears and Richard Gwyn of the ubiquitous *Toronto Star*, which devoted more space and bodies than any other paper; Geoffrey Stevens, *Globe and Mail*; and Fotheringham, whose work was appearing in various FP publications.

But in the final analysis (that which Clark is leaving to the rest of us), there's the ego-deflating possibility that all the broadcast sound and furious typing didn't mean much. That's what Lowell Murray, one of the shapers of the Tory victory, indicated when he said he felt his party's position at campaign end was about where it had been

at the start. And his thinking is shaped without benefit of pundits. The Tories turned directly into the public with some finely honed polling techniques.

SOUR-GRAPING LIBERALS

thought the media did have an effect. Top strategist Keith Davey was described in a notable Andrew Szende and Val Sears piece as being "white with fury" (hmmm?) because of press coverage "so warped against Trudeau as to be laughable." By the way, a quick check of 78 Trudeau stories in one file folder found 32 positive, 26 that could be called negative and 10 maybe neutral. The "negatives" were generally factual reports of his own merde finally catching up to him. He was coming upon those many Canadians he said were lazy, stupid, treacherous, or paid political hacks.

A similar unscientific skim of 72 Clark-story headlines found 48 positive and 19 negative. He won easy positives with his advantage of being able to toss out all sorts of goodies. There were a lot of "Clark pledges..." and "Clark promises..."

Positive or negative, did it move public thinking? After all, the NDP's ballooning hopes for up to five Metro Toronto seats imploded with a fizzle into one, in spite of the trumpeted endorsement of the mighty (over 500,000 weekday sales) *Toronto Star*. It switched May 9 for the first time from the capitalist parties to the socialist one. "Socialism! That's your word," huffed publisher Beland Honderich, a corporation leader who knows embarrassing non-sophistry when he hears it.

And then there was the supportive near-election banner news about massive increases in corporate profits, fitting right into the NDP's campaign against pricing rip-offs. No appreciable influence. Minds had been made up.

As one of Clark's closest aides, the perceptive Jim Gillies, pointed out, it takes a long time for any kind of real consciousness to develop about substantive issues. One of those PC polls found, well into the campaign, that only 52 per cent of those polled knew about that most glittering lure of the Tories' fishing tackle, the mortgage assistance proposal. A meaningless symbol, a Trudeau shrug or a Clark nervous laugh, catches on swiftly. "But it takes weeks or a month or more to get across a real issue."

Conventional media wisdom is that a

subject is new to readers or listeners only once. And reporters at nearly every campaign stop scoff: "The same old speech. Nothing new."

It was the kind of rote demand that impelled the Paul Sewells (*Canadian Press*) of the wire services into ulcer-generating scrambles to file new ledes or to face-lift old ones that were really still serviceable.

And yet, it was surprising how often, if "old" items from those set-piece speeches were filed again, deskpeople turned out to be no different than those slow-learning ordinary people. Not, apparently, having absorbed the material before, they would even at times peg headlines on the non-new elements. The legworkers, of course, would scoff: "That's not new!"

Which is likely why some of them did not agree that Clark's policy-review windup in the television debate was a good effort, helping to compensate for his poor performance earlier in the event. It wasn't new. The public might not have felt the same. The journalists didn't brag about how they had put expectations of Clark's performance so low that, if they were being heeded, they had put him in a position from


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which he couldn't lose much.

WERE THEY BEING

heeded? According to Tory polls, in this particular matter (after all it only involved an easily handled personality thing, nothing complicated), they were having an influence. Prior to the Sunday debate, about 68 per cent of just over a 100 people said they expected Trudeau to win. The others were nearly evenly divided between Broadbent and Clark, with the Tory having the edge.

On Monday, before they had time to absorb media assessments, about 17 per cent of those who had expected Trudeau to win had shifted, half to Clark, half to Broadbent. Another check Tuesday found Trudeau had regained most of those he had lost, Broadbent had jumped up above original expectations and Clark was below the original expectations. They had had time to find out what they were supposed to have thought. Presumably the media had seen things in that debate that mere mortals had missed.

The nosy Tories, still going directly to the public for their readings instead of to the press, went further. On Tuesday, according to Tim Ralfe, they asked about 300 people across the country who had not seen the debate to rate Clark's performance. They ranked him lower than those who had seen the debate and judged for themselves.

So — the media has an influence. But — where it counts, apparently not, according to these chastening Tories. Ian McKinnon, one of those who analyzed the material, said there was no significant shift in voting preferences.

The Liberals, with some success because the press was yearningly prepared to accept its own assessment of the debate results and of its overall importance in the campaign, conned some of the media into last-week "things-are-going-our-way" stories. There were even references to a non-existent poll purporting to show that shift.

Will it be different next time? Maybe not. Political parties, aided and abetted by so many in the media with a penchant for pabulum, will still be trying to reduce the profundities of party policies into the presidential-like common denominator of the One Leader who represents all. They can sell that most easily to the press.

But the future? They will be going

more directly to the voters, as they do most efficiently now with the radio openline shows, where issues really are discussed and at length, and with television interviews with the leaders. And there could be more of the local-candidates debates as on *CFTO* in Toronto and *CJOH* in Ottawa, where there is little or no media filtering between the politicians and the people.

Ralfe pointedly draws attention to initial use of very sophisticated direct-mail techniques in the US. A party canvasser finds that a voter's doubts or interests involve particular issues — and just a computer's breath away is a personalized letter from the candidate tailored to those interests. It's not filtered through the media.

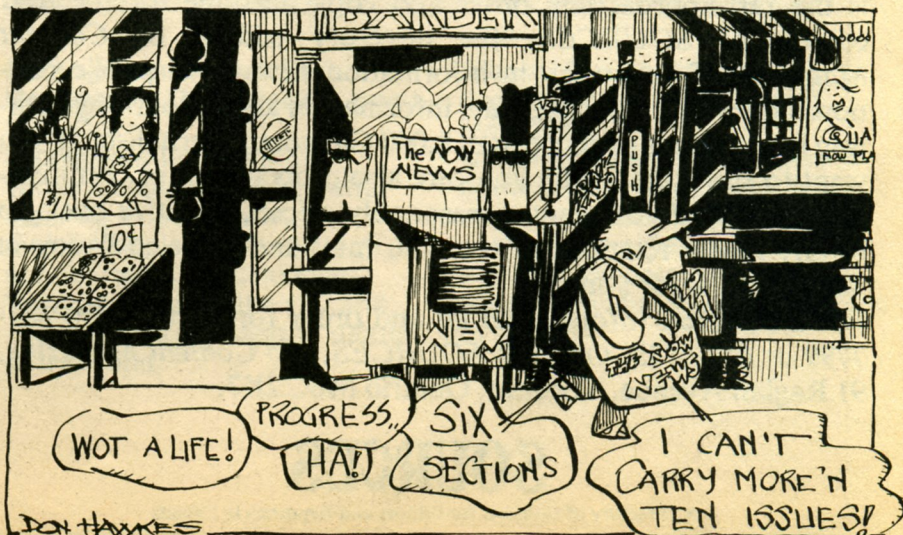
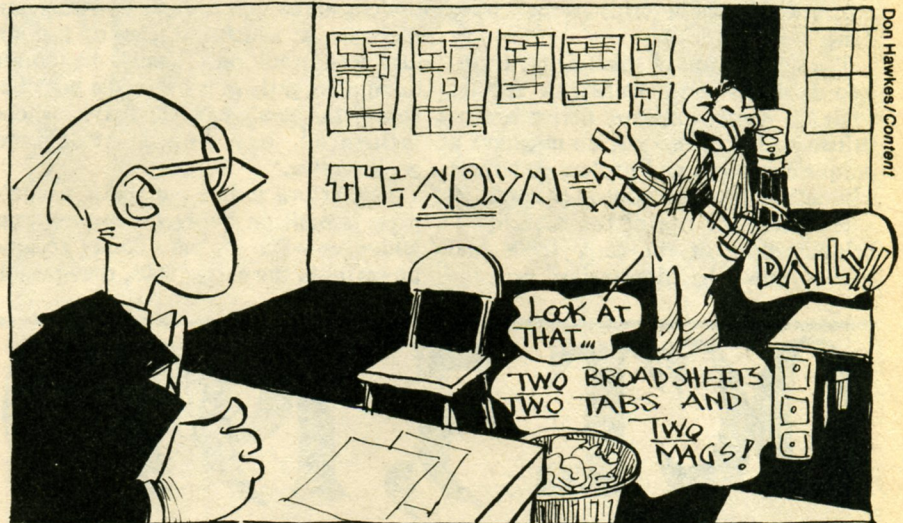
Beyond that in the future, lie the new information terminals in the homes. The media bypass possibilities are endless there.

"And hey, John," says Ralfe. "Hel-luva note, but let's face it, the TV commercials are likely going to be far more important than what you write."

At the start of this exercise I said the role of the media in the campaign raised a lot of questions. I didn't say I had the answers.

John Marshall, a journalist for more than three decades, is on leave of absence from the Toronto Globe and Mail.

WILHE FILLER



THIS IS A HUGE ambitious little book. It is so compact, so tightly written, that — for me anyhow — it took several readings to get the messages. But it was worth it.

The book is rich with insight, a useful adjunct to Wilfrid Kesterton's old standby, *A History of Journalism in Canada*. Rutherford's book, in contrast to Kesterton's, focuses more on the media's impact on the Canadian experience than on the craft of journalism itself. Rutherford offers a lot of good comment and brilliant insight, but his book founders on its ingenuous acceptance of the status quo as his eyeglass for viewing the past.

He says, "The reader will likely find the book a sympathetic, even conservative appraisal of the media . . ." True enough, though it seems to be a conservatism that reaches not to the root of things, but toward an acceptance of our present state of things. But even then he gives some insights into the media that criticize them more harshly than many a professional media critic would have done.

The book is full of small gems. Rutherford shows how Canadian media, while in large measure derivative of British and U.S. models, do not have a unique character, and he does so largely without resort to comparison or contrast.

He traces the rise of the strident rebellious press of the early 1800s and shows how the libertarian upsurge

THE MAKING OF THE CANADIAN MEDIA

By Paul Rutherford. McGraw-Hill Ryerson Ltd. Toronto. 1978. \$12.95 (cloth); \$6.50 (paper).

Reviewed by
LOREN LIND

largely dissolved under the sway of reform government and party dominance. The press of the latter 1800s helped shape Canada to the Victorian mold and in the 1920s helped turn Canada toward the consumer culture and an American life style, in which the reign of fashion displaced tradition. Finally, he points out quite rightly that the media have become "the abode of orthodoxy," whose influence has been "damned conservative."

Rutherford points out that Canada's press is built on bourgeois assumptions and, even when the mass dailies became powerful in the early 1900s, they popul-

arized the values of the urban middle class. "The working people, in particular, suffered the ill effects of this class bias," Rutherford says. Briefly, around the turn of the century, a populist press did emerge, only to be swamped by established party papers that "stooped to conquer a mass audience by emulating the innovations of the people's journals." The radical press itself assumed the bourgeois ethos of the growth ethic and the myth of class harmony. Even in the 1970s Rutherford finds the press war against inflation to be aimed more at the defence of affluence than at the reform of society. I think this is telling insight. These are things a working journalist may know from inside; here we have them brilliantly set out.

One not so charming thing about this book is the way Rutherford cheerfully accepts an untrammelled marketplace as the arbiter of quality and power in the media. Monopoly control doesn't seem to bother him a whit. He writes about press lords such as Roy Thomson, John Bassett Sr., and C. George McCullagh as "a colourful crew of entrepreneurs," and lauds the "magnificent press empire" of FP Publications. He calls the media industry "a business like any other, wherein bigness and growth were necessary to survive," and doesn't see the concentrated media as having any stranglehold over the industry. Quite without proof, the author takes the view that the evolution of our present media elite has helped improve the performance of the media.

It is hard to take this all at face value, especially when he admits blithely that the media lords inherited the habit of direct intervention in editorial decisions, and that:

Nowadays, the social and economic assumptions of the media elite do find expression in the communications of their properties. Better yet, the owners can exercise a veto power over opinion, the ability to prevent the print or broadcasting media from consciously advancing a radical challenge to established ways. (p. 94)

His cheerful acceptance of all this shows the abject tolerance with which he surveys media history, the essential amorality of his point of view. At least he makes no secret of it. But the salient missing point, to my way of thinking, is his lack of an ethical sense of media outside the media itself.

He puts himself forward as a self-confessed media addict, and then recounts media history in terms — not of some deep social values, such as freedom of speech — but of the obvious

OCT. 5, 1979

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SOURCES

A Directory of Contacts for Editors and Reporters in Canada

success of the media we now have. This history isn't seen as a struggle for anything much except just what we've ended up with.

This survival-of-the-fittest ethic doesn't make sense to me. Rutherford spurns the use of any "theory or model concocted by a great thinker" in his analysis, but his caution becomes his own trap. The world of the media cannot be understood on its own terms alone. Basic human values — other than success, growth or public acceptance — should have some bearing here.

To be sure, Rutherford does offer some assurances that the media lords won't unduly abuse their powers. The professionalization of working journalists is seen as forming a counterforce to the authority of the owners. Improved wages and more education have given journalists more say in the day-to-day working of the media. The bureaucratizing of big city newsrooms has offered down the line more "gatekeeping" of the news. All this, he says, has undeniably improved the quality of the media product. Well, I suppose his opinion is as good as anyone's, but I would like to see some evidence.

Then again, as if to hedge his bets, the author speaks of "pack journalism" as the modern-day plague that it is, but goes on to mollify this criticism with the comment that "such rampant incest, of course, plagues virtually every profession." And finally, he asserts that an emerging sense of solidarity among working journalists promises "a slow erosion of managerial prerogatives." Nice wishful thinking. His views, uninformed by a clear philosophy of media, leave him dashing around to hit all the bases.

I also find in this book a curious disregard of major Canadian media critics, such as Harold Innis. Rutherford deliberately sets aside Marshall McLuhan's view of the media as the message, insisting that content is far more important than means of delivery. I find this a helpful antidote to McLuhan, especially when Rutherford observes that "multi-media may now be the masters of consciousness, but no media have ever been the masters of fate." But I would think that Innis and McLuhan offer some useful ways of seeing our own media, especially their commercial domination, since this study focuses so heavily on current media effects.

Loren Lind, a former reporter with the Globe and Mail, is an instructor in journalism at Ryerson Polytechnical Institute in Toronto.

80

CP Sports Picture of the Month



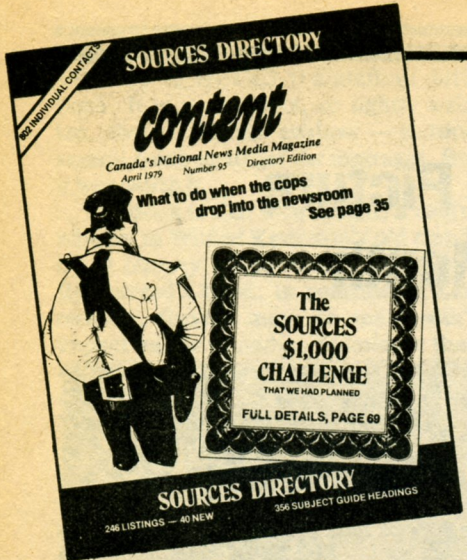
Photographer: Frank Burt.
Newspaper: *The Expositor*, Brantford, Ont.

Situation: Runner Vince Gilchrist splashes down after clearing a hurdle in a 2,000-metre steeplechase at a high school track and field meet.

Technical Data: Nikon F2 and 105-mm lens at f4 and 1/1000th of a second.

Award: *The Canadian Press* Sports Picture of the Month, May, 1979.

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



SOURCES UPDATES

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

(pg. 29, col. 3)

CANADIAN NUCLEAR ASSOCIATION
Remove Michael Lewis and Bob Delaney from list of contacts.

(pg. 56, col. 1)

ONTARIO MINISTRY OF CULTURE AND RECREATION
New contact:
Bob Cohen,
Director, Communications Branch
Office: (416) 965-0615
Remove David Carmichael from list of contacts.

(pg. 58, col. 1)

ONTARIO PUBLIC INTEREST RESEARCH GROUP
OPIRG-Provincial:
New address, staff, and phone:
121 Avenue Road,
Toronto, Ontario M5R 2G3
Doug Saunders and Debbie Thacker.
Office: (416) 922-6015

OPIRG-Hamilton:
Add Susan Horley to staff.

OPIRG-Ottawa:
Add Daniel Dion to staff.

OPIRG-Peterborough:
Delete Mary Neumann from staff.

OPIRG-Western:
Delete Moya Beall and Paul Schmidt.
Add Patricia Bishop to staff.

OPIRG-Windsor:
Delete Karen Weisberg from staff.
Add Jim Brophy to staff.

OPIRG-Waterloo has separated from the organization and now operates at the same address and telephone number under the name of *W-PIRG*.

OMNIUM (From page 24)
editor, *Heating-Plumbing Air Conditioning* (Southam Communications); **Henry Wittenberg**, editor, *Toys & Games* (Page Publications); **Victor von Buchstab**, editor, *Canadian Plastics*, (Southam Communications); **Barbara Byers**, editor, *Broadcaster*, (R.G. Lewis Publishing); **Susan Maclean**, associate editor, *Heating-Plumbing Air Conditioning* (Southam Publications); and **Jim Brown**, editor, *Canadian Forest Industries* (Southam Publications).

A new group to study media responsiveness, advertising myths, audience make-up, etc. is the Canadian Communication Association, rooted in last May's discussions at University of Windsor. President is McGill's **Prof. Donald Theall**; official publication is the *Canadian Journal of Communication*, from York University, edited by **Earle Beattie**.

Eavesdropped from the annual shareholders' meeting of Maclean-Hunter: (1) "We are going to do even more detailed homework before making acquisitions. Generally, there will be more acquisitions than cold start-ups" (Chairman **Donald Campbell**); (2) "Maclean's is now generating more revenue than any other magazine in Canada . . . as a weekly with 68 journalists and a distribution of 33 million copies a year . . ." (President **Frederick Metcalf**); (3) Maclean-Hunter has entered an agreement to buy 90 percent of the equity in *CHNS* and *CHFX* in Halifax.

Latest editorial additions for *United Press Canada*: a landed immigrant since 1975 from the States, 31-year-old **David Tucker** (national sports editor) and a former *CKO* news director in Calgary and Montreal, 24-year-old **Robert Quinn** (Quebec bureau manager). He's a native of Montreal.

President of Canadian Women's Press Club (now Media Club of Canada) is **Esther Crandall**, freelance writer/columnist. Other officers elected in Hamilton included vice-presidents **Dorothy Turcotte** of Grimsby and **Vera Ayling**, Moncton. Honorary president is **Kit McDermott**. More tips of the bonnet to regional directors **Kate Wellington** (Saint John), **Simone Daigneault** (Montreal), **Jean Craig** (Stoney Creek), **Babs Hall** (Saskatoon), and **Nikki Moir** (Vancouver).

As an aside, the name **Alix Carter** familiar? National Press Club has made the retired *Ottawa Journal* columnist its first lady life member (I try never to call anyone who's writing a book *a female*, Alix.) On the other hand, the chief electoral officer recently listed her as male. Tch, tch. Second woman made life member was **Alison Hardy**, who shepherded foreign media-men for External Affairs in Ottawa.

CTV's Quebec City bureau is now without **Jacques Grenier**. He's now producing for *ABC* news, London. Meanwhile, *CTV* has hired **Gordon Henderson** from *Global* to produce on *W5*.

Media Club of Canada memorial awards to encourage talent and high writing standards have gone to **Philip Teasdale** (Ottawa) for a *Financial Post* piece on **Jean Chrétien**, **Thomas Hopkins** (Vancouver) for "Dada's Boys" in *Maclean's*, **Marguerite Lynch** (Hamilton *Spec*) for her "Confessions of a Hockey Mom." Each confessed to some pride in a silver medal and cheque for \$100.

CKO has announced a television producer as general manager. Though involved in radio and TV for 23 years, **Vern Furber** was better known for video creativity before he was made executive vice-president. Not coincidentally, he is vice-president of *Agra Industries*, *CKO's* parent firm.

A victory for *The Financial Post* in the Supreme Court of Ontario deserves a higher profile. After three and a half weeks of evidence, Toronto promoter **Allen S. Manus** abandoned his suit for \$42 million arising from four articles run in July and August, 1975. *The Post* lawyer asked that a number of documents be produced. When Manus and his lawyer did not comply, *Post* lawyer **H. Lorne Murphy** produced them from among some taken by Toronto police for other purposes in January of 1979 from Manus' apartment.

Atlantic

Hey, Blue Nosers, Tree Toppers, Spud Islanders and Flipper Fanatics, there's stuff going on down there that I don't hear of. Why not? Gotta do more, fellas! Where did this year's graduates go? Who joined galleries and press clubs? For guys who practically originated news in Canada, you're awfully quiet.

Here's this month's slim pickings: *CRTC* has okayed giving control over Nova Scotia's *CKEN* and *CKWN* (Kentville), *CKAD* (Middleton), *CKDY* (Digby) and *CFAB* (Windsor) to a company headed by **Neil McMullen**.

Quebec

Something over which you can shake your head: the rural English-language news media have a new voice, *L'Association des Média Régionaux Anglophone du Québec*. Under Bill 101, a name in French is mandatory. President is **Kitty Mantell**, who edits a weekly with the equally unlikely name of *Low Down to Hull and Back News*. Directors are **Lloyd Bliss**, **Judy Taylor**, **Lyndon Berchevaise** and **Martin van Lierop**.

Ontario

The Downtowner will be the name of a controlled-circulation weekly for downtown Toronto which an experienced trio hopes to launch in September. **Peter Martin** of *Peter Martin Associates*, publishers; **Mike Preston**, an independent book marketing agent and **Norm Johnston**, director of research for *Mediacon Industries Inc.*, are searching for capital and plan to have a preview issue ready this month.

Ontario's Press Council slapped wrists at the *Free Press* (London) for two articles on drug use at R.B. Beal secondary school. "Dope City" wasn't nice. Two teachers also complained of reporters' tactics in gathering information.

* * *

Back to Queen's Park, the legislature. Leaving the press gallery, returning to home base: **Al Dickie**, *Canadian Press*, Toronto; **Cheryl Hamilton**, *Free Press*, London; **Bob Ireland**, *CHCH-TV* news, Hamilton. Moving to *CBC* from *CP* is **Mary Summers**.

Moving inside government is **Heather Walker** (Revenue to Health with new Communications potentate **Peter Jackman**), as one-time gallery member for *Southam* (former *CITY-TV* news director) **Bob Cohen** settles in at Culture and Recreation.

* * *

At the *Toronto Star*, **Mel Morris** is managing editor for features, replaced as city editor by **Ray Timson**.

* * *

Hosting Metro Morning on Toronto's *CBL* since **David Schatsky** left to do a children's show, is **Joe Coté** (formerly, *CBLT*). Coté did a similar show in New Zealand before migrating.

* * *

Some recent changes at *The Windsor Star*: reporter **John Coleman** goes from education to urban affairs, a new beat; **Jim Cullen**, former telegraph editor, now works with sports editor **Jack Dulmage** as executive sports editor; **Milt Thomas** goes from copy editor to slot, replacing **Lloyd Kemp**, who goes to Cullen's old telegraph spot; editorial columnist **Sandra Precop** moves to the rim as copy editor; **Susan Van Kuren** has left the *Star*'s family department for a post at *St.*

CAREERS



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Clair College and is replaced by **Christine Zdeb** from *The Niagara Falls Review*; and reporter **Ted Shaw** leaves the courts beat to become night police reporter.

Retired? Humph! **Phil Stone** of Humber College says he'll continue adult education classes (public speaking, etc.) for industry as well as his Arts in Ontario programs, heard on 26 radio stations. Of course, two sons still carry the name in media: **Jay** at the *Ottawa Citizen* (entertainment ed.) and, at *CKJD Radio* (Sarnia), newsman **Glen**. Independent-minded **Doug Stone** prefers to talk with computers at IBM.

CHUM Ltd. has announced a **Phil Stone Award** for Excellence in Radio Broadcasting to some student each year. Nice Gesture. Truly.

One Stone student, **Cliff Lorimer** (formerly *CKPG* in Prince George and *CKDK* in Woodstock) wrote the lead article on Mick Jagger and Keith Richards for *The New Music* recently. Big deal? Lorimer is blind. What's all this talk about the Handicapped?

The Ottawa Journal has added **Geoff Baxter** as night city ed. and **Jim Sheppard** to handle the Saturday paper.

Dead in the corporate sense for seven years, the *Toronto Telegram* has settled separation claims in pursuit of which the Southern Ontario Newspaper Guild claims to have spent \$35,000 in legal costs, etc. Members claimed the *Tely* short-changed employees on vacation, severance and other payments. Fourteen claimants, at the last hearings, shared \$4,606.29.

Surviving nicely, Canada's largest-circulation daily, the *Toronto Star*, reported continued growth in earnings for a 6-month consolidated total of \$9,464,000 or \$1.16 a share (compared to \$5,601,000 or 69¢ a share after last year's second quarter).

Back in Toronto, after a year in the States, **Mairai McElhill** (formerly information officer at Ontario's environment ministry), who is freelancing business news. She's a former Fleet Street type.

On Parliament Hill, gone to *Radio-*

Canada's Paris bureau is **Madelaine Poulin**; *Le Droit* has replaced **Fay Larivière** with **Michel Gratton** among lounging legislative reporters; *CBC* has tabbed **John Warren** (Gallery president) to host daily Commons coverage and **Ken Pole** will consider assignments. The former *Toronto Sun Syndicate* columnist is hoping to re-establish freelancing on The Hill.

Leading freelancer **Shiela Kieran** has been hired part-time by Centennial College in Scarborough to teach magazine writing and writing for the media. She has been a staffer for *The Globe and Mail* and director of public participation for the LaMarsh commission on violence in the media.

The West

New executive of the Western Association of Broadcasters includes **Norm Haines** (vice-president) of *CFCN* (Calgary) and **Gordon Rawlinson** (president) of *CJME Radio* (Regina). Rawlinson joins **Lew Roskin** of *CHQT* (Edmonton) as representatives to the Canadian Association of Broadcasters.

Western Broadcasters have adopted a new constitution, but outgoing president **Don Brinton** (gen. mgr. at *CKND* in Winnipeg) described changes as "mostly housekeeping."

Provincial judge **Mike Baryluk** criticized owners of an apartment block where Winnipeg journalist **Stan Helleur** died in April. He fell 10 floors down an elevator shaft at the Imperial Place Apartments.

The judge said it was only a matter of time before something tragic happened because of a constantly malfunctioning elevator. He also criticized the labour department for having only three inspectors. Police speculated Helleur tried to crawl out of the elevator when it was jammed between floors.

Ontario freshmen are moving West. Joining *The Leader-Post* are **Clyde Graham** (Carleton); **Ron Hulse** (Ryerson), who holds down Yorkton and replaces **Wesley Dearham**, moving into the Regina newsroom; and **Irene Seiberling** (Ry' High), who spends summer with students **Cathy Klassen** and **Colleen Stepan**.

At Grant McEwan Community College in Edmonton, three students with outstanding achievement have received scholarships. Top 1979 graduate was **Carla Bit** of Edmonton (for the Grove Publishing award), while sharing \$200 from Alberta Weekly Newspapers are best first-year students **Connie Schreiber** and **Sylvia Strojek**. Bit now is with an Edmonton community paper, *The Boyle Street/McCauley News*.

Managing editor of *Winnipeg Woman* magazine (begun in June) is **Kathy Teillet**.

Promoted at the *Winnipeg Trib* is 37-year-old **Roy Nagel**, assistant managing editor, succeeded as news editor by 31-year-old **Mike Flynn**. Replacing Flynn as city editor is **Buz Currie**.

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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.

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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.

At *This Week* in Yorkton, Sask. changes are wholesale as **Gord Kurenoff** (sports reporter since 1977) becomes news editor, replaced by **Daryl Oshaneck**, a graduate of University of Regina journalism. Editor is **Dick DeRyk**. Former reporter **Julie Fleming** is back.

New on-air will be *CBC* with a rebroadcaster in Lethbridge and something new for the bears in Jasper Park, English and FM stations.

Richard (Dick) Zwicker joins the journalism faculty at Grant MacEwan Community College, Edmonton, this month. Zwicker, brother of *Content's* publisher, has taught a variety of graphic arts and journalism subjects for several years at the Harry Ainlay High School and before that, at Victoria Composite.

Elsewhere, Credit Union Central, the Saskatchewan government and three cable companies have formed a pay-TV corporation that could have full service by Sept. 1. Government, says reporter **Donald Humphries** in *The Globe and Mail*, will assume all debts of the existing but floundering *Co-operative Programming Network*, about \$3.5 million.

B.C.

Reporter **Jim Guthrie** has left the *Sidney, B.C. Review* to be executive assistant to provincial secretary **Hugh Curtis**. Joining the *Review* is **Paul Jeune**.

Two new faces at the *Salmon Arm Observer* belong to **Peggy Johnson** and **Myler Wilkinson**. New sports editor at *Abbotsford, Sumas, Matsqui News* is **Duane Geddes**. And, leaving the *Gulf Islands Driftwood* were **Laverne and Shirley**: **Laverne Chmielowski** to the Lower Mainland, **Shirley Culpin** to Metchoisin, outside Victoria.

Replacing **Stan Wilson** (gone to *Windermere, B.C.*) at the *Whitecourt (Alta.) Star* is **Bruce Parker**. Summer reporter at the *Squamish, B.C. Times* is journalism student **Wendy Ouston**; at the *Maple Ridge-Pitt Meadows Gazette* is 20-year-old **Marianne McKabe**; hired by north-central Alberta weeklies to write from the legislature is **Andy Imlach**, originally an Ottawa native and a *Carleton J-grad*.

The thrice-weekly *Kamloops, B.C. News* (Lord save us!) plans to subscribe to a major wire service, the first such Canadian periodical to do so, claims president **Rolf Timmermanns**, who promised, however, not to reduce local coverage by his 12-member news staff.

The North

New in *The North* is **Robb Lucy**, former network radio producer for *CBC Radio* in Edmonton, setting up a current affairs radio department in Whitehorse, The Yukon.

Obituaries

We all saw it. On television, the time machine. The death of 37-year-old *ABC* reporter **Bill Stewart** from a National Guardsman's single shot to the head took us all to Nicaragua. But who remembers the name of his interpreter, a linch-pin in gathering material for the news? He also was killed. **Juan Espinosa** deserves a mention here.

At 73, a newspaper and public relations veteran since age 16 has died. **Wallace Ward**, from 1964 to 1971 managing editor of the *Guardian and Patriot* in Charlottetown, helped to recruit PR personnel for the successful Commonwealth Air Training Plan during the Second World War. He worked for Montreal, Windsor and Toronto *Stars* and for *Canadian Press* in Montreal, Ottawa, Quebec City and Toronto.

A 47-year veteran of *Le Courier de Saint-Hyacinthe*, 81-year-old **Harry Bernard** has filled his last notebook.

At a youthful 62, **Dan Gilchrist Murray** is gone. He was the son of George and "Ma" Murray, Western newspaper legends. Dan and his wife moved to Fort St. John in 1957 and were the driving force behind the *Alaska Highway News*, which reached a circulation of almost 6,000, compared to 2,500 when they moved in.



Doug Gilbert, 40, sports writer for *The Edmonton Sun* and winner of the 1978 National Newspaper Award for sports writing, died July 9 in San Juan, Puerto Rico from injuries sustained when he was struck by a car.

He was covering the Pan-American Games.

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It is to laugh, some of the things happening in this trade of writing-history-in-a-hurry. There's the chap in Hallandale, Florida who called *WPLG Television* to announce he had shot his wife to death and wanted "the news tipster award." Police Sgt. John Kudrick suggested, "He's got a mental problem." Then there was the UNESCO proposal at a meeting of the International Press Institute for "protection of journalists" just before a National Guardsman shot dead **Bill Stewart** of *ABC* in Nicaragua.

Closer to home, editors can find names of freelancers in Toronto, Ottawa and Edmonton in our personality snippets, but a shortage of news about colleagues overseas, in Quebec and The Maritimes. Why? Dunno. We do our best.

International

Wow! At the end of June, Thomson shareholders proposed a non-confidence motion over decisions to suspend publication of *The Times* and *The Sunday Times* amid a management-union power struggle seven months ago. Losses were running \$4 million a month and had reached \$50 million already, but **Ken Thomson** refused to leap into negotiations personally.

Some good news at *NBC*, where Sunday prime time marks a return to network news-magazines. In Nielsen figures for the week ended June 24, the **Tom Snyder** package rated 25th of 65 programs for the week. Consistently highest is *CBS 60 Minutes* at No. 5.

Nice head on *AP* story of 78-year-old **William Beaulieu's** death in Uxbridge, Mass. in mid-May — "Francophone newspaper dies with its founder" — about *Le Travailleur*, which circulated to 4,000 readers there, here, and in Europe. The widow refused to sell for fear its character would be altered after 48 years.

Only tea-tippers who love Iran are welcome after one reporter was expelled. And more may follow, says **Nasser Minachi**, the "National Guidance minister," who warns, "the office of the news agency, newspaper or magazine will be closed . . . and the reporter will be kicked out" for criticizing the Islamic revolution.

Succeeding **Murray Weiss** as editor-in-chief of the *International Herald Tribune* is **Mort**

Rosenblum, since 1977 *Associated Press'* director for France.

While some reporters complain they can't get top spots in newspapers and broadcast stations, the new director general of *TASS* is **Sergei A. Losev**, correspondent in New York and Israel during his 29 years there.

New managing editor at *UPI* in New York is **Donald U. Read**, general news editor in Chicago. Filling the vacant associate editor spot is **Jeffrey L. Field**. Briton **Gerry Loughran** becomes foreign news editor.

National

This fall, says the CRTC, there will be public hearings on the possible creation of a nationwide satellite network with a pay-TV

The Financial Post

As a service to the working press, The Financial Post is pleased to once again make available reference copies of the most comprehensive rankings of Canada's largest corporations, published as a magazine-format special report, "The Financial Post 500."

Journalists who would like a free copy of The Financial Post 500 should contact News Editor Mike Fox or Special Reports Editor Araminta Wordsworth at The Financial Post, 481 University Ave., Toronto, Ont. M5W 1A7. Phone: (416) 596-5620.

We would also like to alert the media to our next special report on the media, scheduled as a broadsheet section with the Sept. 22 *Financial Post*.

channel. The commission seems to favour such a system if it avoids illegal use of American stations that already are developing special children's, sports, religious channels. Canadian cable operators are looking at 15 special programs monthly for about \$10 more.

Former *CTV* Washington bureau chief **Dennis McIntosh** has opened shop and lens in Peking, North America's first TV news bureau there. Born in Winnipeg, McIntosh graduated with a degree in international relations from U.B.C. in 1967 and worked radio in Thunder Bay, Vancouver and Winnipeg before going video at Winnipeg with *CBC*. He joined *CTV* in 1969 in Toronto, was seen frequently on Canada AM in 1973.

While *Canada All-News Radio* opposes an overnight network of newscasts, its sponsors have suggested the CRTC might be seen as a "censor" for examining content of those packages. *Newsradio* argues that, since radio stations would carry the newscasts live, they couldn't preview them for content and would have to be excused of responsibility for contents. "For the commission to attempt to exercise jurisdiction over news services . . ." wrote the *CBC*, in support of *Newsradio* contentions, "brings it close to entering the field of control over news judgement and news content."

Radio and television news directors have given their association's first scholarship to 23-year-old **Jasmin Dooh**, former *CIGO* (Port Hawkesbury, N.S.) newscaster who entered Fanshawe College, London, Ont. and was dubbed the year's most promising radio documentary producer. A parttimer at *CFPL* (London), her summer job is with *CHNS* (Halifax). The award includes \$1,000.

New officers of the Business Press Editors Association for 1979/80 are: president — **Karen Dalton**, managing editor, *Kerrwil Publications*; first VP — **Bonnie Guenther**, associate editor, *Administrative Digest* (Southam Communications); second VP — **John Bates**, editor-publisher, *Bus & Truck Transport* (Maclean-Hunter Business Publishing); secretary-treasurer — **Larry Skory**, editor, *Canadian Pulp & Paper Industry* (Maclean-Hunter Business Publishing).

Newly elected directors: **Russell Noble**, ME, *Canadian Consulting Engineer* (Southam Communications); **Ron Shuker**, (See OMNIUM, page 20)