

Content

**High Noon in Edmonton:
The daily race for readers**

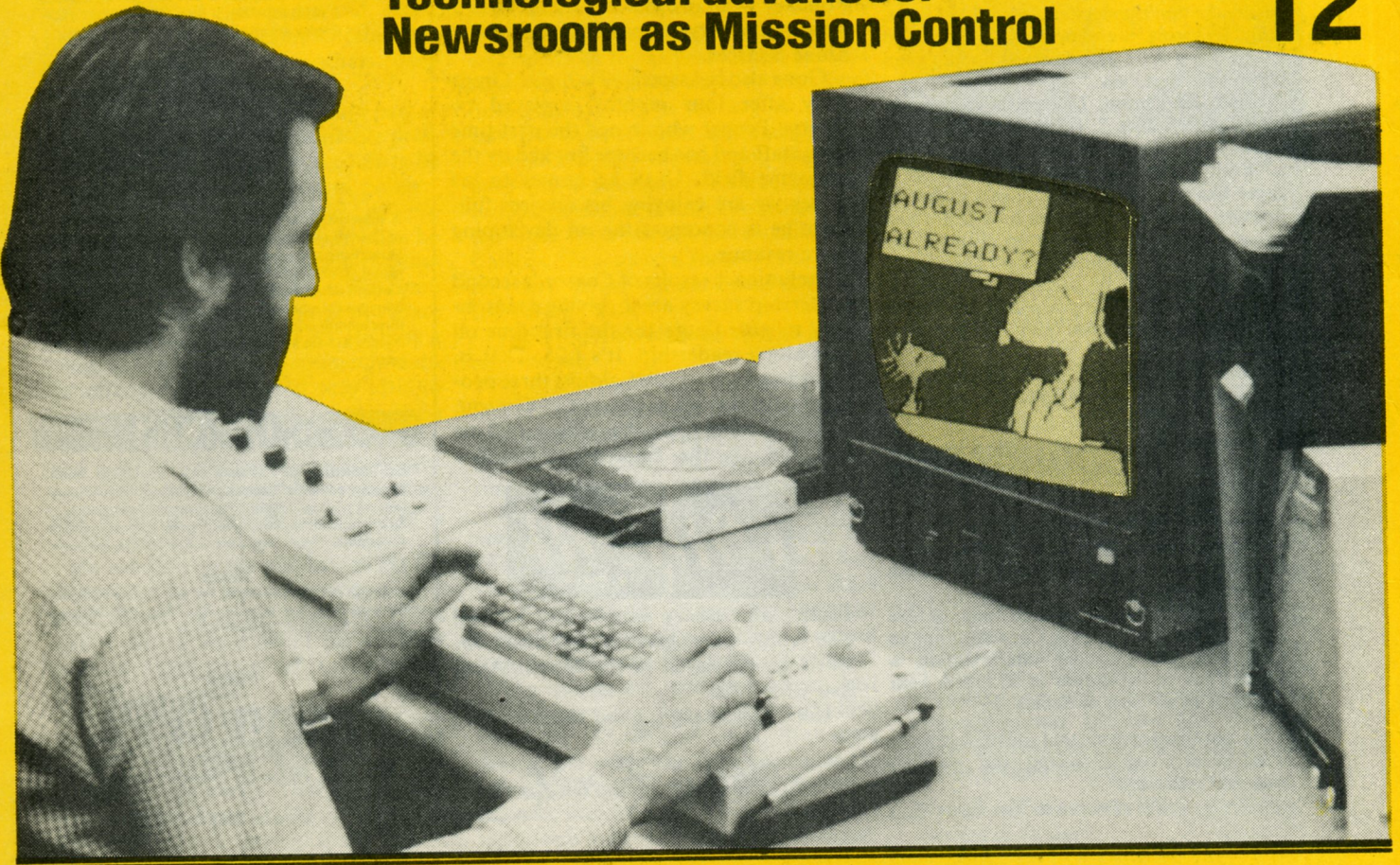
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NOTICE BOARD

AUG. 1-4, PORTLAND, ONT.: The Grindstone Island Centre sponsors The Media and Working People, a program of presentations, films and skills workshops to help trade unionists, community organizers, journalists and others understand the role of the media in social change and develop skills in working with the media. Registration fee (including room and board): \$75 before July 1, \$85 afterwards; \$55 for those on limited incomes. Contact Larry Gordon (416) 923-4215 or Ken Wyman (613) 237-5236.

AUG. 5-22, LONDON, ONT.: The School of Journalism and the Faculty of Law of the University of Western Ontario are sponsoring a Short Course in Law for Journalists, a series of seminars designed to acquaint working journalists with the Canadian legal system. Fee: \$150. Contact Dean Andrew MacFarlane, School of Journalism, Middlesex College, University of Western Ontario, London, Ont. N6A 5B7.

WORTH QUOTING

"Because we have a tradition of aloofness and phony infallibility (as evidenced by our ridiculous resistance to correcting errors), our customers don't understand how we operate. Only by being more open with them and cultivating a little well-deserved humility can we counter that view."

—H.L. Stevenson, *UPI* editor-in-chief, in *UPI Reporter*, June 5, 1980.

"Even if Thomson does attempt to run a paper like the *Globe and Mail* as a matter of prestige, it will still represent both insult and injury to freedom of the press. Even if the *Globe and Mail* continues to look like a good paper, it will still be nothing more than a flagship of a fleet that is based on the lowest standards of journalism and the grubbiest pursuit of profit."

—Bob Verdun, editor of the *Elmira (Ont.) Independent*, in a Jan. 23 editorial.

SQUIRMERS

When writing or speaking of "those who form part of the aggregate of human beings" the word *people* should be used rather than persons in general.

And speaking of people . . . a native of Iran is an Iranian (rhymes with Canadian) not an ir-ran-e-en but personal interpretation is allowed for an inhabitant of Scotland: your choice of either Scot or Scotch.

The last time someone told you the *true facts* or talked of a *caucus meeting*, did you reply: *redundant redundant?*

(Thanks to *You Don't Say*).

INSIDE content

Although this issue bears his stamp extensively, *Content* editor Ken Popert has left after 3½ years and 35 issues. Typically, he worked to the last minute to leave everything in superbly-organized shape, and offered to be on call even as he works on some long-delayed personal projects which the consistently heavy workload at *Content* left him little energy to accomplish.

He is missed for his loyalty, imagination, stability and sense of humour which seldom failed him even during the most trying times, of which there were more than a few.

We wish him the very best.

For two months, Teresa Mazzitelli will be editor. A top Ryerson journalism student with practical experience, Teresa is hired under the Ontario Government's Experience '80 program, which subsidizes 75 per cent of her salary. We are seeking an experienced editor/reporter to take responsibility for editing *Content* on a part-time contract beginning the first week of September (see career ad elsewhere in this issue). We will also be seeking guest editors for special issues.

Content's layout beginning with this issue is in the hands of freelancer David Rومان, who proved his mettle when thrown into service on the 168-page May/June Sources.

Gone also is Associate Publisher Gregg Troy after four months, replaced by George Penner who joined the part-time sales staff and has become hooked by the magazine field. Until he comes to his senses we are enjoying his services full-time; he is concentrating on developing more revenue.

Preliminary results of *Content's* second readership survey are in, giving a reasonably reliable figure for the first time on pass-along readership. It's 1.95. That is, according to the results, almost three people on average see each copy of *Content*.

A full report on the survey will be included in the September/October



Tenth Anniversary issue, when we will also report on progress achieved on *Content's* goals (stated in the March/April issue) for 1980.

Until then, have a good summer.

Barrie Zwicker
 Publisher

content

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SOURCES

Established in 1977, *Sources* is a twice-a-year special directory edition of *Content*, and is included in a subscription to *Content*. Additional, controlled circulation of *Sources* is made to newsrooms. *Sources* is not available on newsstands. Single copy price is \$10.

Listings
Write, or call (416) 651-7799, for information on how to list your organization in the Nov./Dec. 1980 edition of *Sources*. Discounts for early orders.

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LEDE COPY

FP purchase shows no impact on Thomson policies

By Westall H. Parr

Toronto

The Board of Directors, a few shareholders and a number of journalists attended the 22nd annual meeting of Thomson Newspapers Ltd. here May 22. It was the first such meeting since Thomson acquired all the apples and, while some were there for the announcement of another profitable year, others were expecting something more.

With the former FP papers now part of the Thomson chain, the journalists present wanted to know what was going to be done with this concentration of power.

Ken Thomson, Chairman of the Board, Lord Thomson of Fleet when he sits behind his desk at Thomson International, just down the road from *The Times* in London, said that earnings per share increased from \$1.13 to \$1.30. He took a crack at the federal government's anti-inflation program: it "did very little to control inflation and unfairly penalized those companies, such as our own, which had been steadily improving their productivity and efficiency." You expect that sort of thing from the chairman of a multinational.

He summed up the purchase of the FP papers: "a very significant step in the development of your company." That was it. Not a word about the social or political implications of the editorial clout thus acquired.

The company paid 18 per cent more than the original offering price — thereby keeping John Bassett out of *The Globe and Mail's* newsroom. That higher price was more significant to Thomson than all the editorial clout implied in the owner-

ship of his 32 Canadian papers, *The Globe and Mail*, *The Winnipeg Free Press*, both Victoria dailies, *The Vancouver Sun* and the *Ottawa Journal* included.

Thomson described *The Globe and Mail* as "this wonderful newspaper" and added: "We intend to carry on with the program of improving the quality of the product that has been so successfully implemented over the past few years, and to continue to expand its role as Canada's national newspaper."

The *Globe* is a financial operation, however, and the Thomson system must finally prevail. The recent decision to print editions of the *Globe* in various regions and transmit pages by satellite was approved by the new owners because these are profitable ways to distribute newspapers. That is the key to understanding the Thomson approach.

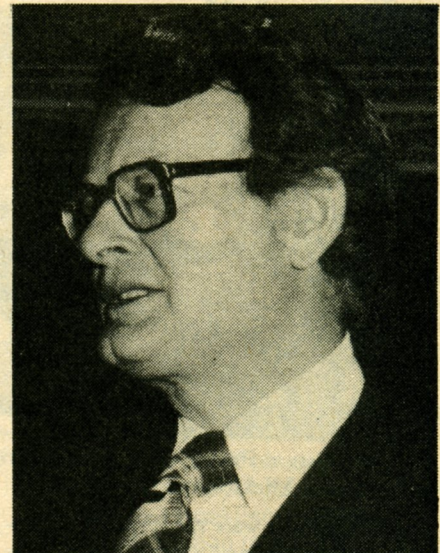
Thomson told the meeting the company would continue to look for acquisitions in Canada and the U.S., although he felt there wasn't much more available in Canada. He assured a *Toronto Star* reporter that "we are not interested in buying the *Toronto Star*."

Thomson defended the chain's editorial product:

"I don't think that we deserve the image people have of our newspapers. Things have changed a lot in the last while and our papers are getting better all the time."

He pointed out that the *Barrie Examiner* is never going to be a clone of *The Globe and Mail* because the people in *Barrie* don't want that. He added that there was time when "it was very hard to make a paper pay for itself and efforts were put into the business side of the operation."

The efforts are still going there. Net income for the first quarter of 1980 increased \$2,090,367 over the same period last year. The figure includes the former FP papers for two of the three months, indicating, as Thomson said, "a significant increase in operating revenue"



Ken Thomson: no intention of buying the *Toronto Star*.

— \$112,774,371 from \$76,982,366 but a modest reduction in net income after taking into account financing costs and interest income that would otherwise have been earned on cash balances."

Don't look for head office changes in news policies and practices nor for more in the way of editorial budget. The FP papers coming into the organization are going to have to fight to keep every editorial dollar they have. The next 18 to 24 months are going to be spent rationalizing the business side of the conglomerate, making the press rooms more efficient and issuing new rate cards wherever possible.

It will be business as usual, with emphasis on profits. And what will come of this five years down the road? Ken Thomson may not appreciate how much editorial power he now has, but that doesn't mean the clout isn't there. And power abhors a vacuum.

Westall H. Parr is with Maclean-Hunter Limited in Toronto.

Better reporting on biz, labour not likely

By Bill Tieleman

Vancouver

Business and labour reporters in Canada are either young, emotional, idealistic left-wingers or middle-class, small "I" liberals who have no idea what they're writing about.



Photo by Bill Tieleman

Gloomy views at PWAC seminar: (left to right) Michael Walker, Jack Schreiner, Gordon Gibson, Rod Mickleburgh.

At least those were the respective opinions of business and labour representatives at a Periodical Writers' Association of Canada seminar on labour and business writing held here April 17.

And while the two journalists on the seminar panel did their best to defend the profession, it was clear that both business and labour are unhappy with the coverage they get.

"The labour movement is constantly complaining about the media," said Clive Lytle, co-ordinator of labour programmes at Simon Fraser University's Continuing Education department. The reason, he says, is because reporters covering labour stories know nothing about the field and generally come from a small "I" liberal, middle-class background that doesn't prepare them to understand an industrial dispute.

"Bland small 'I' liberalism prevails in the media," Lytle, a long-time B.C. labour spokesman, told the seminar. "It's the soft, uncommitted kind of values that permeate our society."

While Lytle blasted the media from the left, Michael Walker, director of the Fraser Institute, a business think-tank,

attacked from the right.

Reporters, he said, are "very young, very idealistic but unfortunately are often emotional and haven't realized that, yes, the world isn't perfect.

"They're supposed to be a conduit of information and they're actually flavouring the news," Walker charged. Big business has a bad public image partly because of reporters' biases against it, he said.

Even Jack Schreiner, western business editor of *The Financial Post*, agreed that the general level of business and labour

reporting in the country is poor.

"The amount of slovenly reporting is appalling. And it just goes on and on," he said, singling out radio and television coverage as the worst.

"I suspect that if the general public were as concerned about quality as we'd like them to be, the CRTC would be constantly busy pulling licenses."

But Schreiner said that, while the media deserve criticism, business and labour are both partly responsible for making coverage difficult by being less than forthright with reporters.

"Most business and labour leaders don't know how to influence the public, let alone the media," Schreiner said. "That's why they hire public relations officers."

Freelance labour reporter Rod Mickleburgh agreed with Schreiner, saying that the labour beat is journalism's toughest.

"Just about everything you write about goes on behind closed doors," he explained. "The closed attitudes of some unions makes our life tough."

Mickleburgh, a labour reporter with *The Vancouver Sun* for five years, pointed out that covering all the angles in a labour

dispute is difficult because a strike in one industrial sector can have an impact right through the province.

And Mickleburgh warned that because labour contacts are hard to develop, there is always the possibility of overusing the same sources and missing new information.

One of the most ironic examples of poor labour dispute coverage occurred during last year's eight-month Pacific Press strike/lockout, which idled both the *Sun* and the *Province*, Mickleburgh said. Despite the fact that it was a media strike, union members were poorly informed as to what was going on, he said. And coverage of the dispute was bad because the Pacific Press unions didn't communicate properly with the other media.

Will business and labour reporting improve in the future? None of the seminar panelists were optimistic.

With the Thomson Newspaper chain continuing to acquire more operations and with the media trend to "soft" news and the simplification of complex labour and business stories into "briefs," no one on the panel was willing to predict higher quality reporting in the foreseeable future.

City at Six wins first Anik award

By Barrie Zwicker

Toronto

The first *CBC Prix Anik* award for journalism has been won by City at Six, *CBMT*, Montreal. Stephen Phizicky is executive producer.

The *Prix Anik* awards, for excellence in *CBC* English and French TV programming, are in their fifth year. The awards for accomplishment in 1979 were presented in a live coast-to-coast closed circuit program produced in Toronto's Studio 4.

"Dieppe 1942" won in the documentary category. Prizes are also given for drama, music and in eight craft areas such as film editing, sound, lighting and graphics.

Phizicky, 32, has been with the *CBC* for 12 years. The journalism jury, which included Patrick Watson, cited City at Six "for compelling structure and presentation and solid, relevant journalism."

The citation also mentioned early evening TV news and information programs on CBC local stations in St. John's, Halifax, Winnipeg and Regina "whose sense of place and community interest level, production and journalistic skills made the final selection very difficult."



Stephen Phizicky (right) with CBC President Al Johnson: "solid, relevant journalism."

Seventeen news programs entered in the journalism category. Phizicky lauded the writers, editors, producers and technical staff of City at Six for the results that made it the winner. George Finstad is anchorman.

Phantom bills on media introduced in house

By Paul Park

Ottawa

Media issues have not been forgotten by Canada's politicians. Of the close to 400 private member's bills introduced in Parliament this past session, 24 dealt with matters involving journalists.

Four of the bills are concerned with Freedom of Information. This is in addition to the government bill which communications minister Francis Fox introduced. A similar number, introduced mostly by Conservatives, call for a ban on publication of opinion polls during an election.

Advertising, on children's programming and for beer, also comes under attack.

Some of the others contain interesting proposals. Bill Scott (PC-Victoria-Haliburton) is once again suggesting the

establishment of a press council for Canada.

His colleague Paul Dick, of Lanark-Renfrew-Carlton, has introduced a bill calling for the prohibition of publication of names of accused criminals.

Canadian journalists would get some sort of shield law if a bill proposed by Ian Waddell (NDP-Vancouver-Kingsway) is approved. Under the bill, reporters would be able to keep the identities of news sources confidential and not be forced to reveal them in court.

Unfortunately, most private member's bills do not make it past the committee stage.

Optimist guilty of unfair labour practices

By Shirley Blevings

Vancouver

The Vancouver-New Westminster Newspaper Guild has won another round in its battle against Ernest Bexley, publisher of the *Delta Optimist*.

In May the B.C. Labour Relations Board (LRB) found the paper guilty of unfair labour practices. It ruled that Bexley wrongfully dismissed an employee because she was a union supporter and that he used coercion in discouraging his employees from joining the Guild.

The LRB handed down eight orders to the newspaper, including:

- pay full back-wages to fired employee Jacqueline Davidson;
- distribute copies of the LRB decision to all employees;
- give the Guild access to meet with employees over 30 days;
- pay wages of Guild representative for that period; and
- freeze wages and working conditions for 30 days.

The Board failed to deal with Guild allegations that Bexley refused to bargain in good faith to secure a first contract. The Guild reports that so far negotiations with the *Optimist* have been unproductive.

Optimist employees received union certification on Oct. 10, 1979. Shortly after, the Guild filed its first complaint against Bexley with the LRB. Subsequently, the Board ruled Bexley had violated the

labour code when he:

- repeatedly asked employees if they had joined the Guild;
- suggested employees would be laid-off if they did join the union; and
- asked employees to sign a document saying they did not wish to belong to a union.

TNG-ITU merger still stalled

By Eric Mills

Toronto

The long-heralded merger of The Newspaper Guild and the International Typographical Union (ITU) appeared stalled when the Guild held its international convention in Toronto in late June.

Although the mandate for merger discussions was renewed, for the second year in a row the convention did not receive an expected blueprint for union. While optimistic in public reports and speeches — they hope action is less than a year away — international leaders scheduled a closed session to discuss merger.

Further, the 216 delegates required that a tentatively agreed item be renegotiated: that strike sanction (which entails international support including strike pay) needs only a simple majority vote of the new governing board, as in the Guild, rather than two-thirds, as in the ITU.

The convention also directed Guild negotiators to press for retention of a Canadian office and director.

While the Guild's 32,000-plus members number only about three-fifths of the ITU's, computer technology eating away at the typesetting and composition trades has given the Guild a powerful negotiating position. The Guild represents mainly editorial, advertising, circulation and other office workers in newspapers, wire services and some broadcast newsrooms.

The convention, moved to Toronto because the *Montreal Star's* death weakened the Montreal local, also urged the Canadian government to limit the size of newspaper chains. A resolution said Thomson's takeover of FP Publications Limited, which left two chains with half of Canada's daily papers and daily circulation, "cannot but be disturbing to those who value the priceless press freedom and diversity."

The limit was proposed to federal Consumer and Corporate Affairs Minister André Ouellett in a brief last April from Bill McLeman, Canadian director of the Guild. He also called for a study of Canadian media similar to the Davey Committee of a decade ago.

McLeman's report to the Canadian conference, a meeting of Canadian delegates to the international (a day before the full convention) recommended more co-ordinated bargaining with Thomson, starting when the *Victoria Times* and *Colonist* contract expires in mid-1981. He said no first contract with Thomson had ever been signed without a strike.

Canadian Guild membership declined by 204 in 1979-80 to 4,186 — an eighth of the international — because of the *Montreal Star* collapse and small losses at the *North Shore Citizen* in Vancouver and the *Brantford Expositor*. New units at the *Montreal Gazette* and *Delta Optimist*, B.C., and other growth partly offset the loss.

Canadian Guild members more than held their own against inflation from 1970-80 and most contracts have top minimum salaries of \$400 to \$500 a week, McLeman said. The *CBC* newsroom and the Toronto and Vancouver dailies with contracts are above \$500, while only the *Sudbury Star* and *Oshawa Times* — both Thomson — pay less than \$400 in their key classifications.

In the 1½ days of open debate in the convention's 4½ days (committees were also closed), the major dispute was over prohibiting Guild locals from accepting government or corporate funds for international activity. This extended a policy agreed on for Guild headquarters at the 1979 convention, which heard private references to the Guild's acceptance, apparently unwittingly, of CIA money in the 1960s to spread U.S.-style unionism in Latin America.

David Isaac of the Canadian Wire Service Guild was among those urging a weaker policy for locals, while delegates from Southern Ontario (formerly Toronto), Vancouver-New Westminister and Montreal joined those who successfully spoke for the prohibition.

The Guild convention also:

- called for advance notice and negotiations over shutdowns, in the wake of the *Montreal Star*.
- said "the tide of penury" on Canadian unemployment insurance should be reversed.
- thanked retired Conservative MP

Gerald Baldwin for his long fight for a freedom of information law.

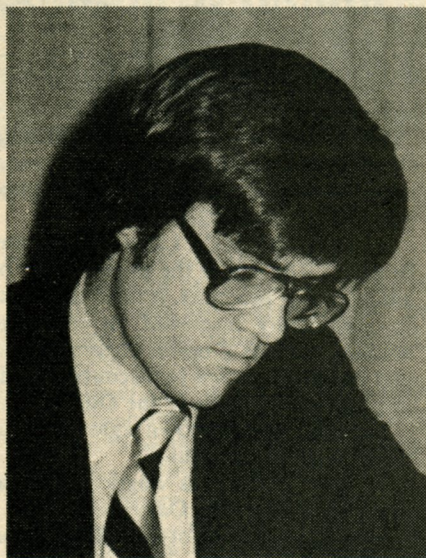
- demanded that the RCMP stop snooping on unions and posing as press members.

Tale exposed, Macmouse magazine dumps journalist

By Paul Park

Ottawa

One reporter's refusal to follow his leaders has resulted in his resignation from Canada's national newsmagazine.



Maclean's reporter Ian Urquhart: quotes from *Following the Leaders* led to a new job.

Ian Urquhart left *Maclean's* after he found himself quoted in Clive Cocking's book *Following the Leaders*. Cocking has the five-year veteran of the magazine saying *Maclean's* is "a real Mickey Mouse operation." Urquhart went on to criticize *Maclean's* for having too few reporters across the country and for relying on the wire services.

At the time he was a reporter with the Ottawa bureau. After the May election he became bureau chief in Washington.

Maclean's managing editor Roderick McQueen received galleys of the Cocking

book and reportedly took note of the reporter's comments. Editor Peter Newman was furious and received an apology from Urquhart.

McQueen had a talk with Urquhart March 17, but instead of seeing St. Patrick's Day green, he saw red. The ME told Urquhart his work was no good and that he had three months to improve or he would be fired. The Washington bureau chief opted to quit instead.

Urquhart found the description of his work odd since "it was the first time anybody said that in five years at *Maclean's*." He feels the real reason for the pressure was Cocking's book and McQueen's reaction was a mere "extension of office politics."

For his part, McQueen wished Urquhart well in his new job with the Ottawa bureau of the *Toronto Star*, but refused to comment further.

"I think Ian should comment," he said.

Urquhart's conversation with Cocking was a casual one on the press plane from Toronto to Ottawa. He did not realize he was being quoted, but refuses to blame the author for his predicament.

"We do that all the time in journalism. I can't complain when it's done to me," Urquhart said.

RTNDA loses giants of the trade

By Bob Carr

Toronto

While 278 dined June 21 at the 1980 convention of Radio Television News Directors Association (Canada), only a third of the nation's broadcast outlets were represented. It was disquieting in spite of unequalled organization, exhibits that worked as well as looked pretty, and reunion with old friends.

Several times since the June 19 opening at Harbour Castle on Toronto's lake-front, outgoing President Dick Smyth had remarked how Association leaders no longer were young. When special awards were presented to a father of RTNDA, Charlie Edwards, and to veteran Bert Cannings (who made his reputation as a tough mentor at *CFCF* News, Montreal) he said, "We are losing some of the giants ... (of news broadcasting)."

Edwards now is in his seventies, Cannings is 69, Smyth in his mid-forties, and his replacement Craig Armstrong of *CBC National TV News* in his mid-fifties.

Broadcast newsmen in the Eighties debate their role in Society. Edwards warned, "I am concerned that you are straying from factual and objective reporting of the news." Cannings, critical of what he called "dull repetition of news" said, "Our hope for the future is the personalized newscast."

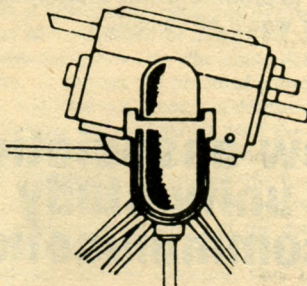
Smyth himself had won the Central Canada award for editorial and comment but because so few worthy entries came to the judges, no national (Sam) Ross award was given.

Another personalized-news veteran, Bob Hesketh, doubted the foresight and unquestionable wisdom of Radio's answer to the editorial page. After 35 years, he said, he felt as if commentators were "coming down from the mountain to kill the wounded."

Former broadcaster and now Minister of State for Multiculturalism Jim Fleming fretted over ill-informed or biased

broadcasting. He said, "The air is littered with vagrant opinions with no visible means of support. A colorful insult or cry of alarm has far more chance of making the news than a reasoned explanation of an issue." As a *CHFI* commentator in the Sixties, Fleming went to Vietnam to broaden his own understanding of what was happening there.

RTNDA



The Canadian ambassador who smuggled six Americans out of Iran, Kenneth Taylor, gave newsmen cause to question our views of the revolution there. We see students demonstrating and think that represents everyone. Yet when there was no organized policing for almost six months, nobody detected a noticeable increase in crime although at times people were unsure of food, jobs, even housing.

Economist John Crispo urged newsrooms to get "a handle" on critical economic and political issues.

He explained that Quebec for instance, always has had a special status "as one of the two founding nations" and seared Central Canada news editors for not explaining Western demands for a world price on petroleum. He asked, "When did we ever sell anything to the West at less than world price, plus tariffs?"

During debate on a resolution, *CFTM-TV* Montreal newsman Gilles Deschenes

practically forced his colleagues to use simultaneous translation facilities, previously almost ignored. He insisted on using French as he rose.

The resolution itself was significant, calling for news "PR men" to go out and recruit more broadcasters to RTNDA at the Association's expense.

News directors obviously felt they couldn't afford that kind of action, yet. Smyth has discussed an RTNDA office in the national capitol "but we can't afford it at this time."

Debate on combining national conventions in Edmonton (1981) and in Montreal (1982) in concert with regional meetings was protracted because "some news directors can't afford out-of-province trips or the time involved" or "since local concerns may be lost in discussion of national problems."

Certainly nobody could deny the fervour with which Smyth addressed 150 newsmen and their guests (including the boards of RTNDA International and Canadian Association of Broadcasters). He said the RTNDA Canada board needs "a maverick" and "certainly, a woman" and may have been speaking to younger members when he said, "If you want to change policy ... get involved."

For the moment however, news concerns revolve around "the breaking story" to judge from awards. The national Charlie (Edwards) award for Radio went to *CFRB's* coverage of the Mississauga train derailment, for television to *CFAC* Calgary TV for "Fall of a Minority Government". The national Dans (for documentaries) went to Ray Zinck's Yarmouth, N.S. newsroom looking at funeral costs and to *CBRT-TV* Calgary for pollution of the Bow River.

There was a national television Ross award for *CBNT*, St. John's, Nfld., for its *Collect A Wreck* program.

East and West therefore, were represented in that sense. Edwards began with *Canadian Press* in Winnipeg, after all, and

Coming in
Content

EXCLUSIVE:
Bob Woodward
Interview

The New
Technology
Part II

OUR CONTRIBUTORS

Shirley Blevings is *Content's* West Coast correspondent, filling in for contributing editor Nick Russell; **Bob Carr** is *Content's* Omnium Gatherum columnist; **Esther Crandall** is a Saint John freelance journalist and broadcaster and *Content's* contributing editor for New Brunswick; **Eric Mills** is a Winnipeg freelance writer; **Paul Park** is *Content's* contributing editor for Ottawa; **Westall H. Parr** is an editor for Nesbitt Thomson Securities Ltd. in Toronto; **Bill Tieleman** is a Vancouver freelance writer and past national bureau chief for *Canadian University Press*, and **Jon White** is an assistant professor in public relations at Mount Saint Vincent University in Halifax.

Cannings as a newspaperman in Medicine Hat.

But, RTNDA's independence from its American parent has sparked a kind of radical, national pride that can only result now in new pushes, in new directions.

MCC revisited

By Esther Crandall

Montreal

The members of the Media Club of Canada seriously considered dismantling or suspending the operations of the 76-year-old club at their annual meeting held last May despite an 18% increase in membership in the last year.

But instead, the 23 delegates from all the Canadian regions and the United States opted for enough changes in the club's profile to keep the Ottawa branch (now incorporated) in the national organization.

MCC members belong first to the national organization with branches being formed only where enough members want to meet regularly. At present about 43% of the membership is not in active branches.

A national membership drive, on the

back burner for many years, was announced for the fall. MCC, solely dependent financially on national membership fees, suffered accordingly when the Toronto and Montreal branches left the club in 1975-76. But no drive was held to replace members in these branches and as a result, membership has not increased noticeably until the 18% lift for a total of 138 members.

The national membership fee was cut to 15% per person per year so branches could increase their fees for local professional development projects (until May, the national fees were higher). The 15% fee would pay for an annual seminar and four issues of *Newspacket*, the MCC newsletter which the Hamilton branch offered to produce; a bulk subscription to *Content* would be sought.

New association to unify study of communication

By Jon White

Montreal

A new association which draws together communication researchers, journalists and other communication practitioners held its founding conference in Montreal May 31 - June 2.

Meeting at the Université du Québec à Montréal (UQAM), the Canadian Communication Association was told by CRTC chairman John Meisel it will face some hard choices early in its development.

- The Association's stated goals are to:
- bring together communication researchers working from an interdisciplinary perspective;
 - emphasize applications of communication theory; and
 - centre on communication as a problem-oriented study.

While the Association has been formed by scholars based primarily in universities, its statement of purpose suggests that it "welcomes" participation from research-oriented policy-makers and practitioners.

Meisel, in his address to the Association's first business meeting, said the Association could set standards for communication research in Canada which would shame those now carrying out shoddy research into better performance.

Over 200 participants took part in various workshops. Some of the workshops suggested that the media follow rather than lead social change.

According to Gertrude Robinson, acting director of McGill University's communications program, the media provide good indications of public opinion, but not of social issues which could be up for public discussion.

Partly, she said, this is because the shared ideology of journalists is a very traditional one.

At a reception held in his honour, Carleton University journalism professor Wilfred Kesterton said the Association should provide valuable opportunities for practitioners and theorists of communication to meet and share their experience.

He was encouraged by the number of people now interested in communication in Canada: in the early days of his career he walked a lonely path as one of very few people interested in journalism studies.

How productive the Association will be remains to be seen: some practitioners at the conference were concerned that academic participants did not seem to have an adequate grasp of the day-to-day problems of people working in communication.

The Association's next full meeting will be held at the Learned Societies Conference in Halifax next summer.

It will be managed until then by an executive group led by Gaetan Tremblay, head of the communication department at UQAM.

COMING IN *Content*

...in the 10th Anniversary Issue
(September/October)

- A careful measuring for effectiveness of the Federal Government's Access to Information bill.
- Newsroom as Mission Control, Part II.
- *Content's* second dossier on legal intrusions into journalism.

...in the November/December issue

- The 7th SOURCES Directory, 200+ pages, perfect bound.
- *Content's* second annual roundup of journalism awards.
- Newsroom as Mission Control, Part III.

LETTERS

Unionism not the vanguard of change

The *Content* editorial on the Thomson take over of FP produced some interesting reaction on the letters pages of the March-April issue. I share the concern about the Thomson purchase, but feel the debate must go far deeper than many of the earlier letters would suggest.

Several of the letter writers suggested the way to counter the growing concentration of media ownership is to strengthen the trade union presence in newsrooms and media corporations. I am a supporter of The Newspaper Guild and trade unionism generally and need no convincing of its importance. However, I think it is a misreading of the situation to look at unionism as an adequate counter to the ownership problems which are arising.

The real issue to confront is not concentration of ownership. It is corporate ownership. I have worked for and observed media operations in four provinces and my conclusion is that the difference between Thomson ownership of the Calgary *Albertan* and local ownership of the Backwater, Alta. *Breaker* by a chamber of commerce businessman is one of degree, not principle. I am not convinced that Thomson ownership exerts any greater pressures and distortions on newspapers than does local corporate ownership.

The TNG International Executive Board January resolution (quoted in the March-April *Content*) which condemned Thomson growth contained two oft-repeated but superficial assumptions: that corporate concentration threatened "the pricelessness of press freedom and diversity" and presence of "fast-dwindling independent dailies."

Freedom from what? Independent of whom? It is not my experience that Thomson executives use their editorial pages to promote specific Thomson commercial ventures. However, it is my experience that Thomson, and all other corporately owned papers, use their space to promote the general economic interests and values of the owner class. It is inadequate to assume that "freedom of the press" is enhanced simply because it is owned and controlled by a host of two bit capitalists instead of a handful of two dollar ones. It is also inadequate to assume that these "independent" owners are any less bound to the class line than their more successful brothers.

Surely, then, the issue is how newspapers are owned, and not who owns them. North American unionism is a response to North American capitalism and while it is an important institution, it is not the vanguard of a change in the system.

There are no easy answers to how newspaper ownership can be changed to ease the threat of

concentration or ownership manipulation. However, one avenue which warrants study is the potential that a system of widely-dispersed community ownership could evolve in which individuals or families in the community served by the newspaper could purchase shares (inexpensive enough to be available to all strata) with the sole intention of ensuring a viable, non-aligned information source. It appears naive at first glance, but that is not to say it would not work.

Such a system would require several bases: a community population interested enough in information that they would be willing to invest in it without expectation of profit or the power to manipulate the newspaper; a corps of information advocates who could develop the theory, as well as the practical aspects of the idea, and then sell them; a constitution which would offer the newspaper staff the freedom and resources to do their job without pressure from community interest groups to tilt their way; a system of meetings for shareholders in which interested members of the community could discuss both the performance of their newspaper and the direction they believe it should take.

Such a structure would still require unions, the delicate balance between pressure and manipulation, a better system of accountability than now exists and a constant battle for resources to do a proper job. However, it would also free us from the myth that only the corporate sector can ensure a "free press" through their altruism and belief in the marketplace of ideas.

Barry Wilson,
Saskatoon, Sask.

Note from a well-wisher

I think you and your colleagues are doing a great job and filling a great need.

Warmest good wishes for a successful campaign to keep *Content* a leader.

Elizabeth Hammond, executive secretary,
Media Club of Canada, Ottawa

Willie Filler wins again

I decided awhile back (obviously erroneously) not to renew my subscription to your magazine.

Faced, however, with a continuous onslaught of clever publicity on your part, (renew, renew and renew!), I must concede that the originality of your advertising campaign, coupled with your ingenuity

and tenaciousness, alone merit the renewal of my subscription.

The proverbial straw which broke my proverbial back, however, was the inane plea to renew my subscription from your endearing Willie Filler. To face this sleuth-like menace—replete with fedora and trenchcoat—during exam time, was too much for even a student to withstand. I was, in short, sold.

Jon Greenbaum,
Montreal.

Insight into B.C. dirty tricks story and others

Permit me to offer some information on the B.C. dirty tricks story. While news gathering organizations such as *BCTV* and the Coldstream *Gazette* deserve credit for their ingenuity and determination, the fact is neither broke the story.

It wasn't me either, so I'm not after the credit. But I know that the Kamloops *Daily* had the story and printed it in April, 1979, more than a year ago.

I know it, because I was at a political nomination meeting for B.C. health minister Rafe Mair, representing the Kamloops *News*, when *Daily* reporter Jim Sands asked Mair about the phony letters, cassettes counselling shenanigans, and all the other foolishness.

Curiously, at that crucial time, only six weeks before the provincial election that returned Bill Bennett's *Socreds*, Sands' editors at the *Daily* thought the story wasn't worth much and didn't deserve further investigation. Mair himself gave the pat answer that the excesses were the result of overzealous but hard-working party members.

Of course, as the competition so often does in this business, the Kamloops *News* stayed off the story.

And while I'm on the subject of who scooped who, you might also be informed that the story of patronage within the legal society of Kamloops was broken by local media at least six months before *The Vancouver Sun's* Michael Valpy wrote a breathless item on the same issue. And the *Sun* had the gall to copyright it!

These two incidents say something for the quality of reporting in Kamloops. But they also say something for the big city media's ability to blow their own horn, don't you think?

Bob Lee,
Vancouver, B.C.

(See *LETTERS*, p. 22)

NATIONAL MAGAZINE AWARDS

By Barrie Zwicker



Content photo

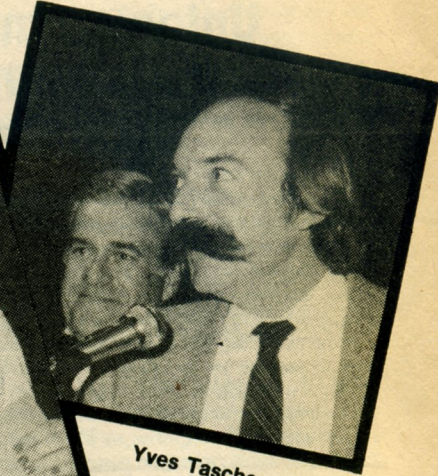
Bill Belliveau



Charles Taylor



Sandra Gwyn



Yves Taschereau

Changes in the magazine publishing scene are reflected—sometimes painfully—in this year's National Magazine Awards, presented for work done in 1979.

Weekend Magazine, which is no more, earned the most gold medals, four, presented before a sellout crowd of 700 in the Hotel Toronto.

And a special award for outstanding achievement went to the fixture of 25 years on the Canadian literary scene, *Tamarack Review*. (*Tamarack* will soon cease publication.)

Some nuggets of unguarded comment enhanced the award dinner ceremonies again this year. Freelancer **Charles Taylor**, before the microphone to accept a silver award in political writing for his "Inside the New Republic" in *Weekend*, lauded *Weekend's* former editor, **John Macfarlane** (now publisher of *Saturday Night*) as "one of the best anywhere." Taylor went on to express "total contempt for the money men who killed *Weekend*." Those who masterminded the merger of *Weekend* with *The Canadian*, Taylor said, "showed a total infatuation with the mediocre, the safe, the slick and a total indifference to quality."

Gold medal winner **Barry Callaghan** added: "I don't want to be crude, but *Weekend* has not been replaced." (There was no mention of Taylor's or Callaghan's comments in any mainline coverage I

saw of the awards ceremonies.)

Mistress of ceremonies **Hélène Gougeon Schull** noted that some of the award winners "received more money from the prize than they received for the article." Gold winners receive \$1,000; silver, \$500.

The third annual magazine awards on the whole spotlighted journalistic and artistic achievement that previously went relatively unnoticed and unrewarded.

Ms. Gougeon noted the striking difference in public profile between the magazine journalist and the TV journalist. "There's no TV coverage of the ceremonies because people don't know who we are. It's strange. We know who they are—we see their puffy eyes all the time."

Magazines have substance and are "damned handy for research" for broadcast journalists, Ms. Gougeon said. As a long-time print journalist now involved in radio, Ms. Gougeon said she "needs something that goes beneath the surface. I look to magazines for the more thoughtful, durable analyses. You could call it perspective."

The one-year-old *Atlantic Insight* won the coveted Directors' Award for Outstanding Achievement by a Canadian Magazine, fulfilling the promise former *Content* columnist **Richard Labonté** saw in *Atlantic Insight* after two issues. "A new contender for next year..." Labonté wrote of *Insight* in the June 1979 *Content*. "...one of the best magazines in the coun-

try...chronicling the culture of Atlantic Canada."

Insight publisher, **Bill Belliveau**, in accepting the award, corrected the description of *Atlantic Insight* as being "fiercely proud of being a regional magazine." *Insight*, Belliveau said is a national magazine that is published in Atlantic Canada.

Other major winners:

- For travel writing, gold to **Alden Nowlan** for "Cuba is a Nice Place to Visit" in *Atlantic Insight*; silver to **Benoît Aubin** for "Le nombril du Canada" in *L'Actualité*.
- For humour, gold to **Allan Fotheringham** for "The Bland leading the Bland" in *Maclean's*; silver to **Serge Grenier** for "Goodbye Ottawa Bonjour" in *L'Actualité*.
- For business writing, gold to **Yves Taschereau** for "Un casino nommé Québec" in *L'Actualité*; silver to **Diane Pullan Wilson** for "Harlequin: A Corporate Romance" in *Quill & Quire*.
- For writing in science and technology, a gold to **Pierre Sormany** for "La vraie nature de la fusion" in *Québec Science*; silver to **Linda Rosenbaum** for "Does Progress cause Cancer" in *Canadian Business*.
- For sports writing, gold to **Michael Posner** for "Portrait of a Whole Man" in *Weekend Magazine*; silver to **Réjean Tremblay** for "Serge Savard Inc." in *L'Actualité*.

- For political writing, gold to **Sandra Gwyn** for "Hanging out with Hatfield" in *Saturday Night*; silver to **Charles Taylor**, as mentioned before, and **Benoît Aubin** for "Le vrai Joe Clark veut-il se lever si'l vous plaît," in *L'Actualité*.
- For agricultural writing, gold to **Dick Brown** for "The Other Stock Market" in *The Financial Post Magazine*; silver to **Michel Saint-Germain** for "Les vaches bionic" in *L'Actualité*.
- For fashion features, gold to **Michael McKerihen**, **Sandra Rowan-Legg** and **Charlotte Empey** for "Stop 'em Dead, Red" in *Flare*, silver to **Marina Sturdza** and **Michel Gontran** for "Night Magic" in *City Woman*.
- For cultural writing, gold to **Silver Donald Cameron** for "Farley Mowat,

prophet" in *Atlantic Insight*; silver to **Jacques Godbout** for "Gabrielle Roy, N.D. des Bouleaux," in *L'Actualité*.

- For photo-journalism, gold to **Dilip Mehta** for "Bangkok" in *Toronto Life*; silver to **Nigel Dickson** for "Cardinal Leger at 75" in *Weekend Magazine*.

- For magazine illustration, gold to **Roger Hill** for "The Loan Shark" in *Quest*; silver to **Roger Hill** for "Deutsch Treat" in *The Canadian*.

- For art direction, gold to **Robert Priest** for "China at 30" in *Weekend Magazine*; silver to **Georges Haroutian** for "Loneliness" in *Homemaker's*.

- For covers, gold to **Robert Priest** and **Ed Soyka** for "The Eisenhower Years" in *Weekend Magazine*; silver to **James Lawrence** and **Julius Ciss** for "Agents of

Spring" in *Harrowsmith*.

- For general magazine articles in English, gold to **Barry Callaghan** for "Albert Schweitzer's Dark Continent," in *Weekend Magazine*; silver to **Robert Collins** for "God can bring good out of it," in *Reader's Digest*.

- For general magazine articles in French, gold to **Jacques Keable** for "D'égal à égal sur la Côte-Nord" in *Québec Science*; silvers to **Micheline Carrier** for "La pornographie galopante" in *Châtelaine* and to **Monique de Gramont** for "La révolution douce de Pithiviers" in *Châtelaine*.

- For literary journalism, **Mark Abley** for articles in *Books in Canada* and *Maclean's*.

30

ABITIBI-PRICE AWARDS

FOR POLITICAL WRITING IN THE NATIONAL MAGAZINE AWARDS FOUNDATION SERIES

ABITIBI-PRICE INC.
IS PLEASED TO CONGRATULATE THE
FOLLOWING PERSONS
FOR THEIR CONTRIBUTIONS
TO POLITICAL WRITING
IN CANADA.

FIRST
SANDRA GWYN
FOR HER ARTICLE,
"HANGING OUT WITH HATFIELD"
WHICH APPEARED IN THE JANUARY/FEBRUARY 1979 ISSUE
OF SATURDAY NIGHT.

CHARLES TAYLOR
FOR HIS ARTICLE,
"INSIDE THE NEW REPUBLIC"
WHICH APPEARED IN WEEKEND MAGAZINE
ON SEPTEMBER 19, 1979.

SECOND
(JOINTLY)

BENOÎT AUBIN
FOR HIS ARTICLE
"LE VRAI JOE CLARK VEUT-IL SE LEVER
S'IL VOUS PLAÎT" WHICH APPEARED IN
THE APRIL 1979 ISSUE OF L'ACTUALITÉ.

THE FINALISTS ALSO INCLUDED

JEAN BLOUIN
IN PERSPECTIVES
JERRY GOODIS
IN TORONTO LIFE
J.L. GRANATSTEIN
IN QUEST
SANDRA GWYN
IN SATURDAY NIGHT

ABITIBI-PRICE
ABITIBI-PRICE INC.

In a special three-part series, *Content* contributing editor Nick Russell has pulled together the latest developments in every area of news-relevant technology.

Here, in Part One, he looks at the far-reaching changes on the horizon for news-gathering.

News according to the new technology

By Nick Russell



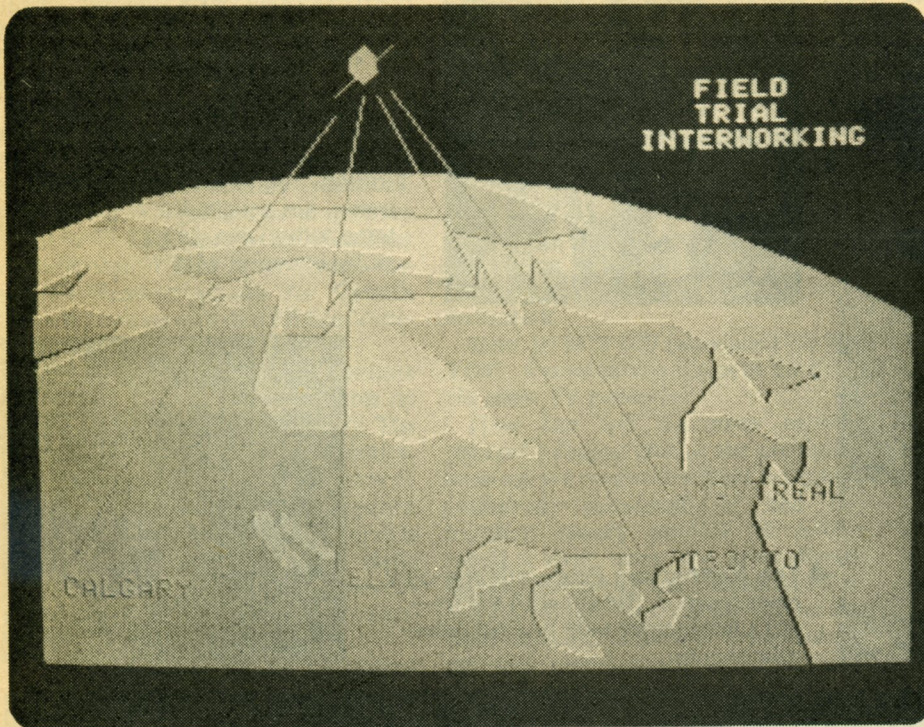
Russell, who runs the journalism program at Vancouver Community College, has been on one-term's leave to research the future impact of new technology on the news industry. He wrote this report specially for *Content* from a hide-out somewhere in southern England.

Pssst...Wanna be an editor on an oil rig? How about editor of *The Globe and Mail's* northern edition, based in Yellowknife? Well, maybe an editor on Telidon, handling 150 stories a day?

The job ads haven't been written yet, but they could be, as new technology makes some interesting changes in the lifestyle of Canadian journalists.

Here are some of the possibilities:

- **News gathering.** The Dick Tracy wrist-radio may not be issued to every reporter, but totally portable video-display terminals should provide increasing mobility. Will voice-actuated computer systems, computer-accessed morgues, and roof-top antennas also improve the lot of the journalist?
- **Competition.** The new medium of videotex—on-demand news, information and entertainment via TV—will mean not only jobs of a different kind, but competition of a different kind: news that's always up-to-date.
- **Printing.** Facsimile transmission permits presses to be any distance away from the newsroom. This and other pressures could lead to the return of dozens of regional editions for the dailies. But will we also get a truly national newspaper? And who will write—and read—the global daily?
- **Distribution.** Will energy and newsprint costs shrink papers back to wartime levels? Will home delivery via a little black box actually happen, so people only buy the pages they want?



Shot from a color TV, this Telidon picture shows an ability to deal with curves better than many videotex systems.

NEXT ISSUE: Competition

The new technology will mean competition of a new kind, to provide news that is always up-to-date.

In terms of newsroom hardware, North America has got the rest of the world beat. In all of Europe, for example, only 41 papers have newsroom VDTs; many entire countries have yet to see their first and a recent West German print industry contract postponed even discussing single-keystroking for another eight years.

Canadian publishers, however, have long since realized that every daily will, sooner or later, have an editorial VDT system. While there are still some complaints about eyestrain or radiation, staff pressure should ensure that all terminals are safe. (Presumably few will go to the idiotic lengths of *The Birmingham Post*, where craft unions have "won" the right not only to re-keyboard all newscopy, but to do so on terminals with the screens no less than eight feet from their eyes.) The ideal colours for VDT screens remain to be agreed on; the best that I have used was a surprising yellow on blue.

Rather odder is the slowness with which portable VDTs have been accepted. One of the best of these—the Bobst Scrib—is just the size of a portable typewriter, has its own intelligence and

split-screen capability and can feed directly into the news computer via a standard telephone. It costs US \$6000 and *The Washington Post* has 18. It's ideal for remote coverage, such as sports events and disasters, and won't arouse the radiation fears that at least one Canadian reporter has expressed over Telerams.

Certainly one of the problems with VDTs is glare from overhead lighting, but this can be easily cured by use of louvres over the lights.

Distance is irrelevant for VDTs: *New York Times* staffers in London, England, write directly into the Manhattan computer 5000 km away via terminals. This ability to set up remote newsrooms may lead to a considerable increase in such facilities.

As Dr. Friedrich Burkhardt, director of the European newspaper research group IFRA, told me in Darmstadt this spring, old style bureaus had trouble keeping up to date, didn't have good access to head office and tended not to attract the best journalists.

"Now they can be just as good, just as quick and just as informed as the central office," said he.

Another criticism of VDTs is slowness of editing, but that ghost seems to have been laid by a recent, thorough study by the University of Missouri School of Journalism.

It concluded that editing on a terminal might take a little longer, but the editors were more accurate. Only those who were slow on VDTs said they disliked them.

"The vast majority of editors, when given a chance, prefers VDT editing to paper and pencil," said the report; "an overwhelming majority 'like' working with VDTs."

VDTs are making much slower inroads with radio, TV and the weeklies, but in time will doubtless heavily infiltrate these areas, too, so that virtually all reporters in bigger newsrooms can expect to work exclusively on electronic keyboards within a few years.

Equally surely, the much-heralded Optical Character Reader systems will disappear, a cul-de-sac in newspaper technology. They have proved to be another example of the tail-wagged dog: equipment designed for other purposes being imposed on newsrooms.

But there are a number of other "toys" ▶

Cartoons—in several colors—work well on Telidon videotex systems. It's probably the best system in the world for handling curves and animations, making it visually most attractive.



◀ The *Nottingham Post*—still the only newsroom in Britain with VDT's—not uncoincidentally has no newsroom union.

Indexes, such as this Ceefax sports index, are crucial on videotex systems; otherwise viewers have difficulty knowing what information is available.

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which may have impact on future newsrooms.

- High-speed, accurate, automatic telcopiers are, at last, available and may be useful for document transmission.

- Surely tape-recorder manufacturers will soon—at last—build time-compression and expansion circuitry into their machines, enabling vastly faster playback of interviews by eliminating dead air. The technology has been available for years.

- Voice recognition by computers is gaining impetus. Some experts predict that within the decade new computer systems will be driven primarily by the human voice. In other words, a reporter will be able to phone his copy directly into the computer, eliminating slow and error-fraught copy-takers. One company demonstrated a first-generation system to U.S. publishers last year, but it recognizes only 600 words. A good start for classifieds?

- How about voice recognition for newsroom security? One U.S. manufacturer has a system which allows reporters, out in the field with a portable VDT, to access their computerized newspaper library after identifying the reporter's voice on the phone. Voice prints—they say—are as unique as fingerprints.

- And talking of libraries, how far will

computers go in this area? About a dozen major North American newspapers—including *The Globe and Mail*—have converted fully from crummy envelopes of faded old clippings to computer storage and retrieval. But the cost is immense. One compromise for bigger papers may be to put only "current" material (say, for the last six months) into computer storage, for retrieval on newsroom VDTs.

Much less satisfactory are microfilm systems which many reporters balk at, so some papers are compromising with material stored on microfiche but retrieved by computer.

A few big papers—notably the *Globe* and *The New York Times*—may actually make money from their computerized morgue, by selling access to the public, and this will be vastly more possible when videotex systems are commonplace—say, in a couple of years.

- Wrist radios aren't all that useful and even pocket pagers are only handy if you are near a phone. But how about the portable, battery-operated telephone? They've been available for several years with a 15-km radius and 10-minute battery life—ample for inputting from a portable VDT to a newsroom computer.

- Computers should also prove a boon to bad spellers. The American Newspaper

Publishers Association Research Institute has developed a prototype system which can check the spelling of all reporters' copy against its own "official" vocabulary. The developers claim it misses only one misspelled word in 100,000, somewhat better than current newspaper standards! When in production, it is expected the price will be about the same as a typical newsroom VDT.

The hardware is also having considerable impact on the news agencies—even though, just last January, a Reuter correspondent in the Rhodesian bush used pigeons to file his copy. The most obvious application of new technology in the agencies is the use of roof-top satellite-receiver dishes.

A joint task force of ANPA, the *Associated Press* and *United Press International* reported very positively this spring:

"Newspapers should be able to receive—through the use of one satellite-receiver dish—all wire services soon and the potential, national-advertising facsimile service in the future," said the task force.

But of course all is not rosy! Latest reports seem to indicate that the *AP* and *UPI* will compete, rather than cooperate. If the *AP* provides each of the 400 dishes—normally costing around \$10,000

apiece—free, and if *UPI* decides to try to match the free offer, that could spell more financial trouble for the beleaguered smaller agency.

Some agencies have been trying to diversify to protect themselves. *The PR Newswire*, which distributes press releases for more than 5,000 sources to 200 U.S. news media, bought computer software from *AP* to computerize its teleprinter network. And *United Press Canada* distributes handout photos for Canada News-Wire to go with that PR firm's teletyped copy.

Last summer the *AP* signed a contract with Mead Data to make available its entire "A" wire, back to Jan. 1, 1977. The Mead Electronic News Research Service, called NEXIS, will comprise a library of all "A"-wire copy after it's two days old.

"The 48-hour embargo makes our data history—not news" *AP* president Keith Fuller was quoted as saying. "The service itself is a research tool not a news service," he said.

These trends may blur the traditional definition of news agencies as the wholesalers coming between news events and the media, which retail that event. That blur-

ring is bound to increase as the agencies move increasingly into direct service to consumers.

Item: In 1978 the *Associated Press* began a special educational service, running during school hours and available to classrooms for grades four through 12. Selected regular news items were accompanied by "Teacher Takes" back-grounding copy and showing its application in the classroom, special science material, and copy with emphasis on careers.

Item: In 1978 *UPI* introduced NEWS-TIME, a news service direct to the home via cable TV networks.

How else will the news agencies change? I suggest that as the prodigious news agency output continues to increase (somebody calculated *AP* and *UPI* together already produce 10 million words a day), more and more digests, recaps, summaries and indexes will have to be provided. This will leave fewer and fewer editorial judgments to be made by the less conscientious or more over-worked wire editor. If some Thomson dailies are already renowned for their ability to operate with a skeleton staff,

won't this exacerbate the situation?

Item: Last year, the Telecomputing Corporation of America announced it would market *UPI* copy to home computer users.

Item: In 1963, about 30 per cent of *Reuters*' income came from subscribers to its specialised economic services. Today this accounts for more than 85 per cent of *Reuters* revenue. This year *Reuters* began its Money Dealing Service, which includes newsroom-like VDTs with split screens, enabling subscribers (the gnomes of Wall Street, Threadneedle Street, Bay Street and elsewhere) to watch the special *Reuters* money wire and simultaneously "talk" to other subscribers, even concluding business deals on the screen.

A writer in *The Economist*, who reckoned that at *Reuters* "banks matter more than newspapers," remarked on the agency's gigantic investment in hardware in recent years:

"By 1990, the *Reuters* headquarters at 85 Fleet Street could look more like the Houston space centre than a newsroom," he said. Such an image, he might have added, will not be limited exclusively to *Reuters*. ©

For the most valuable sports writing in a tough, excellent league, Molson's is pleased to announce these 1979 National Magazine Awards winners

Michael Posner

Gold Award for "Portrait of a Whole Man" in
Weekend Magazine

Réjean Tremblay

Silver Award for "Serge Savard Inc." in
L'Actualité

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





DURING A WORKSHOP ON occupational and environmental health held last year (see *Content*, August 1979), *Globe and Mail* reporter Victor Malarek was quoted: "Quit waiting for the elusive brown envelope to come along."

Almost one year later, at a similar gathering—the annual meeting of the Canadian Science Writers Association (CSWA)—it seemed that, not only are reporters still waiting for the brown envelope, but they are also getting lazy about following up an easy story.

The CSWA meeting drew about 40 people, who included employees from most major media outlets. Some of these journalists had also been present at an earlier occupational and environmental health conference, where the controversial subject of herbicides was raised by an internationally acclaimed environmental health specialist, Samuel Epstein.

Epstein, professor of occupational and environmental medicine at the University of Illinois and author of numerous books and more than 200 scientific publications, said research has shown that the herbicide 2,4-D has caused miscarriages and birth defects. *Global's* Jock Ferguson commented at the time that this was an important story, since Ontario was spraying large quantities of the chemical.

Since that conference, the only mentions of 2,4-D in the major media have been a report of complaints by parents who object to the spraying of the chemical around school yards, accompanied by a flat denial by Ontario environment minister Harry Parrott that the herbicide is harmful enough to warrant discontinuation, and a small article about a Toronto Board of Health recommendation that the herbicide be banned.

A great deal of publicity, however, has been generated around Ontario's decision to ban the herbicide, 2,4,5-T, Parrott's move to dump the material and his later delay of the dumping.

2,4-D

Are science writers overlooking an important story?

by Stephen Overbury

Epstein said last year that numerous studies had been done in the 1960s on herbicides. The U.S. government tried to suppress the findings of these studies, said Epstein. Evidence on detrimental effects of herbicides, including 2,4,5-T and 2,4-D, was overwhelming that they constituted a severe health hazard to the public. The studies were released in the late 60s after heavy lobbying.

Epstein went on to explain that the removal of 2,4,5-T by its manufacturer, Dow Chemical Company, was a token victory. What Dow did was replace 2,4,5-T with 2,4-D and continue to earn profits of hundreds of millions of dollars annually while jeopardizing the public's health, said Epstein.

Epstein's remarks were passed on to the *Globe*, but no story appeared.

At the CSWA meeting, Parrott was a speaker. The *Globe's* environmental writer, Michael Keating, and the *Toronto Star's* Ross Howard both bombarded the minister with questions on acid rain. They dominated the question period in order to cover what was considered by their editors the "hard news" story of the day. Parrott said little, handling their

questions as if they were children.

I raised the question of herbicides and what follows is a complete account of the minister's comments.

Parrott was asked why he has allowed the use of 2,4-D when one of his assistants, Janet Ecker, had heard Epstein at the May conference.

"Are you telling me that you believe the literature unconditionally proves that 2,4-D has caused thousands of cancers, miscarriages and malformities?" asked Parrott.

I said that Epstein's work is highly regarded.

"Well almost any product that you want to name, you can make a case that it too has a harmful effect on humans," said Parrott. "It would be very easy to close down the world and use none of them. I tried to make the illustration in the house one day—and it was alright for the Opposition to make the illustration, not so well for the minister—about some common every products used every day, like bleach and sugar. I can get you literature for anything you want to name, almost without exception, that will do harm."

I then suggested the minister was carrying the issue to the ludicrous. At this point, CSWA president Lydia Dotto interrupted, saying that the point had been made. I argued that the question had not been answered and that it was appropriate to raise the issue at a science-writers' gathering.

Parrott cut in: "It bothers me a great deal that people will single out one particular element and make such an emotional, strong case. It may be very good to make that case. But you know, frequently when I hear cases like that being made, I have to pass the ashtray while they dump their ashes. You and I both know that there are a hell of a lot more people dying of lung cancer from smoking cigarettes than from exposure to 2,4-D. We just seem to put out of perspective the values

and the relevant merits of various components. You're right. There are risks to everything. There always will be."

Parrott was told that no values were evident when a harmful herbicide is allowed to be used.

"Just tell me the value of a cigarette," he retorted.

Dotto cut the debate off to announce lunch was ready.

When the audience disbanded, Parrott stayed for at least 15 minutes, and was open to questions. None of the major media took advantage of this.

I examined the availability of the evidence on 2,4-D in Toronto.

Up to the time of writing, only one query has resulted from my questioning of Parrott on 2,4-D. In a letter, Inco vice-president J. Stuart Warner attacks Epstein's expertise:

"I almost choked because I know Dr. Epstein spends so much time sitting on panels and engaging in advocacy exercises that I couldn't imagine how he could even stay abreast of the scientific literature, let alone contribute to it."

Curiously, in his letter, Inco's expert on experts refers only to 2,4,5-T, confusing it with the herbicide in question here, 2,4-D.

A stone's throw away from Parrott's office, in the University of Toronto's

Science and Medicine Library, are two copies of the *Report of the Secretary's Commission on Pesticides and Their Relationship to Environmental Health*, published in 1969 by the U.S. Department of Health, Education and Welfare. The report, which drew upon over 5,000 references to published or on-going scientific projects on pesticides and herbicides, recommended that human exposure to herbicides such as 2,4-D should be minimized in the interests of mankind.

Why?

An advisory panel on carcinogenicity (relating to cancer-producing elements) of pesticides, in which Epstein participated, stated that 2,4-D and other herbicides "yielded an increased tumor incidence."

An advisory panel on mutagenicity (relating to genetic damage) of pesticides, of which Epstein was chairman, found "a statistically significant increase in the proportion of litters containing abnormal fetuses and in the increased incidence of abnormal fetuses within litters" which had been exposed to herbicides as 2,4-D.

An advisory panel on teratogenicity (relating to birth defects) of pesticides, of which Epstein was chairman, found 2,4-D to be teratogenic by suitable test procedures. That panel also noted that "it has been recently estimated that the costs to

society of one severely malformed child, in terms of medical and other care and deprivation of potential earnings, amount to several hundred thousand dollars."

That was eleven years ago! For journalists who wish to follow the matter up, the call number of the report is RA 1270 P4 U58. Epstein's home phone number in Chicago is (312) 664-6250.

The report, of course, is based on animal studies. Epstein said in a recent telephone interview that studies had been done on the effects of human exposure, too. He said there have been incidents across North America which show birth defects and miscarriages resulted from exposure to 2,4-D. And there have been large-scale studies conducted in Viet Nam, he added.

"Dow doesn't dispute these studies," said Epstein. "Dow says the levels are safe. But the scientific community doesn't realize what 'safe levels' are. The studies done are more than enough to stop the use of 2,4-D. What does it take? A large scale disaster?"

Judging by what warrants "news" in Canada, the answer to Epstein's question is an unequivocal "Yes".

Stephen Overbury writes for Hamilton magazine.



NATIONAL MAGAZINE AWARDS — 1979

MUTUAL LIFE OF CANADA

congratulates the winners of the

AWARDS FOR BUSINESS WRITING

GOLD

YVES TASCHEREAU

for

"UN CASINO NOMME QUEBEC"

in

L'ACTUALITÉ

SILVER


DIANE PULLAN WILSON


for

**"HARLEQUIN:
A CORPORATE ROMANCE"**

in

QUILL & QUIRE

 La Mutuelle du Canada

 Mutual Life of Canada

Are two-newspaper cities mere relics of a more competitive era? This article is one in an occasional series which will examine the situation in the handful of Canadian cities which will support two dailies.

The Edmonton dailies

A new era of competition or just "an interruption"?

By Bob Beal

***Sun* publisher Elio Agostini —
"What concerns me
at a tabloid is:
Are you believable?
because you are
a tabloid
sometimes
you aren't believable."**

Edmonton Sun photo



EDMONTON - Journalists leave some of their ethics behind when they join *The Edmonton Sun*. But they hang on to an overriding principle: two newspapers are better than one.

The Toronto Sun's child celebrated its second birthday this spring and, despite some growing pains, appears to be doing well in an environment where its fat, firmly entrenched competitor still loudly proclaims it can't survive.

It's "cheeky, irreverent and razzmatazz," says publisher Elio Agostini. And brighter and easier to read than the bulky *Edmonton Journal*.

Sun headlines are often slightly exaggerated, but not usually too sensational, although it is more flamboyant than its parent.

"We don't try to exaggerate a point. We do try to shake people up," Agostini said. "What concerns me at a tabloid is: are you believable? Because you are a tabloid, sometimes you aren't believable."

The *Sun* now claims a circulation of 57,000 on weekdays and 77,000 on Sunday, about 10 per cent ahead of its projections, compared to the *Journal's* 177,000 during the week and 230,000 on Saturday.

The upstart seems to have carved out a niche of loyal readers even though "obviously our paper has a tendency to offend people. *The Journal* doesn't," Agostini said.

"I don't want people to think we try to offend them. Startle them, yes."

Many of the *Sun's* most experienced newspeople, who were midwives at its birth, had enough of the startling brand of morning tabloid journalism last January when the newspaper's first managing editor, Jim Peters, was fired.

Peters commanded strong loyalties

among many of the senior staff, who respected his journalistic instincts. About 22 of the total 45 news staff quit or were fired in the January house-cleaning. Several were hired by the big newspaper down the street.

The news department had been operating smoothly. The advertising and circulation departments, which were having problems, suffered an even more extensive overhaul.

Although they were good at their work, most of those who left "were broadsheet men" who had trouble adapting to the style the *Sun* had to adopt, Agostini said.

"With my background, it is really difficult for me to go hog wild on tabloid," said the *Sun's* first editor Ron Collister, a former *CBC* political reporter and *Toronto Sun* columnist. "But there always seems to be a need for this kind of newspaper, essentially for people who have little time to read a newspaper."

Collister, now the *Journal's* editor-at-

large and columnist, disliked parts of the product he helped produce.

Ambulance-chasing and sex-crime stories, which the *Sun* likes to keep up front, aren't his style. But "a tabloid has to have it. I didn't want to write it. I didn't want to see it."

For Collister, as for the others who left in the January exodus, the joy was in creating a newspaper.

"The first challenge is to survive," he said. "We were probably looking, in the first instance, more at impact than substance.

"The story of my life is collapsing newspapers. The (Toronto) *Tely* went belly up. The first newspaper I worked on in Liverpool went belly up."

Former *Sun* entertainment editor Dave Billington came to Edmonton from *The Calgary Herald* with an extensive newspaper background and a reputation for his journalistic ideals.

At first, he had reservations, but was reassured by Peters, his former colleague at the *Montreal Gazette*.

"I wasn't overly keen. But I'm glad I did now. It was fun. You see papers die often, but you don't see them born often." Like Collister, Billington had a byline in the last issue of the *Toronto Telegram*.

In the early days, "all we thought about



**Dave Billington—
"You see papers die often, but you don't see them born often."**

Edmonton Sun photo

was putting together a paper that would be different than the *Journal*, but not just a copy of the *Sun* in Toronto," said Billington, who no longer works for the *Sun* full-time, but still writes a column.

The *Sun* lost some of its best journalists in January, but Agostini said there has been little change in editorial content. "Maybe it's more to the *Toronto Sun*

National Magazine Awards

1979

Grands prix des magazines canadiens

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

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

BARRY CALLAGHAN

for his article "Albert Schweitzer's Dark Continent"
in *Weekend Magazine*

ROBERT COLLINS

for his article "God can bring Good out of it"
in *Reader's Digest*



CONGRATULATIONS FROM THE UNIVERSITY OF WESTERN ONTARIO

style: larger pictures, less trying to compete with the *Edmonton Journal*," more trying to be flashier than the *Journal*.

In a hurried, television-oriented society, the *Sun's* glib style of newspapering will take hold, Agostini said, and its parent company seems to agree. Confident of success in Edmonton, the *Sun* chain is trying to expand to Calgary with an offer to buy *The Albertan*.

"When I came here (in August, 1979), the word on the street was: 'When is the *Sun* going to fold?' Now it is: 'When is the *Sun* going to make money?'"

His answer to that: this year or next.

The *Sun* had expected to lose money during its first five years.

Though he confidently predicts his newspaper will pass the *Journal* in circulation figures in five years, he doesn't expect the demise of one of Southam's most profitable newspapers.

"We probably need the *Journal* more than we need the *Sun* in this community, as a paper of record. But I feel morning tabloids are the way to go."

Agostini's competition is, predictably, just as convinced the tabloid has reached its peak, "As far as we're concerned, the *Sun* is an interruption," said *Journal* pub-



lisher Patrick O'Callaghan.

"It looks bright and cheerful as it sits on the newstand," he said, "and it is easy to read for the busy housewife or over morning coffee at the office. But it won't be able to hold an audience."

"It's like a Chinese meal - 10 minutes later, you've forgotten you've had it."

The *Sun* is not an alternative and it is not competition for the *Journal*, O'Callaghan insists.

"When you come in and say you've got to be different than the other guy, you've got to find the areas where he's weak. Unfortunately for the *Sun*, we weren't weak in a journalistic sense," he said. "In the areas where they should be strong, like hard-hitting investigative pieces, they aren't strong."

The *Sun* doesn't even provide an alternative political point of view, O'Callaghan said. The *Journal* staunchly supports the Lougheed government on all economic issues and harshly criticizes it on social policy. So does the *Sun*. The *Sun* is apt to be shrill and right-wing, but the *Journal* is basically just as conservative.

"We are not anti-establishment, because we ourselves are part of the establishment," O'Callaghan said. He believes a new newspaper has a better chance to be accepted as an alternative if it carves out a position on the left.

When the *Sun* came to town, the *Journal* had just ended a period when it was considered complacent, dull, and arrogant by many of its readers.

"I've never known a paper which was as actively hated as the *Journal*," Billington said.

During the past few years, the *Journal* has expanded its news staff considerably and done much more impressive, some-

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- PIERRE GODIN (*L'Actualité*)
- TERRY HOCKADAY (*Country Guide*)
- JIM ROMAHN (*Canadian Business*)

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1980
COMPETITION**

times controversial, and brighter reporting.

"The Journal now has first-class crusading journalists," Collister said. "If we latch on to an important story, we can present it better."

The Sun's staff, and many of the Journal's, believe competition from the irreverent newcomer had something to do with the change in Journal style.

O'Callaghan dismisses that notion out-of-hand. "They haven't done anything to shake us out of any rut we might have been in," he said. "The Sun tries to take credit (for Journal changes). That's utter nonsense, but people tend to believe it."

The Journal publisher said he began making the changes when he came to Edmonton four years ago, correcting such obvious faults as having only two people covering the legislature "in one of the most significant periods in Alberta history." There are now eight Journal newspeople in the legislative press gallery.

Now, "they've got so many writers it's like a monkey hitting a typewriter," Billington complained.

Edmonton has two daily newspapers for the first time since the Bulletin folded in 1951. Predictions as to how long that will last depend on which side of the fence you are on.

"All cities a reasonable size should have two papers," O'Callaghan said. "But I also believe that it's inevitable that there won't be two papers" because the business tends towards monopoly.

"As long as the pride is there, as long as the feeling is there that they'll duplicate the Toronto miracle, they'll hang on. But they'll hang on in a geographical area they don't understand."

He's reluctant to disagree with his new boss, but Collister thinks there is room in Edmonton for the two newspapers to live in relative peace. "The two papers will never be in real competition in this city. The Journal will grow and the Sun will carry on."

For Agostini, "there's no such thing as a one-newspaper town anymore. If the product is good, if the product is different, you can make it."

The editorializing in news copy, the flashy headlines will probably always dismay some readers, perhaps particularly journalists, Agostini said. "Yes, it is wrong in some eyes, but in tabloids you can get away with it.

"I don't mind being considered odd. So long as we're not considered East." ☺

Bob Beal is a copy editor at the Edmonton Journal and a former reporter with The Calgary Herald.

CP Feature Picture of the Month



Photographer: Steven Aumand.

Newspaper: Edmonton Journal.

Situation: Aumand was shooting a fashion feature when he noticed the two policemen eyeing a fashion model as they walked their beat in downtown Edmonton. The now freelance journalist just waited for the inevitable.

Technical Data: Nikon F2 with

180-mm lens at f4 and 1/500th of a second.

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

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

Sentimentality obstructs fair coverage

I am not one to stand up and shout with patriotic pride every time I hear news of the British monarchy. Certainly, I have a degree of respect for the political traditions of the British crown that we encompass in our political system. But in a general sense the Royal Family does little to excite my interest.

When I got wind of the news that Lord

Mountbatten had been murdered by the IRA, I felt a ripple of interest. When I also heard that 18 young soldiers and one young boy aboard the lord's yacht had suffered the same fate, I was shocked.

I was appalled when all I saw in the Canadian news media were reports on Mountbatten and the grief the Royal Family felt over his 'untimely' demise. It seems obvious that not only did the IRA get all the news coverage it wanted out of the horror, but the news media covered the story with such one-sided sentimentality that the true terror was left on the back burner.

What of the other victims of that horror?

Further, what of the people who live their lives immersed in that horror on a daily basis? What of their fears and families and tragic losses in this senseless battle?

People are dying in Northern Ireland on an almost daily basis. How can the media forget those people?

It saddens me to think that with all the horrors of Northern Ireland and all the blood that has streamed across the pages of newspapers and filled the screens and speakers of electronic media one man could command such treatment.

Obviously, for some gatekeepers in Canada this past summer was one that bled only blue blood.

Wayne S. Roberts,
Toronto, Ont.

30

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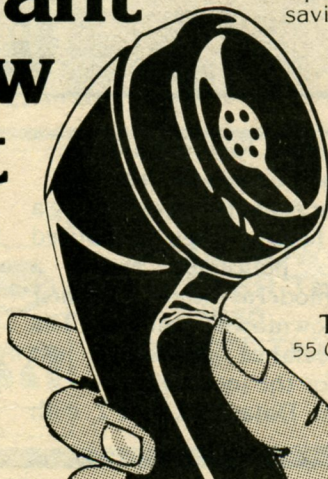
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Ottawa Journal
Dec. 12, 1979

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SOURCES

More than 10 proofreading hours went into reducing clerical and typographical errors to the minimum.

Content/SOURCES
May/June, 1980

Bennett muzzles staff; bans intercourse with media

Nelson Daily News
circa Jan. 1980

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Suicide: Watch for signs

Youngest child expert treated was only five years old

Windsor Star
May 2, 1980

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'Warning should be printed about teeth on candy boxes'

Montreal Gazette
June 20, 1980

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Ottawa police kept hoping in wake of mini-crime wave

Ottawa Journal
Feb. 7, 1980

Ottawa police were kept hopping last night as three armed robberies, euismod tempor incidunt ut labore et do enim ad minim veniam, quis nostrud ex ut aliquip ex ea commodo consequat.

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Lawsuit won by victim of birth control

Ottawa Journal
May 9, 1980

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OMNIUM GATHERUM

WORLD

Your Omnium Gatherum editor, the Canadian leprechaun, has a problem jamming ever-more news of our peers (don't stop, keep it coming!) into fewer issues. Therefore, with the aulde shillelagh, everything that hasn't fit categories established in *Content's* first dusty decade is crammed into the International section.

The coveted gold medal for meritorious public service, for the first time in 64 years of Pulitzers, has gone to a news service, *Gannett* to be specific, for its series on the mismanagement of loans and contributions by the Pauline Fathers.

Gannett reporters covered 200,000 miles tracking down uses of \$20 million from some 2,500 elderly Catholics while they originated 18 days' material.

The Inter-American Press Association picked the Miami *Herald's* 1979 coverage of Caribbean political turmoil for the Tom Wallace plaque, named after its first president.

UPI took two prizes for foreign coverage from Overseas Press Club of America — to its deputy Asian news editor **William Holstein** for business news and to Teheran correspondent since 1977, **Sajid Rizvi** (for Iranian coverage in 1979).

A Libyan journalist working for the *BBC's* Arabic service, 40-year-old **Mohammed Mustafa Ramadan**, was shot to death in a London street.

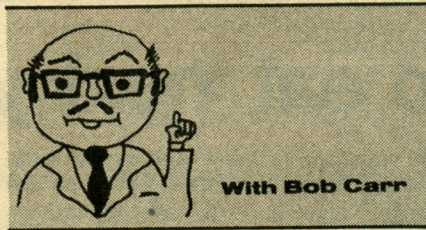
Meanwhile, under a new press law in Haiti you can be jailed for three years if you criticize President **Jean-Claude Duvalier**.

There has been some journalistic progress, if that's what it can be called, and then, mostly technical.

The *New York Times* for instance, transmitted by satellite to Chicago for printing, will be air-flown to Middle East readers seven days a week in time for breakfast.

The *Calgary Herald* and *Edmonton Journal* told an Alberta telecommunications enquiry that telecommunications companies should be prohibited from providing information services as they could threaten daily newspapers.

The warning may come too late. With a \$25 million budget and 300 on staff, entrepreneur **Ted Turner** has launched his 24-hour-a-day *Cable News Network*.



The *North Shore Citizen*, once Canada's largest-paid-circulation weekly magazine closed shop after 22 years in North Vancouver. Once called Canada's most successful weekly, the *Citizen* experienced declines in advertising revenue and circulation leading to staff cutbacks that brought the paper to its knees April 24.

CANADA

After three years, *All-News Radio* survives even while a busy rumour-mill wonders who will buy the *CKO* radio network. Speculation involves Western and Quebec broadcasters, Maclean-Hunter (which always wanted the franchise) and Wunderkind **Al Slight**. At typing-time, your columnist was describing *CKO* as "vulneratus, non victus."

Mind you, as always, there are staff changes: **Garfield Chessom** hasn't been replaced in Edmonton as station manager and Toronto news director **Bill Sheppard** is recuperating from surgery. Popular news editor **Maggie Lyn** of Toronto is following her husband to Vancouver. (More staff changes under Ontario section.)

This sure is the year for Owner-Roulette. *CFE-TV* in Ferryland, Nfld. (there sure is such a place) was bought by **Jerome Curran**; seven northern Ontario radio stations were bought by 93238 Canada Inc. (you thought Ferryland was such a strange name); **Michael Hicks** picked up *CJSI TV*, Peters Rivers, Nfld.; **Peter Bowen** *CFSM* Halifax; *O.K. Radio* (owned by Numford Developments) four Alberta radio stations.

Oh, well. Something new always is happening. For example, *Canadian Press* has started a Toronto-based commercial picture service for house publications, annual reports and the like, piloted by **Stan Mulcahy**, former Ottawa pix editor.

News out of the Parliamentary Press Gallery: *Le Droit* has replaced **Gilles Pilon** (now on desk) with **Yvan Sinette**; freelancing again is **Peter Thomson** (formerly of *Montreal*

Star and *Jack Horner's* office); new *Globe and Mail* bureau chief is former Peking correspondent **John Fraser** (some justice in that) who replaces **Jeffrey Simpson** (returning to freelance writing); **Cathy Murray** of *CBO* Ottawa has joined the *CBC* Radio bureau; **Ian Urquhart** (ex-*Maclean's*) replaces **John Honderich** (returned to Toronto) as bureau chief.

Among news services: After completing a Southam Fellowship **Catherine Ford** (of the *Calgary Herald*) became Ontario correspondent for *Southam News Services*, replacing **Jim Travers** (transferred to Ottawa); *Standard Broadcast News* has lost **Lindsay Scotten** (to the *Toronto Star* editorial board) and *Newsradio*, **Chris Gaynor** of Queens Park (replacing Scotten), and *Broadcast News*, **Regis Cornale** (whom **Bill Hutton** hired for *Selkirk*) to replace **Wayne Brown** (gone to *SBN*).

At The People's wire service: **Elyette Curvalle** now is in the Ottawa bureau of *La Presse Canadienne* (replacing **Patricia Poirier**, now with *Le Devoir*); on a temporary basis *CP* hired **Carrie Sweetman** from the *K-W Record*. **Ronda Ward** left *CP* Ottawa to work for *FP*.

Elsewhere: New Ottawa correspondent to the *Western Producer* is onetime *Content* Saskatchewan contributing editor **Barry Wilson** (gee, maybe there's hope for ME); assistant Financial Post editor **Philip Teasdale** is Exec Asst to Premier **Buchanan** back home in Blue-nose Country; now handling media relations for Ontario Industry and Tourism minister **Larry Grossman** is onetime St John's newspaperman, Ottawa reporter for *CTV* and *The Toronto Star*, **Michael Benedict**.

Some recent CRTC decisions give new meaning to bilingual broadcasting. New FM stations in Quebec broadcast to Koartak and Payne Bay in English and Inuktitut; a new AM station in Wollaston Post, Saskatchewan, in English and Chippewyan.

Beginning in September, eight months of study at The University of Toronto begin for winners of five Southam Fellowships: reporters **John McConachie**, 34, of the *Edmonton Journal*; **Raymond Giroux**, 32, of *Le Soleil* in Quebec and **Helen Bullock**, 29, of the *Toronto Star* and editors **Paul Vasey** at 34 of the *Windsor Star* and 45-year-old **David Cobb** of *Today* magazine.

Catching up with annual award winners from the Canadian Association of Broadcasters, Stations of the Year are *CKCK TV* in Regina, *CFMB AM Radio* Montreal, *CFMI FM Radio* New Westminster and top station for news and public affairs was *CFRB Radio* Toronto. Scholarships went to **Jean-Francois**

Bolduc (University of Ottawa), **Christina Spencer** (University of Western Ontario), **Susan Ridout** (Ryerson).

Another C.A.B. award for Individual Contribution to the industry went to **Ernie Rose** of *BCTV*. The C.A.B. gave special awards at the RTNDA convention for **Charlie Edwards** and **Bert Cannings**.

While he hasn't received a recent award, former *Canadian Press* general manager **Gillis Purcell** (retired in '70) was honoured in the May edition of *Canadian Reader's Digest* if you can find a copy. "That's GP for You!" by **George Ronald** was a good piece on the 25-year CP veteran who holds the Order of Canada.

Somebody may find this in bad taste, but nuts! Why else am I a columnist? I remember Gil's insistence on absolute accuracy. Whe-

never we wrote for *The Wire* about a man who lost his leg, the question "Above or below the knee?" was a spur to follow-up questions. Gil lost part of his leg years before *The Style Book* was written.

Moving along... winner of RTNDA's second scholarship award is 21-year-old **Susan May Ormiston** of Saskatoon who was a summer staffer at *CFQC*. Even before this \$1,000 recognized abilities of the third-year journalism student at Carleton, she was given the Saskatoon station's **Terry Higgins** J-award. Nobody's going to buffalo *this* lady; at RTNDA's Toronto convention, she immodestly contributed to discussions.

"Roll Back the Sunset," an article by **Cherie Rogers** of *Financial Post* magazine on geriatric research won the 1979 medical writing award of the Canadian Science Writers' Association.

It's impossible to list all recipients of the **Kenneth R. Wilson** awards for editorial and graphic achievement in the business press. With apologies to others, let me recommend to you as references or research "Canada in the world power market" or "Hydrogen can lead us out of the oil age" in M-H's *Modern Power and Engineering* (which won honourable mention and Best Industrial/Technical Article prize).

Awarded the editor's chair for *Canadian Business Review*, the Conference Board in Canada's quarterly magazine, is **Scott Hatfield** who for 10 years managed communications at the federal Finance department and before that wrote for Southam publications and Ontario Hydro.

A new quarterly is *Policy Options* from the Institute for Research on Public Policy, presi-

1979

1979

Seagram Awards

In conjunction with the NATIONAL MAGAZINE AWARDS, SEAGRAM DISTILLERS LIMITED is pleased to announce the winners of the

SEAGRAM AWARDS for MAGAZINE ILLUSTRATION

THIS YEAR **ROGER HILL** WON BOTH THE GOLD AND SILVER AWARDS.

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THE SILVER FOR "THE LOAN SHARK" IN QUEST

OTHER FINALISTS WERE:

BLAIR DRAWSON IN *HOMEMAKER'S*
KIM LAFAVE IN *HARROWSMITH*
MIRO MARIŠIN IN *HOMEMAKER'S*

CONGRATULATIONS TO ROGER AND THE OTHERS

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dent of which is former Clerk of the Privy Council and Secretary to the Cabinet, **Gordon Robertson**.

Filming already is underway for a new *Global TV* magazine show weeknights, starting this September under producer **Patrick Corbett** (a field producer for several years with *W5*) and hosted by **Peter Ferniak** (onetime story editor for 90 Minutes Live) and **Ann Rohmer** (of *Showbiz*, a series for independent TV stations).

Preparing to move *The National* to 10 p.m., the *CBC* has added to its Current Affairs department **Mark Starowicz** (executive producer of *Radio's Sunday Morning*) who at 33 also has led *As It Happens Live* from 1973 to 1976 before which he was a reporter with the *Toronto Star* and *Montreal Gazette*.

No featherweight either is 40-year-old **William Morgan**, now head of TV Current Affairs who joined the net in 1969 in Winnipeg. After three years as executive producer of 24 Hours he became *CBC's* Winnipeg Director of Television. As for print experience, he was an editor at the *Brandon Sun*.

CBC reporters are on the move. National reporter for Quebec **Don Murray**, who joined *The Corp* in 1974, reports to English and French radio and TV from Peking. In *Radio News* replacing **Dennis Baxter** (home to Parliament Hill) in Moscow will be **Hal Jones** this September. Jones' London spot is to be filled by **Patrick Brown** (National reporter in Montreal).

First grant made by the new Communications and Public Relations Foundation went to a third-year student in PR at Mount Saint Vincent University in Halifax. **Michelle Galant** of Sydney, N.S. receives \$500.

Periodical Writers' Association of Canada is almost finished its survey of fees paid to writers, reports Executive Director **Deborah Magidson** (replacing **Sheila McIntyre**). I blooped earlier when reporting new Executive Director was **Barbara Wright**.

ATLANTIC

Developing a new format for this fall's early evenings is *ATV* which will combine newscasts from Moncton, Halifax and Charlottetown

into a one-hour show. Items will originate in all three as well as Fredericton. Main anchor will be in Halifax.

ATV Halifax picked up one of RTNDA's Atlantic Region news awards, The Dan for "The Spirit of Acadia" about Atlantic Francophones and *CBNT* St. John's two—a Sam for "Collect A Wreck" and a Charlie for coverage of the Newfoundland PC Party's convention. The *Radio Dan* went to *CJLS* Yarmouth for a show on the cost of funerals.

Onetime *ATV* stalwart and *CJCH* News Director **Bob Bishop** produces *Information Morning* at *CBZ* Fredericton. His replacement is **Chuck Brydges**, formerly *CHUM* Toronto (but when I first met him—from humble beginnings—*CKAP* Kapuskasing, Ontario).

Missing, but not gone, is **Paul Hershon** who worked for eight years with *CBC* Halifax. After 26 years' experience, he soldiers on, the tones intact, as **Paul Hughes** at *CKO* in Toronto.

Gone from *CKNB* Campbellton, **John Hallo** now is sportscaster at *CBZ*.

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*

(page 76, column 2)

SOCIAL SCIENCES AND HUMANITIES RESEARCH COUNCIL/CONSEIL DE RECHERCHES EN SCIENCES HUMAINES

Address should read:

255 Albert Street,

Box 1610, Ottawa K1P 6G4 Text should read that the council offers "... grants for individual and concerted research, for international scholarly exchanges, learned journals, scholarly publishing and conferences."

Contact is:

Aurèle Ouimet



(page 56, column 3)

THE METROPOLITAN TORONTO AND REGION CONSERVATION AUTHORITY *SOURCES' editors inadvertently published the logo of the Metropolitan Toronto and Region Conservation Authority at the wrong angle. It should appear thus:*



(page 22, column 2)

CNCP TELECOMMUNICATIONS Address should read: **John Gibson**, Director, Public Affairs 69 Yonge Street, Suite 902 Toronto, Ont. M5E 1K5 Office: (416) 360-3321 Telex Number: 06-965584

(page 83, column 2)

UNION CARBIDE CANADA LIMITED
The name of the Director, Public Relations, was mis-spelled. Correct spelling is:
Robert A. Seath

(page 39, column 3)

CANRON INC.
Montreal representative is:
Gilles Paquette

(page 28, column 1)

CANADIAN BANKERS' ASSOCIATION
Mike Gausden
After hours: (416) 852-5824

(page 45, column 3)

ENVIRONMENT CANADA
Jean Compagnon
Office: (403) 420-2545

(page 50, column 2)

IMPERIAL OIL LIMITED
No extension numbers from business telephone numbers of:
G.R. MacDonald
T.N. Taylor
J. Vincett

(page 78, column 1)

SOUTHAM COMMUNICATIONS LIMITED
revised list:
Medical:
Peter Williamson
Phone (514) 487-2302
Mining:
Richard Fish
Phone: (514) 487-2302
Plastics:
Victor von Buchstab

Moved up the road from *CFNB* to *CIHI Radio* Fredericton is sports editor **Randy McKeen**, replaced by **Lindsay Peters** of *CHSJ Radio-TV*.

Dave Jennings has left *CHSJ* on a Malaysian tour; **Jim MacGillvray** went to do research at University of New Brunswick. New face at the Fredericton station is **Stephen MacMurray**, Ryerson graduate.

U.N.B. student **Mike Crawford** (after three summers with *CHSJ*) is working this summer at *CBC's CBD Radio* in Saint John, deserted by newswoman **Susan Belyea** (now studying law at U.N.B.).

Gossip from June's RTNDA convention: Onetime *Halifax Herald* correspondent in Fredericton **Dave O'Brien** opened his own PR firm in the N.B. capital; once of London, Ont. and Fanshawe College, **Duncan Matheson** is right hand of *CFNB Radio* news director **Paul Walsh**; gone from *CFNB* to *CJCH* and C-100 morning show is **Anna-Maria Tremonti**, replaced by **Al Webster** of *CKCW* Moncton.

If you're in Saint John why not call His Honour the mayor? At 48, managing director of *CFBC* and newsman, **Bob Lockhart** is serving a second term after grabbing 51% of the votes in a three-way race. He was defeated as mayor after a term from 1971 to 1974.

Moving west after two months with the

Telegraph-Journal and *Evening Times-Globe* is **Valerie Gregory** (once of the *Montreal Star*). The papers also reversed roles of **Bruce Peters** as assistant city editor and **Mike Mullen**, formerly at City Hall.

Incidentally **Ken Chisholm** of Fredericton, whose leg was amputated, still writes his column for the *Telegraph-Journal*.

Content's New Brunswick contributing editor, freelance **Esther Crandall**, won first prize and \$500 from the International Fire Fighters Association as a writer for New Brunswick magazine (under 100,000 circulation) with her article on "Saint John's Crusading Fire Chief."

Now with *CBC* in Charlottetown, P.E.I. is **Jim Cluett** who was features editor in Penticton, B.C. for the *Tri-Lake Recorder*.

Now editor of the *Recorder* in Riverview, N.B. is **Laurie Armstrong**, once reporter for Yarmouth, N.S.'s *Vanguard*.

Moved from *ATV* Moncton to *ATV* Halifax is **Robert Rankine**.

In the Annapolis Valley, Fundy Group Publications and Kentville Publishing have reached an agreement to purchase *Berwick's Register*. The two companies are owned by Cameron Publications Ltd., owned by Nova Scotia industrialist **R.B. Cameron**.

Mitchell Franklin, owner of the Sussex-based *Kings County Record* and **Jon Everett** have parted company again as publisher and executive editor respectively, although Everett still writes for the weekly. As well, a *KCR* office, opened last January in Rothesay (east of Saint John and about 30 miles from Sussex) has closed.

QUEBEC

Now at *Broadcast News* Montreal (from *BN* Edmonton) is ex-Fanshawe student (in London, Ontario) **Heather Boyd**.

Now on-air evenings at *CFCF* Montreal is 26-year-old **Doug Smith** (formerly *CKSL*, *CKLC*, *CKOY*), a Cornwall native.

My, my, but this does sound familiar! The *Montreal Gazette* is moving into the building that housed the defunct *Star* after renovations costing \$1-million. (The *Toronto Globe and Mail* now occupies the old *Telegram* headquarters.)

The *Montreal Gazette* continues to justify types. Assistant news editor **John Elder** replaced **Garry Steckles** who is retiring after 20 years. Former city editor **Bob Walker** is assistant managing editor, replaced by **Michael Cooke**, the former day assignment editor. As rock writer, **John Griffin** has replaced **Juan**



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Excerpt from a speech given by Mr. Paul Paré, Chairman and Chief Executive Officer of Imasco Limited, at the Canadian Club of Montreal.

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

THE AIR CANADA AWARDS FOR TRAVEL WRITING

Air Canada is pleased to sponsor the 1979 National Magazine Awards competition for the category of travel writing.

LES PRIX AIR CANADA POUR LES ARTICLES SUR VOYAGE

Air Canada est heureuse de commanditer la remise des prix décernés aux meilleurs rédacteurs touristiques de Revues Nationales pour 1979.

THE WINNERS/LES GAGNANTS

Gold Award/Prix d'Or
\$1000

ALDEN NOWLAN

"Cuba is a Nice Place to Visit," Atlantic Insight

Silver Award/Prix d'Argent
\$500

BENOÎT AUBIN

"Le nombril du Canada" L'Actualité

OTHER FINALISTS/AUTRES FINALISTES

Margaret Atwood, "Surfacing on the QE 2," Toronto Life
Kildare Dobbs, "Lost in London's History," Saturday Night
Marni Jackson, "My Adventures in Cowboy Country,"
Saturday Night
Charles Oberdorf & Mechtild Hoppenrath, "Zurich,"
Toronto Life
Michel Saint-Germain, "Prendre son temps au pays de la
Sagouine," L'Actualité

CONGRATULATIONS TO ALL/

FELICITATIONS A TOUS

AIR CANADA



Rodriguez. Feature writer **Beverley Bitchell** (ex-Star) has moved in; gone are **John Fitzgerald** (features), **David Lisak** (energy) and **Bonnie Price** (education).

Two stations in Matane, Quebec, walked away with RTNDA awards, should you not have heard. *CBGA Radio's* reporting of names for streets and districts snagged a Charlie; its documentary about an Indian elementary school near Sept-Isles, a Dan. *CBGAT* bagged the TV Charlie for reporting two networks of Gaspé game poachers and the TV Dan with a documentary on poaching, Anticosti Island-style. Director of news for both is **Claude Roy**.

New owners for the *Stanstead Journal* in Rock Island are **Howard Smith** and **Valerie Cerini**.

ONTARIO

Onetime *CKVR-TV* Barrie news staffer **Debbie Matthews** is back from Eurojaunting and at work for *CHUM-AM* News Toronto.

Replacing **Evelyn Macko** (now at *CFTR*) at *CKTB News* in St. Catharines is **Nancy Liebau**, formerly *CHOW* Welland.

It's confirmed that **John Gilbert** (whose open line shows in Toronto have broken enough stories to qualify him for a "newsman" tag) moves to *CKEY* effective August 4 weeknights after 11 p.m. until 4 in the morning.

The Charlie for spot news (Mississauga derailment) went to *CFRB* Toronto in radio, to *CFPL* London (Dover Township flooding) for television. Radio Dan for documentaries went to *CHUM* Toronto (reviewing the Three Mile Island situation) while the TV Dan went to *CHEX* Peterborough which anticipated publicity over Ford auto defects. The radio Sam went to **Dick Smyth's** *CHUM* editorials.

Newspaperman **Marc Zwelling** is freelancing public relations for labour unions, having left the Steelworkers after some eight years. The 33-year-old former *Telegram* reporter calls his Toronto shop Public Interest Media.

The International Association of Business Communicators gave this year's Gold Quill Award for ongoing PR to **Ruth Hammond**, APR, of the Ontario College of Art.

Hamilton Spectator's **Martin Tammer** received the first Gene Florcyk Memorial Award for sports writing at the Western Ontario Newspaper dinner, April 26, along with \$100 cheque.

More than a few shuffles in Hamilton since **Tom Cherington** ditched his *CHML* Open Line after 14 years for *CHCH-TV's* planned pubafairs show in the fall. Well known **Glen Darling** has left Burlington's *CING-FM* for a station in Whitehorse.

At the *Spectator*, reported budget cutbacks mean a freeze on editorial hiring. After ten

years, **Eric McGuiness** jumped ship to become vice-president of Jayhall (P.R.) Consultants, Hamilton.

In the last year the *Windsor Star* has recruited half a dozen *Sentinel-Review* staff from Woodstock. **Janice Vansickle** is the latest following **Brian McAndrew**, **Chris Nixon**, **Steve Coad**, **John Leckie** and photographer **Tim McKenna**.

Gypsy season in Southwestern Ontario has shifted *CFTR's* **Terry Scott** to *CKLW* Windsor as well as **Byron Scott** (once of *CFRW* Winnipeg) and **Neil Thomas**, longtime *CKWW* newsmen. Out of *CKDK* Woodstock is **Paul Cross** at *CHYM* Kitchener while *CHYM* staffer **Dan Blakeley** is at *CJBY-FM* London.

Having trouble being competitive? Maybe the weekly *Brant News*, now in its third year, has something with its "good news" policy. There's no coverage from the Cop Shop, Courts or Accident beats.

Joining the *Fort Erie Times-Review* is reporter/photographer **Joe Banks**, from the *Haliburton County Echo* and the *Minden Recorder*. Leaving Fort Erie for the *Durham Chronicle* is managing editor (either paper) **Bob Thomas** who took with him reporter **Louise Miller** (now Mrs. Thomas).

Editor of the *Orangeville Citizen* is **Sheila Duncan**.

Leaving the *Gravenhurst News* are editor **Paul Archer** and reporter/wife **Heather MacDonald**.

Leaving the publisher's office at the *Bradford Witness* is **Gerry Barker** who with wife **Nona** bought that paper and the *York Regional Topic* in 1968. They continue to live in Newmarket, however.

Editorial writer **Peter McBride**, formerly of the *Hamilton Spectator*, now is with *Star Week* magazine at the *Toronto Star*.

Media relations manpower at Ontario Hydro numbers four since **Phil LeSavage** (after six years at the *K/W Record*) was added to **Cecil Morris**, **David Mosey** and **Richard Furness** (of *The Globe and Mail*). Moved to Internal Communications was **Grant Elliot** (once of *CKEY* Toronto).

You may need a program to tell the players at Kitchener-Waterloo's *Record*. Gone are former managing editor **Wayne Macdonald** who left to teach at Georgian College in 1979 but has become assistant city editor for the *Toronto Star* where **Wayne Braun** (formerly of the *Record*) is on national desk. *Record* alumnae at the *Ottawa Citizen* are **Roswitha Guggi** (of the university beat for three years) and **Ken McQueen**.

News Editor for new radio station *CKAN* Newmarket is **Roy Green**, formerly of Newmarket Cable.

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— **Stephen Leacock**

Toronto Dominion Bank congratulates all the winners of the 1979 National Magazine Awards and especially the two winners of the TD Bank awards for humour:

Gold award

ALLAN FOTHERINGHAM

"The Bland leading the Bland"
in *Maclean's*
and

Silver award

SERGE GRENIER
"Goodbye Ottawa Bonjour"
L'Actualité



TORONTO DOMINION

The bank where people make the difference.

At *The Ottawa Citizen* **Lewis Seale** now is City-side from Parliament Hill, replaced by **Don Butler** (whose Queen's Park beat falls to **Kerry Lockhart**). Back from a sabbatical, **Richard Labonté** replaces on Entertainment **Betty Swimmings**; off Entertainment, **Bobbi Turcotte** is handling Lifestyles as the replacement for **Louise Crosby** (now on City Desk).

Sports reporter with *The Citizen* is **Pat Curran** (formerly of the *Montreal Star*). Retiring as travel editor after 44 years is **Richard Stratham**.

At *The Journal*, new business editor is **Robert Stephens** (formerly of *The Toronto Star*).

At *CFRA Radio* is **Chris Harvey** of *CKWS* Kingston and *CKAR* Oshawa's **Shelly Rabino** (who please will stay there for a while; I have trouble tracking her down). Gone to Toronto is **Dana Lewis**.

Euro-trotting is **Sue Simpson** of *CJOH-TV* while researching for *ABC News* in London. The Ottawa station has hired **Sara Welch** (formerly of *CBO* and *CBNTV* in St. John's) and Carleton graduate **Carl Hamlen** as well as **Edward Kaplan** of *CBLT-TV* Toronto (to replace news assistant **John Beattie**).

Gone to *CKSO* Sudbury is **Peter McPherson** who was freelancing for *CFGQ* Radio in Ottawa. At *CKOY* **Brian Goff** has left afternoons to do morning comment while **Gil Wright** is doing some publishing work nowadays.

THE WEST

Holders of RTNDA Awards in the Prairie Region are *CKOM Radio* in Saskatoon for a feature on the threatened Capitol Theatre (a Dan), *CFAC-TV* Calgary for its show on the collapse of the federal minority government (a Charlie) and *CBRT-TV (CBC)* in Calgary for three shows on Bow River pollution.

Spokesman **Maggie Dwyer** says fellow staff at *CJUM-FM* will need listener donations and advertising to get back on-air a community-based station to replace one silenced after the University of Manitoba students union refused funds. *CJUM*'s debts were \$130,000. Station

equipment has been valued at \$80,000.

Now reporting for the *Ottawa Citizen* is **Tim Harper** who left the *Winnipeg Tribune* after 18 months as city hall man and reporter on the 1979 federal election to winter in Europe and North Africa. A Ryerson graduate, he went to the *Thunder Bay Chronicle-Journal* in 1977.

Director of the Canadian Association of Broadcasters for the next two years is **D.C. Brinton**, president of CanWest Broadcasting (*CKND-TV* Winnipeg).

Half-a-million dollars is needed for a new journalism program at University of Regina based on two years of liberal arts and one year print and broadcasting. Launching the **James M. Minifie** Fund, national anchormen for *CBC* and *CTV* television newscasts **Knowlton Nash** and **Lloyd Robertson** called the school the only one of its kind in western Canada.

Leaving *CJNB* North Battleford, **Lorne Cooper** edits the *North Battleford News-Optimist*.

Failed as a Canadian "periodical of social comment, literature and religion" is the *Chelsea Journal* of Saskatoon. Reasons given are larger costs, smaller subscription lists and lack of suitable material.

Appointed managing editor at the *Calgary Herald* is **Kevin Peterson** (formerly business and news editors). Manager of special projects (including the 1981 move to a new plant) is **Larry O'Hara**, former managing editor.

Among the weeklies *The Innisfail Province* has begun a high school newspaper "to get local kids interested in journalism as a career," as publisher **Rod Stafford-Mayer** says. *The Province* has moved its 25 staff to new quarters.

Becoming familiar with the legal system at Queens University in Kingston will be 29-year-old *Vancouver Sun* reporter **Carol Volkart** who won a **Louis St. Laurent** Fellowship of the Canadian Bar Association. Since graduating in 1971 from Carleton, she has worked the *Edmonton Journal*, *CP Edmonton* and in Vancouver. Destination is unknown for fellow winner **Brenda Kolson**, Yellowknife.

The reporter for Vancouver Island's weekly *Goldstream Gazette* who told of phoney letters-to-the-editors by Socred supporters, **Brenda Dalglish**, received the first annual Jack Wasserman J-award. Wasserman who died in April of 1977 was a former *Sun* columnist and commentator. Dalglish, who also picked up \$300, now is reporting for the *Victoria Times*.

CJOR broadcasters **Jack Lee** and **Fanny Kiefer** who produced an 11-day series on problems with drugs and prostitution, won this year's Community Services award from B.C. Association of Broadcasters.

Newest AM Radio station in the Vancouver area is *C-ISL* in Richmond with adult contemporary music and 2,500 watts, under **Michael Dickinson** and 16 other minority-interest owners.

New program director at *C-FUN* Vancouver, replacing **Pat St. John**, is Toronto's **Whiz** from *CHUM*, **J. Robert Wood**.

There was only one winner of an RTNDA news award, for a lack of suitable entries. *C-FAX* Victoria picked up the Dan for a documentary on former B.C. Premier W.A.C. Bennett.

A full-time assault on urban affairs in Victoria has been launched by *Monday* which has hired 10-year veteran **Cathy Fornssler**, former manager of information for the provincial human resources ministry, onetime *CBC* Regina contributor and agriporter for *Western Producer* in Saskatoon.

Rival weekly *The Coast News* has bought the *Sechelt Peninsula Times* weekly from Westpres Publications. *The Times* was established in 1912 and had eight employees.

The Penticton Herald, bought by Thomson in 1957 when it went daily, has lost its publisher of 40 years, **G.J. Rowland**, who has retired to be replaced by **Don Herron**, former advertising manager with *The Kelowna Courier*.

CKEK Cranbrook, B.C. was the last address I had for **Diane Zabinski** (formerly of *CFCF-TV* Montreal).

Among the B.C. weeklies: at the *Langley Advance* **Brad Cooper** has gone to the *Whistler Question* and **Allan (Joe) Schatz** after three years as circulation manager, is back in the newsroom.

Hostess of *CBC* Yukon's Radio Noon is **Debra Stott** who was an announcer-operator in Whitehorse the summer of 1979.

Host of Radio Noon at *CBC* Mackenzie is Announce-Op **Doug Earl**.

Now at the Ottawa production centre for *CBC's* Northern Service is **Les McLaughlin**, best-known since he joined *CBC* Whitehorse as an a/o in 1964 for documentaries and specials that have been Northern-oriented.

The Coach House Press, in cooperation with Calumet College of York University, offers

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12 workshops on book design, publishing programmes, basic business structures, financing, copyright, contracts, book manufacture, marketing, computer applications for publishers, magazine publishing, copy editing. Guest lecturers will include **Campbell Hughes** of the Book & Periodical Development Council, lawyer **Ella Agnew**, book designer **Frank Newfeld**, **Sherrill Cheda** of the CPPA, art lawyer **Aaron Milrad**, computer specialist **Jack MacQuarrie**, **Barbara Lawrie** of *Today* magazine, and **James Lorimer** of the ACP Finance Committee.

These weekly workshops will be held from 7:00 to 10:00pm Tuesday evenings, from September 23 to December 9, in room 121, Calumet College, York University, 4700 Keele Street.

Series Fee: \$100. For further information write to **Publishing Workshops**,

The Coach House Press, 401 (rear) Huron Street, Toronto, Ontario M5S 2G5,
or phone Calumet College at (416) 667-3764.

Now news editor at *CBC* Prince Rupert is **Dick Gordon** who was stationed in Hay River for *CBC* Mackenzie. Editor **Marie Wilson** (once of UWO Journalism school) has been transferred to *CBC* Quebec City from Mackenzie.

South to *CBC* St. John's after four years with Northern Service is **John Gilmour**, editor. North from Toronto to Yellowknife went editor **David Zelcer**.

OBITUARIES

Gone but not forgotten is 76-year-old **Blanchard Pearson McCurdy**, onetime executive of Halifax's *CJCH* Radio and TV and the *Chronicle* and *Star*.

Dead in Hants County, Nova Scotia is 56-year-old **Harry Etheridge** who worked in Montreal with *British United Press*, later handled public relations with CNR and Alcan.

Onetime reporter for the *Moncton Times and Transcript*, Col. **Douglas Black Weldon** also was city editor of the *Halifax Mail* before his death at 85.

Living to be 84, *CJAD* Montreal's editorial commentator for 20 years **Leslie Roberts** has signed off.

In Ontario, 73-year-old **James Lees Cooper** was a former *Globe and Mail* editor in chief and publisher.

Former owner of *CKPC* Brantford, **Florence Buchanan**, outlived him by two years.

For 20 years a *Globe and Mail* stringer in Niagara, 68-year-old **Jimmy Simpson** (copy editor for *The Standard*) died in St. Catharines.

Living to 90, the founding editor of *Western Producer*, **Pat Waldron**, died in Saskatoon.

Onetime *CFCN* Radio-TV sports director **Henry Joseph Viney** died in Calgary at age 70.

At work for the *National Geographic*, 27-year-old photographer **Reid Blackburn** of the Vancouver *Columbian* died after Mount St. Helens erupted while he was driving in the area.

30

Correction:

The most current information on all subjects related to safety and health are available at The Industrial Accident Prevention Association of Ontario.

That is how the final paragraph of the advertisement headed "Safety and Health," on page 127 of the May/June (Sources Directory) issue, should have read.

Also in the May/June issue, the company name carried on the "Xerox vs. Xerox" advertisement on the inside back cover was "Xerox of Canada Limited," the company's *old* name. The new name, **Xerox Canada Inc.**, adopted in January 1980, should have been used. The new name is properly used in the company's listing on page 87 of the directory.

CAREERS

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This job, formerly fulltime, has become part-time with the contracting out of the layout duties. The number of hours required will depend on a number of factors.

Interested parties should apply in writing only, keeping in mind:

- Experience in the mainline media, preferably recent, is a must.
- A sincere, proven interest in the improvement of journalism is a must.
- Considerably above average ability in grammar, spelling and punctuation is a must.
- An ability to stay organized (files currently are in excellent shape) is a must.

The job will begin in the first week of September and entail dealing with all mail and phone queries addressed to the editor, assessing story ideas in conjunction with publisher, all liaison with contributors, editorial records-keeping, editing and marking of copy for typesetters, writing all heads, collaborating with layout person.

Remuneration to be negotiated. Please send resumé including references to Publisher, **Content**, 91 Raglan Ave., Toronto, Ont. M6C 2K7.

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Editor/writer wants to return to full-time work. Journalism graduate '54. Seven years' experience on *Ottawa Citizen* and *Toronto Telegram*, two years in advertising. Also, author of a dozen recent articles in *Quest*, *The Canadian* and *Imperial Oil Review*. Write Box 116, *Content*.



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for
"STOP'EM DEAD, RED"
in
FLARE

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**MARINA STURDZA
&
MICHEL GONTRAN**

for
"NIGHT MAGIC"
in
CITY WOMAN

NATIONAL
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