

Content

**Words For Sale:
a must for freelancers**

12

**Readership questionnaire:
Content wants to hear from you**

13

**"Our Joe saves Africa" —
The Commonwealth Conference as seen by the Canadian press**

6



Reflections on the take-over of FP

By Barrie Zwicker

BARRING COMPLICATIONS, Thomson Newspapers Ltd. of Toronto will possess controlling interest in FP Publications Ltd. by the time you read this.

In the takeover, and in the legislative and commercial environment that permit and encourage it, lie the main issues of Canadian journalism. It is not extravagant to state that the nature of Canadian democracy is also involved.

Fairness requires that we wait to see the effect of the takeover on Canadian journalism. Ken Thomson is right when he charges that some criticisms of his Canadian newspaper operation are dated.

But honesty requires the equally dated and more serious self-delusions he trotted out during coverage of the takeover be challenged.

And justice requires that the takeover be examined in the light of the public interest.

Self-delusion Number One: that Thomson never interferes in editorial policy. "I stay out of the newsrooms of all my papers," Thomson told Stef Donev of the *Toronto Star* (*Sunday Star*, Jan. 13).

The essential truth is precisely the opposite. Thomson is omnipresent in his papers' newsrooms. Thomson head office (and any chain head office for that matter) appoints all *publishers* who in turn control all *budgets*. That isn't interference, of course. It goes light years beyond it.

The power of the myth is based on the key word, "interference," which sets up the straw image of a meddler like John Bassett Sr. phoning direct from chain HQ to chew out a sub-editor in the sports department for scratching a sacred cow.

Thomson doesn't and couldn't and wouldn't want to and doesn't have to. The interfering is all done for him within and by the Thomson *structure* which includes the expectations and responsibilities of those chosen to compose it. Structure is strategy in slow motion. (See Alfred D. Chandler Jr.'s *Strategy and Structure*, Doubleday Anchor Books, 1966.)

Before continuing, we must consider Self-delusion Number Two, inextricably intertwined with the non-interference myth, namely that Thomson newspapers are not as bad as commonly believed, or even are better. "Generally speaking our papers do a good, sound job..." Thomson

is quoted as telling *Globe and Mail* reporter Margaret Mironowicz (Jan. 12).

The inexactitude of this assertion is breathtaking.

THE CONTROL STRUCTURE

Go back to the publishers. The experiences, beliefs and predilections of those publishers have many significant impacts on the newsrooms. Thomson's appointments follow a clear pattern: the sales manager or sometimes general manager is placed at the helm. Seldom is it the managing editor or anyone with a firm background in journalism, let alone someone known for his or her identity within the history and principles of press freedom and the means of achieving, nourishing and protecting it.

"With the rise of the newspaper chain, the publisher has become a local coordinator and functionary, answerable to his absentee employer on economic matters, with a mandate to ensure that the journalistic content is sufficiently anodyne to avoid disputes with the advertisers..." Conrad Black has written. He owns a chain (Sterling) so there is reason to believe his comments deserve a hearing.

Answerable on economic matters. With Thomson, that translates into perpetual penny pinching on editorial: pay low wages, discourage paid overtime, overwork people. Quality is bound to suffer. Penny-pinching on editorial is an editorial policy, a policy of discouraging excellence so widely and so often as to effectively prevent it.

The publishers, with exceptions so rare that to mention them would constitute an intellectual crime, firmly support the status quo, which is an identifiable and strongly political bias.

So we have an organization with a history in Canada of exerting stifling editorial control to publish politically biased and poor quality papers, controlling 44 Canadian dailies. The danger point for a self-respecting democracy has been exceeded on this score alone.

For those who might read more into these lines than is contained, let me state that the writer is not opposed to private ownership, per se. One must examine cases. In the media, a considerable degree of private ownership is vital.

CONCENTRATION IS RELATIVE

I also do not oppose concentration of ownership, per se. Again, cases. Canada's

publicly and privately owned high-technology industries, such as telecommunications and aerospace, need to become bigger and stronger to win properly in the super-competitive international markets, for instance.

But there is no compelling reason why this nation's daily newspapers should be concentrated in a few hands (three times the concentration in the U.S.A.) and those hands all private. There are compelling reasons, flowing out of our democratic heritage, for shouting "Fire."

Let us not prejudice how Thomson will manage FP. But let us not have illusions. And Burke's dictum about power corrupting has not been rescinded, to my knowledge.

Allied with this clear and present danger is the spectre of the growing linkage of Big Industry with Big Media. In this, the credibility of the privately owned press is involved and bids to become heavily involved.

Thomson's holdings include the Hudson's Bay Co., which controls Simpson's and Zeller's and has a piece of Simpsons-Sears, all major advertisers. As *Toronto Star* financial columnist Jack McArthur put it last March 6, shortly before Thomson took over The Bay: "...it is particularly, and obviously, potentially dangerous for newspapers, radio and TV stations to be connected by ownership to the very industries they depend upon for ad revenue and on which they are expected to report impartially and fully."

What can and should be done? Well, journalists should do their best to examine their own secretive industry more closely. More should be published and broadcast on media ownership as an issue. Concentration of media ownership is a question that legitimately should be raised with all candidates in the federal election.

Whichever government takes office as a result of the vote on Feb. 18 should take a hard look at the situation, including Canada's pussycat anti-trust laws.

Your views are sought. We'll publish as many letters on this subject as we can.

If the press is as free as the owners assure us, there should be no problem in journalists freely studying and discussing, whenever we want, this subject. If you find yourself hesitating to do so, is that not a sobering signal to take stock?

Roto gets new name, puts on weight

By Barrie Zwicker Toronto

Today will be the name of the revamped *Canadian Weekend* which resulted from last year's Oct. 27 merger of *Weekend* and *The Canadian*.

Today's president and publisher, Gordon Pape, in unveiling its preview issue Jan. 7, noted there would be 17 or 18 "editorial interest points" in each issue, about twice as many as in the *Canadian Weekend*. More, although generally shorter, freelance pieces will be needed. Pape estimated 80 per cent of editorial would be freelanced.

Today will have six staffers plus regional correspondents Stephen Kimber in Atlantic Canada and Paul Grescoe in B.C. Correspondents were being sought for the Prairies and Quebec.

Extensive colour photography is to be a feature. The whooping-crane-like species known as "Canadian magazine staff photographer" may get a boost as the hiring of a photographer to augment staffer Ken Elliott was mentioned as a possibility. Said Pape: "We also want to develop top quality photographers across the country."

The emphasis in Today's minimum 18 editorial pages per issue will be on Canadian stories told through Canadians. A secondary emphasis will be on self-help and service features, in a back-of-the-book section called Options.

The changes are based mainly on depth discussions with "focus groups" of typical Canadians, Pape said. "People in

Lufkin. The Tape.



The tape that has everything measuring instrument should have. The tape with precision, reliability, and practical styling. The fine choice of construction worldwide.

from Cooper The Toolmaker.

The Cooper Tool Group

EDUCATION

MEMORY IS MADE OF THIS

Coming back to school can be a hassle. First, learn how to learn by Barbara May.

You've been told that if you study hard, you will succeed. But what if you're not a natural learner? What if you're not a natural reader? What if you're not a natural writer? What if you're not a natural thinker? What if you're not a natural doer? What if you're not a natural learner, reader, writer, thinker, or doer? What if you're not a natural learner, reader, writer, thinker, or doer? What if you're not a natural learner, reader, writer, thinker, or doer?

Memorizing can be a struggle for many people. However, there are several techniques that can help you to learn more effectively. These techniques include: repetition, association, and visualization. Repetition involves repeating the information you want to learn over and over again. Association involves linking the information you want to learn to something you already know. Visualization involves creating a mental picture of the information you want to learn.

HARRIS MITCHELL

SCULPTURE TO SEE BY

Lighting that is a feast for the eyes and the mind.



Lighting is an art form. It can create a mood, set a scene, and highlight a space. Harris Mitchell's lighting designs are a feast for the eyes and the mind. His designs are modern, functional, and beautiful. His lighting fixtures are made of high-quality materials and are designed to last. His lighting designs are a feast for the eyes and the mind.

the focus groups indicated a very strong desire to learn about all of Canada. One man said, 'Why can't you be as good at talking about Canada as the U.S. media are in talking about the U.S.?'"

Eight of every 52 issues will contain special sections on subjects such as finances, automobiles, travel, home improvements and photography. The *Canadian Homes* section is being demolished. *Today's* circulation will be 1.8 million.

RCMP raid on journalist raises questions

By Paul Park Ottawa

Messing with the military means meeting the police. At least, that's the experience of Ottawa journalist Jo Ann Gosselin.

Gosselin, a freelancer who specializes in defence stories, wrote a series for *Southam News* on Canada's plans to buy a new fighter aircraft. It was obvious from the stories that she had some excellent sources and access to background papers.

One leaked confidential document claimed the plane built by McDonnell Douglas was considered by the military to be preferable to General Dynamic's entry.

Deputy defence minister C.R. Nixon ordered an investigation into the leak. Because the leak is a possible violation of the Criminal Code, the Ontario attorney-general's office was notified. It, along

with the Mounties, began the investigation.

The horse people called Gosselin to arrange a time to speak with her at her home. She invited them to come Nov. 9.

At 10 a.m. two Mounties arrived. They spoke with the reporter (who even served coffee) for half an hour. She refused to name her sources or say how the leaked document ended up in her hands. At that point one policeman produced a search warrant while the other used his walkie-talkie to summon aid.

Within seconds four more Mounties came in. They searched the house from top to bottom, even going through the family photo album page by page. They gathered up notebooks, documents and anything else they considered relevant, as Gosselin's 19-year-old son shot photos of

NOTICE BOARD

JAN. 27 — FEB. 1, TORONTO: Management Development Seminar for Newsroom Personnel, sponsored by Canadian Daily Newspaper Publishers Assn. and the Newspaper Personnel Relations Assn. At Eaton Hall Management Development Centre. Contact Dick MacDonald or Catherine Russell at CDNPA, (416) 923-3567.

MARCH 28 — 30, MONTREAL: Second convention and annual meeting of Centre for Investigative Journalism. For registration information, write CIJ, Box 571, Victoria Station, Montreal, Que. H3Z 2Y6 or call Nick Fillmore at (416) 929-3042, Henry Aubin at (514) 481-6914 or Terry Milewski at (403) 247-1659.

WHEN I WAS YOUNG

SELLING THE RUSSIANS

HYDROBAM'S HEARD

ARMAND SAYS OUT



ALEXANDRA STEWART

OPTIONS

the proceedings (The camera was broken and no shots came out).

Finally Gosselin, who had immediately phoned *Southam*, was told by the chain's lawyer to turn over the leaked paper. But she couldn't find it among the material not yet seized by the barn-burners.

The RCMP retained all the material seized for one month, while denying Gosselin any access to it. As a result, she lost three other stories she had been working on.

The Mounties' dark suspicions apparently extend to social life as well. The force invited National Press Club president Ludovic Hudon to its annual Christmas press reception. He told them he was unable to attend, but that he would send a representative—director Jo Ann Gosselin. The police decided to invite another press club director instead.

A week after the raid, at his weekly press conference, Prime Minister Clark said of police raids on journalists: "...it leads to a situation which can soon acquire the odour of censorship in the relations between the government and the press, and that is not a situation I want to have develop."

Clark said at his press conference the decision to raid was based on guidelines for the RCMP on tracing leaks. The Trudeau government introduced the guidelines in July, 1978, according to Clark, and he did not know of them until the day before the conference.

Three days later Clark told the House of Commons that he had thought the guidelines had been introduced by the previous government but "that may not now be the case." A week later he told the House they were "informal documents" not approved by any government.

All of this raises some ugly questions which need to be answered. Why was the raid authorized? Under what, if any, guidelines? Why was the cabinet not

informed until after the fact? If the source is indeed found, will Gosselin be called as a witness? If she refuses to identify her source on the witness stand (as she maintains she will), will she be in contempt of court?

Answers, please, Prime Minister.

Paul Park is Content's contributing editor for Ottawa.

Editor to get free advice from party

By Randy Burton Regina

Because it published an editorial which took sides in a dispute between unions, *The Commonwealth*, the NDP's advocate in Saskatchewan, is being threatened with closer editorial discipline by party headquarters.

In the bi-weekly's Aug. 29 issue, editor Skip Hambling published an editorial siding with the local Retail, Wholesale and Department Store Union in its struggle with the international United Food and Commercial Workers for members.

Hambling wrote that the larger UFCW should reread the story of David and Goliath for some insight. But he had his facts wrong: the little guy was not winning.

He later ran a retraction, as well as a rebuttal from the incensed UFCW which claimed that "to be slandered in a friendly journal published under the auspices of the NDP seems to us a singularly unfortunate and unwarranted slap in the face."

An NDP committee charged with reviewing *The Commonwealth* was revived and, in a confidential report to the party's provincial council, it says five "politically astute" people should be

appointed to an editorial board to review each issue prior to publication. They would decide whether editorial comment contrary to party policy would run.

Hambling says he doesn't expect any editorial restrictions to materialize. He says the fight between RWSU and the UFCW was in a "grey area" of party policy. "I'm not taking a hands-off policy in regards to labour, nor does anyone want me to."

He sees *The Commonwealth* as enjoying more freedom than most newspapers, which, in his view, pay more than passing homage to corporate interests.

Hambling says the party depends on *The Commonwealth's* editor to use his own judgement and that the advisory board will be there to consult only if he wishes to do so. However, he admits that the editorial freedom which the party grants is a "large burden for the editor to carry because if he fails to take advice, he could be up on the carpet."

The Commonwealth has a paid circulation of about 16,000, making it Saskatchewan's third-biggest newspaper. *Randy Burton is Content's contributing editor for Saskatchewan.*

Labour leaders and journalists mix it up

By Esther Crandall Saint John

Labour leaders and journalists got into it late in a seminar sponsored Dec. 1 by the Saint John Press, Radio and Television Club, when the unionists conceded that they use the news media to "play games" with management after contract talks break down and work stoppages occur.

Once this was on the record,

content

Publisher: Barrie Zwicker.
Associate Publisher: Ray Bendall.
Editor: Ken Popert.
Advertising Sales Manager: Philip Junop.
Business/Circulation Manager: Debra Bee.

Contributing Editors: Randy Burton (Saskatchewan), Bob Carr (Omnium-Gatherum), Paul Park (Ottawa), Nick Russell (West Coast), David Yates (Quebec).

Correspondents: Shirley Blevings (Vancouver), Dave Pinto (Montreal).
Consulting Editor: Terry O'Connor.
Willie Filler created by Don Hawkes.

Content (established 1970) is published 11 times a year. 91 Raglan Ave., Toronto, Ont. M6C 2K7. Telephone: (416) 651-7799 or (416) 651-7733.

Subscription Information: A subscription to *Content* includes nine regular editions of *Content* and two *Sources* directory editions of *Content*. Subscribers also receive, free, editions of *Carleton Journalism Review*, an independent quarterly distributed to *Content* subscribers only (subject to discontinuation). Requests for missing issues cannot be accepted more than three months after date of publication.

Rates: 1 year: \$10; 2 years: \$17; 3

years: \$22. Outside Canada, add \$2 per year.

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

Grants from the Ontario Arts Council are gratefully acknowledged. ISSN: 0045-835X. 2nd Class Mailing Registration No. 2501.

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

Member:
CCAB CPPA

Canadian Circulations Audit Board
Cdn. Periodical Publishers' Assn.

© Content Magazine 1979

subscription to *Content*. Single copy price of *Sources* is \$4.50.
Listings: Write for complete information on how to be listed in *Sources*.

journalists criticized labour for initially going public on issues, then imposing news blackouts when negotiations resume after breakdowns. They said they want in on negotiations so they can tell the public, firsthand, what is going on.

There was no way that Bob Davidson, Canadian Union of Public Employees representative, and Larry Handley, president of Local 601 of the Canadian Paperworkers Union, would agree. (Local 601 has just come through a seven-month strike at MacMillan Rothessay Ltd. in Saint John.)

Davidson responded that the negotiation of new contracts is a delicate matter. He added that the news media "sensationalize" strikes and carry incomplete stories.

Hanley agreed, but blamed editors who cut reporters' stories and fail to have the same reporter follow a story from beginning to end.

"I'd open the whole thing up to the public, but not to two or three reporters," Hanley said. "You could end up with a sports reporter."

Dr. H.L. Woods, University of New Brunswick professor as well as labour consultant to the N.B. government, and Robert Rupert, journalism professor at

Carleton University and former organizer for the Canadian Wire Service Guild, looked on during the somewhat heated exchange.

Rupert, the first speaker, probably laid the groundwork for the exchange. He said journalists must work to "pierce the veil of secrecy" that surrounds the collective bargaining process when tax dollars are involved. When labour and management meet to negotiate, almost the first thing they do is to agree to say nothing to the press unless they say it together. "We haven't moved half an inch in 17 years" in this respect, he said. Yet with public money involved, the union is really negotiating with the public, he said.

He said that if Irving-owned newspapers in New Brunswick had kept pace with others in the country, reporters would be getting about 500 per cent more time for research. Without naming him publicly, Rupert deplored a statement by Saint John publisher Ralph Costello about possible bias in labour reporting, if a union came into his newsroom (*Content*, November 1979). "We have not been hearing that at bargaining tables for years," Rupert said.

"Publishers do not say these things

unless talking about labour." Anyone concerned with possible bias in labour reporting could look at the "industrial product" where newsrooms are organized, at *The New York Times*, *The Washington Post*, *The Globe and Mail*. "Not quite as much bias as he thinks there is here," Rupert said.

But "Over and over, labour and management are critical of the kind of coverage they get from the press. Journalists should always expect criticism," Rupert said. "If you don't get criticism you have to wonder if you are doing your job."

Woods explained the collective bargaining process to the six or eight reporters who were there. He said unions play games—"serious games."

"I have every sympathy for people in the news media," Woods said. "You've got a problem and I don't know how you are going to solve it." He agreed negotiations should be carried on behind closed doors, but objected strongly when Davidson said management negotiators generally want to do what they have to do and "get their bucks."

Esther Crandall is a Saint John freelance journalist.

30

MERIDIEN HOTEL, MONTREAL

MARCH 28, 29 & 30, 1980

CENTRE FOR INVESTIGATIVE JOURNALISM SECOND ANNUAL CONVENTION

CONVENTION HIGHLIGHTS

FRIDAY, MARCH 28:

- Getting Rid of the Evidence...investigating environmental hazards.
- Investigating Provincial Legislatures.
- Three top investigative journalists tell how they got their stories.
 1. **Walter Stewart**, author of *Paper Juggernaut*.
 2. **Louis-Gilles Francouer**, *Le Devoir*: Computer Fraud.
 3. **David Burnham**, *New York Times*: The Nuclear Industry and Three Mile Island.

SATURDAY, MARCH 29:

- Referendums: three workshops...
 1. Other experiences in Canada, Britain & U.S.

2. Media coverage of the Québec referendum to this point.
3. The Québec Players...Daniel Latouche, Parti Québécois and Yvon Allaire, Liberal.
- Food and Agriculture...the stories that don't get done.
- Energy...who can you believe...getting the facts.
- Investigative Techniques for TV Reporters.
- Has Anything Changed in the last decade in Canadian journalism? **Alexander Ross** of *Canadian Business*.

SUNDAY, MARCH 30:

- The Tools of the Trade...how to do basic research.
- Trespass and Libel Law.
- Investigative Techniques for Radio Reporters.

PRE-REGISTRATION:

Centre for Investigative Journalism
Box 571, Victoria Station
Montréal, Québec H3Z 2Y6
Members \$25 in advance, \$30 at the Door
Non-members, \$40
Students \$10

FOR FURTHER DETAILS:

Toronto
Nick Fillmore, (416) 929-3042
Montréal
Henry Aubin, (514) 481-6914
Calgary
Terry Milewski, (403) 247-1659

Clark Rhodesia peacemaker?

By Peter Calamai
Southern News

Oct Citizen July 31

tion movements and the current regime headed by Bishop Abel Muzorewa

Clark: I'll try to heal Commonwealth split

Clark heralded as great white peace hunter

Top Sun Aug 3

MT-GRETE AUG 1

had spent the first two days of the Commonwealth Conference listening to other views and now thought his "moderate" plan could be acceptable to most leaders. Beginning with Kaunda today, and especially during the informal weekend of talks at Kaunda's country estate Clark and Australian Prime Minister Malcolm Fraser are expected to push a similar plan with the others. The main targets are Thatcher and the leaders of such "front line" states as Zambia.

Clark said he didn't expect a solid agreement to emerge at the end of the conference, but a statement acceptable to all that would make "real progress" to settling the Rhodesian mess.

"We will probably come out of here with a consensus," said Clark, who has once more refused to act as the rookie leader that he is. It was apparent that, as at the economic summit conference in Tokyo recently, he thrives on the endless rounds of talks and backroom negotiations.

Joe helps heal rift in Commonwealth

LUSAKA, Zambia — Prime Minister Joe Clark

Toronto Star Aug 5

Canada hopes to provide Commonwealth bridge

By PETER CALAMAI
Southern News Services

YAOUNDE, Cameroon — Joe Clark's game of diplomatic poker over the vexing problem of a peaceful settlement in Rhodesia is just about ended. Since the Conservative election victory, the prime minister has been questioning about conditions for Canadian recognition of a government in Zimbabwe Rhodesia. He continued to clutch any diplomatic cards tightly to his chest in a Monday three-day state visit to the west African country of Cameroon. The gamble is that Canadian diplomats hope to know whether the bluff tactics will work. The gambles will have to be made in the next few hours. The flexibility of the Canadian government is a key factor at



Elmhurst Journal July 31 P. A-11 Joe Clark

Reporters ask low-key PM to be newsworthy

Wpg Free Press Aug 4

LUSAKA (CP) — Joe Clark and his aides emphasize that the Canadian prime minister plans no high-profile diplomatic initiative nor any major backroom brokerage role at the current Commonwealth conference.

But there has been pressure, mainly from within the Canadian contingent of reporters here, to get Clark to do something newsworthy.

Jacques Roy, the cool foreign affairs adviser in the privy council office who briefs reporters about developments in the closed conference, was badgered soon after the meeting opened about why Clark took no part the first day, when he planned to participate and on what subjects.

The upshot was a prime ministerial news conference the second day at which he reiterated on the record what officials had been saying about Canada's view of the messy southern

African scene. This included the statement that he has no peace proposal for the Zimbabwe Rhodesia war and the most useful role for Canada is to encourage moderate attitudes in the Commonwealth.

Despite Clark's caution, however, his news conference gave rise to some reports indicating he is proposing a new peace formula. Clark describes his views as an analysis of the situation rather than a proposal.

Maureen McTeer has been making the rounds of events in Lusaka while husband Joe Clark is ensconced in the two-day formal sessions of the Commonwealth conference or meeting separately with other leaders at the 39-member conclave.

She purchased a print by a local painter and print-maker during a visit to an art exhibition and attended a coffee party for spouses.

World leader Joe Clark

News or PR?

BY MARY JANE GOMES
& CHARLOTTE MAXWELL

FOR SEVERAL YEARS, THIRD World leaders have been calling for a "new international order" in the worldwide flow of information. The call reflects a growing impatience with the picture of Third World societies transmitted by Western news media to their home audiences and to Third World audiences as well.

The press of the Western world has reacted with hollow bombast about freedom of the press (whose press?) and the free flow of ideas (whose ideas?) and attempts to buy off the critics or penetrate their media (the World Press Freedom Committee).

But while we fill ears with rhetoric and pockets with aid, Third World critics see with their own eyes the actual practice of the Western media in covering Third World issues.

The Canadian press at the 1979 Commonwealth Conference in Lusaka, Zambia, offered these critics plenty of ammunition. Ninety per cent of Commonwealth members are in the Third World. At the Conference, Third World observers saw Canadian journalists who

- covered Joe Clark instead of the Conference;
- produced superficial reports and analyses on the basis of a whirl-wind tour;
- reported in a sententious, partisan vocabulary;
- failed to convey accurately the contribution of Third World leaders to the Conference;
- used the Conference as a peg to hurl ill-founded abuse at parts of Canada's meagre foreign assistance program.

These observations are based on what we saw at the Conference in Lusaka, supplemented by a back-home survey of Conference coverage in 11 major dailies, selected for variety in geographical

location, circulation size and ownership.

The 11 papers surveyed were *The Chronicle-Herald* (Halifax), *The Gazette* (Montreal), *Le Devoir* (Montreal), *The Citizen* (Ottawa), *The Globe and Mail* (Toronto), *The Toronto Sun*, *Toronto Star*, *The Windsor Star*, *The Winnipeg Free Press*, *Edmonton Journal*, and *The Vancouver Sun*.

The thumbnail evaluation of the coverage offered by individual papers is subject to the caveats set forth in the introduction to them.

The five Ws: Joe Who? Joe What? Joe When? Joe Where? And Joe Why?

WHETHER IT WAS BECAUSE OF Canada's high profile at previous Commonwealth Conferences during the Trudeau years or because of Canadian insularity or because of instructions from editors, the Canadian print journalists were preoccupied with Joe Clark. With memories of the Jerusalem gaffe, they anticipated a role for Clark at his first big international meeting and then provided the copy to support their expectations.

Notwithstanding Clark's own declaration that he went to learn and play a supportive mediating role, Clark's staff was a willing partner to the Canadian press' preoccupation. An official with the Canadian delegation said that the Conference was a great political education for him, as he watched the careful distribution of access to the PM and the planning of press conferences with an eye to domestic politics.

The result of this tangle was an inordinate amount of coverage and a subsequent neglect of the key

delegations. Preconceptions were apparent at press conferences, where journalists searched in vain for Canada to assume its traditional role as mediator in the Commonwealth and expressed disappointment that the PM was not making a great or at least a newsworthy contribution to the Conference.

Canada's traditional role as a "bridge" between white and black Commonwealth nations was being eroded, but this fact was not raised in any substantial way in Conference coverage. Instead, press reports ranged all the way from suggestions that Clark scored a moderate success to claims that he led the way.

Southam News reporter Peter Calamai assessed Clark's role most accurately. Basically, said Calamai, Clark played little role at all: he was learning the ropes. Calamai faulted Clark's advisors for producing a five-point Conference proposal as a media gig, saying: "Only once did his advisors mislead him with the breathless announcement of a five-point Rhodesia 'peace-plan'...that never was.

Globe and Mail writer Geoffrey Stevens waited until the Conference was over to acknowledge that Clark, though a credible performer, was of interest only to the Canadian journalists.

The coverage offered by Canada's largest-circulation daily, the *Toronto Star*, aligned Clark's five-point proposal with Margaret Thatcher's address to the Conference on the Zimbabwe Rhodesia question. *Star* reporter David Blaikie wrote: "Thatcher said she is prepared to meet many of the elements that Prime Minister Joe Clark yesterday said are crucial to a settlement." The *Star* came up with a headline reading: "Britain heeds Clark, softens Rhodesia stand" (Aug. 3).

But although the contents of

Thatcher's address could indeed be lined up for comparison with Clark's five points, the one was in no way a result of the other. Thatcher's hand was determined more by the demands of Presidents Nyerere and Kaunda, Prime Ministers Manley and Fraser, by Nigeria and other Third World countries.

To establish some perspective, it is worth noting that, in Conference coverage produced by non-Canadian journalists and picked up by the surveyed papers, only one mention was made of Joe Clark. That came at the end of the meeting and announced his trip to Tanzania and Kenya.

In Canadian journalistic circles, it was well-acknowledged that Canada's traditional role as Commonwealth mediator had gone to Australia. This development, however, received only grudging and fleeting attention in the coverage.

Instant analysis in print

GEOFFREY STEVENS PROVIDED A fine example of the superficial coverage which so irritates Third World observers of our news media. The *Globe and Mail* writer arrived at the Conference, fresh from an inspection of Zimbabwe Rhodesia under its new constitution.

Drawing on the instant expertise acquired during his four-day visit, he declared in an op-ed piece (Aug. 1) that there was no racial discrimination in Zimbabwe Rhodesia, that Muzorewa was the first choice of the people and that he would have been even if the Patriotic Front had participated in the recent elections.

In Zimbabwe Rhodesia, Stevens had spent considerable time with top government and security officials, who gave him their side of the story—at the expense of other points of view which, in a country at war, were obviously more difficult to obtain.

Stevens told *Content* he spent an afternoon in Lusaka talking to representatives of the Patriotic Front. But no reference to this interview or to the view of the Front appeared in his op-ed article.

In his piece, Stevens pointedly quoted a senior government official's reaction to what would happen if the Patriotic Front took over: "The whites can flee; the rest of these poor people would be hanging from lamp posts in Cecil Square." Poor people already hanged by the Smith-Muzorewa government under the

conditions of martial law got no mention.

When asked whom he talked to in Zimbabwe Rhodesia, Stevens answered: "Most of the people I talked with in Salisbury were black." That blacks might have differing opinions, that the blacks in the white stronghold of Salisbury might see things differently from the black majority in the countryside, seemed to escape Stevens. Another example of the simplified, surface view which Western journalists take of a very complex issue.

Stevens' relations with the Canadian government delegation to the Conference were interesting. He explained that, when he arrived in Lusaka, the Canadian delegation knew he had just come from Salisbury and was interested in hearing about what he saw.

"That's the way the system works," he said. "Carl Mollins (CP) had just arrived from Rhodesia also and he reached different conclusions."

Mollins also wrote about his observations, but urged neither recognition or non-recognition. His article painted a much broader picture of Zimbabwe Rhodesia on the eve of the Conference than did Stevens', but very few papers picked up the feature.

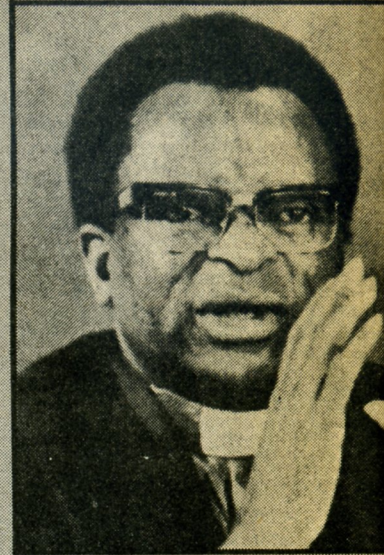
"That's the way the system works"—precisely. Journalists who provide information to government officials may fairly be presumed to receive information in exchange. But, in this symbiosis, it is the journalist who will suffer more if the exchange is broken off. And so the newswriters end up in the debt of the newsmakers.

Stevens also told us: "I don't give a damn whether they recognize him [Muzorewa] or not." But in his op-ed piece Stevens recorded, not only his observations, but also his conclusions: recognize Muzorewa, remove sanctions on Rhodesia and impose them on South Africa.

Aside from the substantive nature of the issues involved, Stevens is singled out here because he is considered one of the best Canadian journalists. The *Globe* provided the most extensive coverage of the Conference and it carries enormous influence with the public and the government.

We propose, you demand, they extort

IT APPEARS THAT CANADA'S TWO leading newspapers, *The Globe and Mail* and the *Toronto Star*, went to the Conference with a case of tunnel vision. Other



Bishop Muzorewa has support of bulk o

BY GEOFFREY STEVENS

IF THERE WERE any logic, even morality, to Canadian foreign policy, Prime Minister Joe Clark would announce at the opening of the Commonwealth Conference today that Canada is removing economic sanctions against Zimbabwe Rhodesia and imposing them on South Africa.

Obviously that won't happen. With the notable and refreshing exception of Britain's Margaret Thatcher, the Commonwealth is consumed by its own cant. It cannot, will not, see the reality of so-called "white" Africa today.

The reality in South Africa is that as long as the National Party remains in power (as it has been for the past 31 years) apartheid will reign supreme. There is no way the 4½ million whites are going to share power with 21 million non-whites. No amount of outside pressure is going to change this reality.

The reality in Zimbabwe Rhodesia is totally different. This cannot be emphasized too strongly. Zimbabwe Rhodesia is no longer the second of two white splashes on a black map. There is no apartheid in Zimbabwe Rhodesia. Racial discrimination is illegal. The Prime Minister is a black man, as are 13 of his 18 Cabinet ministers. The system is not perfect. The whites—220,000 of them in a population of 6.7 million—have entrenched protection in the Constitution. But they are not running the country. Although they still have the upper hand economically, there are no impediments to the growing, educated black middle class.

For some reason, the West seems unable to grasp the dramatic difference between the two nations. U.S. President Jimmy Carter displayed his ignorance on June 27 when, announcing he would not lift sanctions against Zimbabwe Rhodesia, he called on Prime Minister Abel Muzorewa to achieve "an end to apartheid and racism". What apartheid? What racism?

Mr. Clark (or a correspondence secretary in his office) was guilty of the same stupidity before the election last May. Jean Lawson, chairman of a lobby group called the Friends of Rhodesia Association, had written to Mr. Clark urging him to support the elimination of sanctions against Zimbabwe Rhodesia. Mr. Clark wrote back: "Like most Canadians, my party has consistent-

ing a brutal thousands of them black undermining they are into achievement Zimbabwe R Under the bawbe Rhod into two ele vote on one, the House o leadership o prime minis without Port wa's Cabine the other ro Assembly.

In the elec blacks voted those eligib that many t terrorist att station. Of Prime Minis African Nat 1,212,639 — this in a N Prime Mini office with a potential

papers, such as the *Montreal Gazette*, *Le Devoir*, *The Vancouver Sun* and *The Windsor Star*, were able to give their readers a broader perspective.

The use of language is revealing. The *Globe* talked about the "non-white" Commonwealth or "non-white members of the Commonwealth"—this in reference to an association of 41 members in which at most four could be spoken of as "white." It is doubtful that the *Globe* would refer to the tiny group of "white" nations as "non-black" members.

For its part, the *Toronto Star* cited guerrilla attacks and Rhodesian counter-attacks which "cost hundreds of lives," while Zambia, according to *The Star*, suffered only a "loss of face" from Rhodesian commando raids and bombings.

In general, the press credited "proposals", "plans" and "negotiations" to Clark, Fraser and Thatcher, while Nyerere was reportedly out with "a shopping list of conditions."

Throughout the press coverage, there were many references to the depth of black passions over the Zimbabwe Rhodesia issue. The only article which came close to explaining those passions came from Stan McDowell, a *Globe and Mail* columnist on foreign affairs who wrote from Toronto. Under the somewhat misleading headline, "Thatcher fooled them, didn't she?" (Aug. 6), McDowell reviewed the history of the sanctions and then demonstrated that conditions in Rhodesia are worse, that the war has spilled over into neighbouring states, and that "we might try to understand that when almost all the dying, all the hideous, agonizing, useless dying, is being done by black people, black voices, if they are sane, will be angry."

The *Star* underplayed the views of two principal representatives, President Julius Nyerere of Tanzania and Prime Minister Michael Manley of Jamaica, particularly the latter. These two leaders each gave a press conference; these were most important moments, not only for explaining what was happening behind the closed doors of the meeting, but also for revealing the role and objectives of Third World leaders. Only one quote from one of the two conferences appears to have been used by the *Star*.

The press, in the two conferences, presented a barrage of questions, all of a single mind: would the front-line states pressure the Patriotic Front to comply with the Commonwealth plan? Again and again the questions kept coming, despite the attempts by Manley and Nyerere to invite questioning on the intransigence of

IN SURVEYING EACH OF 11 DAILIES for coverage of the Commonwealth Conference, beyond simply clipping every item which dealt mainly with the Conference, we elaborated the following additional criteria for inclusion or exclusion:

Included were (1) Editorials and commentaries published the week before the Conference as well as during the Conference, a period going from July 25 to Aug. 11; (2) items about Clark's African tour which dealt with the prime minister and his role at the Conference or with Canada's overall posture at the Conference; (3) items which grew out of the presence of journalists in Lusaka, even if only indirectly related to the Conference; and (4) items published up to Aug. 14 which covered reaction to the Conference agreement on Zimbabwe Rhodesia.

Excluded were: (1) items about Clark's African tour which did not deal with Conference matters and (2) items about the Queen.

Most of the numbers provided in the sketches are inevitably approximations because of the varying judgement of the clippers as to whether an item was mainly about the Conference and which category the items clipped fell into. Here, "commentary" includes columns and opinion pieces, while "report" refers to hard news articles and analytical news pieces. Because of variation from paper to paper in column widths and type sizes, column inch totals are approximate. Where column width was egregiously unusual, a compensating factor was introduced.

In each category, the total number of items is given, followed by a dash and the sources of the items. A numeral in parentheses after a source indicates the number of items in the category contributed by that source.

THE TORONTO SUN

Reports: 20 — Robert MacDonald (staff) (19); *UPI* (1)
 Commentaries: 4 — Lubor Zink
 Editorials: 3
 Cartoons: 3
 Total column inches: 220

It's hard to choose the adjective that describes the *Sun's* coverage best—irresponsible, careless or paranoid. But perhaps it is the ignorance of and contempt for Africa that is its most distinguishing characteristic.

The tone was set with MacDonald's opening article in which Africa was presented as the site for a mop-up operation for the Soviet Union, with only South Africa and Zimbabwe Rhodesia left to crush. And, enter a new actor into the Southern Africa scene — "Robert Nkomo" of the "National Liberation Front." It took the *Sun* a couple of days to get it right: it's the Patriotic Front and that its leaders are Robert Mugabe and Joshua Nkomo.

The *Sun* provided the most outrageous headline, "Clark

heralded as great white peace hunter," and followed with an article that stretched interpretive journalism to the limits. The report predicted that Clark's proposals would appear in the final communique and that Thatcher was in agreement.

The reports on Nyerere's and Thatcher's press conferences were so distorted with a careful selection of quotes and implications about the timing of the press conferences (with a little space for red-baiting) that one wonders if MacDonald was at the same conference.

MacDonald wrote a half-page spread (Aug. 9), complete with quotes, on how MP Douglas Roche was denied a visit to a Canadian-funded CUSO project in Zambia. The facts are that Roche was not denied access, did visit the project, and has since assured CUSO and CIDA that he was favourably impressed with the work. The person denied access to the projects for security reasons was Robert MacDonald.

Predictably, there was an editorial to accompany the

story with a diatribe against Canadian aid—"mostly helps dictatorships", "CUSO, a band of frightful zealots..."—and winds up by telling us to be grateful for a first-hand view of how aid is abused. One of the few facts in the editorial is that *The Sun* has been saying so for eight years.

The other two editorials were similarly tolerant and accurate in tone and fact. The last editorial voiced *The Sun's* disapproval of Thatcher's "sellout" and "cave-in" with an analysis of the "liberation trick" of Patriotic Front demands for UN supervised elections.

Zink's four columns were variations around his favorite theme—it's all a communist and left-lib dupes' conspiracy to (a) wreck the Commonwealth (b) take over Africa (the next Vietnam) and all its resources (c) install a black dictatorship like all the other African states and (d) gang up on Margaret Thatcher.

Now, really, is the sports reporting really good enough to justify this?

THE VANCOUVER SUN

Reports: 21 — Michael Valpy (staff) (18); AP; CP; TPS;
Commentaries: 0

Editorials: 1

Cartoons: 1

Total column inches: 290

Almost all *The Vancouver Sun's* coverage of the Commonwealth Conference came from Michael Valpy. With a few omissions, Valpy contributed the most comprehensive, balanced reports and comment of any single journalist.

Valpy's analysis of the areas for negotiation and the positions of the leaders on the Zimbabwe Rhodesia issue going into the conference was one of the best. And he scrupulously indicated what was his interpretation and what was said, generally selecting the key elements of speeches and press briefings for his reports.

Valpy was the only reporter who didn't report Clark's "five point peace plan" as a major story, nor did he pump up speculation about Canadian troops being used in Rhodesian elections as many other reporters did. But then, in the journalistic equivalent of snatching defeat from the jaws of victory, he tried to demonstrate that the final Commonwealth agreement on Zimbabwe Rhodesia met Clark's plan.

Given the care Valpy took in the early days of the Conference, it was disappointing to find no space for Manley and very little for Nyerere's explanation of how the African leaders expect the Commonwealth agreement to be implemented.

The compensations were the fair treatment of Canadian aid program in Zambia, an overall concern for the rich-poor dichotomy in the Commonwealth and the Canadian equivocation on aid, and a lack of common prejudices towards the African states. Valpy was one of the few journalists to trouble to report on the final communique, handing out criticisms to the wealthy white members of the Commonwealth as well as to the African and Asian members.

A welcome addition to the

Sun's coverage was a report from Jay Ross (TPS) on the current situation in Zimbabwe Rhodesia, complementing rather than reiterating Valpy's coverage.

**TORONTO STAR**

Reports: 18 — David Blaikie (staff); Marilyn Dunlop (staff); AP; CP; Reuter

Commentaries: 2 — Gary Lautens

Editorials: 1

Cartoons: 0

Total column inches: 230

The coverage presented in the *Toronto Star* highlighted Prime Minister Joe Clark's role, at times stretching the reality and giving the PM credit for a great deal of back-room shuttle diplomacy at the Conference.

Both headlines and ledes were preoccupied with these streams of coverage: Thatcher's plan, Clark's role.

Interpretation of events from the African or Third World perspective was in great part missing from the coverage, although one article did feature Nkomo and a Canadian woman working in a Patriotic Front refugee camp. But a great gap in the coverage is obvious as the reporters failed to file (or the *Star* failed to carry their copy) on the press conferences given by Manley of Jamaica and Nyerere of Tanzania.

Few questions about the problems of the 1979 constitution and the problems of implementing any change in the present Zimbabwe Rhodesia security forces, private armies and mercenaries were raised. The Patriotic Front was the only focus of potential problems.

Questions were not raised about the possible problems of having Britain supervise the elections in Rhodesia, given that the last elections—considered rigged by the African Commonwealth members—were thought to have been acceptable by Mrs. Thatcher and the Conservative Party.

THE GAZETTE (Montreal)

Reports: 18 — AP; CP; Reuter; SN; UPC; UPI; 1 document

Commentaries: 0

Editorials: 2

Cartoons: 3

Total column inches: 240

The worst criticism that can be levelled at the *Montreal Gazette* is that its headlines often didn't reflect the text of the articles. Despite this, the *Gazette* rivalled *The Windsor Star* for balanced coverage.

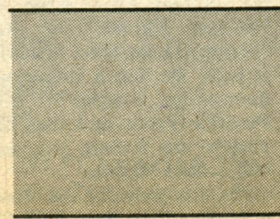
Aside from the common preoccupation with Clark, the bulk of the news reports and the two editorials were concerned with the main issues and events of the Conference.

Not only was the full text of the Commonwealth agreement communique published, but there was a reasonably good analysis of the strength and weaknesses of the agreement and the responsible leaders' interpretation of how they saw the agreement being implemented. The follow-up reports were also on point, with an assessment of Thatcher's position in the Conservative Party in Britain and the Patriotic Front's more considered response.

The Gazette gave a balanced view of the African position and participation at the Conference, as well as publishing articles with divergent views of the Zimbabwe Rhodesia issue.

The Gazette's coverage of the Commonwealth summit fell down when it came to the sessions on world economic problems, relegating the item to a few paragraphs at the end of a long article and then only to mention Canada's plans to reduce aid.

On the other hand, *The Gazette* did give prominent coverage to Conference discussion of the South-East Asia refugee problem and was almost alone in doing so.



Ian Smith, a proven obstacle to majority rule in Zimbabwe Rhodesia.

"I do not accept the absurdity," said Nyerere, "that we have a democratic constitution, we have free and fair elections, properly supervised, and it is the Patriotic Front who are going to reject those elections. Why?" he continued, "I am telling you already it is the spokesperson of Smith who said this agreement is an insult to them."

Yet the locked-in vision of Canada's two leading papers focused on the issues in a way which suggests that they could only see progress as having been achieved by Britain.

Headlines such as the *Star's* "British plan is last chance for peace, Rhodesia warned" (Aug. 7) and the *Globe and Mail's* "Britain to offer new plan for Rhodesia" (Aug. 4) were indicative of the coverage. One article in the *Star* (Aug. 6) led with "Commonwealth leaders today threw their weight behind a bold British plan to end Zimbabwe Rhodesia's bloody guerrilla war." The impact of the headlines and general slant of the stories were somewhat mitigated by the occasional credit to Thatcher and Nyerere as "the main architects of the plan."

The *Montreal Gazette*, in an article Aug. 6, did provide a refreshing contrast. It credited an eight-man, six-nation taskforce for the Commonwealth agreement and the African leaders with exacting major concessions from Thatcher. And it also placed as much emphasis on the difficulty facing Britain in persuading Muzorewa and the whites to accept the plan as on that of the front-line states in persuading the Patriotic Front.

The Gazette and *Le Devoir* were the only papers surveyed to publish long articles sympathetically outlining the arguments for the rejection of the constitution, elections and Muzorewa's leadership. This kind of coverage would have been a welcome addition to the copy filed by many journalists about the "one-party states" and "black dictators" who were deciding the fate of Rhodesia.

Peter Calamai wrote one such article, a scathing attack on those African leaders. He suggested that Zimbabwe Rhodesia's elections, though rigged, were a better show of democracy than many of those leaders had yet given. No reporters, however, cared to note the dissenting reports on the "free and fair" elections held under the scrutiny of 100,000-strong security forces, two private armies and conditions of martial law. Reports which, in some cases, even document death for

(See CONFERENCE, page 15)

Only Coke

Trade Mark Reg.

is
Coca-Cola

Trade Mark Reg.



**NEVER
PLURALIZED
NEVER
POSSESSIVE
ALWAYS
CAPITALIZED**



Only Coca-Cola is Coke

Trade Mark Reg.

Trade Mark Reg.

Both Coca-Cola and Coke are registered trade marks which identify only the product of Coca-Cola Ltd.

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

Where do you
get the latest
information?

TRY US.

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

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

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

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

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

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

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

In English: 1-800-268-8663.

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

The Canadian Life Insurance Association

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



WORDS FOR SALE

Edited by Eve Drobot & Hal Tennant.
Macmillan of Canada. Toronto. 1979.
\$8.95 (paper only).

Reviewed by DON SEDGWICK

ANYONE CONTEMPLATING A career as a freelance writer needs this book. The editors are two stalwarts from the Periodical Writers Association of Canada, an organization familiar to those who ply their trade by the typewriter. *Words for Sale* is a compendium of advice gleaned by members through years of hard slogging. The contributors assume their readers are novices who know how to write, but they suspect that they don't know how to *sell* what they write.

Unlike other "how-to" books aimed at the writers' market, *Words for Sale* is concerned solely with the marketing of non-fiction in Canada. The authors are quite frank when they describe what a potential freelancer is likely to gain or lose in the profession. In short, it's fame, fortune and freedom versus security, sanity and Saturday nights.

One assumption forwarded at this point in the text demands some scrutiny, however. "The whole point of the exercise," state the authors, "is to become famous." Although anyone in the publishing business could no doubt prove that ego gratification is the prime motivation for some writers, others believe, rightly or wrongly, that there are important things to be said.

Although much of the material in *Words for Sale* is directed to the magazine market, the newspaper trade is dealt with in several chapters. "Peddling to the Papers" begins with an analysis of the differences between magazine and newspaper publishing and goes on to describe the employees and the environment of a newsroom. "Most newspaper editors were weaned on 14-hour shifts in newsrooms that are more like zoos than literary salons," the authors claim. Consequently, prospective newspaper writers are encouraged to forsake "the niceties of style" and concentrate on accuracy, succinctness and promptness.

Finding the "news peg" is a problem that journalists often encounter. Timeliness and appropriateness are

evidently the keys. For news items which are hot—and if they're not hot they're not really news—the telephone is the best means of communication. Newspaper editors do not have time for queries and outlines. They need the story yesterday, not tomorrow.

For writers with limited business acumen, the chapter on "Taxis and Taxes" should easily make *Words for Sale* worth its modest price. What sorts of business expenses can writers reasonably incur? Whatever is in keeping with their normal lifestyle and agreed upon with the editor. *All* expenses should be noted, however, and verified receipts obtained. The authors suggest that freelancers treat their writing careers in a professional manner and hire accountants.

This latter suggestion reveals a discrepancy in *Words for Sale*. Although the introduction says that the book is a "guide for beginners," some of the advice would be more appropriate for a seasoned professional. Anyone earning \$150 a week as a belaboured beginner would laugh at the suggestion of an accountant.

Similarly, a writer in that position might be intimidated by talk of expense accounts, prestigious glossies such as *Maclean's* and *Quest*, or the ethical questions of accepting free trips to the West Indies. At the risk of invoking the "starving writer" deities, a few more practical suggestions on breaking into print might be in order.

Canada's antiquated copyright laws are reviewed in Chapter 11, "Your Bill of Rights." Readers are reminded that Canadian and American laws are not identical, and anyone submitting materials to both markets would do well to check the differences.

The final chapters are collectively entitled "The View From the Other Side of the Desk" and they depict the editorial process of publishing. An imaginary story is traced from the idea stage to the final published form, a process which in this case takes a mere five months. That probably explains why some freelancers look as if they belong in a soup line.

Apart from these few minor shortcomings, *Words for Sale* is an invaluable handbook. It will surely help freelance writers find their way through the maze of editorial bureaucracies and publishing predicaments. Beginning freelancers are, after all, in a similar position to that proverbial but lovable loser, Charlie Brown. They need all the friends—and the help—they can get.

Don Sedgwick is a freelance writer and a contributing editor for Quill & Quire. ☞

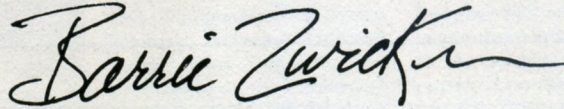
Have Your Say

Content faces some substantial decisions in the areas of editorial direction, scope of distribution, promotion, revenue sources, expansion, and the relationships between them.

You can help. It is vital that we receive as wide, detailed and thoughtful response as possible to the simple questionnaire that follows. If you cut it out, fold and staple it, you'll find it can be mailed postage free.

So take your pen in hand and let us know what you think of your magazine, *right now*. It's important for us and for you. We'll report your responses in a future issue.

Thanks in advance,



Barrie Zwicker,
Publisher

EDITORIAL

(Please indicate editorial directions you favour for *Content*.)

I want to see:

Many more	Some more	Same number as now	Fewer	Many fewer	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	major analyses of media performance.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	profiles of significant or interesting media people.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	how-to articles (i.e., common newswriting pitfalls, interviewing techniques).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	journalism history/flashbacks.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	service features (i.e., roundup of journalism awards).
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	lede copy (news) items, 500-700 words.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	examples of good and bad photojournalism.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	omnium-gatherum items.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	opinion columns.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	editorials by <i>Content's</i> editor or publisher.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	book reviews.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	cartoons.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	humorous pieces.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	other (please specify)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	other (please specify)

PASS-ALONG READERSHIP

A. On average, _____ persons besides me see my copy of *Content*.

B. Of this number: _____ are associated with journalism or the media;
_____ are, in my opinion, potential subscribers.

FREQUENCY

What do you think of the idea of *Content's* frequency being moved to six times a year (from 11), assuming no drop in the total yearly editorial pages?

COMMENTS

(The widest range of comments and ideas is sought here, on editorial direction, production qualities, promotion efforts, potential audiences, etc. Please provide your feelings and ideas *now*, to have an impact on our planning decisions.)

(You needn't provide your name. But to help us put your comments in a meaningful context, please let us know the area of journalism you're involved with, and in what function.)

Clip out this page,
fold along the dotted lines,
staple or tape shut
and mail.
No postage required.



BUSINESS REPLY MAIL

No postage stamp necessary if mailed in Canada

Postage will be paid by

content

**91 Raglan Avenue
Toronto, Ontario
M6C 9Z9**



CONFERENCE (From page 10)

those not willing to cast the vote.

Still, Calamai should be given credit for a number of items. Zimbabwe Rhodesia dominated the Conference and this, of course, was reflected in the coverage. But there were other issues—in fact, two days were spent on world economic problems, a particular concern of the 80 per cent of the Commonwealth that is poor. Calamai was one of the very few journalists who evinced an interest in the “North-South” tension over the distribution of wealth, the debate on small (or “tiny” as he calls them) islands and the question of Canada’s aid commitment. Unfortunately, most of the Southam newspapers didn’t carry these items.

The *Vancouver Sun*’s Michael Valpy was the other reporter to broaden his coverage with a perception of the rich-poor dichotomy in the Commonwealth, questioning Canada’s equivocating position on aid.

The *Windsor Star* deserves special mention, in fact, the award for balanced coverage, making better use of Calamai’s reports than other Southam papers and adding *CP*, *AP*, and *Reuter*.

Don't confuse us with the facts

EVALUATING THE EFFECTS OF press coverage is a risky business at best, but there is one example from the Conference that reveals the influence of the media. One article and one editorial in *The Globe and Mail* has had serious effects on that part of Canada’s aid program considered important by many of the Third World countries present at the Conference, a program, furthermore, that gives Canada credibility in Africa.

An article headlined “**To CUSO guerrillas are not terrorists**” (Aug. 4) prompted a *Globe* editorial and in turn generated more letters to the editor than any of the *Globe*’s Commonwealth Conference coverage. The article (written, it seems, by Norman Webster) was a front-page report on Dave Beer, director of Canadian University Service Overseas in Zambia, and the organization’s humanitarian aid to liberation movements in Southern Africa. Starting with a rather provocative lede which has Beer “handing over lashings of Canadian government money” to guerrillas, the article was a fair account of the “political” assistance

THE GLOBE AND MAIL (Toronto)

Reports: 20 — Norman Webster (staff) (9); Geoffrey Stevens (staff) (4); other staff (3); *AP*; *Reuter*

Commentaries: Geoffrey Stevens (staff) (9); Norman Webster (staff) (2); Stan McDowell (1)

Editorials: 2

Cartoons: 1

Total column inches: 660

The *Globe*, with two of its stars at the Conference, provided the most comprehensive coverage, filling more than twice as much space as any other paper examined.

Webster’s reports were, on the whole, detailed and accurate, with certain caveats: a very grudging assessment of Australian prime minister Malcolm Fraser; the exclusion of Michael Manley’s role; and his stress on what the front-line states didn’t get—the agreement that the Patriotic Front take over the Zimbabwe Rhodesian security forces. A more balanced report would have pointed out what Nyerere and others involved in the negotiations did achieve.

Webster did write two thoughtful pieces: one prompted by a trip to Victoria Falls, which Webster turned into an opportunity for more than a Clark tourist story; and one on the Commonwealth as an organization. A column on the Canadian-born wife of a member of the Patriotic Front exposed the human side of a person committed to the Front. But this column, plus Stevens’ column, “Hanging on guerrilla action,” left only the impression, and never the explanation, of the strong PF

attitude towards Muzorewa. It’s an attitude that is correctly identified as one of the major obstacles to negotiations, but outside the simple-minded suggestion that it’s a communist-inspired block, there is only bewilderment.

Writing with his usual mastery of language, wit and some whimsy, Stevens’ columns ranged from comments and predictions on the Conference to the state of the Zambian brewing industry.

There are some serious omissions: world economic problems and Canadian aid received scant mention and the issue of the South-East Asia refugees was never mentioned. Perhaps most disappointing, though, is that the *Globe* didn’t attempt to explore the reasons for the long war which so dominated the Conference.

EDMONTON JOURNAL

Reports: 18 — *AP*; *CP*; *SN* (4 bylined Peter Calamai); *UPC*; *UPI*

Commentaries: 2 — Charles Lynch; Christopher Young

Editorials: 2

Cartoons: 0

Total column inches: 190

With Alberta’s native son at the Conference, the *Edmonton Journal* can perhaps be forgiven for making Joe Clark the centrepiece of its Commonwealth coverage even more than the rest of the Canadian press.

In one of the two editorials, Clark’s “peace plan” was given more weight than in any other press coverage, and that’s saying a lot.

The *Journal* carried more speculative articles and commentary than hard news, with the result that the main actors and their positions tended to get lost in the shuffle. The attitude of the African states toward Margaret Thatcher

and the Nigerian takeover of BP at the beginning of the conference are well reported. And the *CP* wrap-up report on reactions to the Commonwealth agreement was well done. But in between there were some crucial omissions.

In only one article by Peter Calamai before the weekend negotiations was there a guide to the positions of the main parties concerned with resolving the Zimbabwe Rhodesia crisis.

The long commentaries by Charles Lynch and Christopher Young overburdened the coverage without shedding much light. Lynch’s comments were concerned with the historical shifts and manoeuvres in Commonwealth diplomacy and a guess on where Canadians stood on the recognition of Muzorewa’s government. The central points of Young’s commentary were that the Rhodesian issues have shifted over the years, and black hypocrisy has taken over from white hypocrisy. Young missed the point that internationalizing diplomatic efforts is not the same thing as changing the issues; and then refuted his own argument by acknowledging that it is “the stranglehold” of white power in Zimbabwe Rhodesia that had to be negotiated away.

The most serious omissions were that neither a description of the final nine-point communique—the key event of the Conference—nor any explanation of what the Commonwealth agreement can be expected to do or not do appeared in the *Journal*.

THE WINDSOR STAR

Reports: 15 — AP; CP; Reuter; SN; *The Observer*
 Commentaries: 2 — Gretta Chambers; Christopher Young
 Editorials: 2
 Cartoons: 0
 Total column inches: 220

The *Windsor Star's* coverage of the conference is notable for several reasons, not the least being its variety of sources. The paper fell into few of the traps which riddled the coverage of other dailies. And, if one is to fault the paper's handling of the delicate Zimbabwe Rhodesia issue at all, it would be mainly on the editorial coverage, which drew back from the reportage of problems with the Muzorewa regime and called for its recognition.

The *Star's* coverage was well-chosen and even-handed. The subject matter was dealt with seriously and much of this was due to copy filed by Peter Calamai.

Star coverage focused on important aspects, including the Nigeria oil nationalization, the pressure under which Thatcher was operating and the deadlines she had to meet, Nyerere's influence behind the scenes and Kaunda's Southern African commitment, pointing out that his nation "has paid more than a billion-dollar price for supporting UN sanctions against the break-away British colony."

Coverage noted that "Australia could assume the unofficial leadership of the 'white' Commonwealth here, a role which Canada filled since 1961," which did indeed happen.

It also approached the problems posed by Britain's interpretation of events—that the Zimbabwe Rhodesian situation had been funda-

mentally altered by the April "free and fair" elections of Muzorewa's government—but failed to raise the essential question of how Britain could supervise new elections, given gross contradictions between its assessment of "free and fair" and black Africa's assessment of the same elections as "grossly coerced."

But coverage did go further than many other papers in pointing out the differences in the Nyerere position and the Thatcher position, despite agreement on the nine-point Commonwealth agreement.

Coverage left no question as to who shaped the Commonwealth's Zimbabwe Rhodesia plan. It also raised many of the other important issues of the Conference, including Canada's aid commitments, problems for the small islands and the North-South debate.

THE CITIZEN (Ottawa)

Reports: 16 — AP; CP; SN; UPC; UPI
 Commentaries: 3 — Nicholas Hills; Charles Lynch; Christopher Young
 Editorials: 1
 Cartoons: 0
 Total column inches: 250

The *Citizen's* coverage, like *The Windsor Star's*, was influenced by the number of sources used and by Peter Calamai's copy. But *The Citizen* used a different selection of reports from *Southam* and the wire services than the *Star*. And, whereas most of the pitfalls seen throughout the Canadian coverage were avoided by the *Star's* coverage, they were hit dead-on in *The Citizen*.

The most likely pitfall for a capital city's paper was in great part avoided. The prime minister's role was not overplayed.

Calamai's early coverage, filed from Cameroon, ascer-

tained Clark's strategy for the summit, saying that it was a "deliberate vagueness" to give enough "diplomatic flexibility for Canada to be the real peacemaker at Lusaka."

CP coverage balanced this assessment saying that the role of the PM was "primarily that of an onlooker trying to be helpful."

The Citizen, carried the Charles Lynch and Christopher Young commentaries and Calamai's piece on the "Alice-in-Wonderland" atmosphere in which the black African states are criticized for judging the 1979 constitution and elections when their own states lack democratic (Western) institutions. The combination nails down some of the more prominent biases evident in an overview of the Canadian press: Canada's position at the Conference should be taken from Canada's self-interest, the black African states are more hypocritical than the white states in rejecting the status-quo in Zimbabwe Rhodesia and Thatcher deserves the credit for finding any common ground for agreement with the African states. The support of the Commonwealth for the African nations' conviction that change in Rhodesia was strictly cosmetic is left out of any of the analysis.

The heavy Western orientation of the *Citizen's* coverage perhaps explains why the Patriotic Front and its position warranted no coverage except for a wire service article carried near the end of the Conference. And then, the article selected suggests that the Front would boycott the negotiations and destroy the Commonwealth plan, when, in fact, the Front's statements, at the Conference and subsequently, welcomed the agreement, while rejecting certain aspects of the constitutional proposals.

given by CUSO, though the report mentioned only in passing that most of the projects are strictly humanitarian aid.

The resulting editorial headlined "Taxpayers' money in guerrilla warchests?" (Aug. 10) took a giant leap in endowing these "political" projects with military connotations. A half-hearted attempt to establish the work of the research and information centres that so raised the ire of the *Globe* would have revealed that the major work of the Centres is to plan for two related activities—rehabilitation and training in the refugee camps. In the case of the ZAPU Research Centre, the primary activities were studies for the future development of Zimbabwe, studies which involve assessing the need for technical schools and the central question of land distribution and productivity.

Michael Valpy, who took the trouble to visit one Centre, gave a straightforward report on its work and suggested that the Canadian contribution in Zambia for Zimbabweans was something less than generous, given Canada's relative wealth.

The *Globe* editorial was a vitriolic attack on Dave Beer and CUSO, undeterred by the fact that very little money for these objectionable projects comes from the taxpayer. Most comes from private donations and other non-governmental agencies.

The vitriol splashed all over the Canadian International Development Agency, which dispenses aid to development projects. CIDA is already pledging increased scrutiny over all Southern Africa projects. And, because of the hate mail pouring into CIDA as a result of the *Globe* editorial, CIDA officials are in automatic retreat over the program. Thus the community in Canada most sensitive and informed about the needs and concerns of the Third World and the issues in Southern Africa comes under the gun.

At the same time, there was considerably less attention paid to Flora MacDonald's visit to a refugee camp. Most of the print journalists (including the writers of this article) were relaxing at a poolside lunch thrown by the Canadian high commissioner to Zambia. The minister established an instant rapport with the thousands of girls and young women at the camp. MacDonald termed the visit one of the most moving experiences of her life. And she praised CUSO's work there.

AT THE END OF THE CONFERENCE, *The Windsor Star* carried a two-part piece by the British *Observer*, an in-depth

analysis of the Zimbabwe Rhodesia crisis in the Commonwealth. It looked at the whole military and logistical operation for the transition of power—a key question which merited only passing glances from the Canadian press—it traced carefully pre-Conference and mid-Conference moves by Fraser and Nyerere to satisfy black aspirations. It documented Nyerere's role, Lord Carrington's influence on Thatcher, the military dilemma facing the head of the Rhodesian forces, General Peter Walls, and the likelihood of Walls using his power to bend Muzorewa to compromise.

Unlike the bulk of Canadian reportage on the Commonwealth Conference, the *Observer* piece was backed by years of experience with African affairs and unencumbered by the cynical conviction that the readers are only interested in "the Canadian angle."

Mary Jane Gomes and Charlotte Maxwell are Toronto researchers and journalists who specialize in Southern Africa and publish Safrican News. ☐


ENERGY

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

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

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

Public Affairs Department
BP Canada Limited
1245 Sherbrooke St. West
Montreal H3C 1G7
(514) 849-4789

BP Canada 

THE WINNIPEG FREE PRESS

Reports: 22 — AFP; AP; CP; FP; *Los Angeles Times*; *Reuter*; *Washington Post*
Commentaries: 0
Editorials: 1
Cartoons: 2
Total column inches: 250

The variety of sources used by *The Winnipeg Free Press* or, more accurately, the selection from the variety of sources, left the reader without a true grasp of the flow and dynamics of the Conference.

Michael Valpy's reports on the earlier days of the Conference were more informative and straight-forward than sources from the latter days.

In the combined news services report, Clark's "peace plan" was given the correct context; it was reported as Clark's interpretation of what a Commonwealth consensus might be. There was no attempt to paint a larger role for Clark's proposals or plan than there actually was.

Perhaps reflecting regional interests, the Nigerian takeover of BP received proportionally more press coverage than in the rest of Canada. The only editorial on the Conference was an attack on the Nigerian action and a warning to the West about oil as a political weapon.

The key event of the Conference, the agreement reached by the six-nation taskforce, was so rearranged in the *Free Press* report that the reader must have been seriously misled as to the intentions of the agreement. And three long articles (news services, *Los Angeles Times* and *Washington Post*) devoted to the reactions to the agreement added to the confusion. By reading all three, bits and pieces of responses emerge, but the core is missing—what the front-line states and Britain expect from the all-party conference and what the real problems at the conference table will be.

The *Free Press* ended its coverage with two feature articles by Carl Mollins on the

current situation in Zimbabwe Rhodesia. The articles would have been better used at the beginning or mid-way through the Conference, as they were by the *Halifax Chronicle-Herald*.

LE DEVOIR (Montreal)

Reports: 10 — Claude Turcotte (staff); AFP; AP; CP
Commentaries: 0
Editorials: 1
Cartoons: 1
Total column inches: 270

Le Devoir's style on presenting the Commonwealth Conference varied considerably from other newspapers. Favouring long articles over a series of short reports on facets of the Conference, the style contributed greatly to weaving the facets together into a coherent picture.

Claude Turcotte, *Le Devoir's* correspondent, combined hard news with interpretive journalism more successfully than other Canadian reporters. His reports were backed up with a good selection from the other sources used by *Le Devoir*.

Le Devoir was remarkable for setting out the African view and contribution to the Conference clearly and sympathetically. Also noteworthy: *Le Devoir* reported the differences in leaders' positions, avoiding the press corps' predilection for underlining the convergences and underestimating the divergences.

The long editorial, written at the beginning of Clark's trip to Africa, and Bertrand La Grange's commentary gave the news coverage a good immediate and historical perspective.

Regional interest showed in reports on the Cameroon visit and Clark's pledge to strengthen Canadian francophone links, not surprisingly more highlighted in *Le Devoir* than in the anglophone press.

Completely missing from the reports were items on the Commonwealth agenda other than Zimbabwe Rhodesia.

THE CHRONICLE-HERALD (Halifax)

Reports: 14 — Michael Cole (1); AP; CP (2 bylined Carl Mollins); *Reuter*.
Commentaries: 1 — Basil Deakin
Editorials: 2
Cartoons: 0
Total column inches: 290

The Chronicle-Herald chose CP as its major source of news reports on the Conference, a choice which helped to present a coherent coverage and one that didn't emerge in other papers that also used a variety of sources.

The CP reports melded the immediate events with background information that contributed to the readers' comprehension of the Zimbabwe Rhodesia issue. The *Chronicle* also published two features by Carl Mollins that gave a picture of the current situation in Zimbabwe Rhodesia. The articles lent a perspective to the crisis discussions at the Conference and were published at the height of interest in negotiations.

The editorials and other sources, however, tended to narrow the perspective to the Canadian-British focus that reinforced the already existing preoccupation with Clark and Thatcher.

The editorials were carefully loaded towards recognition of the Muzorewa government and sympathy for the white Rhodesians. The first editorial, written before the Conference, invited Clark to weigh Canada's interest between supporting Britain, which wanted to lift sanctions to help the "ardent nationalist" Bishop Muzorewa who now leads the "multi-racial government," and the goodwill of the African states "who support the Marxist-led and Communist-equipped guerrillas." The second editorial backslides into supporting "the bold British move" because it may end the war and "there will be no security, no future for the Rhodesian whites" in a "perpetual state of siege."

Permit me space to apologize to Terry Milewski, *CBC* Calgary. In a letter in your June edition, I criticized Mr. Milewski for what I took to be self-aggrandizing remarks about his own coverage of the Laycraft inquiry, made by him at January meeting of the Centre for Investigative Journalism. Having left the profession, it was only recently an old friend passed along Mr. Milewski's sharp retort to my criticism, a letter in your October edition.

Rather than proving me wrong, however, Mr. Milewski neatly avoids my point of criticism, deprecates further the work of other journalists covering the inquiry, defames my personal ethics and professional qualifications, and announces, with a rhetorical prance, "that corruption, crime and police abuses...will flourish" because of my personal lack of "vigilance, attention to detail and lust for truth."

Oh my. I do apologize. I didn't realize Mr. Milewski is the last valiant knight, guarding against the Gestapo hordes...and that my criticism was the Gestapo's first assault!

I read his January remarks out of context, says Mr. Milewski. To prove he is not the pretentious, self-aggrandizing man I implied

he was, Mr. Milewski obfuscates my criticism by libelling me, deprecating another journalist covering the inquiry, and explaining his meritorious investigative role in the inquiry. Hmm. Yet my criticism was not of his coverage of the inquiry (which, from what I read and know of, was excellent); it was of his Me, Me, Me attitude *afterwards*. This attitude was exemplified by Mr. Milewski's dazzling retort—in which some discrepancies should be noted.

Mr. Milewski leaves the impression (*viz.*: "read...the report...as Laycraft put it, 'Mr. Milewski is not.'") he was personally applauded in Mr. Justice Laycraft's final report. He was not.

Mr. Milewski says: "Laycraft...quoted one of my *Globe* stories as evidence of the need for a federal inquiry." He did not. (Laycraft actually said, at page A-18: "If an inquiry is required into these events [reported in the *Globe*], it must, in my view, be done by a tribunal operating under the jurisdiction of appropriate Manitoba or federal legislation." Hardly a battlecry for a federal inquiry!)

Mr. Milewski's further implication is that his investigation led to major revelations of unethical conduct during the Laycraft inquiry.

This is just not true. The "mysterious" stoppage of Winnipeg RCMP investigations was not subsequently confirmed.

If Mr. Milewski want credit for the inquiry *testimony* of Julius Koteles, big deal. Mr. Koteles was the "prominent unnamed Winnipeg lawyer" who went unnamed until the *Globe* stories. By his own admission, he was an "incredible" witness. Justice Laycraft did not "find him impressive as a witness." Earlier in Manitoba he was fined for contempt of court after his evidence was expressly disbelieved and his explanation found to be a "show" and "shameful." In any case, Koteles' evidence, or what small part was believed, served not to "expose" police corruption but to partially verify Inspector Maduk's explanation for being at the Northstar Hotel.

Mr. Milewski tries to take credit for Justice Laycraft's disagreement with s. 41 of the Federal Court Act. But that disagreement was not prompted by Mr. Milewski's disclosures, but because federal documents could be withheld from a provincial inquiry, whereas lower federal tribunals could force access to them.

And the revelations of wrong-doing that were made? The findings:

Calgary cops and Edmonton Exhibition officials acceptance of cash gifts from RAS; the laxness in security of access to supposedly confidential tax files;

discrepancies in a DNR official's testimony in courts of different jurisdictions;

refusal of RCMP documents to a provincial Attorney-General;

"wrongful" spin-off wiretaps and bugs by cops; etc.

These findings were a result of Mr. Milewski? Not at all. A result of justice officials and Mr. Justice Laycraft.

Thus when I said inquiry coverage wasn't "investigative"—I meant it wasn't *primarily* investigative, but rather evaluative reporting, i.e., requiring perception and balance and a knowledge of judicial process, rather than a rashness to exaggerate sensational, later discredited testimony that emerged. Obviously *any* reporting assignment should include investigation. That goes without saying—despite Mr. Milewski's righteous indignation.

And so, I do apologize for misleading you, Mr. Milewski. Your investigative work is well-known (in local circles), worthy of praise...and needed. But overbearing arrogance isn't. Journalism isn't a one-man show. And investigative journalism isn't always the most appropriate, most important type of reporting.

Sorry this letter is so long, editor, but Milewski's letter is libellous—well, defamatory, for sure. I just don't have the \$ to sue. Hope you can afford the space to run this.

Kevin Gillese,
Faculty of Law,
University of Toronto.

Save paper.

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

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

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

DOFASCO

Our product is steel. Our strength is people.





With
Bob
Carr

LOVE IT, love it! Don't stop. Input for Omnum G. keeps growing, posing your balding, bearding little Ed with a neat problem, writing more and writing tight (in which condition, it's said, some of my best work has been done). But, let's have the information sooner, please. You also can reach me after office-hours at Toronto (416) 787-3949.

Bob Carr.

CANADA

Back working for *CBC* Montreal is **Jean Larin** who quit Peking because the bureau "was a pigsty."

Southam News is adding a fulltime editing position in Ottawa, an energy specialist and a Tokyo bureau to improve overall reportage.

Bureaux already exist in Washington, London, Paris and Nairobi, in Halifax, Montreal, Quebec City, Ottawa, Toronto and Vancouver.

At the Radio Television News Directors Association meeting in Edmonton, its board protested use of journalistic techniques in commercial messages.

United Press Canada now distributes promotional photos for Canada News-Wire to correspond with the PR firm's teleprinter copy, being sure to identify the source.

The B.C. Supreme Court fined *CKNW* (New Westminster) and Open Line host **Gary Bannerman** \$4,000 for his remarks about an accused man on trial, as criminal contempt. Reporter **Russ Froese** and *BCTV* were fined only \$500 each for remarks on the same accused because, **Chief Justice Allan McEachern** acknowledged, what's said after "opportunity for mature consideration" is different from what a reporter may say, rushing to write a story.

Former New Brunswick justice minister **John Baxter** was awarded \$1,000 after **Eric Malling's** comment on *The Fifth Estate* that the PC legislator halted an RCMP investigation into political kickbacks.

Defamation was charged.

Nova Scotia provincial court judge **David Cole** has acquitted *Amherst News* ME **Doug Harkness** and reporter **James Lipsit** of obstructing a police officer. The two had been arrested and jailed for a short time after a Mountie found them on a back road leading to a dump site. They were investigating the unexplained closure of the main road. At the dump, demolition experts were detonating an abandoned WW II device.

Southern Ontario journalists persuaded Ontario's Federation of Labour to adopt a resolution demanding that police not impersonate press photographers. Photo-journalists on some picket lines find themselves accused of being "police spies."

Canadian Business Press manager **George Mansfield** is the recipient of Humber College's first honorary journalism degree. The award was made by Humber journalism co-ordinator **Jim Smith** as part of a special tribute to Mansfield sponsored by the Business Press Editors Association Nov. 22 in Toronto.

Elsewhere nationally, 35-year-old **Vince Carlin** is now the *CBC's* chief news editor for English-language TV. Carlin, who was *Time-Life's* Montreal bureau chief in 1970, joined



Imasco Limited

"I believe that Canadians are tired of contentiousness. They want the country to start working again, to start solving problems rather than arguing endlessly. We should approach the 80s with this in mind. We must assume our right to play a role in the development of public policy. To do this effectively, we must be enlightened, responsible, and credible."

Excerpt from a speech given by Mr. Paul Paré, Chairman of Imasco Limited, in Toronto at the first National Economic Conference presented by *The Financial Times of Canada*.

Full text available from the Public Relations Department, Imasco Limited, 4 Westmount Square, Montréal, Québec H3Z 2S8. (514) 937-9111.

CBC in '73. In his new spot he replaces Cliff Lonsdale, who's off to Europe as radio-tv news and current affairs supervisor, still for the CBC...And *Canadian Press* has brought 35-year-old Jamie Underhill east from Winnipeg to handle the new universal news desk at Toronto headquarters...*The Financial Times of Canada* has made David Tafler editor and assistant publisher. He had been just editor of the Southam-owned weekly. Before joining the *Times* in 1975 he was financial editor at the *Gazette* in Montreal.

On the campaign trail are a lot of new faces from the Parliamentary Press Gallery. Susan Riley and John Hay were hired away from the *Ottawa Citizen* by *Maclean's*. The *London Free Press* sent Derik Hodgson to Ottawa and brought John McHugh back to London. *Windsor Star* brought home Otto Stein and

replaced him on the Hill with Gord Henderson. Gilles Pilon is now *Le Droit's* gallery man, replacing Gérard Desroches (who's on leave of absence). John Honderich now heads up the *Toronto Star's* Ottawa bureau, and Ottawa's *CKCU-FM* now has Steve Hunt and Marshall Perrin covering Parliament.

FP's high-powered Parliamentary bureau now includes reporters Walter Stewart (ex-*Maclean's*, ex-*Toronto Star*, ex-freelance, etc.), Carol Goar (from *CP*), Mary Janigan (from *Toronto Star*), and Dan Turner (ex-*CBC*, *Maclean's*). Kevin Doyle still edits it all, and columns come from Doug Small (formerly with *CP*) and Allan Fotheringham.

Faced with yet another election, the Gallery instead acclaimed nine executives. They are: Luc Lavoie as Prez, Jim Munson as Vice, Christine Hearn as Secretary, Fred Ennis as Treasurer and directors John Ferguson, Francois Perrault, Jim Robb, Doug Small, Claude Turcotte.

John Sawatsky, author of a new book on the RCMP, was erroneously reported in this space to be with *FP* news service. In fact he's freelancing and at work on a second book.

ATLANTIC

Gone to *CKO* Ottawa is Chris McLean (from *CBD* radio, Saint John). Gone from *CKO* are Susan King (to *CIHI* Fredericton), Ann Marie Tremonti (to *CFNB* Fredericton) and Phil Dunn (to *CFBC* Saint John).

Now at *CHSJ* Radio Saint John are Ken Kingston and Jim McGillivray, and new at the *Moncton Times* is Jane Cadillo. At the Saint John *Tely*, newcomers include Mary Jane McLaughlin and Mary MacNutt, returned is Des Kilfoil.

Former London, England journalist Jon White teaches at Mount Saint Vincent University in Halifax in a four-year degree-granting course in public relations. He holds bachelor and master degrees in psychology.

Newfoundland Speaker of The House Len Simms decided press gallery members were not abusing legislative facilities in St. John's. Liberal MLA Steve Neary had accused journalists of paying more attention to bending elbows than to wagging tongues.

CHEERS & JEERS

A CHEER to William Johnson, *The Globe and Mail's* Quebec correspondent and columnist, for listing in his Nov. 30 column a number of overstatements, false assumptions and errors contained in various earlier writings, along with this thoughtful conclusion: "On a day of examining my conscience I worry more about all the things I didn't say over the past years than over the things I said and now wish I hadn't."

A JEER to *The Toronto Sun* for its Nov. 27 editorial outlining a possible CIA action to solve the hostage situation in Iran: "An attack by fanatic Iranian students could be staged in hospital. Suppose the shah's hospital room was invaded, or bombed and he and the bodyguards were blown up or shot? "With the shah dead, it'd enable the ayatollah to back off and free the hostages."

If you've found something worth a cheer or a jeer, let us know. Send the facts to The Editor, Content, 91 Raglan Ave., Toronto, Ont. M6C 2K7.

WILLIE FILLER



QUEBEC

New at Montreal's *Gazette* (and all from the defunct *Star*) are assistant People editor **Cynthia Gunn**, city reporter **John Yorston** and assistant photo editor **Marilyn Hill**. The *Star*'s publisher, **Arthur Wood**, has also found work. He's now publisher of the *Ottawa Journal*.

New *Gazette* business reporter is **John Saunders** (formerly *Toronto Star*), and new assistant city editor **John Elder** (onetime New Zealander who worked 18 years in London) is better-known here for three years as editor of *Midnight-Globe*.

Hustling its own advertising in Toronto and Montreal is *Perspectives*, (Quebec's weekly roto magazine with circulation of 568,769). MagnaMedia had represented the publication to advertisers.

Quebec City's only English weekly has been purchased by four investors headed by local broadcaster **Bob Dawson**. The *Chronicle-Telegraph* was a daily seven years ago but dropped to circulation 4,000 as English-speaking residents left. Six months ago, two major supermarket chains stopped advertising in what claims to be Canada's oldest newspaper, and finances worsened.

ONTARIO

Lily Corewyn took over as Manager—Public Relations at ITT Canada Limited Jan. 15, after 14 years as PR specialist with Canadian Bechtel Ltd.

New information services co-ordinator for the Polar Gas Project is **Kalene Guyader**, who was with Etobicoke Public Library.

Doing at least two on-camera special assignment reports weekly at *CBLT* (Toronto) where Newshour staff just keeps changing, is **Rae Corelli** who previously left the *Toronto Star* to anchor *Global News*.

"Tips of the hat" went to Kingston *Whig-Standard* and *BCTV* who earned honourable mentions after judging for the 1979 Roland Michener Award for Journalism. The award went to the *Kitchener Waterloo-Record* for a series on safety conditions at a local Burns Food plant.

The revamped *Ottawa Journal* reports circulation increases of 20 per cent since the shift from PM to AM publication and the overhaul of pages. New faces are executive editor **Jim Rennie** (formerly *Toronto Star*), city editor **Allan Allnut** (from the *Montreal Star*) and reporter **Phil Kinsman** (from the *Citizen*). Gone from the *Journal* to *The Citizen* are **Jim Robb**, **Aileen MacCabe**, **Chris Cobb** and **Ian Haysom**. **Helen Turcotte** and **Rose Simpson** have left the *Journal* to freelance, while **Jim Sheppard** went down the street and around the corner to join *CP Ottawa*.

CP Sports Picture of the Month



Photographer: Bill Grimshaw.

News Agency: *The Canadian Press*, Ottawa.

Situation: Hamilton Tiger-Cats quarterback Tom Clements lost the football and his helmet on this play during the Canadian Football League's eastern conference semi-final game in Ottawa. The Tiger-Cats went on to lose the game 26-29.

Technical Data: Nikon F2 camera, 300-mm f2.9 lens used wide open with two-power tele-extender. 1/500th of a second

exposure on Tri-X film, developed for six minutes in 25° Acufine.

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

New National Press Club executives are **Bob Abra** (*Radio-Canada International*) and **Ben Ward** (finance department PR).

Succeeded by **Victor Mlodecki** of Midland, retired *Northern Daily News* (Timmins) publisher **Tom O'Loughlin** worked for

Thomson Newspapers continuously (but for four wartime years with RCAF). He delivered the *Timmins Daily Press*, rose through the ranks to news editor, went to the *News* in 1957. Now 28, Mlodecki was at the *St. Catharines Standard* for two years, *Markle Newspapers* (in the Barrie area) for five.

SOURCES UPDATES

Content's SOURCES directory contains the names, address and telephone numbers of more than 1,000 contact persons ready to help you gather facts, background material and informed comment. *SOURCES* is specifically published for reporters, editors and researchers in the Canadian news media. Keep your copy handy and use it.

The following are updates to the most recent edition of *SOURCES* (*Content*, December 1979):

(pg. 13, col. 1)

ALBERTA CHAMBER OF COMMERCE
New after hours number for:
Brigham Day, General Manager
Office: (403) 424-0531
After hours: (403) 432-1950

(pg. 15, col. 3)

B. ALLAN MACKIE SCHOOL OF LOG BUILDING
New office telephone number, with 24-hour answering:
Office: (604) 964-4515

(pg. 18, col. 1)

CANADA DEVELOPMENT CORPORATION
New after hours phone number for:
Tam Deachman,
Manager of Communications
Office: (604) 682-0441
After hours: (604) 734-0653

(pg. 22, col. 3)

CANADIAN COUNCIL ON SMOKING AND HEALTH
New after hours number for:
Kurt Baumgartner, Executive Director
Office: (613) 722-3419
After hours: (613) 825-4907

(pg. 24, col. 1)

CANADIAN INDUSTRIES LIMITED
(now C-I-L INC.)
Add after hours telephone number for Montreal contact:
Tom Vares, Public Relations Officer
Office: (514) 874-3474
After hours: (514) 845-6431

(pg. 27, col. 1)

CANADIAN PHYSIOTHERAPY ASSOCIATION
New executive director, replacing **Marion Leslie**:
Contact:
Nancy Christie, Executive Director
Office: (416) 485-1139

(pg. 29, col. 1)

CONESTOGA COLLEGE OF APPLIED ARTS AND TECHNOLOGY
New after hours number for:
Mary E. Hofstetter, Director,
College and Community Relations
Office: (519) 653-2511, Ext. 346
After hours: (519) 579-8161

(pg. 30, col. 3)

COUNCIL FOR BUSINESS AND THE ARTS IN CANADA
New address:
P.O. Box 7
401 Bay Street, Suite 1507
Toronto, Ontario M5H 2Y4

(pg. 36, col. 1)

INTERNATIONAL DEVELOPMENT RESEARCH CENTRE
New telephone extension for public affairs office:
(613) 996-2321, ext. 231

(pg. 38, col. 3)

MEDIA CLUB OF CANADA
Area code correction for phone number of:
Esther Crandall, National President
Phone: (506) 672-2617

(pg. 41, col. 1)

THE NEW DEMOCRATIC PARTY/ LE NOUVEAU PARTI DEMOCRATIQUE
Two incorrect name spellings appeared in listing:
1. Press officer for the B.C. NDP is **Soren Bech** (not Bach).
2. Provincial organizer for the Quebec NDP is **Denis Faubert** (not Saubert).

(pg. 54, col. 3)

UNITED AUTO WORKERS UNION
New after hours number for:
Douglas Glynn,
Director of Public Relations for Canada
Office: (416) 497-4110
After hours: (416) 298-2464

Former business and finance editor of the *Kitchener-Waterloo Record*, 48-year-old **Earle Weichel** now is director of PR at General Motors of Canada, succeeding **Jim Hamilton**, who has retired. Weichel directed PR previously for Ford and Massey-Ferguson.

THE WEST

Bill Holden joins the staff of the *Saskatoon Star-Phoenix* as a reporter and part-time desk. He comes from the *Victoria Times*.

John Dafoe (yet another *Montreal Star* refugee) is the new editorial page editor at the *Winnipeg Free Press*, taking over from the retiring **Peter McLintock**. Dafoe is the grandson of **John W. Dafoe**, editor of the *Free Press* from 1901 to 1944.

Paul MacDonald, recent graduate of Centennial College, is now a reporter for the *Moose Jaw Times Herald*.

In Calgary, news director for *CFAC-TV* is **Joe Pope** while **Ted Arnold** becomes executive news producer. **Gary Bobrovitz** moves to assignment editor. **Ed Whalen** resigned as ND at *CFAC* after 24 years but remains sports anchor.

Replacing **Don Pilling** as managing editor, *Lethbridge Herald*, is **Klaus Pohle**.

BC

Double-staffing the *Victoria Press Gallery* are **Jack Danylchuk** (formerly *Ottawa Citizen*, *CVC Winnipeg*) and **Sid Tafler** (ex-*Calgary Herald*) for the weekly *Monday Magazine*. The ambitious periodical named **Muriel Mixon** (formerly at the *Victoria Times*) as research assistant, and **Cathy Schaffter** (once at *Winnipeg Tribune*) as arts editor.

Supplementing **Danylchuk's** energy stories are those of **John Ridsdel** (*Calgary Herald*) and **Joel Connelly** (*Seattle Post-Intelligencer*). ▶

SQUIRMERS

"They froze the account I'd set up for my memorial service," **Abel** wails. "They wouldn't let me draw it out. They said I was an imposter. It wasn't the first time. **Abel** thrives on imposterism. (Under a head, "Imposter pulls shroud over his own eyes," in *The Toronto Sun*, Jan. 6, 1980).

Just what is an imposter anyway? Somebody who plants posts? A tax-collector? The word which means someone who tries to deceive others by pretending to be someone else is *impostor*. (Thanks to **Violet Reeves**.)

SOURCES Works.

Put it to work for you.

At the Legislature for the Vancouver Province is **Dave Todd**, onetime *Monday* contributing editor.

Looking for former colleagues and classmates, Ryerson J-grad (of '69) **Nancy Richardson** (formerly *CJME* Regina) is now at *BC Outdoors*, 202-1132 Hamilton Street, Vancouver.

Former students of Vancouver Community College Journalism course: **Dennis Senger** (*CKRW*, *Whitehorse Star*) is Cabinet Information Officer; **Shirley Culpin** (Alberni, *Whitehorse weeklies*) is managing editor of *Burnaby Times*; **Clive Mostyn** (*CP*, Toronto) is at *CP*, Vancouver; **Adrian Harper** (PR, Finning Tractor) does PR for Canadian Forest Products.

Vancouver Community College journalism program co-ordinator **Nick Russell**, who serves as *Content's* west coast contributing editor, has left on a six months' study-leave in Europe. Russell will be looking at the impact of new technology on the news media. Meanwhile, **Shirley Blevings**, a Vancouver freelancer, will be filling in for Russell as contributing editor.

THE NORTH

Northern News, which publishes *The Yellowknifer*, will soon be publishing *News of the North* as well, after reaching agreement with the Canarctic Graphics Ltd to take over the opposition weekly.

MAGAZINES

Mary Jane Hepburn has moved from Maclean-Hunter's *Bus and Truck* magazine to the public relations department at Ontario Hydro, where she is associate editor of *Hydroscope*.

Jane Todd now is associate editor as well as columnist and illustrator of *Your Home* magazine. This and some other Omnium items are culled from *Open Line*, the lively newsletter of the Women's Press Club of Toronto.

Kimberley Clemens (nee Bates), a spring '79 graduate of Carleton's journalism program, has joined Maclean-Hunter's *Canada & the World* magazine as circulation supervisor. She was boat reporter at *CKLY* in Lindsay, Ont. for two summers prior to joining Maclean-Hunter.

Distribution was scheduled at 70,000 copies for the latest issue of *Destination* magazine, distributed through the Travelsave Inc. merchant and member system (associated with Avis and CP Air). Publisher is Pennex Ltd., 107 Paramount Rd., Winnipeg R2X 2W6, which will look at freelance travel articles. Send attention Tim Hayde.

LISTEN UP

An urgent item for those who would enter

submissions in the American Express "Explore Canada" Awards (see Nov. *Content*, page 17): Deadline is Feb. 28, not March 31. Entry forms from and submissions to: Industry/Tourism Ass'n of Canada, Suite 1016, 130 Albert St., Ottawa, Ont. K1P 5G4. A further correction to the November item: the \$6,000 in cash prizes are for outstanding newspaper or magazine articles on Canadian tourist attractions or travel in Canada, published in Canada, the U.S. or overseas.

Eva Ollino has won the Award of Merit from the Canadian Farm Writers Association for the best radio script of 1978-79. Ollino is communications manager for the United Co-operatives of Ontario. The script was one of a series on farm problems.

Magazine for Sale

Are you ready to make the move to your own publication?

Profitable magazine, 4,000 circulation, publishes 6 times yearly. Only national magazine in the craft field in Canada, established 5 years. The worst is over.

Reason for selling: Our company has grown substantially and so have our overheads. This publication no longer fits our thrust and we would like to find it a good home. The asking price could be easily recouped within 3 years.

Offers Editor/Publisher excellent income and great personal satisfaction. Advertising and paid subscriptions total \$50,000 revenue per year.

Potential not yet developed.

For complete information contact Box 103 at Content, 91 Raglan Avenue, Toronto M6C 2K7.

INDEXING EDITING PROOFREADING

Freelance services available: Seven years' experience indexing and proofreading legal material, copy editing economic reports, trade and educational books.

Barbara Nair Phone (416) 489-7789
20 Roselawn Avenue, Apt. 5
Toronto, Ontario M4R 1E4

OBITUARIES

CBC broadcaster **Miller Stewart** died in Lindsay, Ont. at age 78 in November.

Edmonton Journal publisher from 1941 to 1962, **Walter A. MacDonald**, died in Victoria in November. He was 82.

Dead at age 74 is **Gerald Brawn**, who retired in 1970 from *The Calgary Herald*, where he was a reporter, editor for 20 years, and promotion manager. 30

CLASSIFIED

SMALL TYPE, BIG RESPONSE

Rates (per insertion):

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

Display Headings (per insertion):

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

Blind Box Numbers: \$3.50

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

Deadlines: First working day of month prior to month on cover. Eg. First working day of June for July issue.

No agency commission accepted on classified ads.

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

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

Jobs Wanted

REPORTER-DESKMAN, *Montreal Star* casualty. Twenty years in newspapers. Last 10 with *Star*. Seeks news-sports job in eastern or southern Ontario.
Telephone (514) 334-9616 106-104

JOURNALIST-LINGUIST seeks assignments in Europe. Print, TV, broadcast trained. BA Russian Studies. Weekly editor. One year experience. Speaks Russian, German, French, Italian. Ex-tourist guide. Extensive knowledge of Europe, eastern and western. Excellent researcher and administrator.
Box 102, Content. 108-104

Publications

FOR SALE: Group of Alberta community newspapers. Fully equipped and staffed. Available with or without buildings. Some financing available for the right party.
Box 104, Content. 111-104

CHELSEA JOURNAL: March-April: Jews of Montreal; Quebec Potpourri; Association of Minorities; Language and Religion; Movie Afterthoughts, Books, Fiction. Annual subscriptions \$10. 1437 College Drive, Saskatoon. 110-105

IN TOGO, THEY KNOW WE'RE CANADIAN



And in Malawi, Mexico and Tanzania—to name some of the countries whose railways operate our *Made in Canada* freight cars.

And yet, back home, some people see Hawker Siddeley Canada Ltd. not as a domestic company but as part of a multinational not committed to Canada. True, our major shareholder is Britain's Hawker Siddeley Group. But we have over 6,000 other shareholders too, most of them Canadian. And nine of the thirteen members of our board of directors live and work here.

For 34 years we have developed, manufactured and sold our own product lines in Canada and around the world—with complete autonomy. Take our freight cars, for example. They're built in our plant in Trenton, Nova Scotia. This plant has been the linchpin of the community, and an important part of the Canadian industrial scene since 1872 when two blacksmiths, Fraser

and MacKay, set up shop to make iron forgings for ships, and the first steel in Canada was poured there in 1883. Today, virtually every type of tank and freight car has rolled off the modern assembly tracks for railways in Canada and many other countries. Total production is well past the 100,000 mark.

We also make railway axles at Trenton Works; the only plant in Canada to produce them. And huge, open-die forgings for many different industries on Canada's largest forging press. It is a plant of diverse skills, some handed down from father to son, complemented by technical advancements such as computer programming for efficient freight car design.

We're proud of who we are and of the hard-working record of our plants, like Trenton Works, which contribute to the Canadian economy and through exports, help make *Made in Canada* work around the world.



Hawker Siddeley Canada LTD.

7 King Street East, Toronto, Ontario M5C 1A3 Tel. 416/362-2941 Telex 06-217711

Manufacturers in Canada of heavy equipment principally for the rail transportation, forestry, sawmill and energy-producing industries.