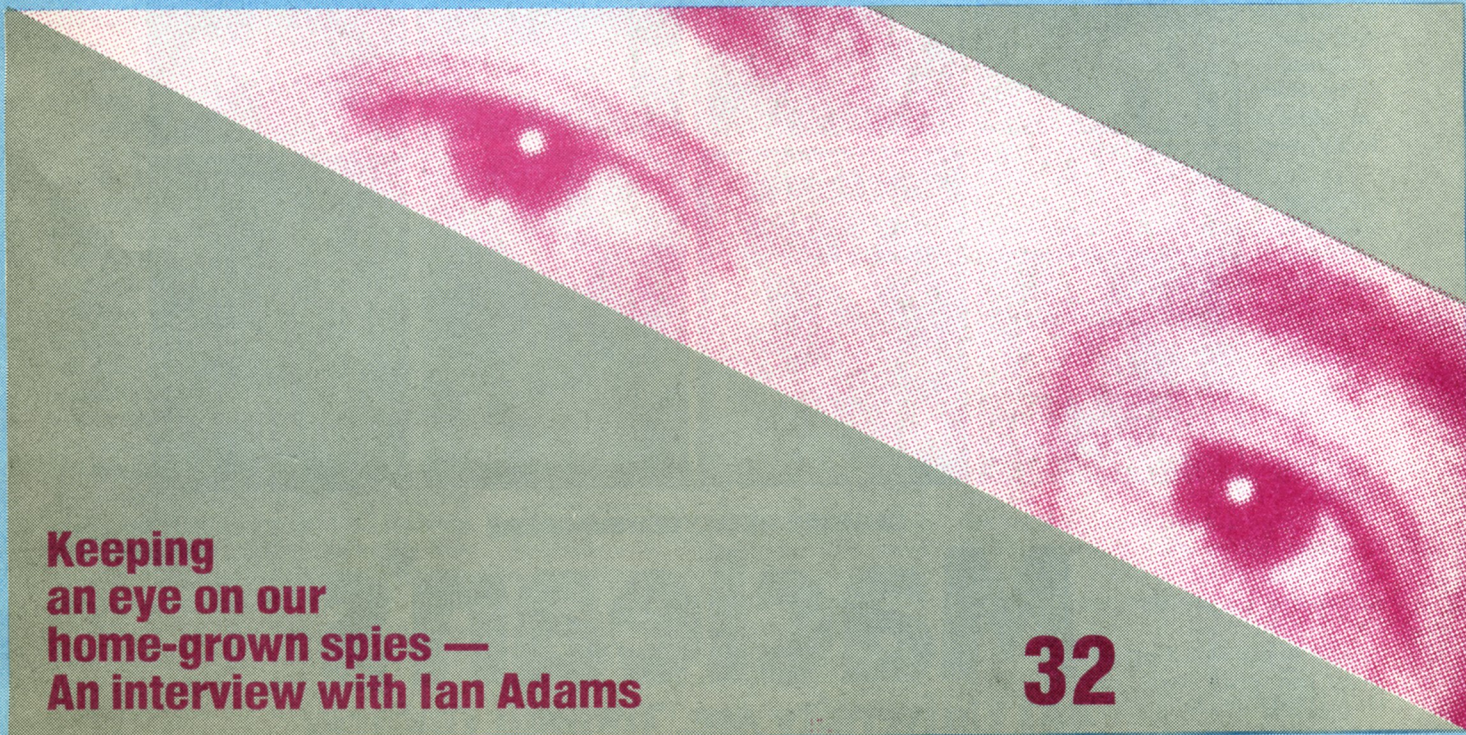


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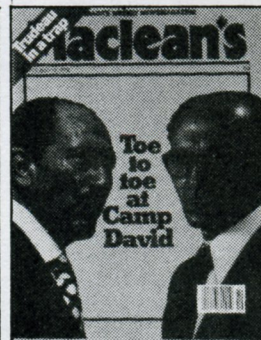
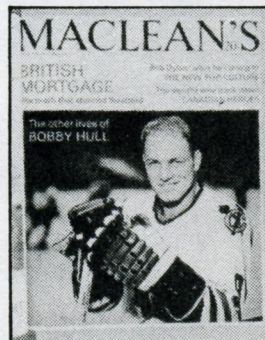
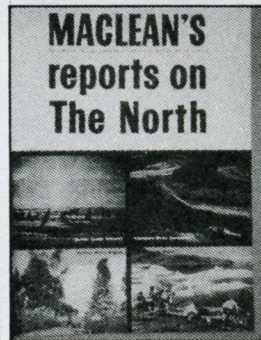
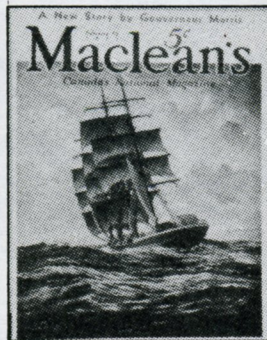
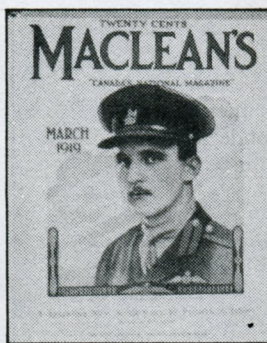
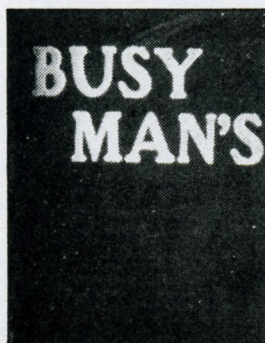


**Keeping
an eye on our
home-grown spies —
An interview with Ian Adams**

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National Magazine to National Newsmagazine

75 YEARS



CANADA'S WEEKLY NEWSMAGAZINE

Maclean's

481 University Ave. Toronto, Ontario

Sex bias results in new press club

By Esther Crandall

Saint John

The sometimes tiresome wrangle at the Moncton Men's Press Club over a long-standing rule that has kept the names of women journalists off MMPC membership rolls may be at an end.

Sparked by another public denunciation of MMPC for its old rule, this time by Lincoln Alexander, labour minister in the last federal government, Moncton journalists formed a new press club in the city.

The as yet unnamed club was organized Feb. 9 by close to 30 Moncton journalists, including seven or eight males. The involvement of men in the new club could put the MMPC in a position where it might find itself competing for members.

This last, perhaps final, round in the almost traditional battle over the rule that says women journalists cannot be voting members of MMPC came about after Alexander boycotted his own press conference after learning of the rule.

While campaigning Jan. 28 in Moncton for newsman Dave Lockhart, a PC candidate who lost in the election, Alexander discovered the ban on women before the time came for him to hold a press conference in the MMPC building. The 58-year old PC MP from Hamilton West (Ont.) reacted by moving the press conference out of the MMPC building and into a hotel, saying the men's club should "become involved with an enlightened society."

"There is no way, with my background, that I am going to get involved with something like that," Alexander said. He said he would have

the rule reviewed, and "Moreover, I will advise my colleagues not to hold any conferences in the Moncton club."

A few years ago, then federal health minister Marc Lalonde also refused to hold a press conference in the MMPC building, for the same reason.

Spurred on by the Alexander boycott, women journalists met and called for the Feb. 9 meeting, at which reporters drew up a constitution which spokesperson Kathy Routcliffe said would be ratified at another meeting slated for late February. As well, in late February, the members intended to elect an executive and to vote on a name.

Meanwhile, Routcliffe, a reporter with the *Moncton Times*, said the "professional-social-bilingual" club elected an interim executive to meet with the MMPC executive "only because they asked us to meet. We will name the time and place," Routcliffe said. The interim executive included Routcliffe, Huguette Young, Karen Wilmot, and Steve Finkleman.

Esther Crandall is a Saint John freelance journalist and Content's contributing editor for New Brunswick.

Trivia glut work of columnists

By Stephen Overbury

Toronto

Mark Twain wrote one, Jack Anderson's is influential. But most writers have taken the meaning out of newspaper columns. Nowhere that I know of is this more apparent than in Canada, where the media regularly insult the public with thoughtless material. Judging by the Toronto Press Club's first

1980 News Forum, held Jan. 17, ("Columnists: The Froth Estate. Too Much Space. Too Little To Say."), the situation appears to be growing worse.

Toronto Star's Bill Dampier charged that columnists trivialize the world and "glorify the inconsequential." To back it up, Dampier said that a recent edition of his paper devoted more space to columnists than to any news section. Columnists, in Canada's largest newspaper, filled 2¼ pages of type. Local news received only 2¼ pages of type, the federal election was given 1¼ pages, world news was concentrated into 1¼ pages, entertainment received 1¼ pages and women's news was condensed into 1¼ pages.

Dampier criticized the contents of these columns. For example, Joan Sutton filled 15 column inches to say she was lonely in high school but, with an upcoming high school reunion, she hopes to overcome those tough times. Gary Lautens wrote 16 column inches to announce that his daughter had purchased a new pair of boots.

According to Dampier, whenever columnists write something of substance they are censored. The recent parting of the *Star* and its political columnist, Dalton Camp, "proves the minute a columnist has anything worthwhile to say he's told not to say it," said Dampier.

Toronto *Sun* reporter Bob Reguly said newspaper writers "are mercenaries for newspaper owners."

Joey Slinger, a columnist for the *Star* said Canadians "tend to think freedom of the press is a constitutional right. It isn't. Neither does it exist in the minds of newspaper owners. As is often said, freedom of the press belongs to those that own one."

Star columnists Lautens and Slinger both admitted that there had been
(See COLUMNISTS, p. 5)

NOTICE BOARD

APRIL 13-17, TORONTO: All interested journalists are welcome at the 10th annual science writing seminar and annual meeting, Canadian Science Writers' Association. Get-acquainted session Sunday evening; seminars Mon. through Wed. will deal with acid rain, the carbon dioxide cycle, pesticides, food additives and more, including Things We Don't Have to Worry About (by Dr. Alex Morrison, of Health and Welfare Canada). General theme: what man is doing to the climate and therefore agriculture through energy use. For further details call Joan Hollobon, medical writer, *The Globe and Mail* (office: 361-5168; home 654-0904).

APRIL 21-24, HONOLULU: American Newspaper Publishers Association annual convention.

APRIL 22-24, CALGARY: CDNPA Editorial Division seminar, "The Press and the Arts." for entertainment editors, reporters and reviewers. The International Hotel. Contact Dick MacDonald at CDNPA, (416) 923-3567.

APRIL 22-24, TORONTO: CDNPA annual meetings. Guest speaker: Alberta premier Peter Lougheed. Four Seasons Sheraton Hotel. Contact John Foy at CDNPA, (416) 923-3567.

MAY 9-11, KITCHENER, ONT.: Annual spring seminar of Ontario News Photographers' Association.

MAY 13-15, OTTAWA: CDNPA Editorial Division semLifestyles Pages. Contact Dick MacDonald at CDNPA, (416) 923-3567.

MAY 18-22, TORONTO: Aviation/Space Writers Association 42nd Annual News Conference, Hotel Toronto. Contact J.R. Desmarais, #4-50 Old Burnhamthorpe Road, Etobicoke, Ont. M9C 3J5.

content

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Editor: Ken Popert.
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Correspondents: Shirley Blevings (Vancouver), Dave Pinto (Montreal).
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SOURCES

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

price of *Sources* is \$4.50.

Listings: Write for complete information on how to be listed in *Sources*.



CONTENT has added two new writers to its small net of contributing editors.

Content's new contributing editor for Quebec is Ottawa-born David Yates, a Montreal freelancer.

Yates' 15 years in journalism began with three years at newspapers in the U.K. and an eight-month stint at *The Calgary Herald*.

He went to Quebec in 1970, covering Hull and western Quebec for the *Ottawa Journal*.

In 1973, he left for Montreal, subsequently becoming assistant news editor at *The Gazette* and then assistant city editor for the *Star*.

Yates returned to the *Star's* ranks in June of last year and was with the paper when it folded three months later.

SQUIRMERS

...business is down up to 50 per cent because of the program... (*The Toronto Sun*, Jan. 21, 1980).

Down up to? This obstacle to quick understanding could have been avoided if the writer had stuck to a longer, but clearer expression: ...business is down as much as 50 per cent...

Paterson's design was a polar bear standing on an ice flow surrounded by icebergs... (*Toronto Star*, Feb. 6, 1980)

It's understandable, since that sheet of floating ice does flow, but it's called a floe.

INSIDE CONTENT

He has studied journalism at Ryerson, French at Laval and the University of Montreal and is currently taking a night course on the referendum on sovereignty-association at the U of M.

Joining *Content* as our first contributing editor for New Brunswick is Moncton native Esther Crandall.

Crandall, a freelancer based in Saint John, "backed into journalism" 10 years ago and developed a taste for general and business reporting, column-writing and broadcast commentary—"I take both a camera and a tape recorder almost everywhere."

She has been a *Globe and Mail* stringer for eight years and has written regularly for the *Moncton Times*, the *Halifax Chronicle-Herald* and the Bangor, Maine, *Daily News*.

Crandall also sells her stuff to *The Calgary Herald*, the *CBC* both locally and nationally, a number of weeklies, Maclean-Hunter trade publications, and local, national (including *Maclean's*) and foreign magazines.

She is a member of the Periodical Writers Association of Canada, the Media Club of Canada and the Saint John Radio, Press and TV Club.

WORTH QUOTING

"The adage 'Good news is no news,' when married with an editor or reporter with a little bias, can really play havoc with information."

Quebec premier René Lévesque to a combined meeting of the Canadian and Empire Clubs in Toronto, Jan. 24.

COLUMNISTS (from p. 3)

occasions when their columns were killed because the subject matter went against the thinking of a senior editor.

Stephen Overbury is a teacher living in Toronto.

Government to squash carriers union

By Esther Crandall Saint John

Two New Brunswick cabinet ministers may have put the kibosh on the Newspaper Carriers Association (NCA) campaign to unionize the 600-or-so carriers who deliver Irving newspapers in Saint John.

NCA president and former reporter Robert Millet said justice minister Rodman Logan and labour minister Mabel DeWare have advised the parents' organization that the carriers cannot be certified because they are under age.

"The ministers told us there was no way the carriers could be certified in this province and we might as well stop trying," Millet said. "But we haven't quit. If we can come up with some bright idea that would allow us to get around the age problem, we'll keep going."

NCA had about 200 of the 360 signatures of carriers it needed in order to apply for certification to the New Brunswick Industrial Relations Board. But Millet said the ministers' advice has discouraged members from going after more signatures.

The carriers who deliver the *Telegraph-Journal* and *Evening Times-Globe* range in age from 10 to 15 years.

Millet, who once worked in the newsroom of these dailies, was a mover and shaker in the formation in March 1979 of the NCA, which has the moral support of the Saint John District Labour Council.

The dispute began after the weekly home-delivery price of the *Evening Times-Globe* rose in early 1979 from 80 cents to \$1. Before the increase, customers tended to give carriers \$1, telling them to keep the 20 cents change as tips. After the increase, some carriers said customers continued to give them \$1, but nothing extra. The newspaper gave the carriers 5 cents of the 20-cent increase, but carriers accustomed to getting the 20-cent tip said they were losing 15 cents per week per customer and that take-home pay had fallen off by

up to 45 per cent in some cases.

When NCA executive members asked newspaper publisher Ralph Costello for a meeting, newspaper officials said they would meet with carriers and parents individually. So NCA fought the dailies through radio stations *CFBC* and *CBD* (*CBC*) and through the now-defunct community newspaper, *Echo*.

The Irving newspapers retaliated by carrying open letters to carriers and parents that appeared over the name of Pat Kearney, circulation manager. The letters disclaimed any connection between the dailies and NCA and refuted certain statements NCA had made, usually through Millet. The papers' news stories on NCA were not overly long.

All of this took place before NCA decided late last June to apply to the NBIRB for permission to have the carriers certified.

Dead daily resurrected as shopper

By Shirley Blevings Vancouver

The Vancouver Courier, which died last August (some say it was murdered), has been resurrected as a weekly and appears to be well on its way to recovery. Four former employees of the *Courier* purchased the paper some two months after it was laid to rest and put out the first issue Nov. 8.

The Courier, which has been around in one form or another for about 70 years, switched from weekly to daily publication during the Pacific Press strike that put *The Vancouver Sun* and *The Province* out of action. The daily *Courier* lasted a little over a month before folding. On Aug. 31, 128 employees were given their pink slips.

"It took us the first two or three weeks just to get the bad taste out of our mouths—all of us deciding never to have anything to do with the *Courier* again," recalled Peter Ballard, assistant publisher of the old *Courier* and publisher of the new *Courier*. "After three weeks of wondering what we really were going to do, we realized the paper could be a viable operation and we attacked it again."

Peter Ballard, Phillip Hager, Jim Davis, all from the advertising department of the *Courier*, and Geoff Whellens, from the editorial side, formed a partnership and bought the paper's name, plus its advertising and editorial ledgers.

The new *Courier* is a free circulation

tabloid delivered to 50,000 homes on the West Side. "In the old *Courier* days," said Ballard, "we split our run between the West Side and the West End. The task of trying to please two completely separate communities was a weekly headache. With the new *Courier*, we're going to service one community and give everyone in it a newspaper."

The Courier has a permanent staff of 12, the majority sales personnel. The editorial staff consists of editor Geoff Whellens, several freelance reporters and about a dozen regular columnists covering a wide range of topics. The editorial portion of the paper comprises mainly columns and a smattering of news with emphasis on amateur West Side activities and City Hall.

"We also want to develop a dialogue with our readers," Ballard says. "We promote letters to the editor and would like to see letters responding to letters—this way we become a middle-man vehicle for the average joe."

Over its first quarter, the paper averaged 26 to 27 pages per issue (60 per cent advertising) and, for the first part of the second quarter, it has grown to 32 pages, which is substantially more than anticipated. "We're about 20 to 25 per cent ahead of our projected first year model," says Ballard. "We lost our tail on the first month, improved on the second and I think we may have made a little money in the third month, so the trend is going in the right direction."

Ballard says they expect to be operating in the black before the end of their first year. "Our short term goal is to make the weekly *Courier* a viable operation," he stressed. "Once the paper is shored up, we may possibly go twice a week, but that would be the maximum."

Shirley Blevings is a Vancouver freelancer and a Content correspondent.

Irving papers get new face, better news

By Esther Crandall Saint John

New blood in the Irving newspaper operation in Saint John—Montreal *Star* casualty George Prentice, to be exact—has resulted in a fresh look for the *Telegraph-Journal* and *Evening Times-Globe* and a fresh editorial direction.

Prentice was assistant ME with *The Montreal Star* until its demise and became editor of the Saint John dailies early last February.

Prentice and publisher Ralph Costello

both say the improvements will continue.

"The changes are a necessary part of the evolution of the paper," Costello said. "We've been planning some improvements, some cleaning-up processes, not only cosmetically, but in content. And in service to the public—that's our intention. There will be other things that will be apparent to the observant reader; various people have been working on them and Mr. Prentice certainly is one of them," Costello said.

Prentice has had responsibility for news since he was named editor of the Saint John dailies early last February.

"I felt one of the problems was lack of departmentalization of the paper," Prentice said. "I wanted to physically clean up the paper first. Now I'll work on the reporters in the newsroom," who by and large are inexperienced, he said.

Most noticeable cosmetic changes:

- regular use of department titles,
- block make-up
- index on page one, and
- better handling of breaklines and jumps.

Improvements to content include:

- improvements in ledes of local stories,
- more tightly written copy,
- a reduction in repetition throughout local stories,
- local story on page 1, and
- stories on local issues, originated by other publications, intact with credits.

The last of these, which Prentice said is simply a case of giving credit where credit is due, has come across as a distinct departure from the norm. The papers have usually carried, with credits, editorials from other papers, op-editorial material, syndicated and other columns, wire copy, including travel, leisure and the like. But the port papers have not been given to lifting, holus-bolus, stories by non-Irving writers originated elsewhere. However, the *Times-Globe* carried a Feb. 26 story Vancouver freelancer Albert Sigurdson wrote for the *Toronto Globe and Mail* about an icebreaker built by Saint John Shipbuilding & Dry Dock Co. Ltd., albeit an Irving-owned shipyard. At the time, Prentice indicated this innovation would continue.

For the future:

- more beats in the newsroom, to be made possible by
- re-allocation of responsibilities in the newsroom;
- more new blood—(Isabella Grigoroff, copy editor with the now-defunct *Montreal Star*, went on staff in Saint John in late February as business writer and another was due in from Toronto);
- higher profiles for reporters (small

pics will be carried alongside by-lines, as was done in late February for three sports reporters).

Since both newspapers are owned by the Irving family and the reporters write for both papers out of the same newsroom under the same editor, the dailies are more or less two editions of the same paper. They differ in that the *Tely*, a morning daily with a Saturday edition, circulates throughout New Brunswick and plays up provincial news, while the *Times-Globe*, an afternoon paper published Monday through Friday, is circulated mainly in Saint John and emphasizes city news.

About seven years ago when there was a shortage of newsprint, the *Times-Globe* stopped publishing on Saturday. This led to a somewhat fatter, brighter looking Saturday *Tely* which was departmentalized with such titles as Sports, People, Travel, Leisure, Entertainment and so on.

At times, some of these titles have been used in weekday editions of both papers. But since Prentice arrived, there has been daily use of most of these titles, and others—Lifestyles, Business/Finance (in the *Tely*), Business World (in the *Times-Globe*), and ones like Education when needed.

Private broadcasters can't outdo CBC

By Barrie Zwicker

Toronto

In the March issue of the current affairs magazine, *Report*, published in Montreal, four pages are occupied by an argument that it's time for "the sun to set on the CBC." Pierre Lortie, described impressively as the "executive vice-president of the Montreal organizational-research firm SECOR Inc.," believes the CBC is "ripe for privatization."

(For a copy, send \$1.25 to *Report* magazine, 1280 rue St-Marc, Suite 208, Montreal, Que. H3H 2G1.)

Lortie dazzles with numbers, tables and quotations from legislation. There are, however, two remarkable omissions. One is his failure to distinguish between radio and TV, a failure avoided by *Report* editor Tim Creery in an editorial on the same subject.

The second is Lortie's failure to so much as mention even a single CBC program, let alone the general variety and quality of the corporation's programming.

The organization and performance of CBC TV and radio are not above

criticism and there is no shortage of it within and without the corporation.

But to turn for the moment to CBC radio, and only information programming at that, consider the varied excellence of As It Happens, The World at Eight, The World at Six, the 10 p.m.



National News, Sunday Morning, Canada Watch, Sunday Magazine, Identities, Ideas, Quirks and Quarks, Our Native Land, The Food Show, Cross Country Checkup, the weekday information programs coast to coast, Radio Noon, The House, regional public affairs shows, the Sound of Sports and the many informational items on Morningside.

Collectively these are a source of enlightenment of rare quality by any standards in the world. It takes a leap the imagination cannot complete to think private radio could provide anything close to this richness on any one station, let alone coast to coast.

A special Radio Week issue of *CBC's Program Guide* notes:

- About 180 reporters, writers and editors work out of radio newsrooms in 31 CBC English production centres.

- The CBC network newsroom alone produces 35 newscasts a day, amounting to more than six hours of broadcast time every 24 hours.

- Of 133 hours broadcast by CBC radio each week, current affairs programming accounts for about 53 hours, or 40 per cent of the schedule.

"Programs like As It Happens are a CBC Radio trademark. It's a style far more adventurous, for instance, than anything done on BBC," correctly comments CBC current affairs executive Colin MacLeod.

It's true, as CBC claims, that its current affairs production teams and the newsrooms constitute a "substantial national journalistic resource." Were CBC to be privatized, scores of these news and current affairs people would be thrown onto the streets. But the public

would be the really big loser.

As the *Toronto Star's* late *The City* magazine commented, in recommending that its readers tune in on *CBC's* ambitious four-part, 10-hour "Deptford Trilogy:" "CBC Radio...at its most pedestrian leaves other radio stations far behind..."

Perhaps therein lies some of the impulse to dismantle the *CBC*: it's becoming too popular for comfort, successful enough that some dark blotch in the Canadian psyche wants it killed off to satisfy what's left of the Canadian fear of success. Success in the public sector faces the additional stones (or stony silence) from those who will not recognize public sector success when they hear it.

Perhaps SECOR Inc. should be nationalized.

The *CBC* weekly *Program Guide*, which costs \$6 a year to listeners, is free to "members of the media," about 350 of whom now receive it. It's edited by Norman Guilfoyle; listings clerk is Kim Partridge.

To be added to the mailing list write: *Program Guide*, 296 Richmond Street West, Toronto, Ont. M5V 1X2. Enclose a cheque (no cash) for \$6 if you are not a newsmedia person.

Librarians, reporters get first contract

By Esther Crandall Saint John

Reporters and librarians employed in the newsroom of the Irving-owned Saint John *Telegraph-Journal* and *Evening Times-Globe* now have their first working agreement with New Brunswick Publishing Company. But the newsroom people, members of Local 85, International Typographical Union since last Sept. 7, will work under this agreement only until April 30.

Printers also belong to Local 85 and, when company and union officials announced Feb. 16 that the agreement for newsroom people had been ratified, they said some clauses would be re-opened April 30 for joint negotiation with the printers.

The April 30 negotiations are expected to involve rewording of some clauses and a review of the salary scale.

Under the present agreement, reporters at the bottom of the salary scale are paid a basic rate of \$150 per week. Under what is called a "five-year experience rating

program," desk-reporters can earn up to \$329 per week.

The agreement also covers fringe benefits, working hours and working conditions. But ITU representative Robert Earles said the agreement makes compulsory membership in the union a condition of employment and that this has been a "very important" consideration.

Last Sept. 7, the New Brunswick Industrial Relations Board gave 25 reporters and librarians permission to become certified members of Local 85. In mid-February, when the first working agreement was ratified, there were 28 members, including printers in the local.

The Saint John dailies, which operate out of the same office, were the last of the Irving-owned newspapers to get ITU unions in newsrooms. The other Irving dailies are the Moncton *Times* and *Transcript* which operate out of the same office in that city, and the Fredericton *Daily Gleaner*. The province's other daily, the French-language *L'Evangeline* in Moncton, has a local of the Quebec-based Canadian National Trade Union in its newsroom. 30



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Publisher's 10th Anniversary Report

ASSURED FUTURE IS 1980 GOAL

By BARRIE ZWICKER

"I was told that magazine publishing would make me moderately wealthy. And it did. The only trouble is, I started out fabulously rich."

—Helen Hope, Nova Scotia

WE'VE GOTTEN USED TO THE LESSON IN THAT quote: getting rich isn't the bottom line at *Content*, anyway.

But getting this magazine thoroughly into the black—to permit us to leave behind, in our tenth anniversary year, our prolonged adolescence and enter a strong maturity as a publication—is my goal for 1980.

There should be room in this country for a publication, enjoying a reasonable degree of respect in the communications industry, that would nurture journalistic ideals.

One that would be a forum for journalists, helping them to stay in touch with each other and all the issues important to their craft (just as their craft at its best should keep all society informed about the issues important to all society).

Content's Goals for 1980

- To strengthen **editorial**, primarily in directions indicated in responses to readership survey. (You can still have your say by filling in the postage-paid questionnaire in the centrespread of the February issue.)
- To achieve a minimum 15 per cent increase in **paid circulation**.
- To register a minimum 25 per cent increase in **display advertising linage** (last year's increase was 28 per cent).
- To accomplish a 50 per cent increase in **listings in Sources**, to 400 in the December 1980 edition over the record 268 in the December 1979 edition.
- To earn the ability, in *Content's* 10th anniversary month (next October) to **realistically project necessary profit in all quarters of 1981**, together with retirement of all or most of debt by June 1981 while maintaining editorial at or exceeding the quality established by the end of Fall of 1980.
- Implementation of **five-year plan**.

A publication whose publisher and staff are acutely aware of the significance of the current and approaching changes in communications technology; ownership and management patterns; changes in the nature and backgrounds of journalists; changes in public attitudes toward the media; changes in the relationships between press, radio, TV, magazines and computer networks; the importance of freedom-of-information legislation.

A publication whose staff is impatient to carry better-documented articles about these and many other trends and issues which are, or should be, central to the thinking of journalists and anyone with a special interest in journalism.

A magazine that would stimulate improvements in the practice of journalism. That would blow the whistle on sloth, greed, unfairness, imprecision, narrowness of vision. That would provide service and self-help features.

That on occasion would inspire.

IF SOMEONE CAME ALONG AND SUGGESTED launching such a publication, the news would be greeted with excitement.

Well, even its detractors—and I am one of them—would have to admit *Content* to a considerable extent answers the above description. With proper resources it can fit *all of it*—maybe more.

I have as much enthusiasm and determination as I did five years ago and Dick MacDonald did 10 years ago to play a useful role in this area.

So I'm going to ask you to help us *as if we were new*. We provide a *proven dedication* to independent coverage of, and comment upon, the news media scene in Canada. We can't do it alone. Dedication has to be joined with appropriate resources. You, our supportive readers, are the major resource of our publication.

A determination has been made here to break, in 1980, into a space leading to an assured future for *Content* as it is, and as it can be.

To this end, we:

- opened, on Feb. 22, a sales office in 700 square feet of new space and hired four temporary full-time sales reps to promote listings for *Sources*;
- intend to keep one of the four permanently, thereby doubling our permanent sales staff to two.

7 Ways to Participate SUBSCRIPTION PROMOTION



"I think Content is an excellent magazine . . . However, you've only scratched the surface in seeking potential subscribers . . . you must be more aggressive in your promotion techniques." — Donna Balkan, Municipal Affairs Reporter, *The Citizen*, Ottawa.

We couldn't agree more. The most effective (and also the fastest and most economical) subscription promotion is a few words of encouragement from Content readers to appropriate colleagues. Hence the "Seven Ways" Promotion. Sales and other feedback from this campaign will provide the foundation for a direct mail campaign later this year.

1 NEW
SUBS

I'm enclosing the (completely legible) names and addresses of _____ New Subscribers at special introductory rates (\$11 for one year, \$17.77 for two, \$24 for three):

- With full payment of \$ _____
- With partial or no enclosed payment (but with enclosed complete instructions including which new subscriber(s) wish to be invoiced) \$ _____

2 GIFT
SUBS

I'm ordering _____ Gift Subscriptions at special introductory rates of \$11 for one year, \$17.77 for two and \$24 for three. I enclose legible names and complete addresses, together with special instructions as necessary and FULL PAYMENT \$ _____

3 RENEW

I recently received a renewal notice and wish to renew. My renewal form is attached and has a dollar value of \$ _____
(I can't find the renewal notice and so am checking the next box.)

4 EARLY
RENEWAL

Whatever my renewal month or year, I wish to renew at this time for one one year at \$12, two years at \$18.88 or three years at \$26. I am attaching my mailing label OR name and full address (below) legibly enough to serve as your only record \$ _____

5 LIFETIME
SUB

Please enter me for a LIFETIME SUBSCRIPTION at just \$100. I am attaching my mailing label OR my name and full address (below) legibly enough to serve as your only record \$ _____

And get a free book

Get this. I've enclosed a total of four or more New Sub and/or Gift Sub orders and choose — in addition to the \$1 for each — one of the following books as a prize:

- Dateline: Gloucester Pool*. Selected writings of the late E.U. (Ted) Schrader, journalist, teacher and friend of all attempts to improve Canadian journalism.
- Those Were the Days*, by Peter Stursberg. Victoria, B.C., in the 'Thirties, vividly evoked by journalist Stursberg, from the distinctive vantage point of the newsroom of the *Victoria Times*.
- This Suitcase is Going to Explode*, a fast-paced novel by Tom Ardies, who worked for newspapers and wire services in Vancouver, Montreal, Toronto, Ottawa and Honolulu before beginning the successful Charlie Sparrow contemporary adventure novels.
- The Rose of Ba Ziz*, by Chip Young. Fully illustrated children's tale with a moral. Hard cover.
- The Pollution Guide*, by journalists Tiny Bennett and Wade Rowland.
- Eighty More Land Birds to Know*, by Barry Kent MacKay. Designed to aid the beginner in identifying and appreciating birds most frequently encountered in Canada. Contains a compact eight-page full colour catalogue of the birds for quick and easy identification in the field.

6 START
SUB

As a new subscriber, I wish to begin at the special introductory rates and have filled in the order form on the reverse side of this page.

7 FREEBIE
SWITCH

I've been getting *Content* free and now want to pay my share of the freight, starting with a one year sub at \$12, two years at \$18.88, three years at \$26, Lifetime Subscription at \$100. . . \$ _____

TOTAL OF ABOVE \$ _____

FOR EACH NEW SUBSCRIBER ORDER (BOX 1) AND GIFT SUBSCRIPTION ORDER (BOX 2) I AM SUBTRACTING \$1.00 SUBTRACT \$ _____

- Claim \$ _____ as a reduction from the price of my renewal, OR
- Claim cash payment of \$ _____

TOTAL AMOUNT ENCLOSED \$ _____

(PLEASE PRINT LEGIBLY)

Name _____
Address _____

_____ ()
_____ postal code

I prefer to use my Chargex/visa Mastercharge
Number _____ Expiry date: _____

Signature

- are making this the first bimonthly issue of *Content*, a frequency we are convinced will significantly contribute to increasing revenue and our ability to serve readers (See the separate for further details);
- are launching (see previous page) a campaign to expand circulation aggressively in newsrooms, executive suites and wherever journalism is, or should be, a matter of particular interest and concern;
- have increased our advertising rates (By the way, display ad lineage in calendar 1979 was up 28 per cent over 1978, and in the first two months of this year up 45 per cent over the same period a year ago);
- are proceeding with a subscription price increase of \$2 a year to \$12 (recommended by an independent business consultant whose other recommendations are also being followed);
- will develop a five-year plan.
- will be setting into motion two editorial projects of a magnitude never before attempted by us.
- will be obliged to add another staff member to help shoulder some of the extra workload.
- are raising \$15,000 (not much considering the impact it should have) in new capital.

I'M PROUD OF, AND DISSATISFIED WITH, *Content*. Proud because in the most relevant context—that of the fortunes of the species known as journalism review—this publication's survival into its tenth year is a remarkable achievement. Claude-Jean Bertrand's article on the history and meaning of journalism reviews, published elsewhere in this issue, provides some particularly well-researched perspective.

We're the second-oldest journalism review in North America, after the *Columbia Journalism Review (CJR)* of New York. Just three months ago, Edward W. Barrett, *CJR's* publisher, finally declared *CJR* has an assured future "after 18 years of uncertain existence." (My emphasis. —B.Z.)

Turning to *Content's* financial base, here is how our revenues have been lifted since I bought the magazine:

Fiscal Year	Sub Revenue	Ad Revenue	Other Revenue	Total Revenue
1974/5	8,319	10,526	6,001	24,846
1975/6	10,492	21,100	3,000	34,592
1976/7	13,022	20,770	13,789	47,581
1977/8	18,191	42,752	13,682	74,625
1978/9	23,336	41,345	18,186	92,867

Despite this achievement and continuing strict

economies costs have pressured up to keep us roughly in a break-even position.

For instance, printing costs almost exactly doubled last year over the previous year. Second-class postage rates rose 25 per cent in 1978 and a further 15 per cent last year.

To give some idea of how revenues last year were used, here's a breakdown:

Printing	\$14,545
Salaries of publisher, associate publisher, business/circulation manager, editor, advertising sales manager (half year) and commissions	47,664
Display ad and subscription promotion and fulfillment	7,090
Telephone	2,861
Bank interest and charges	1,859
Lawyers and accountant	2,010
Mailing list/maintenance	4,923
Second class postage	4,213
Mailing	1,398
Writers' and artists' fees	4,567
Office supplies & general	4,605
Typesetting	6,581
Other (incl. transportation, first class postage, office equipment purchase, photo-copying, periodical subscriptions)	9,782
Total expenditures	112,098

A comparison of expenditures (above) with revenues (at left) will show a loss in fiscal 1978-79 or \$19,231, which is the amount of the current bank debt. Interest charges are steep.

Other accomplishments of the past five years: we have

- tripled our paid circulation;
- hired a full-time editor;
- established a policy of offering payment to all writers, illustrators and photographers;
- developed a network of correspondents;
- established a news section (Lede Copy);
- maintained editorial independence and, most say, vigour;
- published several special issues;
- shared with *The Canadian* the distinction of being the first publications to endorse the Periodical Writers

Association of Canada standard contract and code of ethics.

- gained membership in the Canadian Circulations Audit Board, making *Content* the only audited journalism review in the world, to our knowledge;
- created the *Sources* directory, which has grown from 32 pages the first issue to an anticipated 120 this June;
- hired *Content's* first full-time ad sales manager;
- improved the paper stock;
- undertook distribution of *Carleton Journalism Review*;
- supported through publisher's volunteer activities the Canadian Periodical Publishers' Association.

BY THIS TIME, I HOPE YOU'RE ASKING "HOW can I help?" We think we deserve your assistance to boost *Content* onto a new plateau fiscally and editorially.

Remember, this—in the tenth year of the magazine—is the first time *Content* has asked the aid of its readers.

And remember, the aim of this multi-faceted campaign: to provide *Content* with an assured future and greater editorial strength.

At least one reader anticipated *Content's* need.

In the Feb. 28 mail, a cheque for \$50 from a Saskatchewan subscriber arrived with a note reading: "Enclosed is a cheque which I hope will be of some use to you. Please accept it as a gesture of appreciation from me for the job you are attempting to do with *Content* against some pretty heavy odds. I understand via the grapevine that *Content* is going bimonthly, presumably because of continuing money woes. The \$50 will be a drop, but I hope at least an indication of my concern. Is there anything else I could do to help?"

You, *Content's* readers, can help in a number of ways:

- **INVEST IN CONTENT.** All that's needed is \$15,000 of which \$3,000 has already been raised from two friends of the magazine (neither of them in the media nor associated with any cause other than an interest in better journalism). If you can spare \$500 to \$5,000 over two years, preferably at less than prevailing commercial interest rates, I can provide you with reasonable legal protection of your investment. Time saved from the search for capital can well be used in other work here. Call (416) 651-7799 now. If you prefer to donate, it will not be refused.
- Here's how the new capital will be used, in rough order of priority:
- (a) To finance projects to boost commercial revenue;
 - (b) To initiate and expand editorial projects;
 - (c) To hire contract research assistance;
 - (d) To finance specific circulation promotion projects;
 - (e) To hire another staff member to share additional 1980 workload;
 - (f) To provide overdue salary increases for existing staff members.

- **PUSH SUBSCRIPTIONS UNASHAMEDLY,** particularly among colleagues who have shown enough interest in our subject matter to pick up and read *Content* but who aren't paying any of the freight. As a last resort, buy a gift sub for such a colleague who balks at paying less than the cost of a bottle of scotch to receive the information and comment contained in a

SUBSCRIBE HERE...

The *Content* subscription package includes four regular editions of *Content* and two special *SOURCES* directory editions of *Content* each year. (*SOURCES* is not available on newsstands.) Subscribers also receive, as a free bonus, quarterly editions of *Carleton Journalism Review*.* (*Carleton Journalism Review* is not on newsstands either.)

To maintain membership in the Canadian Circulations Audit Board, *Content* is required to gather basic occupational data on subscribers. Kindly check the most appropriate box below and fill in your job title. Your assistance is valued. Thank you very much.

I am mainly involved in:

- community press
- daily press
- periodical press
 - consumer
 - periodical press
 - business/trade
 - periodical press
 - special-interest, academic, literary, house organ, etc.

- radio
- television
- wire services/news services
- public relations/information services
- journalism education
- libraries
- other (please specify) _____

My job title is: _____

Occasionally, subscribers may receive unsolicited literature at the discretion of *Content's* publisher. Organizations interested in reaching *Content* subscribers do not see the mailing list. To receive no such literature, however, check this box.

Dear *Content*: Yes! Save me the newsstand search. Send *Content* to my home, for the period indicated below, at special introductory rates.

- One Year, \$11** (regularly \$12)
- Two years, \$17.77** (reg. \$18.88)
- Three years, \$24** (reg. \$26)

- Payment enclosed.
- Bill me.

- ChargeX/Visa
- Master Charge

Account Number _____ Expiry Date _____

Signature _____

Name (Please Print) _____

Address _____

City/Province/Postal Code _____

*This free bonus supplement may be discontinued without notice

MAIL YOUR ORDER TO: CONTENT 91 RAGLAN AVENUE TORONTO, ONTARIO M6C 2K7



Our decision: to go bimonthly

OF THE FIRST 66 READERSHIP responses, 33 per cent favoured a change to six-times-a-year frequency from the present 11 if there was no reduction in total annual editorial pages.

Fifty-three per cent preferred we remain at 11, or some other frequency other than bimonthly; 14 per cent gave no opinion.

These early returns underline the need for an explanation as to why we are moving to bimonthly frequency.

First, it became apparent in planning sessions we had no real choice. The move is overwhelmingly appropriate. In concert with the other changes, it will:

- permit a probable increase in total editorial pages annually, otherwise improbable;

- give more time to prepare the major pieces on media performance that early returns indicate most readers consider *Content's* strongest editorial card;
- make issues of the magazine much stronger display advertising tools (Heft impresses potential advertisers);
- reduce the workload of the editor by about 20 per cent (He now is at least 20 per cent overworked);
- save about \$8,000 net this year;
- not rule out an increase in frequency later on, for instance publication of supplement style issues between the bimonthly ones. Betweeners could accommodate news items, one-

page and two-page-spread features, Omnium, career ads, appointment notices.

A number of those preferring no change in frequency said they realized it might be necessary. We hope if you're inclined against the change you'll recognize they were right.

Certainly there are drawbacks, the main one being a loss of immediacy with Omnium and Lede Copy items. The lead time for major analyses of news media performances is so long, however, that these would not be delayed by the frequency change. If anything, we'll be able to get these major pieces to you sooner because of gained editing time.

So, while we change frequency, stay tuned and enjoy the benefits.

year's issues of *Content*, *Sources*, and *Carleton Journalism Review*.

- **FILL IN THE READERSHIP QUESTIONNAIRE** in the centrespread of the February issue. It's postage free.
- **RENEW EARLY**, or at least renew for a longer term (it's a much better bargain anyway) or at the very least, just renew.
- **WRITE FOR US**. Query first. We want the best possible pieces for the anticipated extra editorial pages annually to be gained through the frequency change.
- **SUGGEST SOLID ADVERTISING PROSPECTS** (namely organizations, whether firms, associations or government agencies that indicate a real concern to communicate directly to a growing audience of attentive journalists).
- **THINK OF CONTENT**, if you're a managing editor, news director, public relations or information officer, when you have a career ad to run (we reach an incredible pool of potential candidates for editorial, media relations and public relations jobs), or an appointment notice, any announcement concerning journalism awards, and corporate advertising intended for influential audiences. Call ([416] 651-7799; if busy 651-7733) for our *new rate card*.
- **USE OUR CLASSIFIED SECTION**. Yes, it works.
- **FORGO AN EXTENSION OF YOUR SUB** in connection with the change of frequency (although we feel morally obligated to extend subs upon request).
- **ANY OTHER KIND OF SUPPORT** you can offer. Many of you have expressed promises of support over

the past five years. Are you there? We're calling in all chips. Monitoring news media performance is surprisingly exacting, expensive and time-consuming. Whatever our past and present failings, we have the proven dedication to do that. We're also dedicated to carrying more articles describing excellent journalism, telling who did it, and how.

The immediate expansion of the subscription list is important in a profound way. The degree of your immediate success in this will be an *indicator* of the answer to the larger question of Canadian journalists' collective desire and ability to *properly* sustain a periodical that in turn will *properly serve and sustain them*.

We want to exert more influence on what actually happens to Canadian journalism; *Content* readers' influence is part of that influence.

Early returns on the readership questionnaire show a potential additional subscribership that existing readers can reach *faster and much more economically* than we can with direct mail or other promotion.

How do you identify potential *Content* readers? We can't find better words currently than those of a supporter groping over several beers the other night for a description of what's at the core of the people writing and reading these pages.

"They're the people trying to tell, in spite of everything, the story that is really correct," he said.

Sincerely,

Barrie Zwickler

BLUE BLOOD CIRCULATION SLUGGISH

Britain's huntin', shootin' and fishin' aristocracy—and that includes almost every member of the Establishment—has been shaken by a trial which opened in Crown Court in **Nottingham**.

Four men, owners and officers of *The Tatler* and the *Nottingham Observer* are accused of inflating the magazines' circulation figures. For nine years, says the prosecution, *The Tatler* claimed a circulation of nearly 50,000. But it never sold more than 15,000. During the same period, the *Nottingham Observer's* figures were boosted from 2,000 to more than 12,000.

The idea was to gain increased advertising and the four men are accused of conspiracy to defraud would-be advertisers.

The magazines record the hatches, matches and despatches of British society figures and had been thought to circulate widely among members of the Establishment.

DAILIES DRAWN AND QUARTERED

You need only read 25 per cent of a newspaper to know what is going on about you.

Who says? Daniel Rapport, former *UPI* reporter, who details his art of "selective skimming" in *The Washingtonian*.

These are the stories to ignore, says Rapport:

1. Any story with a headline or lede paragraph with the word "stalemate" or "deadlock." That's a sure sign nothing has happened since the last story on the subject.

2. Any story beginning "Representative... today called for" Nobody of importance takes politicians' speeches or press releases seriously and there's no reason you should.

3. Any story in which the lede is built around verbs such as "prepared," "scheduled" or "planned."

4. Any story that is almost totally prospective, the outcome of which will be known shortly, such as an election or the size of the next OPEC price increase.

5. Any story that is almost totally retrospective such as the mood of the country 10 years ago at Richard Nixon's first inauguration, or the mood on campus 10 years ago during the Harvard campus riots.

Rapport says "Steer clear of stories whose essential qualities never change." He points to those on NATO, Congressional reorganization, campaign finance reform, presidential image-making, inflation, economic forecasts and the future of *PBS*.

JOURNALISTS FREE TO ROAM

Six Swedish journalists accused of trespass during a police raid on squatters have been cleared by a court in **Stockholm**.

The editors of four leading Stockholm papers published a joint editorial before the trial stating that a guilty finding would leave police free to decide what journalists should or should not be allowed to cover (*Content*, Nov., 1979).

NOWHERE, ONT?

Roy Thomson now has a plaque to his memory in the crypt of St. Paul's Cathedral, in **London**.

At the ceremony where it was unveiled, there was a eulogy from former U.K. prime minister Harold Macmillan. And top Fleet Streeters such as *Sunday Times* editor Harold Evans and Times Newspapers chairman Sir Denis Hamilton turned out for the occasion.

But the wording of the plaque is likely to cause some consternation in Canada—and, particularly in Timmins, where Thomson launched his empire.

It refers to him as "a strange and adventurous man from nowhere." Timmins, nowhere?

MORE \$\$, FEWER READERS

Figures released in **New York** show U.S. magazine sales are slumping, but their advertising is up.

Two explanations: TV advertising has become too expensive or advertisers believe magazines can still pull in customers while the economy shrinks.

Eleven of the top 20 magazines lost readers during the first six months of 1979. *McCall's* lost 300,000 of its 6.5m readers. *Family Circle* sales slumped from 8.5m to 8.1m.

True Story lost a whopping 18 per cent of its readership and the *National Enquirer* 12 per cent. *TV Guide* and *Reader's Digest* each lost two per cent.

Gross revenues for the Top Ten:	
<i>TV Guide</i>	\$552m
<i>Time</i>	349m
<i>Reader's Digest</i>	240m
<i>Newsweek</i>	236m
<i>Playboy</i>	176m
<i>People</i>	170m
<i>Sports Illustrated</i>	169m
<i>Family Circle</i>	151m
<i>Women's Day</i>	143m
<i>Better Homes & Gardens</i>	140m

WOMEN'S MAGS TOO SLEAZY

In **Brisbane**, the Queensland Literature Board of Review is worried by women's magazines which emphasize "undesirable sexual themes."

In its annual report, the Board says it will be keeping a close watch on the unnamed magazines which promote themselves as family reading.

Crime magazines and adult comics also come under fire. Some always have covers showing helpless women being attacked and the contents include horrific, graphic details of the crimes. Some were banned because of feared effects on readers who seemed to be mainly children.

30

(416) 544 3761

When you're doing a number on steel.

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

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

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Our product is steel. Our strength is people.

JRS

A look at U.S. journalism reviews

By CLAUDE-JEAN BERTRAND

WHILE IT MAY SEEM INBRED for a journalism review to publish a piece on journalism reviews, the number of readers inquiring as to Content's status leads us to think many may find the piece below of considerable interest.

It is also appropriate to publish something to help place Content in a new context as we approach our tenth anniversary as the second-oldest such review in North America and as we launch a campaign to establish a basis for an assured future and greater strength.

This piece was written by Claude-Jean Bertrand, a faculty member at The University of Paris, France. It appeared as Freedom of Information Center Report 19,

published by the School of Journalism at the University of Missouri. The most comprehensive article on journalism reviews we have seen, it is based on a year's study of media criticism Bertrand conducted while in the United States as a research fellow of the American Council of Learned Societies.

The version below has been abridged by about half. Bertrand studied only the U.S. scene; a careful reading of the original stimulated an understanding of significant differences between U.S. and Canadian attitudes and National media realities. Most of Bertrand's observations about reviews, their constituencies, obstacles and support, however, would apply in Canada, in my opinion.—B.Z.

THE DAY AFTER THE PRESS WAS born, press criticism came to life, but until recent times, practitioners usually were partisans or snobs. In the last century, the prostitution of the news media kindled the ire of advocates for social morality, but most of their castigations were scattered and buried in small circulation magazines, books and reports.

Then, around 1970, the concentration of discontent in the environment became such as to cause a crystallization. Journalism reviews materialized all over the United States. Eight of the 10 largest cities have had a review. More than half the states have had at least one, with a predictable concentration on the East Coast and in the upper Midwest and California.

After lasting an average of less than 18 months, two-thirds of the reviews vanished. Seemingly, the new formation was of an impermanent kind.

If journalism reviews had done no more than blast a breach in the ramparts of complacency, they would deserve a celebration, which they have not yet had. Actually, the reviews were both less than a dambursting flash flood and more. At what could turn out to have been the takeoff point of a slow revolution in the press, working journalists stepped out of the closet; they asked to be treated not as salaried scribblers, but as professionals; and they appealed to the public for support.

Nonetheless, journalism reviews were not so much a factor as an indicator of change. On the other hand, the need remains for independent, systematic, expert reviewing of journalism at the local, regional and national levels. Neither the heterogeneous mass, nor the profit-obsessed media, nor, of course, the government, can provide the surveillance that a public-service-cum-political institution requires.

Hence, what is called for is not just a praiseful post-mortem, but an examination of why and how a great number of journalism reviews should and could be brought to life.

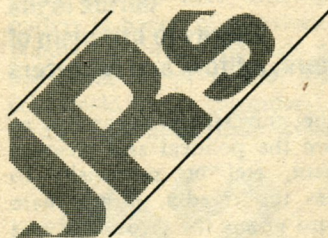
THE BIRTH OF THE PIONEER journalism review (JR) occurred May 20, 1940, when veteran newsman George Seldes (now 88) started *In Fact*, the first periodical to pick as its one and only target the sins of the press, in omission as in commission. With the support of big labour unions, the biweekly newsletter was to reach a top circulation of 176,000, higher than any later JR, and to last 10

years, longer than all except the *Columbia JR*.

But *In Fact* was "red-baited to death" and folded in October 1950. Seldes was never a Communist, but libel and blacklisting have an enduring effect. Few news people have heard of the man. No JR has carried a profile of the precursor.

JOURNALISTS BEING THE INDIVIDUALISTIC creatures they are, it seems natural for the first type to be the one-man JR. A distant forerunner was *Arthur McEwen's Letter*, a weekly published in 1894-95 by a former editorial writer of the San Francisco *Examiner*. Like him, in more recent times, most critics have found it more judicious not to take on the press exclusively. In Washington, D.C., I.F. Stone reviewed journalism only part time between 1962 and 1971...

News people do flock together periodically, at favorite watering holes, and they can act together, provided their hackles have been sufficiently raised. That is where and how most reporter-JRs were born. At a climax of the anti-war,



anti-system agitation, the clubbing of journalists by the Chicago police during the 1968 Democratic Convention and the ensuing distortion of facts by media management under pressure from the Daley machine bred enough furore for young local reporters to meet above Ricardo's bar, form a militant group and then bring out *Chicago Journalism Review*.

To that overall pattern, there have been at least three exceptions. After J. Anthony Lukas, enraged by the coverage of the Chicago 7 trial, suggested to fellow newsman Richard Pollak that they start a New York JR, they obtained considerable financial backing and decided to put out a commercially viable tabloid that would take advertising (which most JRs shunned) and pay contributors (which no other local JR did).

Hence, to cover the Big Apple, and to a lesser degree the national scene, [MORE] (1971-78) could use topflight talent. It fast earned even greater visibility than *Chicago JR* and gave impetus to the whole reporter-review movement.

From 1971, JRs started flowering on campuses...working journalists despise campus JRs; they postulate the incompetence of their staffs and their submissiveness to the powers-that-be.

JRs belong body and soul to print journalism. A survey of JR contents shows that 90 percent is devoted to the magazine and newspaper press. Admittedly, some of the earlier JRs were broadcast.

Yet they belong on the margins of the phenomenon. One reason is that, while it takes only a few dollars to get into print, no one can get on the air without permission from the broadcasting barons. At least in the minds of radio-television executives, JRs were bound to express as much desire to discredit a rival, and hostile, medium, as to improve journalism—with exceptions.

Generally speaking, though, activist reporters, journalism school critics and citizens' committees have been kept off the air. Management alleges that because of government regulation, radio and television are very vulnerable; must shun controversy; and, as regards their own operations, stand under permanent multiform scrutiny. Actually, public affairs programming is minimized so as to maximize profits within the non-expandable air time.

As for broadcast journalists, high pay, short contracts and little union protection make them very careful, and not too many of them have taken part even in print JRs.

OF THE MANY REVIEWS THAT have appeared, most disappeared within two months or two years. A third of the JRs that emerged after 1968 held out for only five issues or fewer, and never had time to make an impact. Only a third of them endured for more than 10 issues. By 1974 there remained only four reporter-JRs. They all encountered the same obstacles.

In their march toward professionalism, the rebellious mercenaries drew little encouragement from existing press-related institutions that should have supported the reform movement, and still might. Press clubs were usually not interested, but the public relations people who patronize them often eagerly subscribed to the reviews...

While JR founders often were active Guild members, The Newspaper Guild limited its participation to exhorting locals to help financially, and in Cleveland, Denver and Honolulu union membership voted *not* to give a JR any money. It was at Guild newspapers however, that reviews usually appeared

and survived.

As for national foundations, they fought shy, apart from the Fund for Investigative Journalism, which gave seven JRs sums ranging from \$500 to \$3,000. Big business, by the way, was more helpful.

The Association for Education in Journalism (AEJ) did not wish to get involved. As for universities, only 12 of the 60-odd accredited U.S. journalism schools ever seriously encouraged the movement. To end this pitiful list, let it be recalled that no Pulitzer Prize ever went to a JR, or to any press critic for that matter.

The major stumbling block in the path of JRs, however, was the small size of the journalistic community and the public's still very low level of interest in the media. In cities of 500,000 to 2 million inhabitants, most JRs could distribute only 500 to 2,000 copies. *Chicago JR* was exceptional in reaching a top circulation of about 10,000, since on the national market [MORE] sold less than 30,000 and the *Columbia JR* less than 45,000.

And those JRs have had trouble keeping their lay subscribers: they stay interested a couple of years and then consider they have had their fill of media criticism. A small potential audience, and an even smaller actual readership, entail a lack of revenue. Hence, after the first enthusiasm has waned, JRs have no funds to pay for good material and energetic laborers. Only four of the reviews (including the three best) could afford a full-time editor.

Declining quality and irregular publication soon lose the JRs what few readers they have to start with.

The second major hurdle for JRs is the arrogance and/or paranoia of publishers, editors and (many) reporters. Their allergy to criticism is such that reviews are refused any kind of publicity and remain unknown to the general public.

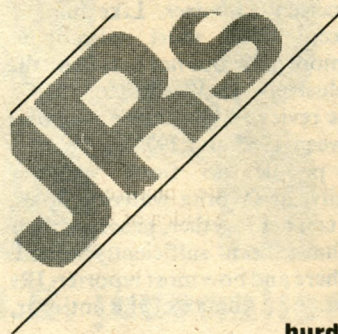
To sell 2,000 of its 5,000 print run, the *St. Louis JR* has had to contend with the absolute silence the local dailies have made around it for seven years now. In some cases, media executives screamed employee disloyalty and undertook to muzzle the reviews by threats, as in Chicago and Los Angeles, or by actual reprisals. Demotions and firings were vainly used in Philadelphia and Houston. The would-be editors of *Thorn* and of *Atlanta JR* were bounced for merely planning a review. The Portland media killed the *Oregon JR* by vetoing any participation of their staff in it.

All this, however, has been relatively exceptional. Quite a few editors have dialogued with the local JR in its

"Letters" section, sent in their checks and even written for it. Others were suspected of being in secret sympathy with the critics.

The worst resistance often came from the press proletariat. Not only were many reporters too satisfied, too cynical or too scared to lend any assistance, but sometimes they clearly opposed the conceited "nest-foulers" and "biters-of-the-hand-that-feeds." JRs were variously stigmatized as mediocre exercises in futility, ego-trips, bitching bulletins, sly attacks on free enterprise and even incitements to government intervention.

As regards university-sponsored



A major hurdle is the allergy to criticism of publishers, editors and reporters

reviews, the universities, dependent as they are on the political and business establishment, feel no propensity to antagonize the media. Journalism schools want grants for themselves and jobs for their graduates. Among their faculty, the "green eyeshades" tend to remain myopically loyal to the industry, and the scholarly "chi-squares" have little but scorn for day-to-day monitoring.

A third threat to the JRs derives from an internal flaw. Most reviews are a labour of love by an individual or a little group who have more idealism, more courage more free time, or simply less to lose than their colleagues. These people are *individualistic reporters*. They know precious little about newspaper production, accounting, tax laws and post office regulations—and getting a cooperative venture organized represents a terrible strain on their egos.

Rather sooner than later, their ardour burns out. The indifference their crusade meets with is fast debilitating, and the hostility it generates is hard to bear, especially in small communities. Add to that professional ambitions and family concerns, and at one point the leaders move away from the JR, often away from the city, sometimes away from journalism. Usually no one has the zeal

and skill to take over the burden; the JR then dies or goes into a quick decline.

The staff of the radical reviews, as those of the *AP Review* and the *Ball & Chain Review*, drifted apart. *The Unsatisfied Man (TUM)* did not resist very long after C. Stiff left his soft job on the Sunday edition of the *Denver Post* to start his own local weekly. The *Hawaii JR* folded not very long after the founding couple (both in television) stopped devoting their considerable leisure to JR chores.

Quite a few reporter-JRs could have been saved by an alternative publication or by a journalism school, but they preferred to fold rather than compromise their independence. Working journalists were going public with their criticism, but considered they alone were qualified to criticize. They often dismiss the *Columbia JR* for being academically dull and irrelevant.

As for journalism school JRs, students are accused of not knowing what they're talking about. Reporter-JRs, however, show just as serious an in-built failing. Rarely in reporter JRs are journalists indicted as a class for vanity, submissiveness, superficiality, dislike of change or lack of social consciousness. And one gets the idea from reporter JRs that all the ills of the press originate with owners, advertisers, editors, politicians and judges.

Checking for accuracy, getting the opposing view, even good proofreading, practices that JRs vehemently advocated, they themselves violated for lack of volunteer labour. The staffs were not unaware of those failings; and some reviews, like *TUM* and the *Houston JR*, printed critical evaluations of themselves. Nowadays, *feed/back* in every one of its issues features a one-page section by its own in-house critic.

On balance, however, what strikes an unprejudiced reader is the excellence of so many articles that must have required long hours of investigation and writing, sometimes at considerable risk, and never for any reward. Judging from the later careers of many media monitors, it is obvious they were among the best local reporters, not soured mediocrities.

Even if material and manpower were abundant, a further problem would arise: how to tailor the product to the readership. Is the JR to be primarily an anti-house organ not meant for the public, as the *AP Review* was to the wire service and the *Journalists Newsletter* (1970-73) was to the Providence, R.I., *Journal & Bulletin*? And then should it be directed at reporters or at editors and publishers? Or should the JR aim at a wider readership,

the local decision-makers and opinion-leaders, or even the whole liberal constituency? And then should it focus on reviewing the media, reporting on them or supplementing them?

A JR that undertakes to talk to both publics, as it ought to, must tread a narrow path between being an organizational bulletin, which bores outsiders to tears, and a popular magazine that newsmen would treat as junk mail.

A further pitfall, rarely mentioned, is political, in the wide sense of the word. If a JR's whole activity is not undergirded by some ideology, however vague, by some concept of what the press and society should be and how to progress toward that ideal, it is bound, sooner or later, to slump into monotonous sterility. The shocking revelation of journalistic offenses can be effective: a litany of sins cannot—unless one or several ways to salvation are offered.

After a survey of 20th century media criticism, D. Rubin is tempted to sweep it aside as useless: most problems are "probably not susceptible of solution within the framework of private ownership of the press." Is there no difference between the press of the 1920s and that of the 1970s, no difference between the Louisville *Courier-Journal* and the San Francisco *Chronicle*, both privately owned? Has not the "social responsibility" doctrine of the press played some part, via criticism, in the improvement of the U.S. press? And, after all, that excellent and prosperous French daily *Le Monde*, so often praised as an example by JRs, is privately owned, albeit by its editor, manager and staff.

What is true is that the principles defended by JRs—like accuracy, fairness or minority employment—should be, and never are, rooted in a scientific theory and in a philosophy of social communication. Nor do reviews even express a strategy for public control of the mass media. "There's no journal that has a sophisticated left analysis of the media...understanding what the media are about, what they really represent, how they really function in society. There was, is, no public voice which translates that information into some language that is accessible to people who work in the media": such is the 1977 conclusion of Michael Singer, co-founder of *Pac-O-Lies*.

ALL THOSE OBSTACLES WERE TOO much for most local reviews, and they fell by the wayside. Supposing they were a

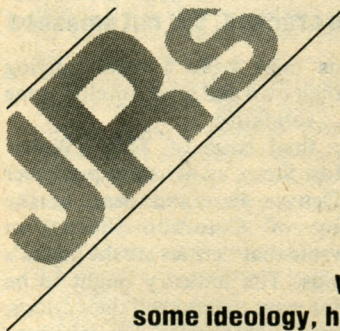
one-day wonder, supposing no second generation is in the making, what did they reveal, expose, achieve that warrants them a niche in the history of the U.S. press?

They revealed not so much the discontent among working journalists, which is endemic, as a quantum leap in that discontent. Groups of reporters walked out into the public squares to call attention to the press. This denoted a shift of loyalty from media capitalists to media consumers, from employers to clients. An indisputable sign of professionalization.

No longer could JRs be dismissed as mavericks venting their spleen, or media lashing out at rivals, or Ivy league journalists lecturing the journalistic hoi polloi.

What JRs exposed were the sins and perils of the press, as seen from the inside. They provided hard media news and instant analysis. Who reads through them all gets an accurate picture of the American press and an idea of U.S. press problems in the last 10 years.

The most common types of stories are the documented attack on a particular press misdeed (like offering editorial puffery to buyers of advertising space or blindly supporting the local police) and the discussion of general media issues (like shield laws or gag orders). Most JRs also provide non-critical information on



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the media, both news and education.

Many reviews, like the *St. Louis JR* or the *Houston JR*, have given news makers space to express their views of the press. A few, like *Chicago JR*, published stories the media had spiked or ignored (about the murder of Black Panthers or the regulation of cable television). Apart from major stories, all reviews had at least a few regular sections, including letters, typos-and-goofs or book reviews.

A number of JRs perceived that they had to be of practical use to reporters and kept them posted on the whereabouts of their colleagues in a "transitions" section. And just about all had a section

for which they vied to find an original title—from [MORE]'s "Hellbox and Rosebuds" to *feed/back's* "etaoins and shrdlus"—an unpretentious list of "kudos and knocks."

Discounting special issues like the *Twin Cities Jr (TCJR)* examination of business and labour coverage, all reviews dealt with a wide range of subjects, yet an examination of over 1,000 articles brings out a clear hierarchy of major themes. In first place come the dissatisfaction of news people...

Second in frequency stands criticism of the mediocrity of the news, attributed to the sloth or crookedness of a particular reporter or, much more often, to the cowardliness, conformism, parochialism or prejudices of editors and to the rapacity and avarice of media owners.

Three themes are almost equally represented in the third rank. First, complaints about the conservatism of press barons, their hostility to any kind of dissent, their staunch support of business interests and of incumbent politicians, their efforts to expand their wealth and power. Second, stories on the difficult relations of the press with government, the legislatures, the bureaucracy, the police and the courts. And third, profiles of new or original press organs and practitioners.

As a last major theme come attacks on sexism and racism in the news and in the newsrooms.

It is hard to measure what the JRs achieved... Many JRs cannot document any significant achievement except surviving, but the longer-lived can list precedent-making changes of the kind that can slowly snowball, like hiring more women and blacks or putting an end to freebies and junkets.

The readership of the JRs was undoubtedly small. The person-in-the-street had not heard about them, but they were known by higher officials, by politicians and by businessmen, the country-club friends of publishers and station owners. They were scrutinized in the newsroom. Any self-respecting editor on a metropolitan daily reads the *Columbia JR* and read [MORE].

Who can doubt the impact when a mere allusion to his publication in a letter published by [MORE] prompted a top editor of the Los Angeles *Times* to send me a correction, all the way to Europe?

As the JRs see it, the influence of the more durable reviews was threefold. A JR was a watchdog: "It made reporters aware that they had to be careful because their peers were watching over them" (J. Burris, *Hawaii JR*). It was a consciousness-raiser: "One thing we did

was sensitize our audience to the problems of the media" (C. Stiff, *TUM*). And it was a forum: "What the review has done is to start some channels of communication among reporters. Before we never knew people across media lines" (C. Lacey, *TCJR*).

To sum up, "Most of what the JRs accomplished is subconscious, it is intangible. It is in the atmosphere, in the relationship between editors and reporters" (D. Rottenberg, *Chicago JR*).

All reviews, consciously and more often unconsciously, were an expression of, and an encouragement to, a movement... Under the name Reporter Power, it revulsed both media managers and realists, for they imagined that the lowly journalists dreamed of grabbing ownership.

Whether militants called it Voice in the Product, Democracy in the Newsroom or Workers' Participation, what they actually wanted was no longer to be two-legged tape recorders for glorified shoppers. They wanted the news flow to be entrusted to them as expert professionals. They wanted it to be as free from control by dollar-hungry corporate executives, as it should be from control by power-hungry politicians and bureaucrats.

Few media companies have placed reporters on their boards of directors or even allowed them a say in selecting editors; but on the better papers, the autonomy of specialized staffers and the open-mindedness of management has clearly improved in the last 10 years.

One way to achieve the distant goal is to promote class-consciousness among journalists. Another is to develop public support. All JRs did both as publications, but many went a step further. Most gave fund-raising parties that brought together news people from the various local media. Some organized conferences for the rank and file, while others included news people and public relations people, journalism students, professors and enlightened citizens.

JRS ARE NEEDED BECAUSE, IN the words of Carl Bernstein, "Nothing is less justified than the orgy of self-congratulation that followed Watergate;" the U.S. press is still not doing the adequate job it should and can afford to do.

They are needed because the Burlington, Iowa, *Hawk Eye* is almost unique in allowing staff participation in editorial policy, and the Charleston, W. Va., *Gazette* in using a battery of public

accountability procedures. Only a miniscule percentage of the thousands of dailies and weeklies can or will salary a media beat reporter (as the *L.A. Times*), or an in-house critic (as the *Washington Post*), or an ombudsman—and such employees cannot be as tough-minded, anyway, as an independent agent. A very small proportion of the news media benefit from a ... press council...

JRs are needed because news-magazines, quality magazines and alternatives lash out at the media only occasionally and avoid self-flagellation. The shell of smugness the press builds around itself has been cracked, not shattered. More criticism cannot cause instant metamorphosis, but it can certainly help reformers inside and outside the industry.

Lastly, JRs are needed because

**The shell
of smugness the press
builds around itself has
been cracked, but not smashed**

journalists must have a local rallying point of their own and must develop some kind of ... solidarity.

In the final issue of *TUM* (Winter 1975), Mort Stern, ex-assistant publisher of the *Denver Post* and dean of the University of Colorado journalism school, wrote that "critics are the media's best friends. The industry ought to be looking for ways to bankroll their critics, to permanently institutionalize criticism, out of self-interest." He added that universities should be involved in the undertaking.

Is this unrealistic? The Peoria, Ill., *Journal-Star* finds it worthwhile to pay \$15,000 for its Women's Advisory Board. Newspaper foundations now contribute to the funding of the National News Council, whose decisions are published by the *Columbia JR*.

Another ground-breaking realization was Ghiglione's *New England Daily Newspaper Survey* (1973), executed by journalism critics and professors with the cooperation of editors and publishers. An association of owners, workers and educators for the development of JRs is in line with such precedents.

FOR A MONOPOLISTIC NEWS media to avoid autocratic/bureaucratic enslavement and to escape plutocratic bondage, or merely for them to stop serving exclusively the majority in a pluralistic society, more responsibility must be taken by the profession, on behalf of the public, with its participation and under its control. If the intervention of legislatures, courts and regulatory agencies is to be kept at a minimum, the democratization of the press can be realized only through a vast informal network of monitors, feedback purveyors and access-makers (with the possible assistance of new technology in the near future).

The embryo of such a system is developing and it includes college courses in media accountability; workshops and conferences on press ethics; license-challenging citizens' groups for better broadcasting; committees for community control of cable television and even panels of readers regularly consulted (as by the *St. Petersburg Times*); local, state and national news councils; free-press/fair-trial committees and the ethics committees of such bodies as the ASNE and APME; Guild-sponsored, joint staff-management groups (as at the *Minneapolis Tribune and Star*); local militant associations (like the San Francisco Media Alliance) and national organizations like those of black and female journalists; readers' advocates; bureaus of accuracy and fair play; media criticism columns and features, op-ed pages, expanded letters-to-the-editor sections and regular letters-from-the-editor.

Media reviews could become a major element of the system as watchdogs of the press, as reporters, promoters and coordinators of all the other controlling curs, and as vulgarizers of research in the theory and practice of mass communication.

All progress is predicated on the citizenry's awareness of how crucial the press is to them, of how greatly its services could be improved, and of how powerfully they can influence it. The growth of that awareness seems desperately slow to radicals. To the historian it is revealed to be exponential.

Copies of the Freedom of Information Center report on journalism reviews may be obtained by writing the Center at Box 858, Columbia, Missouri 65205. There is a 50 cent charge.

Editorial on Thomson takeover reflected fears of many

"Reflections on the take-over of FP" was a masterful summary of the problems posed by the latest round of consolidation in the Canadian press, but the solutions you propose cannot have given Ken Thomson much cause for concern. To suggest that "we should do our best to examine our own secretive industry more closely" and "take a hard look at . . . Canada's pussycat antitrust laws" flies in the face of the facts you have just so convincingly marshalled.

Who will publish these investigations? Surely not FP, Southam or Thomson. And how much further ahead would we be if the Thomson takeover was disallowed? Canada boasted a concentration of ownership before the merger that was unmatched anywhere in the western world.

The threat posed by this latest consolidation affects not just journalists, but all workers in the newspaper industry and all who rely on newspapers for information. The mergers are motivated by a single desire: increased profit. It is a sad fact that while their employers become more united and integrated than ever, newspaper industry workers remain largely unorganized, split by craft differences and at the mercy of new technology.

It is unfashionable to say it in an industry that has raised "investigative reporters" to god-like stature, but we're all just copyboys to Thomson and the sooner we realize it the better. The only effective counter to the economic clout wielded by the publishers is equal economic strength based in union organization of their employees.

Cynics point to the weak and divided unions now representing some industry workers as proof that the battle for organization is already lost. But if we don't reverse that situation, we'll all be at the mercy of a few multinationals who sash their profits from country to country as casually as a commuter changes buses.

Newspaper chain-owners do not have as low a regard for unions as some of their employees do. The unionization of *The Canadian Press* was fought every step of the way and has been followed by reorganization and expansion of the chains' in-house news services.

These services are eliminating the jobs of reporters who formerly staffed national events for regional papers. They also provide a centralized and homogenized source of news that is reducing the variety of commentary and analysis for newspaper readers. It can hardly be argued that the news services are sending the wisdom of topflight journalists into regional backwaters—they are filing to the richest papers in the country.

The chains have also found plenty of cash for new computer technology, which has shattered the seemingly impregnable fortress of the ITU. In the newspaper of the 1980s, it is the ad-takers, the pressmen and the delivery boys who are most critical to production. The

Congratulations on your very good editorial on the Thomson takeover. You put the issue into perspective.

Controlling the number of Canadian papers he does—and most of them in one-newspaper towns—the biggest danger to my mind is a lack of a standard for comparison. The public may come to assume that a Thomson paper is what a newspaper is and what one could expect a newspaper to be. That is a dismal prospect for people, like me, who enjoy reading good daily journalism.

Keep on slugging.

Dave Scott,
The City magazine,
Toronto, Ont.

rest of us can be replaced at the flick of a switch.

Under these circumstances, it is difficult to understand how many reporters at *The Globe and Mail*, for example, can feel secure in their open shop. They and the reporters on most major dailies owe their salaries to standards set in union shops, sometimes through recourse to strikes. But if Thomson decides the bounce in the FP chain have had enough raises for a few years, what are they going to do about it?

Thomson is not shy, when troubles beset one part of his empire, about propping it up with profits from elsewhere. Oilfield profits undoubtedly contributed to the length of *The Times* strike. But journalists have been unaccountably reluctant to adopt the same tactic. When Thomson is looking at the FP and Thomson chains as a single balance sheet, it is folly for his workers to bargain one group at a time or not at all.

The Newspaper Guild has made some valiant efforts to build an industrial union. A major obstacle, in my opinion, has been the attitudes of journalists who would rather write about mergers than fight them. They see themselves above the classified ad-takers, the typesetters, the delivery truck hoppers. Ken Thomson does not see them that way.

When everyone in the industry, from the person who does the interview to the one who delivers the paper is in a single union, solutions to concentration of ownership will be within reach.

Geoff Meggs,
Vancouver, B.C.

Congratulations on your excellent editorial, "Reflections on the Takeover of FP," in February's issue.

Your concern has also been felt in The Newspaper Guild. At its January meeting of

the International Executive Board, the following resolution was passed:

"The Thomson empire, already owner of 120 newspapers in the United States and Canada, has picked up eight more, including some of Canada's largest and most influential, with its acquisition of the FP chain.

"Thomson, a conglomerate whose media and other holdings extend around the world, has suddenly become a voice of overwhelming volume in Canadian communications. The development cannot but be disturbing to those who value the pricelessness of press freedom and diversity.

"The spectre of a financial Goliath standing astride Canada's entire communications network is chillingly close to reality. It cannot be allowed to materialize further.

"The acquisition underlines the critical importance of the recommendation by last year's Newspaper Guild convention that the U.S. and Canadian governments enact a law to limit the size of newspaper chains 'before the last of the fast-dwindling independent dailies disappears from the scene.'

"The Guild's International Executive Board calls on Parliament to act on such a measure as soon as it reconvenes and asks the Canadian Labour Congress to join us in this call."

Our concerns have also been felt in British Columbia, a province where roughly two-thirds of daily newspaper circulation is now controlled by the Thomson-FP amalgamation.

The Victoria Labour Council, supported by delegates from the Victoria Newspaper Guild, described the takeover as a "new threat to press freedom" and called on Parliament to halt what it saw as a dangerous trend.

"An independent and critical press is needed at a time when power at all levels is becoming more and more centralized and when those who exercise it claim they always exercise it benevolently," the resolution said. It described the Thomson chain as a "negative" force in Canadian journalism which could not be expected to assume a watchdog role in areas such as corporate ownership.

I share your hope that many readers of *Content* will contribute to a debate on the issue of corporate concentration in the mass media.

Roger L. Stonebanks,
Vice-President, Western Canada,
The Newspaper Guild,
Victoria, B.C.

Bravo! to Barrie Zwicker for his "Reflections on the Thomson takeover of FP." His editorial was right on target, a bull's-eye.

J.P. Sullivan,
Shannonville, Ont.

(See LETTERS, p. 29)

TECHNOSHOCK

**Will you recognize your newsroom
by the end of the decade?**

Story by **BOB CARR**
Photos by **DAVID JUNOP**

More than just the beginning of a new decade, 1980 holds promise to be a big year for editors and reporters, with many of the big stories coming from our own newsrooms: about new techniques, technology and tactics, controlled by younger management and aimed at splintered and specialized audiences.

The changes will affect the decade much as decisions to programme in blocks or by format in radio, use the cheery or authoritative anchorman in TV, or select suburban or rural markets for weekly newspapers shaped the 70s.

People not in the media know *something* is going on. They suspected it when Lou Grant swapped typewriters for Video-Display Terminals, when Toronto's *Globe and Mail* discussed publicly how microwave transmission

would make it possible to print today's Toronto paper in the West the same day.

More than news "clips," *Broadcast News Voice* provides entire newscasts now, from Toronto. Announcer Dave Bray says innovations like the higher-quality Elcaset provide a far better on-air product, even on a distribution system not originally designed for broadcast quality.

In charge of programming originated by the company, Kip Moorecraft of Rogers Cable plans to increase it, using three Metro studios and new, mobile facilities. Rogers is also intensively pursuing new, profitable features to be carried on cable.



In hard hats, pinstripes or aprons, Canadians are taking advantage of the changes to check flight arrival and departure times, supermarket prices and the time or weather, through cable TV, or, like 300 households on election day in London, Ont., to give instant reactions to election results by two-way television.

FIFTEEN-MINUTE SUMMARIES

of sports, news, weather and stocks are provided around the clock to 120 cable companies by *BN Cable*. As *BN* executive assistant Barry Hamelin says, "(Even) shift workers coming home at 6 a.m. can get information... (if they) don't want to wait for scheduled news broadcasts."

Much larger volumes of information are available from Parliament with "gavel-to-gavel coverage," as broadcasts of debate are termed by Kevin Shea, executive co-ordinator of Cable Satellite Network.

For a prospective one thousand bankers, real estate officials and stockbrokers in Toronto, Rogers Cable is providing a service which it wanted to offer in 1974. The service, a Reuters business wire, lets you tap CLL and call up statistics on everything from Asbestos to Zinc, from London, New York, Kansas City, Montreal or Toronto stock

exchanges or hit PRT and take your hard copy to the board meeting.

As one consequence, barons of business, parliamentarians and that elusive man on the street now have hard information with which to judge what's provided by newswriters. Some have better information than our editors and many no longer need our traditional products.

A possible reaction by newsrooms is to shift to more interpretation or analysis. But this move could lead to even more charges of biased reporting, should we get careless.

Fifteen-minute news packages may not impress you but, if they are what some people want, it's what somebody is bound to provide for an audience splintering almost daily in a mix of ethnic newspapers and broadcasting stations.

'I JUST PRETEND MY DAD

is on holiday and asking, 'What's new up there?'" says Prior Smith, describing the contents of his Canadian News Update, heard every weekday for about seven minutes on 12 Florida and South Carolina radio stations.

Begun three years ago, his part-time syndicate mostly provides headlines on major stories in Toronto, Ottawa, and Montreal, supplemented by Environment Canada and Toronto Stock Exchange reports. His advertising representative in Tarpon Springs, Florida, is one-time Toronto Argonaut general manager Dick Shatto. And most time left for commercials is sold out, to advertisers who want to reach some 1.5 million Canadians who follow the sun each winter.

Global Television has found that

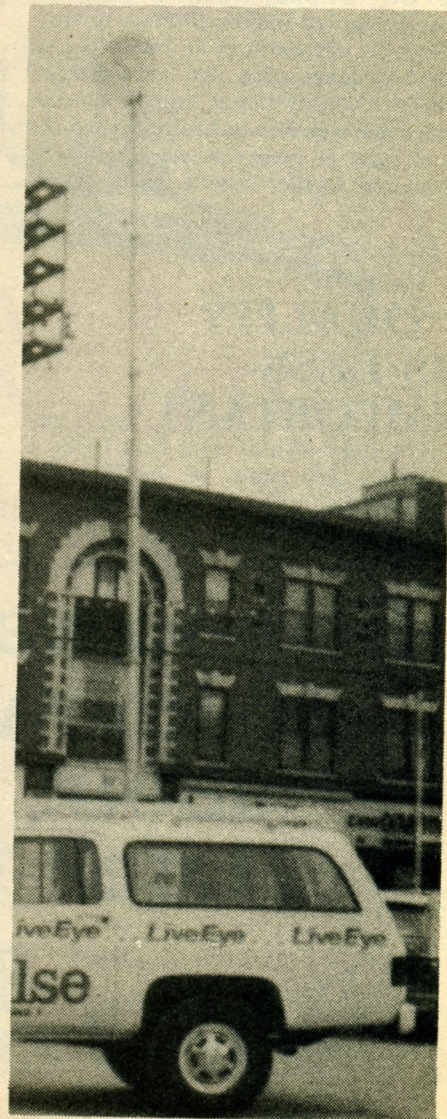
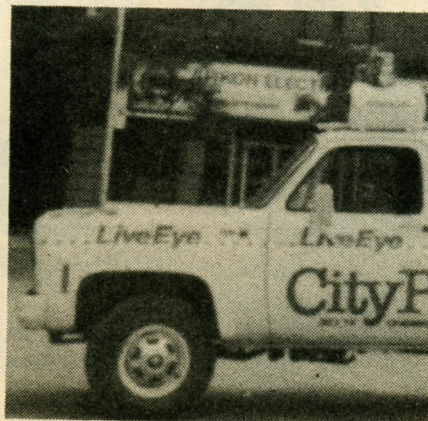
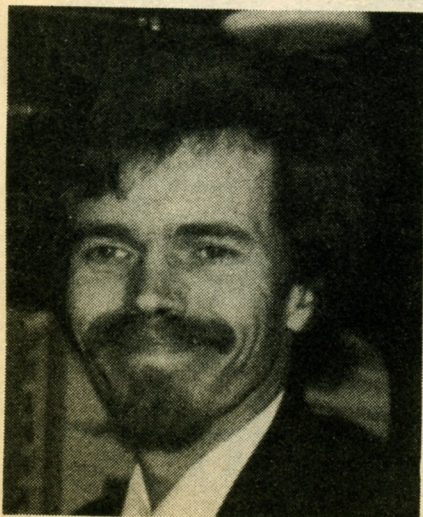
southern U.S. TV stations are willing to buy a weekly half-hour of Canadian news, orchestrated here by Ken Mallett, digesting the most visual and helpful stories "from home."

Across Canada, people are given the benefit of *Insight* and comment every weekday at noon by Dick Smyth at *CHUM* in Toronto and Hal Anthony at *CFRA* in Ottawa.

Their radio newscast helped to add 20,000 listeners in Toronto and another 10,000 in Ottawa between spring and summer ratings.

It's prepared with "whatever fresh tape we can get the stations to contribute" Smyth says, referring to *CHUM* sister-stations in Halifax, Winnipeg and Vancouver. The stations receive the news at the same time it's produced, the two men hundreds of miles apart, linked by a network of broadcast lines leased from *BN*.

Engineer Ron Reid struggled six months "to get the bugs out" of a compressed-air system that raises the microwave dish atop *CITY-TV's* Mobile 20 to allow Channel 79 newsmen to beam their "news-tape" back to the studio.



THE BROADCAST NEWS WIRE SERVICE

was begun by *The Canadian Press* in 1954. The voice-net, added in the early Sixties, was designed to share "recorded news items" among stations coast-to-coast and, with a move to new quarters in 1978, five-minute newscasts which now are delivered every hour.

CN editor Conrad Hoddinott can't tell you when the packages are used by the approximately 100 stations on the system, "but they're popular weekends and late-night when some newsrooms are short of staff." Three newscasters—Dave Lang, Peter Ray, Will Mackenzie—are best-known on The West Coast, Howard Christensen and Bill Marshall in Toronto.

As broadcaster Dave Bray (formerly *CFGO* Ottawa) points out, new equipment has improved on-air quality. Gone are inferior three-kc lines, replaced by 5 kc connections. *BN Voice* also has invested in Sony Elcaset, tape for which is the same width as reel-to-reel machines and runs at twice the speed of more common, smaller cassette machines.

"QUALITY IS LESS IMPORTANT

than getting a story on-air," says Don Foley, a one-time city editor of the *Montreal Gazette* and national news director of

CKO All-News since its inception about two years ago.

Since, in effect, he has unlimited time for news, Foley can cover the reentry of Skylab or the inauguration of a papal visit from start to finish. Connected to *Voice of America* and *BBC* feeds, he often has the right input and cares more about immediacy.

Some features from those international services have been added (to attract listeners in ethnic groups) in a mix of regular reports on psychic phenomena, travel and consumer trends. A potential audience of mostly white-collared businessmen simply hasn't produced enough listeners. Football and hockey play-by-play have added appeal, but Foley wants "A newspaper of the air with specific, but general, appeal."

In terms of front-line news staff, *CKO* and *BNV* each has about 55 people, but Foley claims "a hundred stringers" and Hoddinott won't deny the usefulness of *The Canadian Press*.

Foley has the advantage of access to *BN* and *BN Voice*, and transmitters on which to broadcast them.

FASTER COVERAGE IS WHAT

Channel 79, *CITY* Toronto, is after with its microwave-equipped mobile. If the site of a story doesn't have line-of-sight within 45 miles of the Bank of Montreal skyscraper, the story can be raised on a tower elevated by compressed air. Engineer Ron Reid justifiably is proud of his "crow's nest,"

while admitting it might not be too steady in a high wind.

CITY station manager Fred Klinkhammer says that even getting a license to broadcast back to the studio on 15Ghz was a breakthrough "because Department of Communications was in no hurry to authorize a frequency for this purpose." One sales point with federal rule-makers was time-sharing of the facility with Rogers Cable.

While Channel 79 wanted microwave mobile for breaking new stories, Rogers' Kip Moorecroft had other plans. Even with three studios in Metro Toronto, he wanted to get into more hockey games, council meetings and other special events.

Operating out of station wagons, his crews now have the ability to "go anywhere, set up quickly without a lot of cables and wires, provide an hour's community programming and leave the hook-up for *CITY* when a big story breaks."

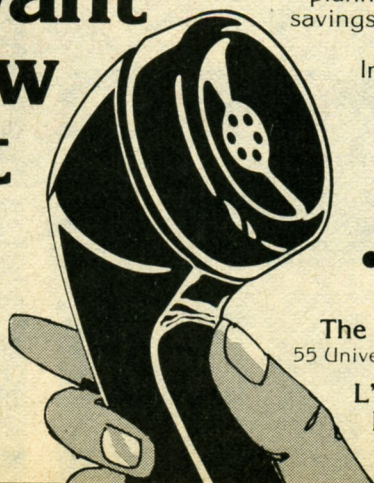
It would be absurd to suggest that every editor and reporter have available this array of input—live cable TV coverage of council, Parliament or the Little League ball game, of a Papal visit or a Skylab reentry—or the means to deliver information and words instantaneously, but many do.

Like Smith, Smyth, Anthony and Mallett, they rely on a generation in its Thirties: Foley, Hoddinott, Hamelin, Moorecroft, vigorous and skilful, or they should. This seems to be their decade.

Bob Carr is a Toronto freelance broadcaster and edits Content's *Omnium-Gatherum* section.

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Globe and Mail photo



The impact of technology

Do we know
what we're talking about?

By RON VERZUH

Media coverage of the near-disaster ►

at Mississauga, Ont. in November involving a chlorine gas leak prompted a Brock University chemistry professor to "wonder about the scientific knowledge of the media" in a letter to *The Globe and Mail* on Nov. 17.

Prof. Jack M. Miller took the *Globe*, *The Canadian Press* and the *Canadian Broadcasting Corp.* to task for misleading the public about the danger of certain chemicals.

"If the media...are not sure," he wrote, "they should not make definitive statements which only serve to worry the uninformed and discredit those concerned..."

But the larger question raised by Miller's letter is this: Is the Old Journalism capable of adequately reporting the scientific and technological stories of the 1980s? Are the media qualified to cover the New Technology?

If we look closely at the way they have informed us about the major technological stories of 1979, the answer is an unequivocal "no".

Last year was the year Skylab fell from space. Our media did not inform us of the spaceship's potential to fall uncontrolled to earth, even though the experts knew this might happen.

Last year was the year of the Three Mile Island nuclear accident. Our media initially misinformed us on a crisis situation which could have led to a disastrous meltdown. It was only toward the end of the crisis that the media began reporting on how little the experts knew about the safety of nuclear power.

Last year was also the year two-way television made its debut as a media tool capable of instantly gathering a nation's views on President Jimmy Carter's energy speech in July...the instant referendum was born. Some of the media covered this technological first, but are we and the experts informed enough to make decisions on how to manage such an awesome communications device?

If these events are harbingers of what we face in the 1980s, we would do well to ask if our media can provide the information needed to make crucial decisions that may help prevent future disasters.

This questioning of media coverage of the New Technology takes on increasing importance in light of what the July *OECD Observer*, house organ of the Organization for Economic Cooperation and Development, called a "growing public demand and increased recognition of the need for broader, more effective processes for involving citizens in government decision-making."

K. Guild Nichols, the author of the

Observer article, "Technology on Trial," also noted that "Science and technology-related issues are at the centre of many current controversies and are the focus of increasing public participatory demands."

George L. Corsetti also talks about a new citizens' movement in *In These Times*, (April 4-10, 1979), a weekly published by the Institute for Policy Studies, Inc., in Chicago.

"Recent polls analyzing people's changing attitudes, and of workers in particular, suggest that the ideals of a minority in the '60s have gradually been accepted by the majority in the '70s, and a



"The media did not tell of Skylab's potential to fall uncontrolled"

new 'movement' may be emerging from workers, not students," wrote Corsetti.

If such a trend—a revival of the activism of the 1960s—exists, then surely the media controllers will want to reassess their perception of news and the ways it might change to accommodate the information needs of the future.

Max Ways stressed the need for this reassessment in an October 1979 article in *Fortune* magazine:

"News today can concentrate with tremendous impact on a few great stories: a moon landing, a war, a series of civil disorders. But meanwhile, outside the spotlight, other great advances in science and technology, other international tensions, other causes of social unrest are in motion. Yet today's inadequately reported trends will shape tomorrow's reality."

In an effort to see how adequately Canadian media covered Skylab, Three Mile and the two-way TV referendum, I surveyed seven dailies — *The Vancouver Sun*, *Edmonton Journal*, *The Winnipeg Free Press*, *Toronto Star*, *The Globe and Mail*, *Montreal Gazette* and *Halifax Chronicle-Herald*.

Three days before Skylab fell uncontrolled to earth, a headline in the *Montreal Gazette* proclaimed: "Scientists knew the risks...but then they went ahead anyway—They gambled with Skylab project and now somebody may be killed."

If this unsettling fact had been reported six years earlier, Skylab might never have been launched.

In the other papers surveyed, some editorial writers and columnists joined the ranks of the disgruntled.

"Ottawa must move to protect this country and its people from further experimentation," chided a July 10 *Chronicle-Herald* editorial. "The idea of Canada being cast in the role of a shooting gallery is intolerable." Southam's John R. Walker agreed, commenting that there are still "more than 4,000 satellites now in orbit." And a July 12 *Sun* editorial allowed as Skylab was "no laughing matter".

Some of the more flippanct spectators and journalists viewed Skylab's meandering descent as a reincarnation of Chicken Little's warning that the sky is falling. But for the people around Perth, Australia, where the splintered remains of the spaceship finally crashed on July 11, Chicken Little was dead on.

During the week prior to the crash, readers were treated to a variety of Skylab jokes and humorous stories. There was the one about the Indian man, for example, who was meditating to keep the satellite in orbit. Another Indian man had christened his son after Skylab. A columnist capitalized on the potential disaster by suggesting that his readers send in names of people or places that deserved to be hit by Skylab.

Indeed, there seemed to be plenty to laugh about for some. But for readers who were genuinely concerned that Skylab had their number, it would have been of little comfort to learn in a July 9 *CP* item that "If there were a single bit of wisdom, it would be: Don't worry."

Despite efforts to turn Skylab's fall into a sideshow—the *Star*, for example, offered a sum of money for the first person to bring a piece of the spaceship to its offices—coverage of the descent was markedly better than that of the launch.

And despite the low calibre of some of the commentary on the fall—physics professor Robert Logan suggested in the *Globe* that "a warning should be affixed to all future satellites which reads: 'The descent of this object may be harmful to your health,'"—it was still a notch above what we read at launch time.

In fact, as the June 1979 issue of *Life* magazine commented, "The possibility of a calamitous descent got far too little public attention when Skylab, the largest object in earth orbit, was launched in May 1973."

On May 14, 1973, the *Globe's* Lydia Dotto was the only Canadian reporter assigned to cover the launch of a craft containing, as she put it, "as much room as a three-bedroom house."

The *Star* used the reports of *Washington Post* reporter Nancy Ross and others. Ross' front-page item the day of the launch led with a discussion of what Skylab astronauts would eat. She noted that the "2,100-pound payload includes such delicacies as lobster Newburg, prime ribs of beef, filet mignon, asparagus, strawberries and after-dinner mints."

The other dailies surveyed used foreign wire copy slugged *AP* (*Associated Press*) or *CP-AP*, which was all too brief and often too shallow to be of any use to serious information seekers. *CP* apparently did not assign a reporter to the launch, a mission that Dotto said cost \$554-million.

Reporters and editors did not seem to think "what if" questions were in order on this historic occasion in space history. Rather, coverage of the launch led the public to see it as a first, a record-breaking event, a list of superlatives in the race for space.

Nobody bothered to ask the National Aeronautics and Space Administration what would happen if technical complications prompted Skylab, weighing anywhere from 77 to 100 tons, depending on which paper you were reading, to fall uncontrolled to earth.

Had they asked, they might have learned, as *Post* reporter Garrett Epps did, that "when they planned Skylab, they knew that the workshop would probably fall out of orbit just this way, and they decided the risk was acceptable." (One is reminded of the Ford motor company's decision a few years ago to allow the Pinto on the market knowing full well that it might explode on rear impact.)

Again, unfortunately, this knowledge came six years too late to be of value to citizens trying to lobby decision-makers. We were not provided with the information needed to make a decision on whether we wanted Skylab to go up or, indeed, whether it was safe to send it up.

In a fine-tuned bit of hindsight, the *Star* editorial of July 12, 1979, noted:

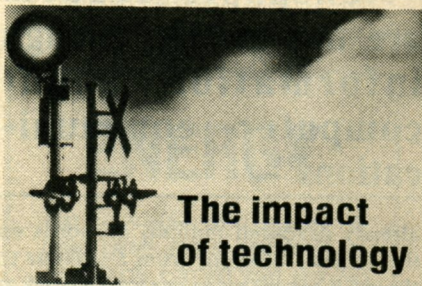
"Like the decision to go to war, make peace or speed up the economy, launching a Skylab or deciding an atomic

plant is safe are decisions which should be made by all of us through our democratically elected representatives."

The Three Mile Island nuclear accident at Harrisburg, Pa., in March 1979

taught us a new word—meltdown. This addition to our vocabulary was ominously defined in the timely film, *The China Syndrome*, as a catastrophe capable of rendering uninhabitable an area the size of Pennsylvania. Needless to say, Three Mile also scared the hell out of us.

For the media, it was a nightmare of misinformation which ultimately taught them, and the public, that even the experts didn't know what was going on. "At the beginning, at least," wrote Peter M. Sandman and Mary Paden in a



The impact of technology

"Three Mile Island was a nightmare of misinformation for the media"

July-August 1979 *Columbia Journalism Review* analysis of coverage, "the vast majority of reporters had no idea what anybody was talking about."

Sandman and Paden portray frustration born of ignorance and the scramble for news at deadline times as two of the culprits which led to sloppy coverage of the events at Three Mile. And, to be sure, the realities of the news business played a significant role in putting fear into the hearts and minds of citizens, rather than providing clear information.

"Their editors clamoring for fresh front-page fodder," wrote Sandman and Paden, "the word people went looking for someone to interview. With sources

hard to find and readers already overdosed on technical detail, they wound up writing color. Says Peter Stoler of *Time*: 'You want a panicky citizen, you get a panicky citizen.'"

In addition, because reporters, including 40 science reporters, "about a fifth of the nation's total," did not know what was going on, they resorted to pack journalism.

"When they got something wrong, they all got it wrong," according to Sandman and Paden. "Most reporters parroted misleading information about radiation exposures for days—even weeks—after the accident."

The *CJR* article concludes that "Despite the obstacles" reporters handled the story "reasonably well." But as the article draws to a close, a telling point about coverage at Three Mile and other events involving complicated technology is driven home.

"And as the crisis subsided, they finally began to focus on the fourth and most important story: Do the experts know enough to protect us from nuclear catastrophe? That story has been around, largely uncovered, for a decade. Now it is news."

All newspapers surveyed relied heavily on American and other foreign news services which also provided misleading coverage.

As a result of Three Mile, however, some Canadian papers have recently begun to take a closer look at Candu reactor safety, a subject which has perhaps not previously received the in-depth coverage it warrants.

On July 12, the day after Skylab fell, a *Gazette* editorial added up the technological calamities of 1978-79 and came to a perceptive conclusion about the New Technology.

"We began to suspect something was askew," went the editorial, "when Cosmos 954 spattered its radio-active remains across the Northwest Territories early last year. More recently we have witnessed the near disaster at Three Mile Island, found flaws in our DC-10s and read with dismay about OPEC."

"All these things contribute to the uneasy suspicion that our activities are becoming too complex to control."

Two-way TV, electronic mail and banking and other sophisticated

communications activities can be expected to change our lives significantly in the 1980s and 1990s, according to the Consultative Committee on the Implications of Telecommunications for Canadian Sovereignty (the Clyne commission) in its spring 1979 report.

The committee quoted an October 1978 Science Council of Canada position paper on computer communications: "...technology is developing so quickly that even knowledgeable persons in the industry have trouble keeping abreast of developments."

If ever there was an opportunity for the media to inform citizens of an activity which may turn out to be "too complex to control," it is now with computer communications.

As the Science Council has argued, Canadians must decide together how to use this technology, but "we do not have the luxury of time." Clearly, we need the media's help.

Yet with the exception of an informative series of articles, the first of them by Toronto *Star* reporter Val Sears, which appeared in the *Gazette* (March 13-16), the newspapers surveyed have not gone out of their way to provide in-depth coverage of what has been dubbed the Wired City and the Information Age.

In fact, when a chance to run a series on the subject came up just after President Carter's energy speech last July, only the *Globe* and *Star* covered it.

"Space-age poll gave results in minutes," was the headline on the *Star* item which described the *National Broadcasting Corp.*'s instant referendum on U.S. opinion of the speech. The *Globe*'s Rosie Dimanno wrote a profile of one of the people involved in the *QUBE* two-way TV experiment in Columbus, Ohio, used to conduct the "first-ever electronic poll of this kind." But the event did not seem to tickle the fancy of most Canadian editors.

Computers have been around at least since the 1950s and the telecommunications industry has known about two-way TV for at least a decade. But again, as with Skylab and Three Mile, it seems that the media are waiting for a near catastrophe before they decide to cover the computer communications boom in-depth.

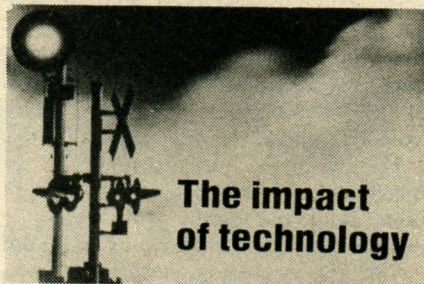
Occasionally, we are properly briefed on some new development. Barbara Keddy of the *Globe*, for example, reports regularly on happenings in the department of communications and on field tests of the new communications wizardry. *CP* also provides news items pegged to DOC announcements, and the dailies pick them up.

But with the exception of the *Globe*'s

weekly one-page "Science" front, the dailies do not seem concerned enough to run regular comment and analysis on two-way TV technology. Even the *Globe* is short on material about the potential social consequences of such a complex system.

Clearly, newspaper readers are not getting enough information on computer communications to even begin to decide how to manage a labyrinthine network which the DOC's deputy minister, Bernard Ostry, says could turn us all into "electronic hermits."

Magazine readers have, of course,



"Newspaper readers are not getting enough information about computer communications"

already devoured millions of words on the subject; everyone from *Penthouse* to the old *Weekend* magazine took a crack at describing a doomsday scenario involving the wired city of tomorrow. But, in general, even magazine coverage has been weak.

A November 1979 *Last Post* article by Glenn Schneider is perhaps the exception. It grapples with the huge conflict of interest brewing between cable television and telephone companies for the right to carry information to the wired city.

"Prime Minister Joe Clark and the new Minister of Communications David MacDonald now have an opportunity to evaluate the direction of our future communications," wrote Schneider. "Will they have the fortitude to withstand the assault of the vested interest groups and make tough decisions which will ensure Canada's future in this most vital area?"

In a related sidebar, Schneider isolates some of the potential trouble spots of what has been called the "computer revolution." He wonders, for example, what will happen to postal

workers if electronic mail becomes a reality.

"Further, what happens to our forest products industry if we become a nation not dependent upon paper (for bills, newspapers, advertising)?" And, "what is the fate of the transportation industry when information no longer moves on paper over the roads, but in electronic pulses over communications facilities?"

That this kind of article—one that pinpoints the players and identifies what they stand to gain or lose—appeared is encouraging. That it appear in November 1979 and only in one magazine (circulation: 15,000), does not bode well.

The citizen of the 1980s will need this kind of information and analysis on a regular basis and long before a disaster (like mass job displacement) hits as it did at Three Mile and with Skylab.

"Journalism's definition of what constitutes 'news' is still far too narrow. It still concentrates overmuch on the dramatic, exceptional event—the voting, the shooting, the rioting—and not enough on the quiescent but visible situations which could spell trouble later on."

Ten years ago the Davey committee on mass media made that statement. It seems little has changed.

If the predictions quoted earlier from the *OECD Observer* and *In these Times* are accurate, if a renaissance of 1960s-style activism is on the horizon, it is doubtful that Canadians will be well served by that definition of news.

On Nov. 17, the *Star*'s Borden Spears devoted his column to a review of an unpublished book by Grant Maxwell which assesses "the competence of the mass media to meet the challenges of the next decade."

Spears noted that Maxwell had accepted the Davey committee's point that "the best measure of an effective press is how well it prepares the public for the dislocations of social change." He also remarked that Maxwell was "not optimistic about the prospect."

If coverage of Skylab, Three Mile Island and two-way TV is an example of what we can expect from our media in the 1980s, none of us has cause to be optimistic.

Ron Verzuh is co-editor of *Perception*, a Canadian magazine of social comment.

Toronto Star reporter: I didn't misunderstand, I was misled

I read with interest and some degree of alarm *Content's* January cover story ("The News Machine Takes A (Cold) Bath") which criticized the *Toronto Star* for its coverage of the aftermath of the shooting of Toronto black Albert Johnson by Metro police.

As documented in the story, reporter Henry Mietkiewicz interviewed Toronto school board trustee Patrick Case after a closed Sept. 9 meeting between some representatives of the black community and Gerald Emmett Cardinal Carter, who had been asked by Metro chairman Paul Godfrey to study the relationship between the Metro police and racial minorities. The story ran the next day, Sept. 10, under the headline: "We won't deal/with mediator/blacks declare."

The first edition was already off the presses when I was asked by an editor to get a list from Case of the black leaders he was speaking for who had been at the meeting.

I telephoned Case at his office and asked him for a specific list of the people he was speaking for at the meeting. He advised me that he had spoken to Henry the night before following the meeting at Carter's house. I told him I was aware of that because Henry's story was on the front page of the first edition. He asked me what the story said and I read to him the sections of the story in which he was either mentioned or quoted, skipping over the background material in the story about Carter's appointment and the shooting of Johnson.

I asked him if the story was correct and he said it was. I then asked him for the list of the other blacks at the meeting who shared his viewpoint that the black community should not deal with Carter. Case listed the names for me and spelled out each one at my request. He was also very helpful in providing the affiliations of each person on the list.

I thanked him for his assistance, he said he was happy to help, and I wrote the insert listing the names for Henry's story. I could not, however, check with any of those listed to see what comments they might have had because I was sent out on a story needed for the next edition.

I was furious the following day when I was told that the majority of those people I had listed had not even attended the meeting. I could not understand why Case had misled me, but did not call Case because senior editors were looking into the matter.

One result of that editorial inquest was the Case interview in which he was quoted as saying: "Maybe I spoke too quickly." Case claims now, according to *Content*, that he said: "Maybe I spoke too quickly for your reporter."

Whether he spoke too quickly or not is irrelevant now, but I know that I did not speak too quickly when I read slowly and clearly the front-page story to him over the telephone. And he certainly did not speak too quickly for me when he listed the names, spellings and affiliations for me. Which brings me, finally, to the section of that *Content* cover story which reads:

"It's worth noting that changes made for a later edition only compounded the error. Case says he was again misunderstood, by reporter Kevin Scanlon. Scanlon added a paragraph listing other blacks who were at the meeting. But most of these people were not actually there. Case claims he mentioned them to Scanlon only because they also supported his group's point of view."

I think it should be clear that if there was any misunderstanding it was Case who misunderstood me, though I still can't believe that an elected official, especially a school trustee, could possibly misunderstand the English language spoken clearly and distinctly over the telephone.

Case says he "mentioned" the names. That totally baffles me because the only reason I telephoned Case was to get the list of names. That was all we talked about.

What disturbs me most is *Content's* coverage of this matter. One paragraph in "Canada's Newsmedia Magazine" stands out more than all the others:

"The lessons for all concerned seem clear. Basing a big story on one interview is asking for trouble; and anyone who seeks to use or help the media had better be ready for a lot of misunderstanding and resultant antagonism."

It seems to me that the cover story of a

magazine qualifies as "a big story." It is surprising then that Werner Bartsch, the freelancer who wrote the article, would not even contact me for any comment in my own defence, particularly when I was named and Case was allowed to say I misunderstood him. You violated that very principle you preached to us.

I do appreciate the courtesy of your sending me a proof copy of the article prior to publication with the attached letter asking for comments if any. As you are aware, I had a telephone conversation with you in which I expressed my displeasure with the "misunderstood" reference.

Kevin Scanlon,
Toronto Star

The editor replies:

Kevin Scanlon's plaint is justified.

In accordance with our usual practice, I sent copies of the story text to those directly concerned. We do this to guard against inaccuracy and unfairness. Scanlon telephoned his comments. As I recall, his main concern was that the story contained Case's description of what happened as a misunderstanding by Scanlon, but did not contain Scanlon's claim to dispute this description.

I thought his point was a good one and intended to make an insertion in the text. My notes on this point, however, disappeared into the mess on my desk and the insertion did not appear in the finished story.

No principle was violated: I did seek Scanlon's view. But there was a failure in execution for which I apologize.

Bartsch replies:

I certainly did not intend anyone to infer from my article that Kevin Scanlon was incompetent in his handling of the Case material. We'll probably never know the truth; Scanlon insists he asked Case specifically about blacks at the meeting, Case claims Scanlon only asked about the blacks Case had discussed with Mietkiewicz. The specifics aren't really that important.

I intended my article to illustrate that mistakes can happen not only through blatant individual errors, but also by a much more complex process that has to do with assumptions made on the basis of a mind set. For example, Scanlon assumed Case was speaking for blacks at the meeting because his thinking had been set on that track by editors and because he inferred that the blacks mentioned in Mietkiewicz's story comprised the blacks at the meeting. Perhaps this was only a logical assumption, but it must be noted that Mietkiewicz's story does not explicitly identify Case as speaking for blacks at the meeting. That's why Case didn't object to the story read to him over the phone. The story makes only one vague reference to Case being "a spokesman for several blacks," then goes on to talk about the meeting.

Unfortunately for Scanlon, this ambiguity fitted right into Case's mind set. Because he is


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Congratulations on fat sources issue

Congratulations on *Content's* record-breaking December issue. As you know, faculty and students of the journalism department regard *Content* as part of our program.

Richard Lunn, Chairman,
Journalism Department,
Ryerson Polytechnical Institute.

black, for him the black community is composed of various diverse elements. He doesn't expect to be quoted as a representative of all blacks. But he is closely associated with the Working Group on Police-Minority Relations and assumed all questions about other blacks referred to blacks in that group. When seen from this perspective the misunderstanding is all too understandable.

However, if responsibility must be laid on anyone's shoulders, it must surely rest on those of Scanlon and his editors. It is they who jealously guard (and quite rightly so) the power of the printed word. But this also means that the onus for accuracy falls on them. It is their job to get it right and that includes communicating thoroughly with the people they are interviewing so that misunderstandings do not get into print. Laying the guilt on Case is the blame-the-victim syndrome. It is my view that a number of fully competent people at the *Star* had their critical judgement impaired by a mind set, deadline pressures and the desire to get a good story. In other words, by the nature of the news institution.

My interest in this matter is genuinely academic. I don't presume to judge, because I know it's an easy trap to fall into. I know, because it's happened to me.

I don't agree that, by not talking to Scanlon, I violated the very principle (basing a big story on one interview is asking for trouble) that I tried to teach. Unlike the *Star*, I based my "big story" on numerous interviews. Perhaps I should have called him, as a formality, but it certainly wasn't necessary to do so in the interest of fairness and accuracy. My reference to the matter is clearly represented as being from Case's point of view, not as fact. I didn't

include Scanlon's side because I thought it was obvious. He would have to disagree with Case on this point, unless one makes the unfounded assumption that Scanlon deliberately made a mistake.

As I pointed out at the end of my story, the *Star* is the only one who has made any mileage out of the whole mess. All the individuals involved, Case and the reporters, seem to have become casualties. And that's probably the way it will remain as long as they continue to blame each other for a problem which really has a much larger institutional cause.

More to quotes than accuracy

I'm all for accuracy in quotes but, after accurately quoting a gent, if you know what he says is inaccurate, I think it's incumbent on the writer, or his editor, to give the correct version.

Your November 1979 issue has three paras ("News media not amused by social change") devoted to the use of good public relations by Ian Smith, former prime minister of Rhodesia. I have no knowledge of how, or even if, the *Toronto Star* skipped an Oxfam press conference for Zimbabwe Patriotic Front representatives in Toronto before running a full-page article by Smith on conditions in his country. I had nothing to do with Smith's article either.

However, Ken Wyman should check his facts and writer Carl Stieren, his quotes, before snide condemnation of Smith.

I hold no particular brief for Smith's political views on what has happened or what should now happen in Zimbabwe-Rhodesia. But Smith in World War II was a fine fighter pilot, who did his bit for king and country and suffered horribly in the process.

My entry into the Smith affair came when a *Star* editor asked me if, during my own flying days of World War II, I had come across Smith. I hadn't, but I know of several Britons and Canadians who did. I was asked to suggest a charity for the \$1,000 Smith wished to donate.

I phoned Smith in Rhodesia, chatted with him about war theatres in which we had both

flown and asked him if the Royal Canadian Air Force Benevolent Fund would meet his wishes. He was delighted, but not too keen on a story being written.

Where Wyman gets his "Rhodesian Air Force Veterans' Association," I'm damned if I know. All he had to do was read the story I produced for the July 14 issue of the *Star*. And surely it was incumbent on writer Stieren to give the correct version in brackets after the incorrect one. And, as Stieren didn't catch it, what happened to the editor in Toronto? Didn't he look up the clips for accuracy?

Ron Lowman,
Weston, Ont.

The editor replies:

Ron Lowman has a long-standing reputation for accuracy and I accept his assertion that Smith's fee went to the Royal Canadian Air Force Benevolent Fund.

Content is committed to striving for accuracy down to last details. We did *not* let pass something we knew was wrong.

Critic has little regard for facts

Let's try to wrap up this absurd correspondence about the Laycraft inquiry.

At the January, 1979, convention of the Centre for Investigative Journalism, I commented on an occasional lack of management commitment to time-consuming investigative projects. As you reported later, I noted that, while the Laycraft inquiry had obviously been newsworthy, it had also been time-consuming and that no reporter besides myself had been assigned to cover it from beginning to end.


To my surprise, you printed in your June edition a letter from one Kevin Gillese, who had not attended either the inquiry or the convention, complaining that my comments made it "no wonder the media are held in low repute." The inquiry story, said Gillese, "wasn't investigative in any case," and he objected bitterly that I had "discounted" the work of other media such as his own paper, *The Edmonton Sun*.

As I pointed out in a reply to Gillese, printed in your October edition, *The Edmonton Sun* did not, unfortunately, exist until the inquiry was very nearly over. I added that corruption, crime and police abuses were, indeed, "investigative" stories, and that Judge Laycraft himself had noted reporters' freedom from his own jurisdictional limitations. Finally, I lamented Gillese's reluctance to use that freedom.

Now, in your February edition, you have printed almost a page of personal abuse from this Gillese, in which he refutes a number of preposterous claims which I have never made, ascribes to me the opposite of what I have reported and, then, with spectacular gall, disproves it by using my own reports without attribution.

For example, Gillese accuses me of showing

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a "rashness to exaggerate (the) sensational, later discredited testimony" of Julius Koteles. He notes triumphantly that Laycraft "did not find (Koteles) impressive as a witness", and that Koteles had earlier been fined and rebuked by a Manitoba judge who expressly disbelieved his evidence.

This is great stuff—except that its source is my own work showing Koteles to be discredited and the value of his evidence to be exaggerated! I was Laycraft's source both for Koteles' identity—which the RCMP had tried to keep secret—and for his Manitoba record, which figured prominently in my reporting, the entire thrust of which was precisely that the alibi Koteles gave the RCMP was unreliable. (e.g., *Globe and Mail*, 22 Dec. 77, 24 Mar. 78) Gillese must have known this when he suggested the opposite.

He must also have known that I have never made any of the other ridiculous claims which he ascribes to me—such as being responsible for all of Laycraft's findings on the RCMP, the Calgary police, the Edmonton police, the Department of National Revenue and Royal American Shows...or "trying to take credit" for Laycraft's disagreement with Section 41 of the Federal Court Act. Gillese does not and cannot show anywhere that I have ever talked or written such appalling nonsense.

Finally, permit me to note Gillese's whining that my reply to him was "libellous—well, defamatory for sure. I just don't have the \$ to sue."

This is sickening. The man objects to comments I didn't make about a story he didn't cover at a convention he didn't attend. Then, when I reply, he accuses me of making statements which he knows to be his own invention and which he also knows I disagree with. I'd love to see the clown sue.

Terry Milewski,
CBC News,
Calgary, Alta.

Interest sparked by IF-DAY piece

I have appreciated the growth of *Content* through the years.

I was fascinated by IF-DAY in the one-hundredth issue. I had never heard of it. Simply, amazing! I intend to do further research about it.

One error in the story... concerning "War of the Worlds." The drama was broadcast Oct. 30, 1938—Halloween Eve. The story of that broadcast is well documented in *The Panic Broadcast* by Howard Koch, published by Avon in 1971 (paperback).

Incidentally, wouldn't it have been appropriate to have included a reference as to how a particular Canadian periodical (*MacLean's*?) covered the event in addition to or instead of *Life*?

Walt Santner,
Maplewood, N.J.
U.S.A.

See LETTERS, p. 19

CP Sports Picture of the Month



Photographer: Frank Lennon.

Newspaper: *Toronto Star*.

Situation: The picture shows Toronto Maple Leaf goaltender Mike Palmateer slumping to the ice with mask awry after hitting his chin on the net crossbar while making a save. He recovered and the Leafs went on to defeat Montreal Canadiens 3 to 2, their first win against the Habs since 1976.

Technical Data: Motor-driven

Nikon and 105-mm lens at f5 and 1/500th of a second.

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

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Interview by Ken Popert
Photos by Ray Bendall

IAN ADAMS

Portrait of a journalist

IAN ADAMS IS NOBODY'S IDEA OF a typical Canadian journalist.

- *He is a journalist who has taken up novel-writing as a necessary supplement to journalism in uncovering the truth.*

- *He is a journalist who writes about other journalists, spies and power in this country.*

- *He is a journalist whose writing has so irritated powerful interests that he could find himself in jail soon for refusing to name his sources.*

He is a journalist who has earned the right to be listened to by his fellow journalists.

During the 60s he wrote for Maclean's for four years, establishing a national reputation with reportage on social conditions in Canada and the war in Vietnam.

In 1970, he wrote The Poverty Wall and was hired as chief writer for the Special Senate Committee on Poverty. The next year he resigned to co-author The Real Poverty Report as an unofficial minority report on the Commission's findings.

He first became interested in the RCMP's Security Service while covering the aftermath of the 1973 coup in Chile. Those investigations led to the

publication in 1977 of S, Portrait of a Spy, a novel which gave Canadians a first glimpse at the workings of their Security Service.

Although fictional and, in Adams' own words, "a modest novel," S caused a furor: the spring of its plot is an investigation to determine whether the head of the Security Service's counter-espionage operation is a double agent.

Questions were raised about the book in the Parliament. And Toronto Sun editor-in-chief Peter Worthington, known for his unusual connections with the RCMP, suggested in print that S was a real person, Leslie James Bennett, a retired Security Service intelligence officer living in Australia.

The book sold 15,000 copies in a few weeks, but sales were cut off abruptly when Bennett brought a libel action against Adams and his publisher for \$2.2 million and the publisher stopped distribution.

Today, more than two years later, the suit is stalled at the pre-trial stage of examination for discovery, while the plaintiff seeks a ruling from the Supreme Court of Ontario that Adams can be forced to reveal the names of his sources for the book. If the court's finding favours Bennett, his counsel will

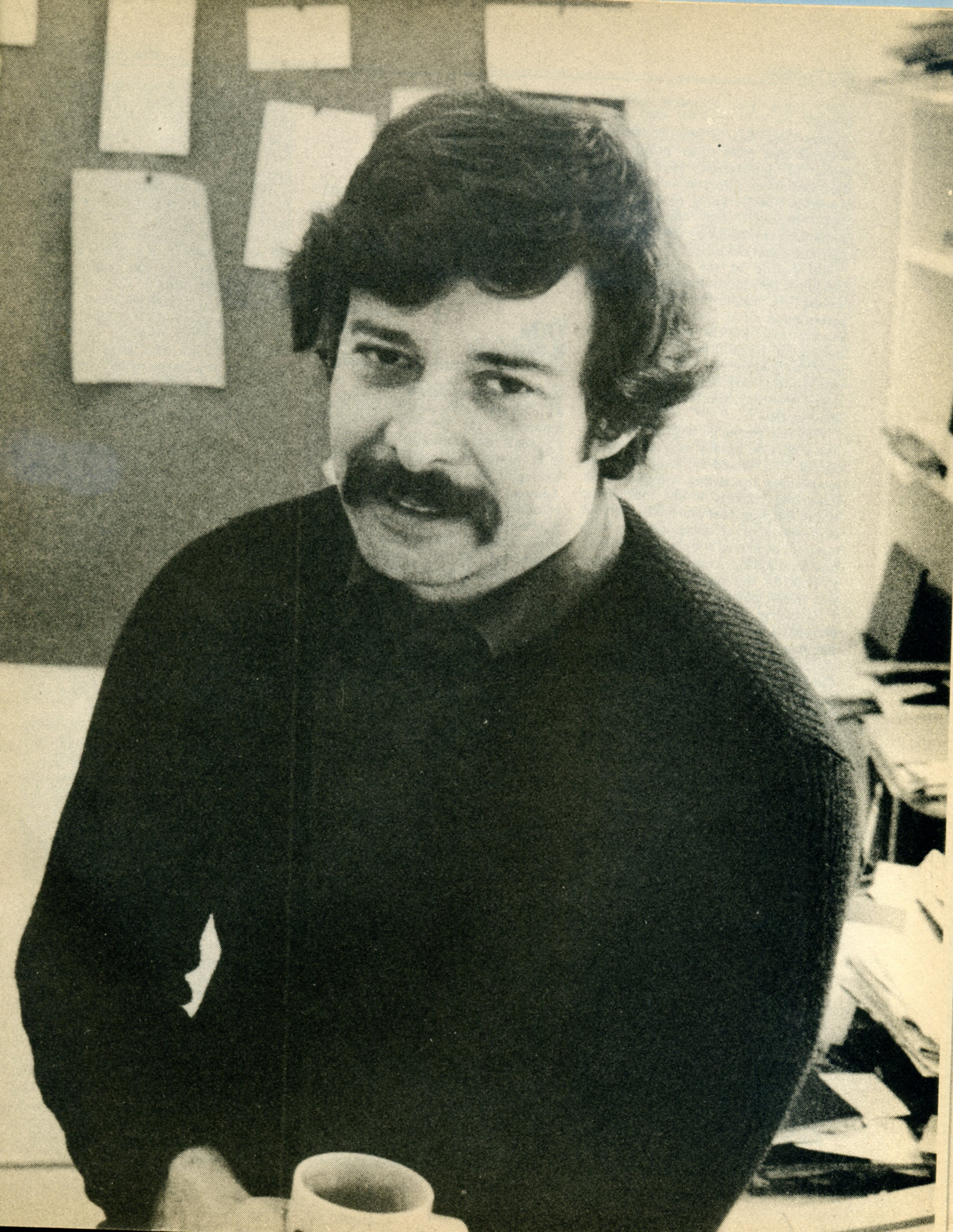
be able to seek a contempt-of-court citation against Adams for his refusal to supply the names.

And today, more than two years later, the public knows practically nothing about this unique and important case. For, since Bennett launched his suit, this country's major news media have allowed a blanket of silence to cover the whole affair.

Why have editors and news directors turned this case, which contains many elements that ought to make them salivate, into a non-story? Freelancer Stephen Overbury asked them (See accompanying story, p. 38.) The answers he dug up raise further questions about commitment and even competence in our major newsrooms.

Here, in an interview conducted Feb. 19, Adams talks about journalism and novel-writing, about journalists and those who spy on them, and about Bennett's suit against him.

IN THE POVERTY WALL, WHICH was published almost 10 years ago, you wrote that in Canada "journalism is for the most part in the hands of the middle class, that much of the reporting that is done is based on the prejudices of that class." It seems that you haven't changed your mind since



then; could you elaborate on this point?

Adams: The fact is that journalism students and most other people who come to journalism have already absorbed much information about the landscape they're going to operate in. And, after all, they are hired by employers who count on their ability to reproduce that landscape.

The nature of the news business, including the enormous turnover rate among its employees, requires the presentation of a role that men and women can quickly move into and assume for the short period of time they work as journalists. It's quite clearly defined, what they should do about their stories in society, how they should report about society.

Very few people go beyond that role. Those who do usually end up breaking out of that mould in some way and establishing themselves somewhere, in some odd position in the journalistic world. The journalist who has broken out of the mould of preconceptions of what is expected of him as a journalist ceases to take information at face value and begins to look for the underlying reasons for why things happen.

Of course, at that point, he usually becomes a liability to his employers.

KP: What are the middle-class prejudices which, you say, form the basis of much of Canadian journalism?

Adams: To get a handle on it, here's an example: for years and years government bureaucracies handed down things like "poverty lines." They still do. Someone in a social welfare department or in Ottawa will say that X number of dollars is the poverty line; if you make less than that and you have so many dependents, then you're living in poverty.

Well, journalists faithfully take this poverty line every year and write stories on the number of people who statistically fall below it and so forth. No one ever stops to figure out how they arrived at this "poverty line". If you start investigating how they arrived at it, usually it turns out that some bureaucrat in Ottawa, some so-called social scientist, has made a very biased, subjective decision that, in order to meet the basics of shelter, food and clothing, a person has to spend this amount of money.

Now when you look at the amount, you realize that it's not the amount of money that the middle class consider adequate for the basic necessities. Then you realize that some middle-class person has made this distinction: poor people can, by some miracle of economic expertise, make their dollar go further



**IAN
ADAMS**

"To keep piling on more information as a journalist deadens awareness in people"

than middle-class people.

KP: During the 60s and 70s, you made a reputation for yourself as one of Canada's best journalists. What led you to move out of journalism and into the writing of novels?

Adams: The reasons aren't very complicated. I had done a lot of journalism, I felt I had written to the edges of what I could do as a journalist. I wanted to break through and try another form of getting across information.

By experiment I had become aware of the fact that people really did have a lot of information inside themselves already. To keep piling more information on, as a journalist, deadens awareness in people.

What I'm trying to do as a novelist is to work on the information people already have and find how it can be pulled together in a way that people can use or make sense of what goes on around them. That was my fascination and it still remains.

The novel allows you to get into areas of motivation and characterization which you can't very easily get into in journalism. When you start getting into those aspects of writing, not only is it exciting for a writer to experiment with,

but also—because it opens up a new way of communicating with your perceptions of the society—it has an effect on the way you look at what you've written before, how you presented information as a journalist.

This reflects the journalistic idea that the journalist is not part of the world he reports. Although he is there, he is not seen to be there in his writing. When you get out of journalism and into another form of writing, you realize how ridiculous this idea is. First of all, it's pretentious to see yourself as omniscient, so that your part in the recording of news, as an imperfect observer, needn't be alluded to. It's also dishonest; as a journalist or a fiction-writer, you should present yourself as just another individual looking at society and once in a while remind your reader that you're there.

KP: So far, you've compared journalism and fiction-writing just in terms of the potential of the two forms of communication. I would have thought that working conditions, such as the absence of an immediate boss or editor in fiction-writing, figured in the difference.

Adams: It's true that in writing novels, the direct employer-employee relationship doesn't exist. But there are pressures from publishing houses which are similar. And, of course, there is also the economic pressure, of always trying somehow to live by your writing. However, in the final analysis, it is true that, as a novel-writer, you're much more responsible for what you write.

I think that's good. A lot of journalists tend to disregard the responsibility they have by surrendering to self-censorship. It takes the form of knowing what their bosses will accept, what their editors will accept, what the paper they work for will accept. All of this narrows their working vision of society. Of course, when you do that, you're very useful to your employers. You give them back the landscape they want.

Both journalism and novels have to be judged on their resonance in terms of the truth they reflect about what's going on in society. I think it was Senator McGovern who said, after his disastrous run for the U.S. presidency, that one of his problems had been that he never really dealt with the image of him created by the media. He kept insisting that the image wasn't really him.

A lot of his difficulties stemmed from the fact that he got bogged down in that, instead of taking the image given him by the media and running with that. We now live in a time when we're starting to understand how media images are

BOOKS BY IAN ADAMS

The Poverty Wall. McClelland and Stewart. Toronto. 1970.

The Trudeau Papers. McClelland and Stewart Ltd. Toronto, 1971.

S, Portrait of a Spy; RCMP Intelligence—The Inside Story. Gage Publishing. Toronto. 1977.

End Game in Paris. Doubleday Canada Ltd. Toronto. 1979.

projected about certain people and events. Politicians can exploit them to their own ends if there aren't journalists and writers around who'll say, "Wait a minute; there are other forms of reality behind those images."

KP: That, of course, brings Joe Clark to mind. As I watched the election returns last night, I could almost see a cloud of collective guilt descend upon the commentators. On the *CBC*, Barbara Frum said that poor Joe Clark had been savaged by the media unlike any other modern political figure. It was fascinating to watch: the very people who had been doing the savaging up until 24 hours before were now commenting how terrible it was.

Adams: Barbara Frum is wonderful. After the Soviet invasion of Afghanistan, she was going on, implying that this was probably the beginning of the third world war. And then, ten days later, when things had calmed down a bit, she was laughing with some journalist being interviewed who said how awful it was that the news media were creating a war atmosphere. And she agreed how awful it was. Again, that was an example of how the media disown what they create.

In watching the election returns—I was at the *CBC* studios for a while—I was struck by how much more at home, how much more sophisticated the journalists are on camera than the politicians. The electronic landscape really belongs to the journalists.

KP: I take it that your adoption of Heinrich Boll's device of inserting the author as a character in a novel—"the Au." in *S* and *End Game in Paris*—is related to your objection to journalists or writers writing themselves out of their writing.

Adams: Yes. It's a way of saying to the reader—it's not automatic writing, as some reviewers have suggested; it's really quite strange, the reviews I've got—that this is an attempt to overcome the hermetically sealed environment which traditionally is created both in the novel and in journalism and in which this fallacy of objectivism is thrust upon the reader.

It also challenges the legitimacy of print, which creates a kind of authority that comes out of a lot of historical factors. Within those conditions, I like to keep reminding the reader that this is just another guy writing this stuff and that he might be crazy or wrong or biased. I want the readers to remember those things and, in doing so, to think about their own information, which they have inside themselves, about these subjects and come to some conclusions themselves.

"The RCMP Security Service thinks journalists can be manipulated or have stories planted on them"



**IAN
ADAMS**

KP: In *S*, one of the characters suggests that writers of novels are not listened to in our society, that the only writers who have any influence are journalists. Is that you speaking there? And if so, how does that square with your move from journalism into fiction?

Adams: Only part of it is my idea. It's basically the conventional thinking on this subject amongst writers and journalists. Of course, it is true that if you work for a daily newspaper in a large metropolitan centre, people do pay much more attention to what you're saying because that corporation in a capitalist society legitimizes what you are saying, it becomes part of the fabricated landscape. I think one has to be very careful about that.

I've only written three novels and I think I've had a lot of attention, perhaps an undue amount of attention for fairly modest novels that have taken on fairly modest subjects. Maybe that has something to do with the size of Canada, its culture and society.

KP: I wouldn't describe the RCMP's intelligence service as "a modest subject."

Adams: What I was trying to say was that I tried to handle it in a very modest way, by writing a spy thriller. If you look at any of the other national intelligence organizations, say the M15 in Britain, the Mossad in Israel, or the CIA, there have been thousands of spy novels about those organizations. I think it's really curious that mine was the first about the Security Service of this country.

KP: A recurrent theme which I see in your novels is the suggestion that journalism and espionage are similar. For example, there are the two Timothy Sterns, one a spy and one a journalist, in *End Game in Paris*.

Adams: There is an incredible similarity between that world and our world. It's part of a shared structuralist approach to

society.

But you have to sit back and ask yourself why these structures are created, for whom and in whose interests? The way the media work in our country, these structures are made to package information as entertainment, as reinforcement of a consumer society, and not to present information that would lead us to insightful impressions of our world. That is left to a small group of academics who are allowed to do that as long as they don't really interfere with the system.

Intelligence organizations work the same way. There is a remarkable book *In Search of Enemies*, by John Stockwell, a CIA officer in charge of the Angola operation. He was sent to Angola in 1976 to determine which of the warring guerrilla leaders the CIA should support. Before he went, he was given a good idea of who the CIA wanted him back and the reasons why.

He spent some time checking out the various leaders and, their relationships with various sections of the society in Angola and the support they had.

He decided that the leader the CIA wanted to support was the wrong man. He reported this. His information was very detailed and precise. They ignored his information and backed their man, with disastrous consequences.

What goes on in intelligence and what goes on in journalism is very similar: people trying to skew the world, to present information for specific interests, specific ideologies, which often has little to do with reality, with what is actually going on in the situation. Probably in that regard, the Western world is not that much different than the Soviet Union.

Someone once said that a journalist is really no longer any good to his employer once he gets to understand something about how his society really works. That's true of intelligence officers too, at least it was for Stockwell.

KP: In *S*, you maintain that our Security Service has a special interest in journalists, in compiling files on us. What view does the Service have of journalists?

Adams: How does the national political police view journalists? As an institution, they treat journalists with disdain and suspicion, think they can be manipulated or have stories planted on them. And they have often done that.

But, at the personal level, I've met a number of intelligence officers who have developed a sophisticated picture of how the media work. They can understand the limitations and other problems which journalists face.

But these national political police have

very few friends in the media, probably because of the way they treated the media for a long time. You'd phone up the Security Service because you wanted confirmation of something you'd come across. The officer would say, "Well, I'll get back to you."

But he wouldn't phone you back. You'd phone back three or four more times and the officer wouldn't be available. Finally you'd get him and he'd say, "Right, yeah, you got a pencil? Okay, well, no comment." You go through that bullshit a number of times and you realize there isn't going to be any relationship unless they define one.

KP: Is it reasonable for a journalist to assume there is a Security Service file on him or herself?

Adams: Yes. I think every journalist of any consequence does have a file. Especially if he travels internationally or if he does heavy political stories, especially if he does investigative reporting that spills over into, say, defence contracts and spending, or contact with people loosely defined as being involved in national security: army intelligence, army officers, any of those kinds of people.

Or a journalist who, in the nature of his work, has contact with people that the Security Service would have under surveillance. If a journalist were observed having contact with the Cubans or the Soviet Union or representatives of any of the Soviet bloc countries, he would immediately come under Security Service surveillance and have a dossier developed.

KP: Where does the information in these files come from?

Adams: There's an organization called "the watcher service" which has the full-time job of watching foreign embassies and taking pictures of people who go in and out of them.

Then there would be all kinds of cross-references: investigative reporters who are turning up stories which make various politicians uncomfortable or making the RCMP uncomfortable. Their stories are clipped and filed. An effort is made to find out something about the personal life of that writer.

They might get that information from other journalists, from informers. Informers are usually people who, through some action they've committed in their own lives, become vulnerable, liable to blackmail. Maybe they have some criminal charge hanging over them. These are the people who are usually sent into some milieu to develop information about others, with the threat of prosecution or promise of immunity from



**IAN
ADAMS**

**"Every
journalist
of any
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Security
Service
file"**

it hanging over their heads.

Now, how that information is developed and kept, I don't know. I could make a whole lot of logical assumptions about it.

KP: Is there any way a journalist can find out whether there is a file on him or her and, if so, what it contains?

Adams: No. We won't ever get that kind of access until we have a freedom-of-information act.

I'm writing an essay right now on the technology of surveillance; it works in an international way. For example, say a reporter who has written something the Argentine government didn't like is arrested as a political prisoner and he wants to come to this country. There are various ways he can do that.

But he has finally to be cleared by the Security Service, who have to find out whether there are national security or criminal problems. So, where does the RCMP security officer in the embassy in Buenos Aires go to make that check? He goes to the CIA and the Argentine national police force. Argentina has the worst human rights record in the western hemisphere.

Now, this fascinates me: how does the information which is on that man's dossier—a journalist who has simply written a straight-forward analysis of an illegal act by the government—how does the Security Service officer start to judge that information and those files, which are relayed through CIA files?

People who immigrate to this country are always being cleared through cross-checking against this information that flows back and forth between intelligence operations. In Mexico City, the Security Service checks with the CIA, the CIA checks with the Mexican police. At what point does the individual citizen have a chance to assess the information that's being passed around about him?

If the Argentine journalist does get

here, but still has all this documentation behind him, what kind of dossier does he have? And how limited does his life become in terms of access to jobs and furthering himself in this society? All those things are starting to have an impact on our society. None of them are being investigated.

KP: Why is it that the Security Service seems not to be interested in the accuracy of its information, especially since inaccurate information must ultimately affect its performance adversely?

Adams: These people are basically technicians. They're vulnerable to the technician's syndrome: they know how to do their job, but to start actually questioning how the information is collected and the veracity of it would mean having to make an evaluation, a political evaluation, of how, for example, the Argentine government is operating.

There's a similarity here with a journalist who comes fresh out of Ryerson with all the techniques needed to write a story or to interview someone, but not having a discriminatory sense about the larger picture of the society, and limited by a historical memory that goes back only a few years.

KP: I take it that you assume there are Canadian journalists who inform on other journalists for the Security Service. Do you have certain knowledge that particular journalists are doing this?

Adams: No. If I did, I would certainly talk about it immediately.

KP: Are there journalists who you suspect are informers?

Adams: Yes. I have some suspicion about a number of individuals whose names have come up in conversation with intelligence officers, politicians and others.

KP: What would such informing journalists get in return for their work for the Security Service?

Adams: Two things. One is the promise that they'll be leaked stories, good stories that will enhance their careers as journalists. That promise, I think, very rarely pans out.

Secondly, there is the idea, which I think is very Canadian, that they're put in the select position of being able to share information which the rest of society doesn't have access to: gossip about politicians, for example, which they can use as a sort of currency in dealing with their fellow journalists.

KP: Do you know of any journalist whose career has been affected adversely by the circulation of Security Service information?

Adams: I've sometimes wondered about my own career. I've been told that I was

once denounced at a *Globe and Mail* editorial meeting with *Weekend Magazine* editors as a dangerous Marxist revolutionary and a member of subversive organizations. I've often wondered where that information came from.

I have friends who have been journalists, who have known that, for example, a Security Service officer will phone up an editor and say: "So-and-so is a reporter; we know what his politics are, who his friends are, so you should be very careful about the validity of the information that he writes and gives you."

KP: Do Canadian journalists do an adequate job of covering intelligence agencies in this country?

Adams: No. An indication of that is the fact that my novel, *S*, was the first book—fact or fiction—ever written about the Security Service. We still don't have a clear idea of its structure. In this last year, that has started to change. There are some journalists, like John Sawatsky and Jeff Sallot, who are doing good work. Sallot's book is recommended reading for every journalist, *Nobody Said No*. And John Sawatsky's book, *Men in the Shadows*, should be read by every journalist in Canada. And so should Pierre Vallière's *The Assassination of Pierre Laporte*.

KP: Are there any other books which would give journalists some idea of the nature of intelligence work?

Adams: Yes. I mentioned earlier John Stockwell's book about the CIA in Angola. Journalists should also look at Agee's *CIA Diary* and *Decent Interval* by Frank Snapp (*Bibliographical details elsewhere on this page*).

KP: You recently joined the Centre for Investigative Journalism. What is your estimate of the CIJ?

Adams: Well, I think it's really hopeful. I see it as one of those attempts which journalists are now making to break out of the carefully structured mould that corporate media have been building around journalism for the last 25 or 30 years. The CIJ is a quite obvious attempt by journalists to redefine their role in society, to start sharing information between themselves in dealing with investigative reporting. Only good can come out of it.

KP: In order to have books like *S*, people inside the Security Service have to talk and obviously they have. Why do such people become sources for journalists?

Adams: There are several reasons why people talk. One is that they become disenchanted with their job and their view of life. They start to feel that they've

"Paranoia is as Canadian as maple syrup. We have one of the most public services"



IAN ADAMS

viewed life from the wrong tilt, they become disillusioned. Or they may develop much more information about how their society works than is good for them and start to think that it's worthwhile to talk about that.

Others talk because they're politically ambitious and want to give you the dirt on somebody else.

But probably the most poignant reason that some people talk is that they suddenly realize that what they've been doing for the last 20 to 25 years is a crock of shit. And that's always sad. It's often also a great source of information.

KP: When you get into investigating the Security Service, how do you avoid being caught up yourself in the atmosphere of paranoia which seems to characterize its operation?

Adams: I'm a very social person; I like having direct contact with lots of

different people. That tends to balance my perspective.

And, as a writer, I have an innate curiosity that keeps me from becoming paranoid.

People often accuse me of being paranoid. I always find that puzzling because I'm fairly open about talking about this stuff. I write books and articles about it.

I write what I do because I want people to understand the paranoia in themselves. It's really interesting if you can make people examine their paranoia and the reasons for it in this society. But, because I'm dealing with that kind of subject matter, people think that I must be paranoid. There's a big difference.

KP: Don't your books sow paranoia?

Adams: Paranoia is as Canadian as maple syrup. We have one of the most secretive public services in all the Western world. In 20 years in journalism, I've never been able to find a bureaucrat who will publicly say what he thinks.

KP: Why is it, do you think, there's been so little coverage of the libel suit arising out of *S*, especially since it contains so many ingredients which ought to make editors and news directors salivate?

Adams: I have no explanation for that at all. Because the story has attracted a lot of international interest, I've even been interviewed by a Swedish TV reporter. It is a complicated story and there are a lot of players. It may have something to do with the fact that some of them are newspaper editors. There's an unwritten rule in the Canadian media business that you don't knock another newspaper editor.

KP: You are now waiting for the Ontario Supreme Court to decide whether you can be asked to name sources you used in writing *S*?

Adams: That's right. During the examination for discovery, Mr. Bennett's lawyer kept insisting on trying to find out who my sources were for writing the book. I refused to reveal them and the examination ended on that point. He went to the courts to ask that I should be forced to come back and comply with the answers to that question.

The unfolding scenario is that, if I am forced to come back and I again refuse, then he will have the option of obtaining a contempt order against me. And, of course, I will again refuse.

One of the legal ironies of all this, I think, is that Peter Worthington has, to a large extent, orchestrated the suit and he is the one who publicly alleged people in the book to be Bennett, himself, and so on. By all logic, the normal case would have

(See ADAMS, p. 41)

Recommended Reading

Philip Agee. *Inside the Company: CIA Diary*. New York. Simon and Schuster, Inc. 1975.

A.J. Langguth. *Hidden Terrors*. New York. Pantheon Books. 1979.

Jeff Sallot. *Nobody Said No*. Toronto. James Lorimer and Co. 1979.

John Sawatsky. *Men in the Shadows*. Forthcoming.

Frank Snapp. *Decent Interval*. Vintage Books. New York. 1978.

John Stockwell. *In Search of Enemies: A CIA Story*. New York. W.W. Norton Co. Inc. 1979.

Pierre Vallières. *The Assassination of Pierre Laporte*. Toronto. James Lorimer & Co. 1977.

By
STEPHEN
OVERBURY

The Adams affair...

TORONTO—One of Canada's most important freedom-of-expression cases, involving an author's right to protect his sources and the right of citizens to know about intelligence-gathering agencies in their midst, is practically being ignored by the media—the Canadian media, that is.

In Britain, *The London Observer* and *The Manchester Guardian* are taking a keen interest in the affair.

The story involves a libel suit in Toronto against journalist-turned-novelist Ian Adams for novel *S, Portrait of a Spy: RCMP Intelligence—The Inside Story*, published in 1977. Leslie James Bennett, a former RCMP Security Service chief, is suing Adams and his publisher, Gage Educational Publishing of Toronto, for \$2.2-million because, according to Bennett, the character S resembles him.

The still unfinished pre-trial testimony has revealed what *Canadian Press* reporter and current Southam Fellow Gerry McNeil has called "the most intriguing espionage story in this country since Igor Gouzenko fled the Soviet embassy in 1945."

The *Guardian* broke into print with its story on the case Jan. 28. And the *Observer* followed with a 13-inch story Feb. 10, complete with details of the case. Although the transcripts of the proceedings are freely available to the public, newspapers and television networks in this country have provided little or no coverage. Only *Maclean's* and a few other magazines have shown any interest in this gripping story.

Many editors plead ignorance of the case. A few others suggest that publishing details of the pre-trial testimony could be in contempt of court by influencing potential jurors.

The contempt-of-court argument stands on shaky ground. As the *Observer* coverage has illustrated, it is possible to alert the public to the seriousness of the story without jeopardizing either party in a libel trial.

Surely the public has a right to be informed about a case which, as far back as 1973, has involved an implication that the former head of Canada's counter-espionage operations has committed

treason.

Public access to the pre-trial testimony details is particularly urgent because the pre-trial testimony is not open to the public and does not guarantee the case will be heard in open court, where the public could attend. An out-of-court settlement could permanently conceal the matter from the public.

Further, publication of the details could very well aid the trial process by attracting witnesses with knowledge of the case.

TORONTO STAR

James Leslie Bennett is no stranger to the media. In 1973 the *Toronto Star* implied that Bennett's loyalty had been questioned by the Security Service. The *Star's* story appeared after Bennett had left the service with a medical disability pension, having been grilled by his employers.

It was never determined whether Bennett had been a double agent. After the *Star's* story and a denial by Bennett in *The Toronto Sun*, the matter seemed to go unnoticed. The issue resurfaced with Adams' novel and now the court case.

Why hasn't the *Star* covered the trial? *Star* ME Hartley Steward was one of numerous editors vague about the trial.

"There wasn't a decision not to cover it," he said. "I really can't say more. I really don't know much about it."

When asked if the *Star* would cover the case, he said: "I suspect so—now."

THE GLOBE AND MAIL

The Globe and Mail has provided more coverage on the trial than any other news medium, running a feature about Bennett Dec. 11. But oddly, the source of the story was left vague: "357 pages of pre-trial testimony that are part of a civil action in the Ontario Supreme Court."

The story made no mention of Ian Adams or his novel and failed to say that

the novelist was being sued along with his publisher by Bennett or for how much.

I interviewed *Globe* reporter Julia Turner two months after her by-line appeared on the story.

"Has the *Globe* covered the Adams case?" I asked.

"No," replied Turner.

"Have you asked to cover the story?" I asked.

"No," she replied.

Peter Moon, whose byline also appeared on the story, refused to discuss the article. "I don't want to discuss that article with *Content*," he said firmly. Moon said there were reasons for his refusal, but he would not elaborate.

The *Globe* originally told Adams' lawyer that it was tackling the story because the transcript of pre-trial testimony raised questions of journalistic ethics: how journalists maintain relationships with the RCMP and, in particular, how *Toronto Sun* editor-in-chief Peter Worthington was used as a pipeline for the RCMP Security Service.

But the *Globe's* story made no mention of Worthington.

Adams says he asked Moon why the story had appeared in an altered form and why it had been so vague about its source. He says he invited Moon and Turner to a meeting and that Moon suggested breakfast at the Royal York Hotel. Moon showed up alone.

"My conversation with Moon revealed that it was his decision, his senior editor's and the *Globe's* lawyers" to exclude all the details about which I have protested in a letter to the editor," says Adams. (To the time of writing, it has not been published by *The Globe*.)

"Moon had had a long telephone conversation with Worthington at the end of which he had decided not to do the story as it had originally been conceived, that is, about Worthington, and his relationship to the Security Service. It was interesting that neither Moon nor Turner ever tried to contact me," says Adams.

"I found out the story had been taken out of Turner's hands. I had a long conversation with her on the phone in which she confirmed this fact.

"When I protested to Moon. . . he replied: 'Well, that's too bad Ian. That is the way that *The Globe and Mail* uses

...not a story in Canada

people every day,' and that this was the unfriendly nature of the business."

"I replied that I wasn't interested in friendly treatment, but only in fair treatment. When I said I would follow this up with a letter of protest to the paper, he told me in as many words that I was wasting my time. And that, from his point of view, the *Globe* was becoming daily less interested in entering into controversial situations that demanded the traditional ideals of journalistic and publishing courage. He was, in short, quite cynical," says Adams.

Adams nevertheless sent his letter to the *Globe's* editors and one copy each to Moon, Turner and William French Dec. 12.

The letter, as noted, has gone unpublished.

Jack Kapica, who selects letters to the editor for the *Globe*, said he sent Adams' letter through the system and wasn't sure why it did not appear in print.

Assistant editor Jean Howarth could not remember receiving a letter from Adams. She said she had never heard of Ian Adams, his novels, the trial in question or of Bennett.

When I explained the case to her, Howarth offered a plausible explanation for the letter being withheld.

"One of the reasons we probably wouldn't run the letter is because the thing is before the courts."

But Howarth stressed that she could not remember the letter and that therefore her explanation couldn't stand as the reason for withholding the letter.

She refused to follow the matter up, though, or to provide me with the name of any other person who might offer an explanation.

"I don't have to answer your questions when I think they are sheer bloody nonsense," she said angrily. "It would take a hell of a lot of investigation" (to follow the letter up).

Globe city editor Warren Barton said that the Moon and Turner story represented more coverage of the trial than any other paper. He said that the source for the story was "the examination for discovery. That's the stuff newspapers usually never print, but we printed it. There are a lot of things in there (the story) that raise a lot of questions and I

can assure you we have not forgotten these questions that we have raised. We do not do that."

THE TORONTO SUN

The *Toronto Sun* has not covered the trial. *SUN* ME Ed Monteith admitted he was unclear about the case.

"Other than a shortage of staff, there hasn't been any policy not to cover it," he said. "Is it as big as the Worthington case?...Maybe it has been misjudged by city desk. It is quite possible city desk isn't aware of it or maybe there has been a ban on the pre-trial transcript. I'll make sure we have a booking on it. I wasn't aware there would be a trial."

Yet the *Sun*, and Worthington, were responsible for the trial. Days after Adams' novel hit the stands, Worthington wrote a story claiming Bennett was the S in the novel.

Worthington's story helped launch the book.

Worthington, according to pre-trial testimony by Bennett, contacted Bennett in Australia to inform him about the novel and suggest he had a possible case to sue Adams and Gage.

The pre-trial transcript reveals various connections between Worthington and Bennett. Bennett admitted he had helped Worthington arrange for the controversial escape of a Soviet citizen from the U.S.S.R. to Toronto. "The Worthington case," as it is most often called, became a sensational news story in the 1950s.

The transcript also reveals that Bennett leaked a spy story to Worthington in 1969 and had relationships with other reporters.

Bennett's lawsuit claims that Worthington appears to be the character Hazelton in Adams' novel.

Odd, then, that the *Sun* hasn't covered the suit and that Monteith was fuzzy on the matter.

CP and UPC

Canadian wire services haven't touched the story. Mel Sufrin, ME for CP, said CP lawyers have decided the transcript is not publishable. Asked which parts of the transcript were not reprintable, Sufrin singled out the amount of money Bennett is suing for.

But that doesn't explain why CP has not run a story on the issues raised by the trial. Sufrin said CP will soon be offering a feature with plenty of background material. The story will be written by Gerry McNeil. McNeil has already published a lengthy, excellent account of the case in *Books in Canada*.

Sufrin said CP's version will be watered down from the magazine's version. "It won't include some of the juicier parts," said Sufrin. "It's a legal situation. We could be accused of influencing the courts when the trial breaks."

Mike Hughes, *UPC* editor, said that it is possible *UPC* will cover the final verdict of the court case. "Our strength isn't being big enough to have someone sitting in courts day in and day out. I think it's a big story...But for day-to-day coverage, this is for newspapers who have a full-time court reporter."

CBC

Television networks offered a variety of reasons for ignoring the trial. Vince Carlin, director of news for *CBC*, blamed "the facilities and the time restraints" for *CBC's* failure to air a story.

Carlin added that the *CBC* does not have as many reporters in Toronto as the *Globe*. He was then asked whether the network depended on the *Globe* for its news.

"Sure," he said.

It was drawn to his attention that the *Globe* had run a sizable story on Bennett. Why didn't the *CBC* follow it up?

"Court cases in general are difficult to run on television," said Carlin. "You can run the risk of simplifying something complicated unless you give it time."

Carlin said The National will air a story about the pre-trial or trial in a few weeks, "as soon as they know where the story is headed. At some point it will run."

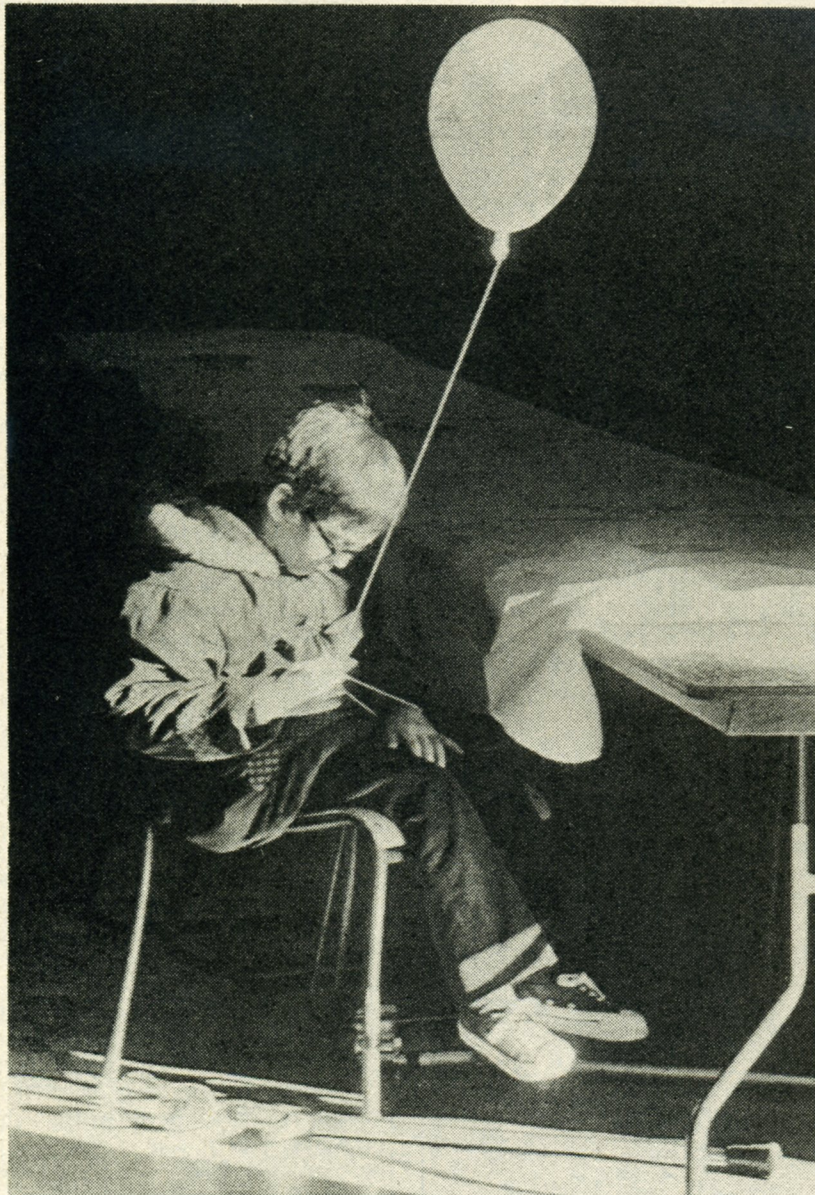
GLOBAL

Ray Heard, news director for *Global*, appeared hazy about the Adams case. He asked whether the case involved "Ian Adams writing an article about an RCMP officer, whose name escapes me?"

Heard said *Global* would be covering the story. He seemed defensive in his remarks.

"Please don't believe we're doing the

CP Feature Picture of the Month



Photographer: Dwight Storning.
Newspaper: *Kitchener-Waterloo Record*.

Situation: Assigned to cover the Rotary Club party in Kitchener, Storning shot this photo of 12-year-old Danny Gervais as he was sitting in a corner.

Technical Data: Nikon FM and 105-mm lens at f5.6 and 1/250th of a second. Using HP5 Ilford film at

1600 ASA, Storning was able to develop it in seven minutes at 75 degrees in Edwal FG7.

Award: *The Canadian Press* Feature Picture of the Month Award, December, 1980.

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

story because you're calling me," he said. "If it were not for the election campaign, we would have had something on this subject. I've discussed it with my staff. Something will be done. I think it's an important and valid story."

Heard is the Canadian correspondent for the *Observer*. He admitted that in early February he had discussed the Adams case with another *Observer* correspondent, John De St. Jorre and with *Globe* columnist Hugh Winsor. De St. Jorre showed the two a story about the case which the *Observer* planned to run.

"That was the first time the importance of the story seized me," said Heard.

CTV

Tim Kotcheff, director of news for CTV, said the federal election and a heavy flow of foreign news have prevented the Adams story from being aired.

"We have not assigned a reporter to cover that story. We're keeping an eye on it," said Kotcheff. "Where is the case being heard? In Ottawa? It's a matter of priorities. There has been a lot of international news...if there is anything big, we cover it. I haven't seen the wire services covering it. There hasn't been any heavy copy in the newspapers."

I asked Kotcheff whether CTV usually waits for newspapers to break a story before CTV touches it.

"No," he replied. We have our own beats. But we haven't got 50 reporters to cover a story."

No wonder we are dependent on foreign investigative reporters to inform us. The *Observer* story went considerably beyond the *Globe's*. It named its sources, the amount of the lawsuit, who is filing against whom, and so forth.

According to Jack Hawkins, manager of the *Observer's* foreign news service, the Adams' story could have been reprinted by any of the Canadian media for \$250. "There were no requests," he said.

And the *Observer's* story was available as part of the foreign service flow to Canadian subscribers, including the *Edmonton Journal*, *The Winnipeg Free Press*, *The Vancouver Sun* and *The Lethbridge Herald*.

The whole story of the Bennett-Adams case is a disappointing testimonial to the mediocrity of the Canadian media in dealing with important issues, such as freedom of expression, and their apparent lack of interest, in probing the society which surrounds and supports them.

Comments Ian Adams: "My next book is about the court case. Maybe one of the chapters will be the reaction of the media."

ADAMS (from p. 37)

been for the plaintiff to sue the newspaper, the *Sun*, for publishing that kind of allegation because it was not me who made the allegation, it was Worthington.

The other irony is that Bennett was not aware that Worthington had made the link. He was living in obscurity in Western Australia. Even if Mr. Bennett withdraws the suit tomorrow or loses it, I'm not going to recover any of my lost income, unless I countersue him in Australia, which would take enormous funds to do.

It is also a mystery to me how Bennett can afford to press the suit. He claims his only income is a \$7,000-a-year RCMP pension. It will cost \$60,000 to go to trial—obviously there is somebody other than Bennett who wants to keep *S: Portrait of a Spy* out of circulation. Of course, none of this would be a problem if we had publishers who were not so easily intimidated by the legal system.

KP: Should journalists, as a general rule, protect their sources, even if it means a contempt citation?

Adams: I work on two levels. One is, when I interview somebody and I want to use what they say, I tell them: "Listen. Everything you tell me, I'm going to write about. So, if you don't want me to write about something, don't tell me." I deal with a lot of bureaucrats in that way, because I think their attitudes and their attempts to protect themselves are just so much humbug.

But obviously there are a lot of people who are much more vulnerable and who do have information. They will say: "Well, I'll talk to you about this, but only if you promise that you won't identify me in any way at all." If someone says that to me, I have either to say, "I think you're wrong; if you don't want to talk to me, let's forget it" or say "Okay" and guarantee that anonymity. I have to make that judgement. Once having guaranteed it, I must continue to fulfill that guarantee.

KP: Do you think the ability to give such a guarantee should be institutionalized in law?

Adams: I don't see how you can. It's like trying to legislate cooperation. You can't do it.

In Sweden they've had a freedom-of-information act for 50 years. If a Swedish citizen goes to a civil servant and is denied information, that civil servant is fined on a daily basis until he provides it. That's been going on for several generations. A whole idea about information has developed in Swedish society.

Now, if we had a very strong freedom-of-information act tomorrow in this country, it would take generations before civil servants who inhabit various levels of federal and provincial governments would realize that they could talk freely and that they had some moral obligation to talk.

If you go to interview someone and you promise anonymity, you have to make a decision as to whether you're going to use that information or keep it to yourself. If the information is interesting enough that the rest of society should know about it, then you take upon yourself the responsibility and also the consequences of doing that.

This problem with revealing sources had fallen out of the fact that journalists have to deal with such a paranoid structure of government and that our institutions are so paranoid. If they weren't, we wouldn't have that problem. **KP:** Is it true that an effective journalist must sooner or later come into conflict with the institutions which regulate his or her society?

Adams: In our society, it's inevitable, if you're in any way effective. All my working life I've had people threatening to sue me, to break my legs, to do violence to me. I suppose that's a measure of how effective you're being. I've never lost a lawsuit yet.

KP: What are the good and bad points about working as you do, as an independent journalist who writes novels?

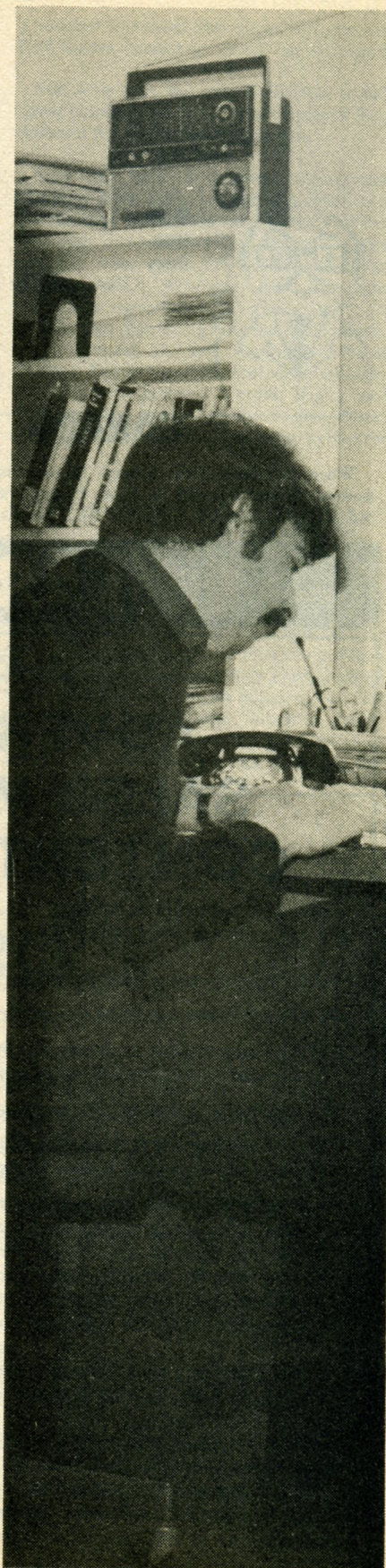
Adams: Well the good points are that I can spend a morning talking to you without having to worry about getting a story finished today. I'm my own boss to that extent.

I like my privacy as a writer and working journalist. Any journalist working for an organization has to do a lot of hack work as well as getting the good stories. That seems to me to be some kind of erosion of the privacy of the mind. You don't have time to think; you have to turn out grist for the mill. Instead of writing to the edges of your ability as you should be doing all the time to push yourself to develop, you start writing to a formula that's quick and accepted.

I don't have the pressures of time and production and I enjoy that. It gives me a feeling of privacy.

The difficult points are that I don't really have any financial security to speak of.

Also there is the problem of working in isolation. But that too allows me to feel the fabric of society from a certain distance. At this time in my life these things are important to me.





With
Bob
Carr

CANADA

When *Southam News* named 33-year-old **Andrew Horvat** to head its Asian bureau, he didn't have to leave home to find stories.

Horvat, who came here from Hungary in 1956, has covered news from Tokyo for nine years with *AP*, *The Washington Post*, *Toronto Star*, *Newsweek* and *Der Spiegel*, partly on the strength of an MA in Asian studies from UBC.

Staying in Philadelphia is the spunky, sports-oriented *Journal*, according to publisher **Pierre Péladeau**, responding to street tongue-wagging.

Director of television for *CBC Quebec* is **Leo Rampen**, the former executive producer of the *Man Alive* series who joined *CBC* as a current affairs producer in 1961 and six years later pro-

duced a new look in religious programming.

A new look at the court decision that cleared of contempt charges *The Winnipeg Free Press*, the *Tribune* and *CKRC Radio* was refused in February by the Supreme Court of Canada. They were originally convicted for reporting the shooting death of a 17-year-old in his Winnipeg classroom, but the conviction was overturned by the Manitoba Court of Appeal.

Since I reported last November's assault charges against photographer **Ian Harvey** at the Sheraton Centre in Toronto, let it be recorded that they were dropped. So were the *Sun* reporter's counter-charges of assault against two employees who tried to stop him from photographing a young shopper's foot trapped in an escalator.

Upward-bound with *Southam News*, 37-year-old **Bob Parkins** is night editor for the service. He held a similar spot with *The Calgary Herald*, worked for the *Times-News* and *Chronicle-Journal* in his hometown of Fort William, Ont., for *CP*, *Canadian University Press*, and *The Globe and Mail*. The change has moved him now to Ottawa.

On my up-and-coming list is the 1980 convention in Toronto of the Radio-Television News Directors Association, June 19-21. There will be workshops on make-up (for TV types) and on radio news-writing, as well as attempts to dispel some of the fog surrounding BBM ratings.

The Southern Ontario Newspaper Guild expects 200 delegates June 22-27 for the 1980 international convention at Hotel Toronto. The Montreal Guild bowed out as sponsor after the collapse of the *Star*. Fingers are crossed. As local rep **Linda Torney** warned at a Jan. 9 meeting, the SONG executive is plenty busy now trying to build a good local and **Dennis Robinson**, treasurer, warned that the local already operates in a deficit position. Preparations are the charge of adman **Peter Cutten**.

Paper clips, what happens to them? (Scalped from The Calgary Press Club's *FYI* newsletter, this survey is originally blamed on Lloyd's of London.) Of 100,000 at a London bank only 20,903 were used to clip paper. 25,938 were dropped on the floor and swept away, more than 14,000 were bent during phone calls and more than 19,000 were used as chips in card games. To clip torn clothes, 7,200 were used and as toothpicks, 5,434. Cleaning fingernails took 5,308 and pipes, 3,916.

Something wrong here: of 100,000, 101,701 are accounted for!

CAREERS

(It would be appreciated if *Content* readers knowing a good potential candidate for this position would draw it to his/her attention.)

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This position becomes available in June 1980 or thereafter. The person who will be successful in this position:

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- Will be looking for all-round experience in magazine sales as part of his/her strategy for a planned rise to the top of this field.
- Will have read the Publisher's Report and Bertrand pieces in this issue and will consider the challenges spelled out to be a motivational spur. Some time prior to June 25 the successful candidate will join the *Content/Sources* staff for orientation and training. He/she will take over successful reins from the present ASM and build further success in collaboration with the Publisher and Associate Publisher.

A good familiarity with the public relations field would be an excellent asset. A familiarity with journalistic practices would be an asset.

Interested parties should write (not phone): The Publisher, *Content*, 91 Raglan Ave., Toronto, Ont. M6C 2K7, stating particulars of background. Include a statement explaining why you believe you and *Content/Sources* would be good for each other, starting income expected (sum of salary plus commission), income earned at present, and references.

Paper-clipping his calling card to fewer Canadian National news releases nowadays is 36-year-old **David Todd**, director of public affairs out of Montreal. The one-time journalist and information officer was promoted after 15 years with CN.

United Farm Workers of America rep **David Martinez** welcomes "folding green" towards the effort to unionize migrant workers. Five, 10 or 25 dollars a month earns you a contributory membership he told a membership meeting of the Southern Ontario Newspaper Guild in February where he collected \$209. Mail your "lettuce" to 55 Eglinton Avenue E., Toronto M4P 1B5.

The new editor of *Benefits Canada*, **Jill Dunphy** (University of Calgary graduate with BA in English) was managing editor. She joined Maclean-Hunter in 1975 with *The Financial Post*.

Also at M-H, the new assistant editor for *Canadian Packaging* is **Edward Mason**, former editor of *Vineyard*, his own magazine.

ATLANTIC

No word yet on resurrecting *Echo*, Saint John's biweekly of the last two and a-half years. Money and staff were the problems when it went belly up Dec. 14.

New editor-in-chief of the *Telegraph-Journal*

and *Evening Times-Globe* in Saint John is **Fred Hazel**, who joined the papers back in 1949 as a reporter and was named editor in 1971.

New editor is **George Prentice**, once assistant managing editor of *The Montreal Star's* night operation for 2½ years after dailies and weeklies and The Associated Press.

Gone (again!) from Saint John's *Times-Globe* is **Jon Everett**, editorial writer and TV columnist. What's that? Three times now! Three days a week, he's back at *Kings County Record*, where he was executive editor 1976-1978.

The *Record*, meanwhile has opened a regional office in Rothesay, 35 miles from its home base of Sussex. Next door, in Fairvale, **George Churney** relied on volunteers to operate the *Kennebecasis Valley Post*, which may go weekly in June. So far, distribution is free.

Freelancing for *CBC* is **Jim MacIntosh**, old hand at *CFNB* in Fredericton.

Leaving *CBC Fredericton* to work for The Corp. in Calgary is **Dave Simms**.

New co-host with Jackie Good of *CBC Radio's* Afternoon show in Saint John is **Stan Carew**, formerly of *CJCH* in Halifax.

Taking over the 5:30 show for *ATV Moncton*

is weather-forecaster **Bob Capp**, who replaces **Beth Gaines**, headed for *CFCN-FM* in Calgary.

Still with *ATV*, but now in Halifax, is **Rick Grant** (formerly of Saint John) replaced from Bathurst by *ATV's* **Peter McGugan**.

Sure has been a different Information Morning show lately at *CBZ* in Fredericton. Sports caster **Sandy Mowat** (formerly Metro Morning, Toronto) relieved **Marty Kingston** (now the voice of the New Brunswick Hawks of the AHL). Producer **Rick Alexander** contributes nowadays to Sunday Morning out of Winnipeg. Replacing host **Joe Wood** (moved to afternoons) are **Bob Patillo** and **Nancy Durham**. Patillo was special assistant to former Nova Scotia premier **Gerald Regan** and Durham was story producer for Metro Morning. However, **Ross Ingram** still reads the news!

QUEBEC

For a constituency that wants more freedom, Quebec can be a very confusing place. Editor **Pierre Lemieux's** new Time-formatted magazine, *Liberté-Magazine*, no sooner had begun to help foster a new political Right when a left-wing literary journal called simply *Liberté* went for an injunction to halt distribution. In Ontario Supreme court, novelist **Richard Rohmer** sued for libel after **Larry Zolf** reviewed the book *Balls!* for the



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Publications

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Montreal *Gazette*.

Publisher of *The Gazette*, **Robert McConnell**, is happy about newspaper circulation. It's up in Montreal, he told Westmount Rotarians, while television viewing is down 10 per cent. The local French-language *Press* sells 550,000 copies compared to 480,000 in 1975 and *The Gazette* more than it and the *Star* combined in '75.

Replacing **Stephanie Whittaker** (back as city reporter) at Montreal *Gazette's* Probe is **Ray Doucet**. Leaving *Gazette's* Ottawa bureau for the *Toronto Star* is **Ian Anderson**.

The English-language weekly, *The Sherbrooke Record*, has been re-named. Now, it's just *The Record* and is in some 90 Eastern Townships, operated by 40-year-old **George McLaren**.

In the Whatever-Happened-To category, here are whereabouts last known of former Montreal *Star* staff: **Hazel Porter** (with *Gazette* Probe), same for **Pat Abbott**; **Ray Heard** (*Global* news director, Toronto), **Ron Collins** (still covering police beat, only at *The Calgary Herald*), same for **Vic Riding**; reporter **Bob Hayes** (now *Lakeshore News and Chronicle*), **Trevor Rowe** (to on-camera, *CBC* TV news), **Ashok Chandwani** (now desk at the *Gazette*).

Editorial writer **Terry Moore**, fresh at the *Gazette* from *The Montreal Star*, was last seen headed for the *Free Press*, Winnipeg.

Hired by the Quebec communications department to produce a paper on citizen access to information in **André Sirois**, journalist-turned-lawyer, formerly with *La Presse* and *Le Devoir*, Expo 67 and Habitat 76.

ONTARIO

Hard to find in a recent *Toronto Star* announcement to readers about a new boffo weekend package was the fact that the *Sunday Star's* *The City* magazine was being laid in its grave. The always slick and always slim demitab developed a loyal readership, but not one that advertisers could be persuaded to court.

With the purchase of the FP chain, Thomson newspapers now have **Jerry Johnson**

back. Johnson, now copy editor at *The Globe and Mail*, left Thomson's *Oshawa Times* a year ago after he helped to lead a union strike in 1978. *Oshawa* co-workers wrote, "Welcome back. You can run—but you can't hide."

The new local secretary for Southern Ontario Newspaper Guild, **Sue Craig**, replaces **Ellen Roseman**, who resigned last November.

Staff changes at *The Spectator* in Hamilton: **Chris Robinson** (features editor) to night metro editor, and **Ron Hands** (night copy ed) replaces him; **Michelle Steeves** is women's editor; **Gary Hall** (night metro ed) becomes wire editor to replace **Dave Dunn**, now named systems and development editor in addition to producing *Spectator* style book.

Spectator reporters on the move include (from general assignment) **Mary Nolan**, replacing in Education **Denis Le Blanc** (reporter, women's dept.); **Al Toulon** (now business writer) leaves civic government to **JoMira Clodman** (formerly business) while **Jeff Dickens** to The Cop Shop, replacing **John Burman** who'll cover provincial courts where **Kathy Lawrence** has left for general assignment. New general assignment reporter for Metro is **Anne-Marie Travers**, formerly on the copy desk.

Leaving *The Burlington Post*, reporter **Dan Kislanko** now assists with features at *The Spec* for the TV Times and The L*E*G*S entertainment section.

One-time longtime Welland *Evening Tribune* women's editor **Marg Foss** now sells health insurance in Duluth, Minn., I'm told, while husband **Dave Butters** still edits for the dailies.

Western Gap Communications has named **Paul Weinberg** assignment editor of the *Toronto Clarion*, **Lynn Slotkin** and **Jerry McGrath** as co-editors of the entertainment section. Weinberg formerly reported for the Truro (N.S.) *Daily News* and for the *Haldimand-Norfolk News* in Simcoe.

Filling a gap, newspaper-folk and broadcasters have a new press club in Barrie which extends full membership to photo-journalists (TV and print). Biggest need, aside from a permanent home, says **Terry Field** at the *Examiner*, is some more good guest speakers for monthly meetings. Wanna help?

MOVING?

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NEW ADDRESS

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MOVING DAY

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A steer escaped from a slaughterhouse, looking at a policeman around the corner of a building was the subject of **Edward Regan's** photograph for the *Globe* that won *Canadian Press'* award for 1979 as best feature photograph. Before taking to the streets two years ago, Regan was a *G&M* darkroom technician for five years. **Boris Spremo** took the best sports picture.

One-time *Global* newsperson **Dick Chapman** (formerly Toronto *Tely* and *Star*, *CP* and Montreal *Gazette*) is freelancing.

After 49 years in Toronto journalism, *Globe and Mail* travel editor **Robert Turnbull** leaves to freelance, in April. His career began as copyrunner at the *Star*, moving in 1946 when he became the *Globe's* city editor for 15 years.

Dalton Camp now writes twice weekly for *The Toronto Sun* after a dispute with **John Bryden**, editor for the Insight page of Canada's largest-circulation daily over "a fairly vitriolic attack on the Liberals" as Bryden put it, during the election campaign. The former Tory strategist now seems content.

Catching up around Queen's Park: Executive information director **Errol Weaver** of the Ontario Workmen's Compensation Board now is doing PR for Camp and Associates; Consumer and Commercial ministry lost PR chief **Pat Jacobsen** to Industry and Tourism; *Content* magazine's associate publisher, **Ray Bendall**, is headed for Consumer and Commercial; from The Press

Gallery, **Denis Massicotte** (*Radio-Canada*) is confirmed in the Ministry of Intergovernmental Relations.

New information officer for Ontario Federation of Students is **Peter Birt**, for three years parliamentary reporter to *Canadian University Press*.

Meanwhile, for *The Gazette*, **Terrance Willis** seems content as new Ottawa bureau chief. He formerly staffed Ottawa for the *Toronto Star*

and *The Globe and Mail*.

Freelancer **Werner Bartsch** has joined the Ontario Educational Communications Authority as a public relations officer.

THE WEST

One-time Young Journalist of the Year in the U.K., 26-year-old **Andrew Cooper** (formerly of *Walsall Observer*) is an investigative reporter at *The Winnipeg Tribune*.

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. 27, col. 1)

CANADIAN PETROLEUM ASSOCIATION
New public affairs representative, replacing *Jim Rennie*:
Larry Jenson, Public Affairs Representative
Office: (403) 269-1161

(pg. 34, col. 3)

IMPERIAL OIL LIMITED
Two additional contacts at Toronto head office:-
T.N. Taylor
Office: (416) 924-9111, Ext. 2067
After hours: (416) 274-7039

J. Vincett
Office: (416) 924-9111, Ext. 2192
After hours: (416) 488-5506

New external affairs advisor for Prairie region is:
H.A. Weir,
Office: (403) 423-8110, Ext. 336

New external affairs advisor for Ontario region is:
K.S. Patten
Office: (416) 446-4000, Ext. 4632

(pg. 48, col. 3)

THE ROYAL BANK OF CANADA
New, additional contact person in Toronto:
Pat Kahnert,
Public Relations Officer
Royal Bank Plaza
Toronto, Ontario M5J 2J5
Office: (416) 865-4795
After hours: (416) 691-6008

Also, **Peter Case's** job title changes to: Manager, Public Relations Services (Address and phone numbers remain unchanged.)

(pg. 50, col. 1)

SASKATCHEWAN FEDERATION OF AGRICULTURE
Revised list of contacts, as follows:

Contact:
Gary C. Carlson, Executive Secretary
Office: (306) 525-3366

Canadian Wheat Board; Grains; Cattle; General farm policy:
J. Wm. Marshall, President
Phone: (306) 569-4225

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The Weyburn, Sask. *Review* has added **Chris Holland** to **Jean Fahlman** on the reporting staff. Holland, who has a BA from Brock University, graduated from Niagara College in Welland, Ont., and is former news editor of the Norwich (Ont.) *Gazette*.

There's a new editor at *The Assiniboia Times*, **Ralph Thomson** of London, Ont., who was editor of *Newsday* in Kitchener before it folded Feb. 14, 1979. His 20 years' experience also came from *UPI*, dailies in Fredericton, London and the K/W area, and two radio stations.

Former legislative reporter for *The Edmonton Sun*, **Dan Smith** is now with the *Journal*.

Moved to High River from Calgary is **Paul Hanner**, now of *CHRB*.

Busy fellow nowadays as news secretary to Premier Lougheed (replacing **Joe Hutton** who resigned) is a former reporter for *CITV*, **Ron Liepert**. At 30, Liepert reported to *CFW* in Camrose, went to the legislature and joined *Broadcast News* in 1976 before he moved to the independent TV station in March, 1978.

BC

While nobody admits authoring campaign-time pro-Socred letters to the media, the first reporter to write about the "dirty tricks," **Brenda Daghish** (formerly of the small *Goldstream Gazette*) is now a general reporter with *The Victoria Times*.

At *The Surrey Delta Messenger* is **Lynda Cummings**, former VCC J-grad with *The Richmond Review*, as a reporter.

Now at *The Columbian* is **Norm Provencher** (once *Montreal Star*, then *Edmonton Sun*). Wire editor at *The Columbian* is **Dan Mullen**, once of *The Courier*. Also from there, **Holly Horwood** writes for *CBC* news, Vancouver.

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On-air only since March, *C-ISL* (940 AM) in Richmond, with an adult-contemporary sound, wants a license to serve the South Fraser region nearby in the Delta and White Rock areas, according to general manager **Michael Dickinson**.

While still Vancouver bureau manager for *United Press Canada*, **Deborra J. Van Der Gracht** now is also regional manager for *UPC*.

Dean of Vancouver sports writers, **Eric Whitehead**, left *The Province* after 33 years of daily columns (but for a one-year break during the 50s). As if some 8,000 columns were not enough, he spotlighted a "kiss-off party," proceeds from which went towards the Frank Gnuip memorial scholarship to aid needy, first-time UBC students.

LISTEN UP

Women only are welcome to submit three copies of (1) a newspaper feature of approximately 1,000 words, (2) a magazine article (1,500 words) or (3) a column or editorial for a medal, \$100 and a certificate in The Media Club of Canada Memorial Awards competition. Competition closes March 31 and since, proof of publication is required, broadcasters need not enter under any of the three categories.

OBITUARIES

Southam travel editor since 1968 (12 years after he went to Hamilton's *Spectator* as an editor) **Frank Scholes** died at McMaster Medical Centre Feb. 5. Born near London, Eng. 55 years ago, he worked for the Brantford

Expositor after coming to Canada in the 50s, then for *The Winnipeg Tribune*. A founder of the Hamilton Press Club, he was more widely known in 16 Southam newspapers for his column, *Far Away Places*. His wife **Ruby Brice** (a fellow reporter at *The Expositor*) is left with six children.

Past president of the Ottawa (now National) Press Club, **J.R. Arthur MacDonald** died at age 67 in January, still in harness as managing editor of *Canadian Railwayman* monthly (since 1968). Born in Sydney, he was an editor of the *Halifax Chronicle* from 1946 until it folded in 1948, went to the *Ottawa Journal* as make-up, city, and finally telegraph editor, until he joined the Centennial Commission in 1962.

Dead at 82 is **Walter MacDonald** who retired as publisher of the *Edmonton Journal* in 1962, who began as a reporter in 1913 on the *Vancouver World*. In 1921, he left for six years at Vancouver-based *Farm and Home* magazine before joining *The Province* in 1927.

Highly literate columnist **Jack Scott** has died at 64, after two strokes, the second in 1978. Once editorial director of *The Vancouver Sun*, which printed his *Our Town* for 12 years, Scott earned awards for reports on tribal revolt in Africa, on the Duplessis regime and on Victoria's search for an identity and wartime recognition, first with *BBC* and *CBC* broadcasts for the Canadian Army, then editing the *Maple Leaf* newspaper in London and in Germany for our troops.

Pioneer broadcaster **Hugh Edward Pearson** died after 92 years in Edmonton, where, in 1922, he helped to found the Edmonton Broadcasting Ltd.

Gardening freelance **Morris Chestnut** was 79 when he died in Sidney, B.C.

Dead after 74 years is **Ivan Lavery**, owner/publisher of the *Woodbridge* (Ont.) *Advertiser*.

Cancer has robbed *The Financial Post* of Ottawa editor **Clive Baxter**, 48, who held the spot for 17 years. He had worked for the *Post* since coming to Canada from the U.K. in 1954.

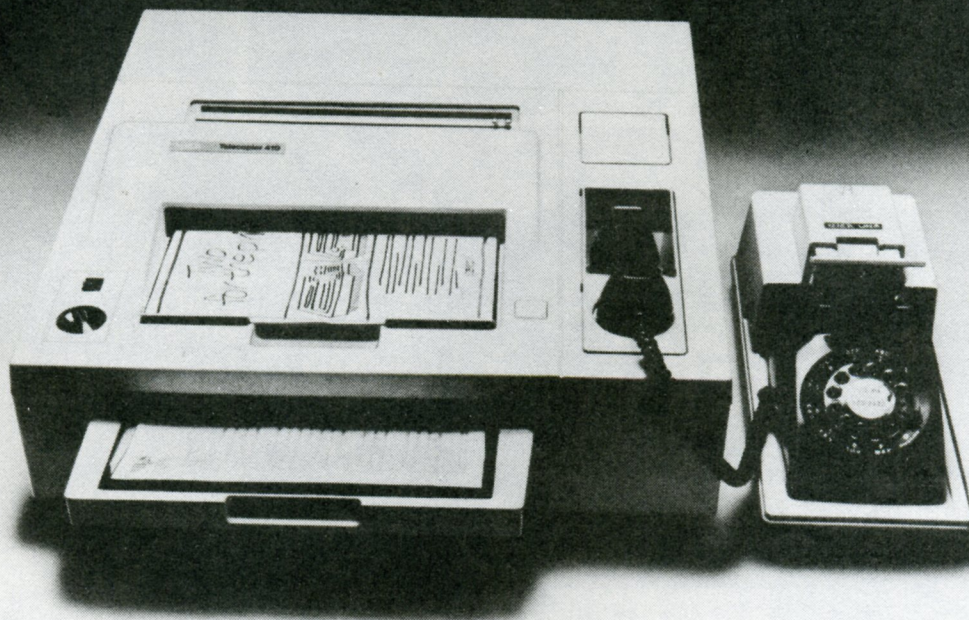
ERRATUM

Through no fault of *Content's*, we published in the February issue (page 23) that the deadline for submissions to the American Express "Explore Canada" travel writing awards is Feb. 28. In fact it's March 31. The rest of that item was correct. Those with a last-minute interest can phone Gerry Brander, Tourism Industry Assoc. of Canada (613) 238-3883 or Al Kowalenko, Tisdall Clark & Partners Ltd. (416) 362-1361 regarding rules and entry forms.

New assistant photo editor at the *Montreal Gazette* is **Marilyn Mill**, not Hill, as reported in the February issue.

The Northern Daily News is published in Kirkland Lake, Ont., not in Timmins, as stated in our February issue.

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