

Content

**Pretty faces
mask Global TV
newsroom cutback**

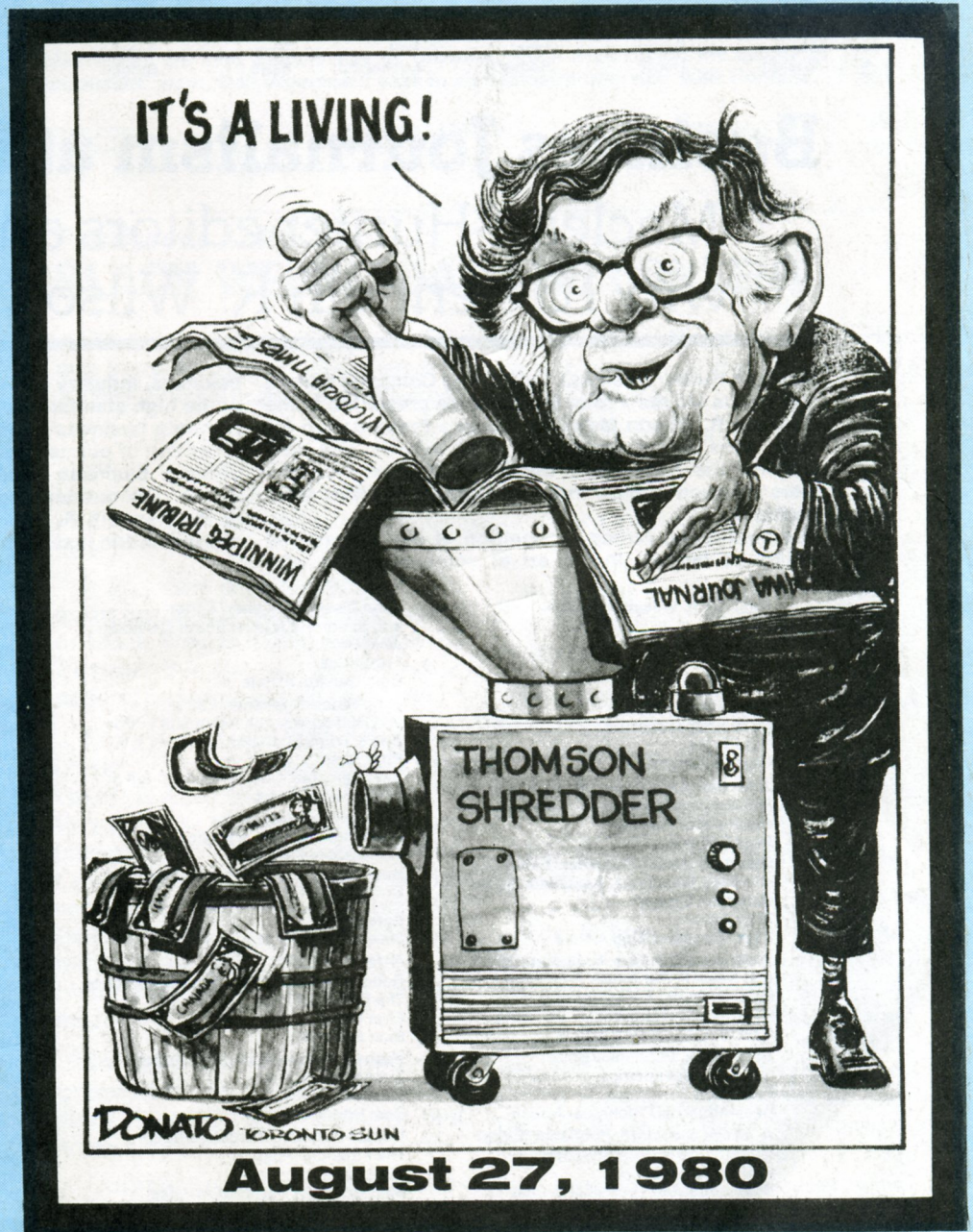
**Peter Desbarats'
final commentary
about Global TV**

**Liberals' Fol
wunderbill
examined**

**Murder, torture
are chief censors
in media world**

**Established media
face challenge
from videotex**

**Bob Woodward:
mistrust of press
may be growing**



TENTH ANNIVERSARY ISSUE



John Bates



John Bellinger



Faye Bourgeois



Robert Catherwood



George Condon



William Forbes



Steve Gahbauer



Giles Gherson



Bruce Glassford



Simon Hally



Al Haslett



Robert Henry



Jack Homer



Rolf Lockwood



Tom Mets



Beatrice Riddell



William Roebuck



Donald Rumball



Erich Volk

Business Journalism at its best...

Maclean-Hunter editors and artists win 18 Kenneth R. Wilson Awards

Maclean-Hunter Business Publishing Company editors and artists shared a total of 18 awards presented at the Kenneth R. Wilson Memorial Awards Presentation for 1980. Nine awards were first place awards, and nine were in the honourable mention category. Honours were received in both the editorial and graphics competitions.

The continuing strong recognition of our editors and artists as leaders in the art of communicating with

business, industry and the professions is further proof of the high standards and effective quality of Maclean-Hunter's business publications. Each publication is a reflection of our dedication to a single objective... to produce business publications that truly serve their market. Our outstanding success... year after year... in the Kenneth R. Wilson Awards competition is but one indication that our objective is being met.

Kenneth R. Wilson Awards — 1980

Category I:

Monthly or less frequently

Robert Henry, Editor
Le Quebec Industriel
First Prize
Best Editorial

John Bates, Publisher/Editor
Bus & Truck Transport
Honourable Mention
Best Editorial

George Condon, Publisher/Editor
and Faye Bourgeois, Associate Editor
Canadian Grocer
First Prize

Best Merchandising Article

W. Bruce Glassford, Publisher/Editor
and Steve F. Gahbauer, Associate Editor
Modern Power & Engineering
Honourable Mention
Best Merchandising Article

John Bates, Publisher/Editor
Bus & Truck Transport
First Prize

Best Industrial/Technical Article

W. Bruce Glassford, Publisher/Editor
Modern Power & Engineering
Honourable Mention
Best Industrial/Technical Article

John Bates, Publisher/Editor
and Simon Hally (now Editor Canadian
Jeweller)
First Prize
Best General Article

John Bates, Publisher/Editor
and Rolf Lockwood, Associate Editor
Bus & Truck Transport
First Prize

Best Selected, Contributed, Edited or
Cooperative Effort

William Roebuck, Editor
Plant Management & Engineering
Honourable Mention

Best Selected, Contributed, Edited or
Cooperative Effort

Category II:

*More frequently than
12 times per year*

Robert H. Catherwood, Associate Editor
The Financial Post
First Prize
Best Editorial

Beatrice Riddell, Associate Editor
The Financial Post
Honourable Mention
Best Editorial

Donald Rumball, Associate Editor
The Financial Post
First Prize
Best Article or Series of Articles

Giles Gherson, Staff Writer
The Financial Post
Honourable Mention
Best Article or Series of Articles

Category III:

Graphics

William Roebuck, Editor
Plant Management & Engineering
First Prize

Best Complete Issue

Al Haslett, Art Director

Style Magazine

Honourable Mention

Best Complete Issue

Tom Mets, Artist

Editorial Services

William Forbes, Executive Editor

Jack Homer, Editor

Canadian Printer & Publisher

Honourable Mention

Best Single Article

William Roebuck, Editor

Plant Management & Engineering

First Prize

Best Cover

John Bellinger, Art Director

Erich Volk, Artist, Editorial Services

Office Equipment & Methods

Honourable Mention

Best Cover

Maclean-Hunter Business Publishing Company



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content

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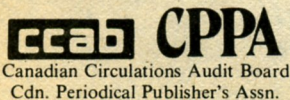
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A subscription to *Content* includes four regular editions of *Content* and two *Sources* directory editions of *Content*. Subscribers also receive, free, editions of *Carleton Journalism Review*, an independent quarterly distributed to *Content* subscribers only (subject to discontinuation). Requests for missing issues cannot be accepted more than three months after date of publication. **Rates:** 1 year: \$12; 2 years: \$18.88; 3 years: \$26. Outside Canada, add \$2 per year.

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.

Member:



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Publisher's Letter

BLACK WEDNESDAY AND CONTENT

The twenty-seventh day past this issue's editorial deadline for major stories was Black Wednesday. To attempt a major restructuring of this issue starting August 27 with hastily assembled coverage was impossible.

In dealing with the events of August 27 and their implications, we plan to focus on the future of news in daily papers, what journalists might do about the directions journalism is taking and on the laws, power structures and attitudes that ultimately determine what is defined for the Canadian public as news.

It may seem presumptuous to link, as the headline above does, the events of Black Wednesday to the future of *Content*. But the two are linked in ways substantial and coincidental.

From its first issue in October 1970 (cover story: "Senator Davey: An Interview Before the Report") through the January 1977 issue (cover story: "Death: Concentration Countdown") to today, *Content* has concerned itself, probably more consistently than any other Canadian publication, with the dangers of ownership concentration in the media.

So *Content's* future (we hope to present a brief to the Royal Commission) should be worthwhile on that score alone.

Coincidentally, *Content's* continued existence cannot be taken for granted (see below and page 61) in spite of tremendous success on our part in boosting revenue.

To return to Black Wednesday, some preliminary observations may be in order.

In a way that might not otherwise have been achieved, Black Wednesday is helping create a heightened public awareness of the dangers of media ownership concentration.

The Royal Commission will continue that process.

The failure — so far — of the Thomson organization to signify its accountability to the public regarding its journalism is telling. Thomson's head office, for instance, refused to provide a representative to *CBC's* Summerscope panel on the future of newspapers. Southam's Gordon Fisher readily agreed. "It was incredible how unco-operative they were," said Summerscope's Hilary Armstrong of Thomson, echoing comments I heard from a number of working press people.

Robert Theobald's updating of Lord Acton's famous dictum on power comes to mind. "Power distorts communication, and absolute power distorts communication absolutely."

The *Tribune* and the *Journal* cannot, as such, be saved, but perhaps other useful actions can be taken.

Perhaps finally the Thomson organization can be called to account for its meagre investment in editorial relative to its resources.

Perhaps Canada's anti-combines laws can be improved. We have commissioned a full article on that subject for the next issue.

Whether *Content* will play a role in 1981 and beyond depends on more than our own efforts, which are at the maximum in money, time and energy.

In the March/April issue I described *Content's* goals for 1980. They boiled down to an ability at year's end to project a profit for all quarters of 1981. A progress report on specifics is very encouraging but, paradoxically, the overall prospect is uncertain.

SUBSCRIPTIONS: The goal is a 15 per cent increase this year. Lack of money has stalled plans for a large sub promo mailing. Such a mailing could net a 20 per cent circulation boost, judging by the fact that new sub orders equal losses of non-renewers, a very healthy sign.

DISPLAY ADVERTISING: The goal is to increase linage 25 per cent. In fact, linage was up 22 per cent in the May/June issue over the previous year, and up 38 per cent in July/August over the previous year. The 26½ pages of ads in this issue smash all records in the 10-year history of the magazine, being 55 per cent ahead of the previous record 17.1 pages in the issue of one year ago.

The logo display alone in this issue occupies 15 attractive pages. One hundred and seventy-five logos are on display, 50 more than our sales goal of 125, and 75 more than last year's record 100 which in turn was 32 more than the previous year's record. Credit goes to wide advertiser acceptance of an independent journal of comment on the news media. This acceptance was tapped by super sales person and super person Jane Gray (working only three days a week!) building on the ever-improving files, statistics and know-how which have been growing the past five years.

SOURCES LISTINGS: The goal was 400 by the Nov./Dec. 1980 issue. This goal was surpassed incredibly when the May/June issue added 152 new listees to boost the total to 409. A revised goal for Nov./Dec. issue has not been set.

Anticipated further success requires the expensive but welcome

jump to perfect binding and card stock covers.

(By the way, if sufficient copies of the last issue of *Sources* were not distributed in your newsroom, CALL US TODAY at (416) 651-7799 so we can arrange to deliver sufficient copies to your colleagues of the next big edition.)

The investment in sales efforts has increased costs past the safety margin and we suffer a cash flow shortage as this is written. Of the \$15,000 we reported in the March/April issue we needed in loans, we received \$7,050 from *Content* supporters. Elsewhere in this issue we seek donations to keep the debt load from increasing further.

Will *Content* be able to project black ink in all quarters of 1981? Sales efforts, subscriptions income and donations in the next short while will answer that question.—B.Z.

NOTICE BOARD

SEPT. 23-25, TORONTO: CDNPA Editorial Division seminar, "The Sports Pages," planned primarily for sports editors, reporters and deskers from Ontario and Quebec dailies. The Wesbury Hotel. Contact Dick MacDonald at CDNPA, (416) 923-3567.

SEPT. 26-27, TORONTO: The first International Symposium entitled "Freedom of Information and Individual Privacy" will discuss the latest questions relevant to the Freedom of Information debate and recent international developments concerning privacy. Co-

sponsored by The International Freedom of Information Commission, The Canadian Bar Association and the Law Society of Upper Canada. Fee: \$200. Contact Ruth Windeler at the Law Society, (416) 362-5811.

SEPT. 29, TORONTO: Benefit concert for the Ian Adams Defense Fund. Tickets \$8 in advance, \$10 at the door. Guests include Pauline Julien, Margaret Atwood, Nancy White and Stringband. Contact Debra Bee, (416) 651-7799 or The Writers' Union of Canada, 24 Ryerson Ave. M5T 2P3, (416) 868-6914.

WORTH QUOTING

"If you want something on the front pages of the press, you label it 'secret' and give it limited circulation. This is the only way to get publicity for something that is essentially dull."—Margaret Thatcher, British PM, presenting the British Press Awards.

"I think there is now an extraordinary gap between what people believe privately and what they are willing to state publicly."—Robert Theobald, futurist, quoted in the first issue of *Next* magazine, March/April 1980.

SQUIRMERS

A combination of fresh chip seal pavement and Tuesday and Wednesday's heavy rains has sent approximately 50 Saint John-area motorists to the highways department for help in getting tar off their vehicles, according to District Highways Engineer Darrel Manuel.

Mr. Manuel said the greatest problem arose on a stretch of newly laid pavement along the

Upper Golden Grove Road, although similar instances sprung up in the Dofred Subdivision near Rothesay... (from a story in the Saint John Evening Times-Globe, July 31).

People spring to their feet, cities spring up and foxes spring the trap. But instances, unlike plants that spring from a seed, occur.

"Africa. 20 years of new nation independence. 20 years of upheaval and re-birth. Through more than 20 hours of programming the CBC Stereo Network will explore the impact of more than two decades of political, social and economic change in one of the most intriguing and fascinating parts of the world."

AFRICA WEEK

OCTOBER 6-10

7:00 P.M. (7:30 P.M. NFLD.)

CBC STEREO



LEDE COPY

Above all else, criticize the media — Content readers

By Barrie Zwicker Toronto

"Content must dedicate itself, above all else, to being a critic of the Canadian media," wrote one subscriber, expressing the dominant finding in this year's readership survey.

The questionnaire ("Have Your Say") was printed in the February issue. One hundred and eighty-two responses were received, representing 5 per cent of the circulation. While this percentage of response is acceptable for this type of survey, the results must be treated with caution.

The most clearcut patterns:

- Seventy-nine per cent of responders want more "major analyses of media performance" while 15.8 per cent want the same number as *Content* now publishes and only 5.2 per cent want fewer.
- "How-to" articles are the next most wanted kind of material among responders. More than 59 per cent want more; 24 per cent want the same number as now; 17 per cent want fewer. (We removed from calculation of percentages in each category those who expressed no opinion in that category; it was infrequently encountered.)
- In no category of editorial material did the majority of responders want less than *Content* now provides. Other categories were profiles, journalism history, service features, Lede Copy, photo-journalism, Omnium, opinion, editorials, book reviews, cartoons and humour.
- The least popular category among responders was humour. While a quarter of the responders want more, 37 per cent want the same amount and almost

as many — 36.5 per cent — say they want less. We find this hard to believe since *Content* as of the February issue printed virtually no (intended) humour. "Press On" was added with the May/June issue. How could anyone want less of nothing?

- Noticeable bulges of responders like editorials (58 per cent want as many and almost 24 per cent want more), opinion (more than 41 per cent want more), photo-journalism (50 per cent want more) and profiles (more than 57 per cent want more and only 13 per cent want fewer).

Leaving the ordered response section of the questionnaire and turning to unstructured written comment, there were four significantly repeated themes:

1. Much more attention should be paid to the electronic media. (We've been moving in that direction and will increasingly do so, as resources permit.)
2. Small centres, some provinces (especially in the West and Newfoundland), weeklies and specialized writers feel relatively neglected.

content

3. The layout of the magazine has been improving but needs more improvement.

4. Lede Copy and Omnium items are too often dated.

Overall the bouquets far outnumbered the brickbats.

A few of the 83 quotes we typed out for study or action:

- "I have found *Content* useful for university teaching purposes."
- "I recognize in *Content* a kindred spirit and a basic decency."
- "I appreciate honest appraisals of performance of Canadian journalists."
- "Monitoring the news media is very important. No one else is monitoring (them) critically. The more extensive

and discerning your coverage, the more important *Content* becomes."

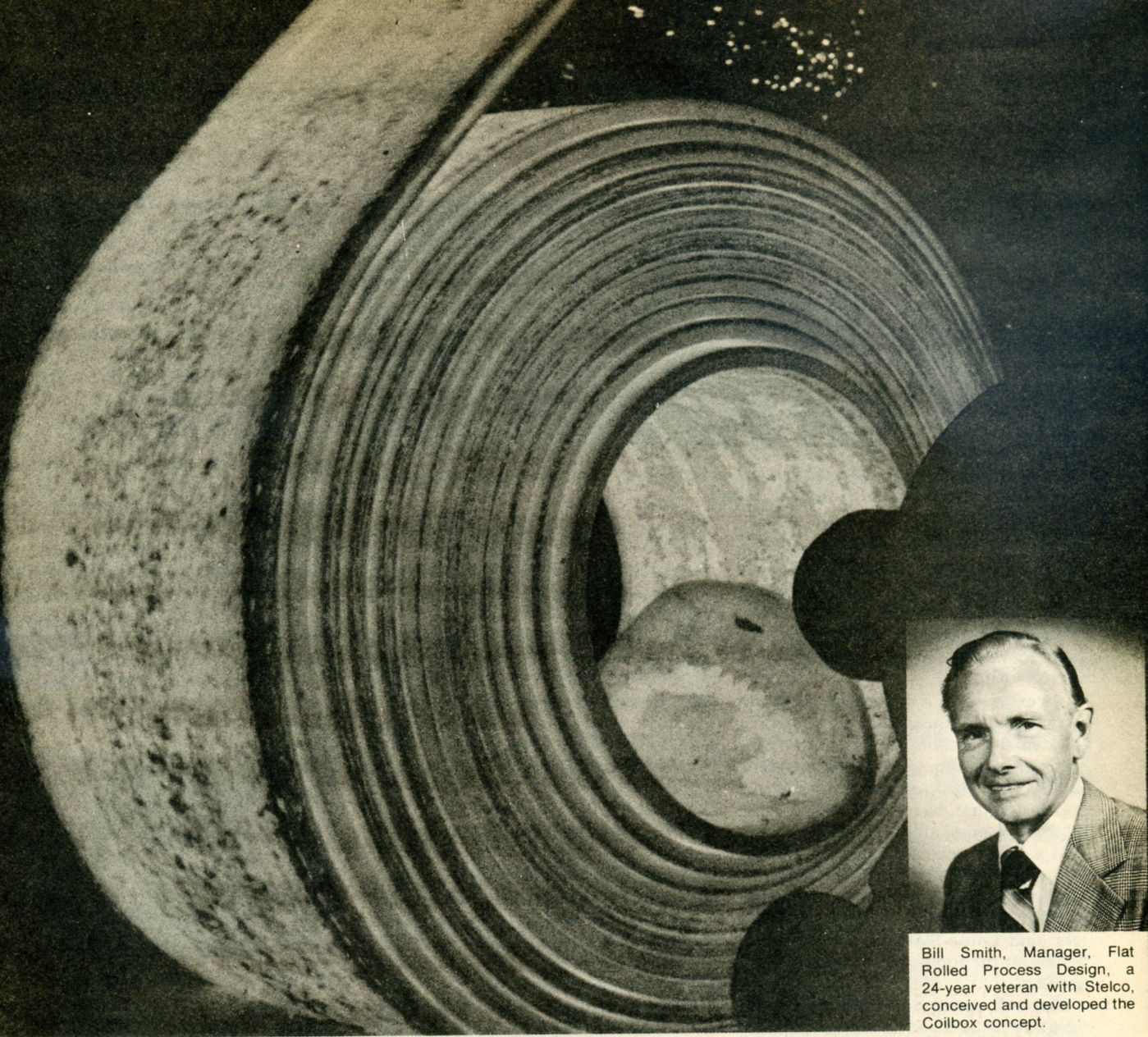
- "I use *Content* as a trade journal; therefore I'm interested primarily in analysis, advice, information, etc. Your SOURCES issue is excellent."
- "You do a great job on SOURCES. I have found it very useful and I have recommended it to many people."
- "We need more clear-at-a-glance headlines."
- "There seem to be wide editorial swings between old style razzmatazz and overly arcane academic treatment."
- "(Let's see) more irreverence, more bite, more flash/flesh."
- "Use politicians, businessmen, professors, etc. to give critical (or favourable) articles on the media (to balance journalistic point of view)."
- "I would like to see some solidarity expressed with journalists in other countries who are imprisoned (or worse) for writing and publishing criticism of government..." See elsewhere in this issue.
- "I still feel you aren't cracking into cablevision enough..." (Coming.)
- "Praise good performances (rather than just being) critical." (Agreed. But we need readers' examples, suggestions and tips about what is praiseworthy.)

Thanks to those who responded and thanks to my kids and staffer Jane Gray who did a great tabulating job.

Labour by labour, poor coverage prevails

By John Clark Portland, Ont.

Take 32 people of varying political persuasions — most of them somewhat left of centre, put them on an island in the (see **LABOUR**, p. 8)



Bill Smith, Manager, Flat Rolled Process Design, a 24-year veteran with Stelco, conceived and developed the Coilbox concept.

The Energy Savers: Bill Smith and Stelco

Bill and Stelco developed a new way to roll steel that can save energy right around the world.

It takes enormous amounts of energy to roll hot steel strip from a slab. But now it takes less. The reason: the Stelco Coilbox. This invention, one of the very few major developments in hot strip rolling in the past 50 years, offers both established and new mills an opportunity to make significant savings in energy consumption.

And that's not all. If the Stelco Coilbox is incorporated into an existing mill, it can increase overall yield by allowing faster rolling and

larger coils. A new mill incorporating coilbox technology can be downscaled both in length and rolling horsepower. Capital cost savings can be significant.

The Stelco Coilbox is just one example of Canadian steel technology that is renowned throughout the world. The idea behind its brilliant efficiency is that it coils the one inch thick hot strip that comes from rolling a slab of steel. Coiled, the strip undergoes greatly reduced temperature

rundown, permitting faster, more efficient finishing. Stelco researchers and engineers like Bill Smith never stop pioneering ways to increase productivity and reduce steelmaking energy requirements.

stelco

The Steel Company of Canada, Limited

A Canadian owned company with sales offices across Canada and representatives in principal world markets.

Photo by John Clark



Workshop leader Richard Todd (right) listens to Ken Wyman's (second from left) argument in the pastoral surroundings of Grindstone Island.

LABOUR (from p. 6)

middle of an eastern Ontario lake and mix well. The result: a lot of expected, and some unexpected, views of the media and how they cover working people.

The Grindstone Island Centre at Portland, Ont., was the scene of this kind of exercise Aug. 1-4.

As expected at a conference on working people and the media, the consensus was that the mainline media are not doing a very good job of covering workers' issues. Less expected, perhaps, was the conclusion that the labour media and the alternative press aren't either.

If workers and unions are faced with poor coverage by the commercial media, one reason may be that many union members are not strong union supporters, said Lorne Slotnick, a lawyer who works on the foreign desk at *The Globe and Mail*.

Slotnick contended newspapers are "deathly afraid they're going to be extinct because of television." One result is the increased use of soft news in most newspapers.

Good journalists are opposed to these trends, he said. "Journalists are not necessarily the enemy of quality in newspapers."

If so, they have an uphill battle in countering what freelancer Richard Todd called the abandonment of the *why* in news coverage. The *why* is being shunted aside by increasingly powerful sales departments which are turning the media into entertainment packages, said Todd.

While commercialism was viewed as a large part of the problem in the regular media, a lack of balance was tagged as one of the major shortcomings of the labour and alternative media.

It was also claimed that labour and alternative media are written in language which exceeds the reading ability of average Canadians. A recent American survey was cited (on the assumption that

things are not much different in Canada), which found (U.S.) readers would need about two years of university education to fully understand the contents of many labour papers.

The biggest criticism of alternative media coverage was that writers think they know all there is to know about workers and their organizations. Labour people at the conference charged that alternative press writers often know even less about labour than do commercial media reporters.

The gathering was not an exercise in self-flagellation, however. Although almost every medium was the butt of some criticism, the barbs were seen as part of the overall education process. As a result, ruffled feathers were noticeably absent — or at least almost noticeably absent.

If tension and conflict are the stuff of good news stories, most of the copy would have flowed from a two-and-one-half-hour discussion on women and trade unions.

While most of the participants were behind the concept of full equality for women in the workplace and in their unions, there were some who displayed considerable discomfort with the topic. One of the more loudly expressed concerns was that it would violate trade union principles for a woman to file a grievance against a fellow worker for sexual harassment.

Self-censorship main issue in Adams case

By Sue Vohanka Toronto

Bolstered by a declaration of support from publishers and other writers, and by

renewed availability of his book, Toronto novelist Ian Adams is heading into the next stage of the \$2.2-million libel suit over his novel *S, Portrait of a Spy*.

At a press conference announcing formation of an Ian Adams Defense Fund, a statement prepared by eight organizations representing more than 3,000 writers and publishers said Adams' case raises issues of grave concern.

Harold Horwood, chairman of the Writers' Union of Canada said at the July 24 conference that Adams is the only Canadian novelist ever to be ordered to reveal his sources in researching the background to his novel.

"As writers and publishers, we are profoundly disturbed by the proposition that a writer be required to reveal sources, inhibiting and effectively prohibiting writers in the future from drawing upon their knowledge and life experiences to create works which comment on the political, social and economic conditions of our society.



Content photo

Ian Adams: in search of \$2.2 million

"We fear this will lead to the worst sort of censorship: self-censorship, in all the media, whereby writers will themselves refrain from writing about certain subjects or from the expression of opinions," Horwood added.

The libel suit was launched in 1978 against Adams and his publisher, Gage Publishing, by Leslie James Bennett, a retired RCMP Security Service officer now living in Australia.

Bennett has claimed the central character in *S* — the head of the Security Service's counterespionage operation who is alleged to be a triple agent — was modelled on himself and is damaging to his reputation.

The suit has been stalled at the pre-trial stage of examination for discovery, while Bennett successfully sought an Ontario Supreme Court ruling that Adams could be forced to reveal the names of his sources for the book.

But Adams won a victory July 30, when a Master of the Ontario Supreme Court allowed a change in Adams' mit-

igation of damages plea which had been the basis for Bennett's demand that sources be revealed.

That change in the pleading renders the whole question of sources irrelevant," Adams said in an interview. However, the victory could be short-lived. Bennett's lawyer, Julian Porter, has filed notice of intent to appeal the decision.

If that appeal succeeds, the case will go back before the Supreme Court for Adams' appeal of the ruling that he can be forced to reveal his sources. Adams had already launched such an appeal, which was to be decided July 31, but was adjourned indefinitely because of the plea change the previous day.

In the meantime, Adams' controversial novel has become available again, on a limited basis. Although the book sold 15,000 copies in a few weeks after its publication in 1977, the publisher abruptly stopped distributing the book when the libel suit was initiated.

While Gage had told booksellers for many months that *S* was "temporarily out of print," the company's order desk is now saying that people wishing to buy the book can order it from Gage by mail, or ask their local bookstore to order it for them.

As well, the groups supporting the Ian Adams Defence Fund are planning a musical benefit night and other fundraising events to help cover Adams' legal costs.

In addition to the writers' union, the groups include the ACTRA Writers Guild, Association of Canadian Publishers, Canadian Periodical Publishers' Association, Guild of Canadian Playwrights, League of Canadian Poets, Periodical Writers' Association of Canada, and Playwrights Canada.

Weeklies losing credibility, editors told

By Dan Trafford

Edmonton

Alberta Premier Peter Lougheed pointed to the national importance of community newspapers when he delivered a warning to Prime Minister Trudeau during the closing night speech of their 61st annual convention.

The premier told editors and publishers

from across Canada that if the federal government imposes a natural gas export tax, it "will be a declaration of war and will be so resisted."

Though the premier's speech boosted representatives of more than 150 newspapers, other speakers during the Canadian Community Newspapers Association (CCNA) Convention in Edmonton Aug. 13-16 were frank in their criticism of the newspaper industry.



Tom Blakely, deputy director and past president of the Association of Canadian Advertisers, said during a seminar that advertising has sold every imaginable product and service, but has failed to sell itself.

He said the business is seen to be "crooked" and many believe advertising hypnotizes people into buying things they don't really need.

The industry lacks public and political credibility, Blakely said. He told the seminar group to "quit knocking advertising" in other mediums and concentrate instead on selling their own.

Blakely added that inexperienced salesmen mean missed opportunities and community newspapers should hold classes on advertising at high schools and recruit the best students to fight this chronic problem of smaller newspapers.

Freelance journalist Gerry McAuliffe said, "You and I are in big trouble and we've got to do something about it."

The former *Globe and Mail* reporter described police harrassing the Toronto press and a growing lack of trust in newspapers by the public.

Newspapers are getting the facts wrong and not writing news reports that are understandable to the public, he said. McAuliffe said the situation is worse than it was 10 years ago and the industry is losing ground because it is losing credibility.

He quoted a *Maclean's* magazine article which stated 6.5 million Canadians read community newspapers compared with five million who read daily newspapers. He said daily newspapers face the same situation unless editors work harder at getting the facts right and the story straight.

"If people can't trust us with the small facts, why should they trust us with the big facts," McAuliffe said.

Along the same lines, *Edmonton Journal* publisher J.P. O'Callaghan told a seminar group that a newspaper must stand up and be counted, no matter what the cost in advertising revenues, if it is to keep its self-respect and the respect of its readers.

O'Callaghan, who has announced that his newspaper is the "unofficial opposition" to the overwhelming majority of the Lougheed government, said a newspaper's role is to lead the community.

"The newspaper must be searching and analytical. It must seek out the dark corners and cast light into them."

Founded in 1919, CCNA co-ordinates six regional newspaper associations and provides educational services and lobbies for Canada's smaller newspapers. It boasts a membership of 546 newspapers from among about 1,000 in the country (not all of which meet provincially-set eligibility standards.)

Last stand for the Post

By D.B. Scott

Toronto

Last Post, the newsmagazine which last published an issue in February is "in limbo" according to its managing editor, Drummond Burgess.

The magazine simply stopped appearing on the news stands or in subscribers' mailboxes because funding dried up.

"We were told last year that it was the last year we would be eligible for an Ontario Arts Council grant," Burgess said. The magazine, in any event, received a considerably smaller grant than the previous year. More money would not be forthcoming, the arts council indicated, unless there was a very big change in the magazine with more literary, visual and performing arts features. "We just don't feel equipped to do that," Burgess said.

The magazine more or less broke even on operating costs, he said, but the grant paid administrative salaries. (Burgess got \$123 a week.) When the grant ended, he and business manager Elsie Murphy had to get full time jobs, making administration of the magazine next to impossible.

As of February, *Last Post* had 5,500 subscribers and 3,000 news stand sales.

Burgess said that if a source of funding were found for the magazine, it could publish again.

"I'm not hopeful, but it's still here and



it still could start again. I can't say to you today it's gone for good. But I think it's 70 per cent."

Last Post started publishing in Montreal in December 1969 with the first issue's editorial cooperative including Burgess, Terry Mosher (also known as editorial cartoonist Aislin) and Peter Allnutt.

As self-effacing at its birth as it apparently was in stopping publication, the magazine didn't even make a nod to its existence, but waded right in with a cover story on chemical and biological warfare in Canada. From then on, its hallmarks were a consistent leftist perspective, superior design, good writing and a sense of humor.

There was a strong emphasis on political analysis, resources, human rights and the media. There was even a gossip column—mostly about politics and the media—called the Last Pssst by Claude Balloune.

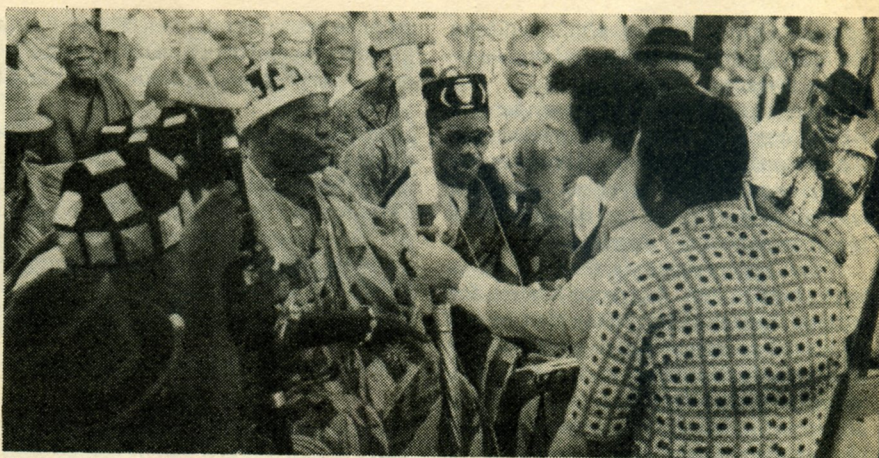
Readers, whether they agreed with its politics or not, came to expect hard, opinionated analysis from *Last Post*. Nowhere was this more evident than in a broadside that the magazine rushed into print when the War Measures Act was imposed in Quebec, "to raise questions about the motives of men in power in the cataclysmic days of October".

Africa Week: a 20/20 update

By Stephen Overbury Toronto

While many African countries are celebrating 20 years of independence, *CBC-Radio* will commemorate the occasion with Africa Week, a 20 hour landscape on African arts, politics and lifestyles. To be broadcast on Oct. 6-10 on 16 stereo networks across the country, the program will be hosted by film-maker Harry Rasky.

The Africa Week excursion serves as a follow-up story for Rasky whose 1961 African tour resulted in a 6-hour radio series titled *The African Revolution*. At the time, Rasky toured 15 newly independent states and Africa Week is both a celebration of the 1960-61 period of independence as well as an update on African culture.



Man-on-the-street interview: Africa Week Co-ordinator Tony Aspler talks to the chief of Abo Bote, an Ivory Coast village.

The idea — which appears unique to Canadian radio in terms of broadcasting hours — was conceived by Ideas producer Bernard Lucht and handed over to Project Co-ordinator Tony Aspler in January 1979.

"The research has been extensive," says researcher Ann Walmsley. "We're taking the time to explore."

The ambitious venture left *CBC* producers with a lifetime of anecdotes. George Somerwill (*As It Happens* producer) was a member of a convoy that was ambushed and shot at on two separate occasions while delivering relief aid food in northern Uganda. Prior to that, Somerwill had the opportunity to visit Somali refugee camps in 120-degree weather.

Steve Wadhams (Sunday Morning senior producer) ran into problems in the mountains of Lesotho where his party pushed their truck through the snowy mountain pass.

Co-ordinator Aspler found himself in an embarrassing situation in Central Africa. On a tour of Nso — a province in northwest Cameroon — he was ceremoniously greeted by the Fon (king) and presented with four chickens and a ram.

"All I had to give them was a *CBC* decal," recalls Aspler, "I gave them a small micro-cassette recorder instead. But I had to explain this to the *CBC*'s accounting department."

A partial look at what to expect includes: an expose on the French influence in Africa; a profile of Kenyan dramatist Ngugi wa Thiong'o previously jailed for his political views; a documentary on traditional and transitional music; and an hour long drama based on black consciousness leader Steve Biko. One key-

note documentary deals with the return of refugees to Zimbabwe under the Robert Mugabe government.

Media experience a must for PR employment

By Jon White

Halifax

Journalists still have the inside track when it comes to competing for public relations positions in Canada.

A pair of surveys completed recently by faculty and students of Mount Saint Vincent University's Public Relations Program confirm that when employers set out to hire public relations staff it's journalistic and communications skills they're looking for.

Writing skills were described as very important or important by 90 per cent of employers in their assessment of people applying for public relations positions.

Questionnaires were sent to 167 employers — selected from the national membership list of the Canadian Public Relations Society — in February. Answers were received from 131, of whom 118 were directly involved in hiring new staff.

A parallel survey, carried out during the six months ending March 31, looked at public relations positions advertised in Canada's financial press and in eight dailies chosen to give good regional representation.

There are plenty of opportunities in public relations in Canada. In the newspapers monitored—Saturday editions, and

Saturday and Wednesday editions of *The Globe and Mail*—more than 300 public relations jobs were found in the six-month period.

The Calgary Herald led the way with 68, while Montreal's *La Presse* was a close second with 61 openings. Atlantic Canada and Newfoundland papers offered far fewer positions, as did the *Financial Times* and *Post*.

Projecting the figures over a year, at least 600 could be advertised. One quarter are probably at the entry level.

Not surprisingly, the western provinces—Alberta and British Columbia—are where the majority of the jobs are advertised.

The survey showed, however, that more employers in western Canada rely on advertising to fill positions.

In Ontario and Quebec, employers are as likely to draw from applications sent in where no job has been advertised, or on contacts made through the professional grapevine.

A composite picture of the ideal candidate for a public relations position emerges from employers' responses:

- He or she has a bachelor's degree in communications arts, journalism or some other subject, or—especially in western Canada—a college diploma.

- His or her formal education will include—in order of priority—courses in news and feature writing, the principles of public relations, editing, the social sciences and publicity techniques. Knowledge of business administration may be some way down the list, after communication skills in public speaking and audio-visual production.

- But employers attach as much weight to experience, preferably in journalism, as they do to education. Commented one employer: "Media experience is a must. Journalism grads are most desirable ... media experience plus a good bachelor's degree is an OK combination."

- Applicants are favoured who have good speaking and presentation skills, attractive personality, ambition and potential.

Employers in the western provinces stress writing and practical communication skills more, while in Ontario and Quebec knowledge of the social sciences, business administration and economics are given more weight.

Salaries in the western provinces are higher than in the central and Atlantic provinces.

A question the survey responses raise is this: Why are public relations employers still hiring primarily on the basis of com-

munications skills rather than, equally, on the basis of knowledge and experience of management? Public relations is, or should be, an aspect of management.

As one public affairs director commented on the survey questionnaire: "Too many communications people ... tend to look at everything as a communications problem without understanding the context within which today's large organizations work."

The result is that "communicators" find themselves not part of management discussions because, as a prominent U.S. consultant told the Canadian Public Relations Society's national conference this year, they really don't have too much to say to management. They are called in after decisions are made to communicate them to the media and public.

The VDT scare: papers check their tubes

By Paul Park

Ottawa

In the light of the reports about radiation leakage from the *Toronto Star's* VDTs, newspapers were quick to have their own systems checked. Of ten newspapers from coast to coast contacted by *Content*, three had done tests previously, three were having them done in reaction to the *Star* story and four offered other explanations.

This ranged from the two papers who were installing new terminals and were planning to have the new setup checked (*The Kitchener-Waterloo Record* and the Saskatoon *Star-Phoenix*) to the Charlotte-town *Guardian's* comment that it had only one terminal and Thomson Newspapers would be responsible for any tests.

The Ottawa *Journal* called in Dr. W.M. Zuk of the Department of Health and Welfare last May to investigate its setup. He gave it a clean bill. The Halifax *Chronicle-Herald* relied on checks done on their system by the manufacturer, which also found no flaws. The main

problems at the Vancouver *Province* were not over radiation but glare from the screens which was corrected by installing visors over the tubes.

The Ottawa *Citizen* and the Montreal *Gazette* had tests initiated following the *Star* scare. By coincidence, the Winnipeg *Free Press's* tests were done the same day *Content* called (July 30). No problems were found—with the VDTs. They gave off a reading of .01 - .02 milli rMs per hour, well below the amount considered unsafe. But Managing Editor Murray Burt asked the researchers to check one reporter's watch. It registered at 1 milli rM (also a safe level).

The *Globe and Mail* requested a check from the Ontario Ministry of Labour, but was turned down. The government has since reversed its earlier ruling by deciding to do a more complete check of the *Star* than originally planned (the *Star's* 296 VDTs were given a clean bill of health on Aug. 16) and the *Globe* is hoping the ministry will change its mind on the other test. If not, says Assistant Managing Editor Shirley Sharzer, a private firm will be hired.

The *Globe* in an editorial criticized the government decision not to check its tubes. The paper is not above some self-criticism, though the public is not aware of it.

Two stories were written about the *Star* incident shortly after it was announced. Both were spiked and management gave no indication it would test its own VDTs. This caused some consternation in the newsroom, resulting in the drafting of an ad-hoc petition about the treatment accorded the spiked pieces.

We weren't particularly happy that *Globe* people would feel it necessary to circulate a petition rather than talking face-to-face with the managing editor or the editor-in-chief," Sharzer said. The second story appeared the next day and a memo, signed by Sharzer, appeared soon after. It read:

"As you know, the *Globe* has asked for government inspection of our VDTs. Meanwhile, those women who are pregnant are not required to use a terminal until the issue is resolved" ☺

OUR CONTRIBUTORS

John Clark is an Ottawa freelance writer and managing editor of the *Canadian Railwayman*; **Stephen Overbury** is a writer for *Hamilton* magazine; **Paul Park** is *Content's* contributing editor for Ottawa; **D.B. Scott** is a Toronto freelancer; **Sue Vohanka** is a Toronto freelance writer, and **Jon White** is an assistant professor in public relations at Mount Saint Vincent University in Halifax.

LETTERS

Diverse opinions on sci-writers' seminar

I presume Stephen Overbury attended the same annual meeting of the Canadian Science Writers Association as I did, although this is hard to believe after reading in your July/August issue his breathless and rather misleading account of one of the sessions.

May I be permitted to tell your readers a few little details that Mr. Overbury neglected to mention? First of all, the session he refers to was intended to be a comprehensive and up-to-date briefing on the acid rain problem; a series of speakers, including university researchers and an INCO representative in addition to Ontario Environment Minister Harry Parrott, spent the morning addressing that issue, and that issue only. This is what was advertised and it's what the reporters in the audience (which exceeded the 40 people mentioned in Mr. Overbury's article by a considerable amount) came to hear. It probably also explains why the *Globe's* Michael Keating and the *Toronto Star's* Ross Howard "bombarded the minister with questions on acid rain."

But more on that later. First I should recount a conversation I had with Mr. Overbury before the end of the acid rain session. He came to me and asked whether he could pose a question to the minister during the upcoming question period—a question which he acknowledged to me at the time was off the topic. I told him I would try to accommodate him, but that we had a large number of reporters with daily deadlines who'd come for an acid rain story and their questions had to come first. I thought he understood my reasoning at the time, but whether he did or didn't, I stand by it.

At no time did I suggest that the 2,4-D story was not valid and—despite the fact that we were running well behind schedule and that there were numerous questions on acid rain from reporters in the audience—I let Mr. Overbury ask his question. The problem was that he was not content to ask it once, twice or even three times. He repeated it over and over again, at which time I suggested that he'd made his point. When it became clear that Mr. Parrott was not going to give him an answer he found satisfactory, Mr. Overbury launched into a repetitious and highly-emotional speech, at times demanding to know whether Mr. Parrott cared at all about the genetic health of pregnant women and their unborn babies. I might add that, by this time, even if Mr. Parrott had intended to answer, he would have been hard-pressed to get a word in edgewise.

Finally, since Mr. Overbury is so disparaging about the way in which Mr. Keating and Mr. Howard questioned the minister, I'd like to say he could learn a few lessons from those

gentlemen. In point of fact, they took up very little more time than did Mr. Overbury and, actually, I thought their performance was brilliant. Through the use of incisive questioning and fancy teamwork, they managed to elicit from Mr. Parrott a pretty good response to a question he was trying hard to avoid answering—something Mr. Overbury failed to achieve on 2,4-D, despite his polemics.

That answer, incidentally, had to do with the province's intentions regarding a new control order on INCO's sulphur dioxide emissions. This, I would hazard to guess, is a subject of at least as much interest to the environmentally-concerned people of Ontario as the question of 2,4-D.

In view of this, I find Mr. Overbury's charge of lazy reporting absurd.

I am not saying the 2,4-D story should be ignored, or that it's not important. But there are a lot of important environmental stories and, given the limitations of time and resources, reporters are always making value judgements about what they personally decide to cover. Mr. Overbury should be careful about imposing his value judgements on others.

Mr. Overbury obviously feels very deeply about the 2,4-D issue. That is his right. I would suggest, however, that if he intends to cover the story, he leaven his emotional responses with a proper journalistic regard for precision in reporting the facts.

Lydia Dotto
Past-president
Canadian Science Writers Association.

I was disturbed to find in the July-August issue of *Content* a two-page spread by Stephen Overbury explaining how he had been thwarted by lazy science writers at the annual Canadian Science Writers Association meeting from pursuing the burning 2,4-D issue.

Being one of those people who attended the annual meeting, my recollection of the incident seems to be quite different than that of your noble reporter.

As I recall the focus of the annual conference was on acid rain and it was to reply to that topic that Harry Parrott arrived. I am not aware of any influence expended by the *Star* and *Globe* editors on CSWA to choose that "hard news" subject.

In any case, Mr. Overbury, raised the 2,4-D question and Mr. Parrott admittedly deflected it. Mr. Overbury continued to pursue the subject with great vigour, oblivious of the many other people in the audience who were anxious to continue with questions concerning the topic of the conference.

Finally the chair, Lydia Dotto, cut off Mr. Overbury with the explanation that he was welcome to pursue the subject with Mr. Parrott during the coming recess.

It also seems to have failed Mr. Overbury's memory that not all those attending the con-

ference were "reporters". Some of us were not so much after a "news story" as we were to gain background information about a complex subject that not all of us knew a great deal about.

Mr. Overbury, not that I can fault him, also does not tell your readers of *how* he pursued the question he raised. Kind adverbs would include loudly and pointedly. An accurate account would proclaim rudely and impolitely.

Considering the unchecked two-page story that appeared in *Content* about the account, I must assume Mr. Overbury acted as *Content's* representative.

In my mind, and as a subscriber to *Content* for many years, I always thought the magazine advocated professionalism in the many forms it takes.

It is too bad then that *Content* chose as its representative someone so unprofessional in manner to cover what I thought was a comprehensive, intelligent and enlightening analysis of a most disturbing problem.

D. Peter Vanderlee
Managing Editor
Canadian Information
Processing Society Publications

My initial reaction to Stephen Overbury's comments (2,4-D) in *Content* July-Aug., 1980 was one of dismay.

I hope it was simply a matter of events overtaking the story as it worked its way into print.

Since early in June the *Regina Leader-Post* has run more than a dozen major stories about the failure of the Canadian system for approving pesticides for use, fraud at laboratories testing chemicals for health effects, evidence that is mounting against 2,4-D, and concerns over the safety of a wide variety of pesticides.

For Overbury to write his story after the *L-P* started publishing my material would raise some doubts about the credibility of his comments.

I must say his remark that the 2,4-D story is an easy one reveals a certain amount of naivete. So far I have spent almost three months working on the various aspects of chemical testing and safety. Nothing about the story is easy.

Overbury's comment on evidence available on 2,4-D is laughable. The one document he refers to is more than a decade old. To publish a story based on it is inviting problems. What the reporter has to do is dig for newer material. Among the items I've managed to track down are:

1. E.P.A. press releases from 1977-79 relating to re-evaluation of the original tests on 2,4-D.
2. A comprehensive review of scientific literature on 2,4-D. That review was published in 1979.
3. Evidence of 2,4-D being under suspicion by

(see **LETTERS**, p. 15)



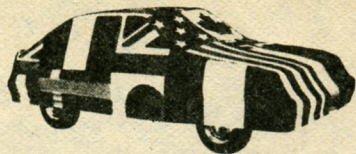
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NEWS FROM FORD...



...WORLD CAR COMPANY

MEMO TO NEWSROOMS

This has not been a banner year for the automobile industry. You've reported on sales slumps, layoffs, financial losses and the like.

But this Fall, we'll have some good news. It's about Ford's new world cars in which we've combined the best of our design and engineering expertise from North America, West Germany, Britain and other parts of the world.

Our new cars -- Ford Escort and Mercury Lynx -- are expected to have better fuel-economy ratings than any other 1981 compact cars available in the North American market and also better ratings than most smaller subcompacts.

Escort and Lynx are the most technically-advanced small cars ever made in North America. They symbolize the first results of the multi-billion-dollar investment Ford is making to meet the demands of a fuel-sensitive society.

We're planning a series of news conferences this Fall, at which we'll talk about significant developments in the industry and provide you with the opportunity to ask questions about what's ahead.

We'd like to think that covering what's going to happen in the future is just as important as covering what's been happening in the past year. Anytime you're planning a story on the industry, you'll find us helpful.

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Ford Motor Company of Canada, Ltd., News Service, The Canadian Road, Oakville, Ont. L6J 5E4

LETTERS (from p. 12)

by the E.P.A. because of fraudulent and inadequate testing by a U.S. lab.

4. A confidential Canadian document compiled by federal health officials that lists about 90 scientific studies, many of which report the harmful effects of 2,4-D on humans and a wide variety of animals.

I could go on at some length about 2,4-D but won't. The point is that it took a great deal of time and effort to chase down an "easy story."

Overbury also seems to place a lot of faith in Samuel Epstein. While Epstein is recognized in his field of environmental health, total dependence on one source is not acceptable. A lot of people must be contacted and a lot of material gathered.

It all takes a lot of time and effort to get Overbury's "easy story." Without the time and effort it is only a sloppy story.

Now, if Overbury (or anyone else) wants a story on more than 100 pesticides in use without proper testing, fraud in lab testing of chemicals and a scandal that is costing the chemical industry \$100 million, call me.

But you'll also have to call the federal health department, the U.S. E.P.A. and F.D.A., the Saskatchewan Environment Department, Samuel Epstein and others.

Just ask about Industrial Biotest Laboratories and be prepared to spend a couple of weeks on the story.

Peter Von Stackelberg

Overbury replies:

You correctly note (Lydia Dotto) that the session in question was to deal with acid rain. What you do not seem to realize (although I pointed this out to you before the conference) is that there was also a panel discussion on herbicides which did not include Dr. Parrott. It was thus more than appropriate to raise the issue of 2,4-D to Ontario's Minister of Environment at the only time possible.

As far as letting me ask my question when "there were numerous questions on acid rain from reporters" still forthcoming is concerned, this is utter nonsense. You allowed me to speak only *after* their questions had been exhausted.

As for 40 persons attending: that figure comes from the conference registrars and refers to the panel which Dr. Parrott attended.

As far as what was said to Parrott, my story includes a complete transcript of the discussion, which should discount your assertions.

As far as the "brilliant" performance of the two reporters goes, one can only choke on this comment. If you had read the *Globe's* and the *Star's* coverage the following day you would surely have agreed that nothing new was said.

As far as acid rain deserving as much attention "to the environmentally-concerned people of Ontario" as 2,4-D, there is *no* concern for 2,4-D by the media. That's the whole point of my story!

To deal with a less important consideration—Mr. Vanderlee's frivolous points. I did not say that the 40 people were media representatives. My story said 40 people including media reps. It appears that you do not read *Content*, des-

pite what you say. *Content* takes a hard look at what the media are or are not doing. It is a journalism review.

Both letters add credence to the final paragraph of my story: only a large scale disaster would warrant attention to 2,4-D by Canada's news-makers.

The Von Stackelberg letter raises excellent points. It's a pity that in-depth reporting on the 2,4-D question seems to rest on the initiative of a tiny handful of conscientious reporters.

Such reporting should result from dozens of managing editors assigning the story and making the human and financial resources available to do the job.

Since at least one reporter has done this hard work, and one paper has published the results, other papers should reprint, follow up, or try to hire Von Stackelberg for his apparently thorough reporting.

I am aware it is not an easy story. It's an important story that should be pursued.

Africa: and then there was one

Since two recent issues of *Content* arrived in the same envelope, please let me comment on two matters raised therein.

First, while the correspondence about Canadian coverage of last year's Commonwealth summit in Lusaka is certainly entertaining, the writers unfortunately haven't noticed that the patient is dead.

There were four resident Canadians reporting from Africa to Canadian outlets when the summit was held in August, 1979; there is now one. Peter Kent, first *CBC* staffer resident in Africa, switched to *NBC* in January and hasn't been replaced in Johannesburg. Dan Turner, resident in Lesotho and contracted to *Maclean's*, returned to Canada in December. *Maclean's* now relies mostly on British and U.S. stringers. Phyllis Johnson, *CBC* radio regular based in Lusaka, parted company from the Corporation on her relocation to Zimbabwe, where *CBC* uses a British stringer.

From this distant vantage, the *CBC* appears to be the only news organization (other than *Southam*, of course) taking Africa seriously. In addition to the belated television coverage of the starvation in East Africa, the Corporation also plans an ambitious Africa week on FM radio in October. I trust Wilson, Hume, Maxwell et al will be listening.

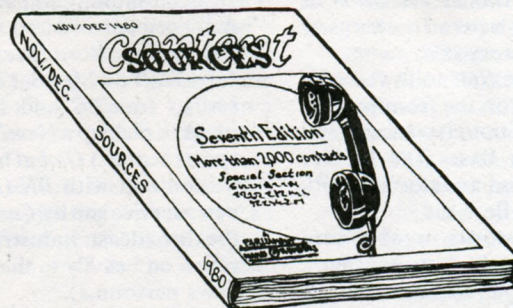
Secondly, the difficulties of 2,4-D coverage are not helped by Stephen Overbury's ad hominem approach. I am gratified that he has discovered the 1969 HEW pesticides report. He would also have discovered it in a five-part series on pesticides I wrote in 1970 for *Southam News*, which discussed 2,4-D at length and was widely used (including *The Spectator*, in Hamilton, which may be only a stone's throw from Overbury's office). From this distance, it is impossible to monitor Canadian coverage but I know that Margaret Munro has been following 2,4-D development with her usual incisive reporting in *The (Ottawa) Citizen*.

Peter Calamai,
Africa Bureau,
Southam News,
Nairobi, Kenya.

(see **LETTERS**, p. 22)

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For the first time:

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Inside Global:

Pretty faces mask backroom cutbacks

By Gerry McAuliffe



Dave Mintz:
Global's new president has a new format

In the world of entertainment the story by Jack McIver was a scoop and *The Toronto Star* had it. "Suzanne Perry, Pierre Trudeau's brainy, bilingual and beautiful assistant press secretary, has quit her job for the lure of television in Toronto, the *Star* has learned."

It appeared Saturday, July 19, and the *Star* devoted a box at the top of page one and half the front page of the entertainment section (including five pictures) to the story. Perry, 31, who has no experience as a broadcast or print journalist, and who had never conducted a television interview before, had joined *Global Television* as co-anchorwoman with veteran newscaster Peter Trueman, the story said.

Two days later the *Star* followed with another story, again on the front page of the entertainment section. It was by television columnist Ron Base. The McIver story had not included an interview with Perry. The story by Base did.

What made both stories notable were the facts reported and the facts omitted.

Coverage given the appointment of Perry was a study in superficiality and idolatry. Ignored was the more significant part of the story — the overall decline of the news service through severe budget restrictions, numerous firings and attrition.

The soft-core emphasis on Perry (she was pressed on no substantial questions),

besides lacking in itself, distracted attention from underlying problems in the *Global* news operation.

Consider these facts, almost all unreported, gleaned from 20 months of service and several recent interviews with *Global* staff. They are facts readily available to any curious journalist.

- Since January the newsroom strength has been reduced by 16 people, to 78 from 94. Those who quit were not replaced. Others — some with as many as seven years' service — have been fired because they were not compatible with next season's new format.
- On-air reporters in Toronto are being reduced to seven this season from 12 last season, a 42 per cent cutback.

Even with 12 last season, the output of *Global* news was achieved while management violated the provisions of the Canada Labour Code with respect to overtime. The code provides that employees are entitled to time-and-a-half for any work over eight hours a day, or 40 hours in a week. At the time of writing, one employee claimed he was owed 46 days in overtime at straight time. That is 69 days at time-and-a-half, one day short of 14 work weeks.

- In a continuing campaign to cut costs, management ordered the five *Broadcast News Wire Service* machines turned off on May 3. (The station subscribes to *UPC* and *Dow Jones* and plans to pick up a New York service for sports scores.) *Global* has not renewed its contract with *BN* (*BN* is a special news service run by *Canadian Press* for the broadcast industry. It has been relied on heavily in the past by *Global* news personnel).
- *Global Television* did not produce a single major current affairs program or special last season. There was no money in the budget last season and I'm told none has been allocated for this season.
- The news department produced only two news specials last season. There

was the Desbarats-Garvey Report titled "Ireland, Bloody Ireland" and a 30 minute special titled "Two Faces of Quebec."

- Traditionally proud of its special foreign coverage, *Global* usually sent Peter Trueman, Bruce Garvey and Ray Corelli (now departed) on a half dozen major assignments, always in the rating season. *Global* covered only one foreign assignment in the 1979-80 season: Peter Trueman was sent to the United Nations in New York and Bruce Garvey to Washington when the Shah fled Iran.
- An original and important part of *Global's* news format was its network of a dozen stringers spread throughout the province. They reported on a regular basis on a variety of local stories of provincial interest. Stringers have appeared on no more than a dozen occasions since last January. This network was virtually abandoned last season.
- One of the biggest competitive weaknesses in the *Global* news service since it went on the air has been its Queen's Park coverage. Last season it had two reporters covering provincial politics, veteran Queen's Park columnist Claire Hoy who has since quit and returned to the *Sun*, and Jock Ferguson who was fired. The lack of electronic news gathering equipment (video tape as opposed to film) has made it impossible for any reporter to adequately cover this area. Once question period is over the reporter most days has less than one hour to do the story and get the film back to the station for processing in order to make the 6 p.m. newscast.
- The one-hour Monday noon newscast — the only major noon newscast on Toronto TV — seldom has a single local fresh film item. The only fresh film will be off the morning *ABC* feed from New York. Whatever local news story broke on Sunday or Monday morning will simply be written and



Suzanne Perry: "knows what reporters are all about" but finds herself caught up in the celebrity game

read from the anchor desk. Usually, local film will be items that ran in Friday and Saturday newscasts.

- *Global Television* news still does not have its own film library. The newsroom and studio are in the north end of the city. Film stock shot over the years is stored with a private firm in downtown Toronto — a 45 minute cab ride away in the summer rush hour or up to three hours in the winter.
- Although *Global* has been on the air seven years, the newsroom is still without a reference library from which to generate or research stories. Reporters are frequently assigned stories that have been ripped out of the day's *Star*, *Sun* or *Globe and Mail*, hopefully to find a new angle but more than likely simply reproducing it for that night's newscast.

The problem is not restricted to *Global*; all TV news is prone to follow print stories but at *Global* there is not the manpower, time or resources for original reporting of any substance. The research positions in the Toronto newsroom and the Ottawa bureau have been abandoned.

- *Global* calls itself a network. But is it really? There are no staff reporters stationed outside of Toronto and Ottawa. And, during the 1979-80 season staff reporters were sent on stories outside of Ontario and Quebec on only three occasions — once to Amherst, Nova Scotia, once to Dearborn, Michigan and once to Washington. (I have not included about 10 stories in Buffalo or Niagara Falls N.Y., because of their close proximity to Toronto.)
- Two years ago, Board Chairman Izzy

Asper announced at the annual shareholders meeting (broadcast live) that *Global* would open a Quebec news bureau that year. The Quebec referendum is long past yet *Global* still doesn't have a Quebec bureau.

- As assignment producer during the 1979-80 season it was not unusual for me to face days with only three staff reporters on duty to produce a major part of an hour-long newscast. The show was filled instead with additional American news from *ABC* and called (for the official CRTC record) Canadian content. (Unlike the *CBC* and *CTV* evening newscasts, the *Global* 6 p.m. newscast is one hour long. Where the other two networks might use three or four American network items in a 30-minute newscast, *Global* uses considerably more.)

This past season, the situation went from bad to appalling. For two weeks in August, there were only two reporters on duty to produce the one hour newscast.

- Last September, when *Global* extended its 11 p.m. newscast to one hour it announced the last 30 minutes would be filled with five different news shows: In *Private Life* (Peter Desbarats interviews various public figures), In *The Interest of Ontario* (a Queen's Park interview show), *Money Talks*, *Sports*

96 The Toronto Sun, Thursday July 24, 1980

SYLVIA TRAIN



I'm afraid Suzanne Perry doesn't understand showbusiness too well. If she thinks being a TV newscaster doesn't put you up front with the news media, she's got another guess coming. You can't be gorgeous, bright and attractive and go unnoticed. I'm joining the throng to add my gossipy bit about the lady. Deep Dirt phoned to tell me she was with her real true love Keith Morrison this weekend. True, because Deep Dirt never lies. Morrison, co-anchor man of CTV weekend news, spends his week days in Ottawa where they became, ummmm, friendly. Last weekend the two were visiting friends in a cottage So there.

Alexandra Stewart is cur...
-yet...

Probe and the McAdorey Show. However, no additional staff were hired. The workload was simply added to several already severely overworked people. Production of the McAdorey Show was cut for budgeting reasons after 13 weeks despite its success.

In The Interest of Ontario was stopped in production because the participants could not keep up with the workload. The result? Shows already aired were re-run in the same time slot for the duration of the season. After the Federal election, McAdorey was shown still interviewing "Prime Minister" Joe Clark. (Re-runs also count when it comes to adding up the hours of Canadian content.)

- The Ottawa bureau strength has been cut by one reporter, one cameraman and the sole researcher. The reporting strength for this season consists of the new bureau chief, Doug Small, of the now defunct *FP News Service*, replacing Desbarats who was fired, and one reporter. Small is a journalist with an excellent reputation and has spent many years covering the Ottawa scene. He has no previous television experience.
- Perhaps the cutbacks and conditions

could be rationalized if the television station were losing money. But it is not. Latest published reports put the station's profit for the last nine months at over \$5 million. Heavy losses have been incurred however, by two other *Global* companies: Tee Vee Records which lost \$2 million before it folded, and the Blizzard Soccer Club with losses well over the \$2 million mark.

Considering even some of these facts those two stories on the appointment of Perry raise some serious journalistic questions. Just what do reporters assigned from the three Toronto newspapers to cover the television industry define as news? Is the quality and performance of television news programming (other than the *CBC*) not considered an important issue? Since the appointment of Perry was considered important enough to deserve the coverage it did in the *Star*, how could the happening and conditions of the past year in the *Global* newsroom either escape the attention or be deemed not newsworthy by the *Star* reporters and editors covering the industry? And finally, are the newspapers themselves perhaps not guilty of the very same thing of which print journalists so frequently accuse television — superficiality, sensationalism and showbiz puffery?

One paragraph in the first *Star* story on Perry stood out as a glaring example of the naiveté of newspaper coverage of television: "The Trueman-Perry team will be the first male-female anchor combination on a major network since *ABC-TV* tried it with Barbara Walters and Harry Reasoner." (*Global* has since announced it is not certain that Perry will be matched with Trueman.)

A copy of the original manuscript for this story was sent to Global's news chief, Ray Heard, weeks in advance of publication. He was invited to raise points about its accuracy in letter or spirit, and to freely add his own comments. He said he would not read the manuscript nor allow anyone else to do so. He said he had issued instructions that no one in his jurisdiction was to make any response to anything Gerry McAuliffe writes or says about Global.

In the context of news performance and conditions, describing *Global* as a network, let alone a "major network," is misleading.

The subsequent resignation of Bill Cunningham, vice-president of news and current affairs, the dismissal of Ottawa bureau chief Peter Desbarats after seven

years on the job, and the addition of anchorman Gord Martineau from *CITY-TV* were covered at the time by all three papers from a personality angle only. The stories, all short items, failed to raise any questions or provide any insight into the effect on the amount and quality of information *Global's* viewers might expect to receive as a result of the changes.

The *Star* did follow with another story by Jack McIver on Aug. 10, three weeks after the first Perry story. In a half page, with six pictures, it told of the facelift for *Global* news. Buried on page eight of the entertainment section, the story for the most part was a recap of published events, filled out with interviews with Desbarats and *Global's* new president, David Mintz, an American hired last November from a station in Bellingham, Washington.

Once again, what the story lacked in depth it made up for in pizzazz and hype as it told how Mintz was "wearing stylish glasses, a checkered shirt and blue tie, a large ring and a 4-pound watch..." According to the feature Martineau was "stolen" from *CITY-TV* and Perry "wrenched" from Ottawa. The story lacked any critical analysis of the turn of events, any clear explanation of what the new news format will be or how it will differ from past performances.

The irony is that five days before the *Star* devoted a whole page (over two days) to a well-written, analytical story by sports writer Jim Kernaghan on the problems of the Blizzard soccer club. "Blizzard is in a slump, struggling for a playoff berth. Attendance this season is up, but only the big teams with international superstars and world-renowned sides such as Notts Forest draw really well. In two seasons, Blizzard may lose \$2 million. The question again is asked: Can soccer make it here? Kernaghan says yes but it will be a long, expensive haul for the promoters." What the Blizzard needs, writes Kernaghan, is a five-year plan.

A week later the *Star* followed with still another story — almost a half-page — about Gord Martineau, again by McIver. "The hiring of Martineau, 33, is the linchpin in *Global's* general overhaul of its news department, a re-shuffle that has seen news vice-president Bill Cunningham and Ottawa bureau chief Peter Desbarats both leave the network."

The story was about Martineau and nothing else — how he was leaving *CITY-TV* "this time heading off for the good life and greenbacks at *Global Television*." As well as anchoring a major newscast each



Gord Martineau: into the good life and greenbacks at *Global*

night, *Global* has agreed to allow Martineau to continue to benefit from his two-year-old association with the Cash-for-Life Lottery, for whom he is spokesman and television host.

Two days later a story broke in London and New York claiming Perry had been caught sunbathing topless on a beach in the south of France. It made all the Toronto papers, particularly the *Toronto Sun* which gave it half a page when the story broke and followed up with an editorial and a cartoon.

Star readers found that story on page four of the news section. But in case readers had missed any of the earlier stories they found it all with the following Saturday's paper.

Bob Blackburn's story of Suzanne Perry's move from the Prime Minister's office to *Global* was the cover story of *Starweek* magazine, taking two inside pages and illustrated with five colour pictures.

"Beauty and brains to boost *Global's* news," the inside head read. The only "information" in this piece that would tend to support this headline was that Perry "knows what reporters are all about."

How will this vague capacity translate into better quality news for *Global* viewers? Apparently Blackburn neglected to ask. It might be interesting to hear someone explain what reporters "are all about."

The same article suggested intentions on Perry's part which most news people would not consider likely to contribute to better quality news. She'll not reveal anything she learned at the top of the coun-

The London Free Press

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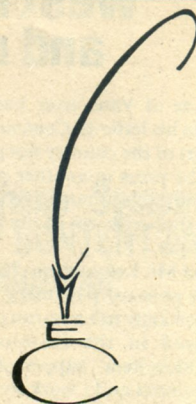
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LETTERS (from p. 15)

East is east, west is west and never...

Bob Lee of Vancouver has a valid point to make in his letter to *Content* about the press in one part of the country not paying attention to what the press in another part of the country does. But he did not have to try to do it with cheap-shot criticism of my journalism and my newspaper.

What Mr. Lee calls my "breathless item" on federal political patronage in Kamloops was most certainly not a re-run of what already has appeared in the Kamloops press. That "breathless item" happened to be my editorial page column and I work too bloody hard producing it five days a week to have it dismissed like that.

What appeared in the Kamloops press was little more than a vague allusion to the whole affair, with no documentation, scant follow-up and a lot of the pieces missing. In fact, I wasn't even aware that anything had appeared in the Kamloops press until after I was well-embarked on assembling my own account.

The Vancouver *Sun's* editors decided the patronage story was entertaining enough to run the column on Page 1, which they did, with a copyright slug ... which Mr. Lee finds offensive. He overreacts. All stories appearing in

all newspapers are copyright. The copyright slug is nothing more than a gimmick newspapers use to say to their readers, "Hey! Look what we've got", and to give reporters non-monetary recognition.

But to get back to the broader issue — I was puzzled myself by the fact that the whole affair took place in Kamloops four or five months (if my memory is correct) before it was discovered by the Vancouver press. And it might still have not been discovered if there hadn't been an election campaign going on with Vancouver reporters mushing out into British Columbia's hinterland to finger the province's political pulse. In other words, I came on it by chance.

That's not good enough. But it happens. *The Los Angeles Times* was writing about the Pentagon Papers months before they were published in *The New York Times*. And as an Ottawa correspondent for a Western newspaper, I have been so frustrated on a couple of occasions by the Eastern press not picking up on what I thought were good stories of mine, that I've gone to Eastern reporters and given them the story myself along with the documentation I've used.

It's called breathless journalism.

Michael Valpy
Ottawa columnist
The Vancouver Sun

30

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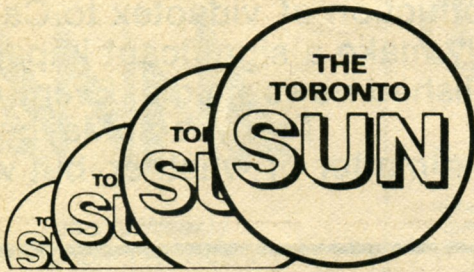
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PART II: Competition

The introduction of videotex to Canada will eventually make a significant impact on the established news media. Eventually? Two years. Maybe five. It's not a matter of whether, but when.

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 3 part series especially for Content from a hide-out somewhere in southern England.

The videotex field has been pioneered by Britain. The term has been coined for the ability of TV owners to summon to their screens a range of material in a data base, in addition to their normal TV programming.

It comes in two forms: broadcast, and interactive. The broadcast form, sometimes called Teletext, was pioneered by the BBC's CEEFAX unit. The interactive form, sometimes called Viewdata, was developed by the British Post Office, and was the first to start commercial operation, earlier this year, under the title Prestel.

In Canada, the federal Department of Communications began research in this field in 1969, leading to the unveiling in August 1978 of the brilliant system tagged Telidon. To the layman, Telidon is very like Prestel, but in fact it is in some ways much more sophisticated. And it is at least two years behind. However, field trials now are under way or about to start right across Canada, and these will lead shortly to development of a full-scale commercial videotex service in Canada.

In real terms, what does that mean? Very simply, the TV owner will be able to

buy an adaptor for his set (or buy a new set with built-in adaptor) which will give him access, probably by ordinary phone line, to a huge data bank. Using either a hand-held keypad or a full alpha-numeric keyboard (similar to a VDT keyboard), he or she will be able to summon news items, general information, entertainment and specialized data. The user will pay for the equipment, for the phone call, and possibly a modest charge for the actual material.

A typical scenario in Britain today might go like this: Ethel Kugelschreiber reads about the Mt. St. Helens eruption in her evening paper as she rides home on the subway. That story is probably several hours old. Later, as she takes the fish-fingers out of the freezer, she listens on radio: same story, probably 15-to-50 minutes old. As she eats, she watches the eruption on supertime TV news, hearing a story perhaps an hour old written to pictures that are several hours old.

Sick of it, she turns to Prestel. She picks up her keypad and punches 533032, which lists all the football games being played tonight. Her team is resting, so she presses 207 for an index of all sports

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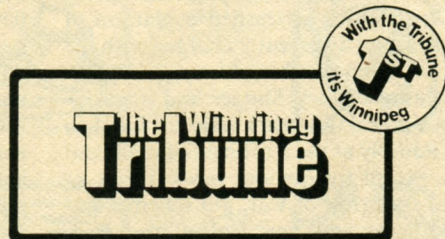
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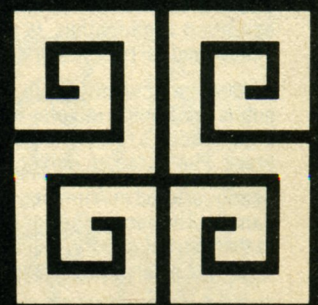
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RICHARD LABONTE

Between issues Richard Labonté returned to The Citizen in Ottawa from his California sabbatical and agreed to resume his valued column for Content. We're delighted to welcome his precise and provocative prose back to our pages.—B.Z.

Newspapers thrive on the snide aside, revel in touting the trivial.

Makes for fun writing and easy reading.

And that's mostly the way it was with the First Global Conference on the Future, a mega-gathering of nose-pickers and trend-spotters calling themselves futurists.

On one hand, the gathering begged for some sarcastic comments: there was an astonishing amount of mediocrity and pomposity roaming the halls of two major hotels in Toronto, the Royal York and the Harbour Castle, pontificating in the most self-serving academic and elitist fashion.

On the other, it was a conference of such magnitude — dozens of sessions at any one time, scheduled from morning to night — that the best a daily-deadline journalist could do was hit and run.

There aren't many desks willing to let a reporter wander through a week's worth

of what the Global Future folks called "tracks," picking up a thread of thought here and there.

So even though what was said Monday about the space shuttle could be tied to comments Tuesday about space mining and Wednesday about the politics of space, for a dandy feature Thursday, there was little of that sort of coverage.

For the most part, it was of the good old lightbrighttrite variety.

Of Toronto's three dailies, the *Sun* was by far the lightest; mostly it ignored the five-day event, running a few paragraphs on preventing colds with iodine one day and featuring the dog of the future the next.

The most amiable coverage came from the *Star*, which unleashed a platoon of reporters, all apparently charged with the task of filing something funny.

Columnist Joey Slinger and man-on-many-scenes Val Sears were on hand to sniff audibly at the stuffiness of it all; and then, except for obvious news stories — world on brink of war, job schemes not working, no easy cure for inflation, factory workers a d...ing breed — the rest was

filler material.

Stuck in the middle was the *Globe and Mail*, which seemed to have taken upon itself the role of Official Conference Newspaper, printing a wordy supplement the week before it started.

But once it was underway, the *Globe*, too, was overwhelmed by it all, its dozen or so reporters struggling to cope with too many thoughts scattered through too much time.

And out-of-town reporters, who couldn't even pretend it was just another gathering of conventioners in funny hats, did an even worse job of dealing with the people trying to deal with the future.

A pity.

For all its mediocrities, the Global Conference on the Future was a daring attempt by the World Future Society and the Canadian Association for Future Studies to tackle the dilemmas of the day.

Journalists used to story-a-speech coverage were stymied by its style, and failed to treat the conference as a story in itself: as the harbinger of a brave new industry.

At its most harmless it's academic futurism; at its worst, call it corporate futurism.

The conference was more than 4,000 people talking about space colonies and Third World hunger and population explosions: it was one big step towards a system of enforced controlled planning.

That alone made it a more serious story than the one newspapers covered.

But then, there was the seminar with the promising title of The Future of Television.

What is turned into was a pitch by the pedlars of a new portable satellite-receiving dish, who want to turn every backyard and apartment rooftop into a tracking station able to draw in dozens of TV options; a botched attempt to bring the live voice of science fiction author Arthur C. Clarke into the overcrowded hotel meeting room, to talk about how wonderful satellite communication is; and the suggestion by another SF writer, Norman Spinrad, that Canada should take advantage of the fact a new constitution is being discussed to include a system of universal voting — press the TV-side button to register an instant opinion — as part of the process of government.

It was quite a circus.

Light and bright and trite might have been the best defence, after all. D



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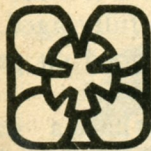
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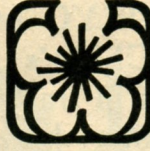
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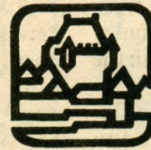
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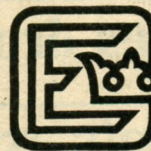
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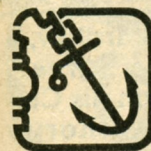
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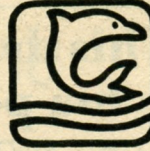
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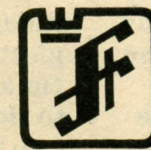
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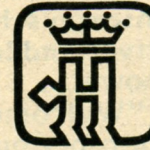
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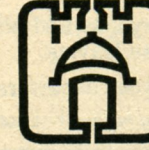
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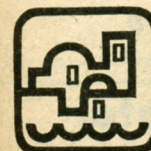
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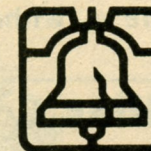
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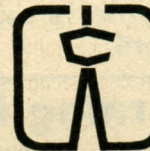
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Sex film explosion kills four

The Journal, Ottawa, July 14, 1980

Keeping burglars at bay

Pointers for burglary prevention:

1. Don't let your house appear "abandoned." Install a timing device to turn a light on at night, off in the morning.

2. Don't let mail, milk and newspaper deliveries accumulate.

3. Don't leave your garage door open, showing an empty garage. Ask neighbors to park some vehicles in your driveway, now and then.

4. Hire a telephone answering and lawn-moving service.

5. Don't tell everybody and his brother that you are leaving.

6. Don't publish your departure

Ottawa Journal Magazine, June 7-13, 1980

Doctors pleased, sensation creeping down girl's leg

Kingston Whig-Standard, May 28, 1980

As always the people who can afford it least are the ones who suffer first, and our sympathies go to the 30-odd employees who were laid. However it seems inconceivable that such a major hotel as the Malaspina will be without for very long.

The Nanaimo Times, July 24

Chefs retire

TOKYO (AP) — Most of China's experienced chefs in traditional Human cooking have retired or died, and the country fears the ancient culinary art is being lost, China's official Xinhua news agency reported on Friday.

The Citizen, Ottawa, June 27, 1980

Myzithra is made from whey so has a low fat content. When fully aged and grated, it's good on pastas and in salads.

Old Bra has a flavor that varies with age from tangy to sharp, salty and piquant. Try it grated over vegetables.

Parmesan also has a sharp, pungent taste. The

The Citizen, Ottawa, May 14, 1980

Rain complicates drought program

The Western Producer, Aug. 14, 1980

Arrest warrants issued in fire

The Journal, Ottawa, June 28, 1980

This driver is h-a-p-p-y

CHICAGO (AP) — Clevon Wardlow is probably Chicago's happiest bus driver and lets everyone know it.

"Welcome to the h-a-a-p-p-y bus. God bless you. Welcome bretheren. Come in and share the Lord."

That's how Wardlow, a gospel preacher, greets the passengers on his Chicago Transit Authority route.

Despite his upbeat attitude, Wardlow doesn't neglect his job as bus driver. He knows his first duty is to deliver passengers, not souls, and has driven about three kilometres without a mishap.

Kingston Whig-Standard, June 2, 1980

Learning Disabilities Coordinator Sought

Kennebecasis Valley Post, June 24, 1980

Swimmers continue to flout Devil's Hole

The Journal, Ottawa, July 7, 1980

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WOULD THE
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BODEROFF

In an amazing about-face on ministerial responsibility, the Liberal government in Ottawa has introduced Freedom of Information legislation which gives the courts a power of review over secrecy.

The absolute right of ministers to refuse documents to the courts is repealed.

A new right is created: the right to government information.

FoI: Additions balance exemptions

By Roland Gaudet

The right to personal information held by government, which was more or less granted and at the same time restricted by Part IV of the Canadian Human Rights Act, is now confirmed. Part IV is repealed and substituted by vastly superior legislation, part of the freedom of information package, and also protected by judicial review. Not a single item of information, be it the most sensitive, is excluded from examination by the Privacy or Information Commissioners, or the Federal Court in the process of reviewing disputed information denials.

The legislation was introduced in the House of Commons on July 17 by Secretary of State Francis Fox. The minister surprised MPs, the press and the numerous FoI advocates who were not expecting a 180-degree turn-about from the Liberal government since the bill he introduced contains an approach the government had adamantly opposed for years. The minister attributed this reversal to the influence of Ged Baldwin over the years, to the introduction of Bill C-15 in 1979, and to the insistent persistence of the numerous lobby groups.

The Access to Information bill, aside from major additions, is a repeat of the Conservative government's Bill C-15, with drafting improvements. The same right to information is created; the same two-tier review mechanism is adopted: first appeal to an Information Commissioner, and an ultimate appeal to the Court. Section 41 of the Federal Court Act which allowed a minister to withhold information from the courts would be repealed. The FoI bill does not supercede any other federal statute which might contain secrecy provisions. It calls for the creation of a new Parliamentary Committee which would review the long list of federal laws containing secrecy provisions and recommends their repeal if they conflict with the FoI act.

The Access to Information law would be limited to Canadians, unlike the U.S. FoI Act which applies to "any person." Since 1966 this has allowed Canadians to gain access in Washington to information concerning Canada which was secret in Canada.

The bill, as did the previous government's legislation, would provide that an

index of "classes of records" be published. This index would be an indication of what information the government has in its possession but there has been some concern that "classes of records" is too broad a classification for the proposed index.

As Toronto lawyer Heather Mitchell pointed out in a comprehensive analysis of Bill C-15, "classes of records" could well be a simple statement that the department keeps books, papers and computer tapes. This would not be of help in finding out what information the government has. However Mitchell also notes that the internal indexes which the civil servants themselves use are not exempt under the FoI law, and those could be requested and become the basic working tool that "classes of records" cannot be.

On this point the Fox bill contains an important addition to Bill C-15. The index would have to include a description of all manuals used by employees of each government institution. Further, that same section of the bill provides that the

designated minister would have published—at least twice a year—a bulletin to bring the material contained in the publication up to date, and to provide the public with other useful information relating to the operation of the act.

On the negative side of this section however, the index would not be required to itemize any information which the government would be entitled to withhold under the act. This deletion from the publication would in effect be a pre-judging of exempt information before the independent review mechanism had decided on it. It could even prevent anyone from making a request for the information, since the existence of that class of information would not be published in the first place.

A more acceptable solution would be to require that *all* information be contained in the index, unless permission to delete it were obtained from the information commissioner, who could refer the matter to the courts if he could not reach an understanding with the appropriate minister. This would ensure that no improper deletion of information occur in the index.

Another important change to Bill C-15 involves copyright. Under C-15, copyright could have prevented the making of copies of records otherwise accessible under FoI. This did not apply to government copyrighted documents, but could have been a large loophole. For example consultant reports could have been required to remain the property of the consultant and thus have been exempt. Reproduction would have been excluded although the documents could still have been inspected, since the consultant would obviously have had to grant certain rights to the government while retaining copyright.

This is corrected in the Fox bill: "Notwithstanding the Copyright act, the disclosure or reproduction of a record or a part thereof under this act does not constitute an infringement of copyright." On the other hand though, the bill goes on to state that no person obtaining such a reproduction may do anything that (under the copyright act) only the owner of the copyright has a right to do. This would include reproduction for a profit, a normal means of mass dissemination of the information, which some contend should be a part of freedom of information. Others however contend that this is a separate issue in that the actual wording does allow access in the first place, even though the copyright act might restrict the publication of that information.



A carnation on his lapel: Francis Fox becomes synonymous with freedom of information

Another major change from C-15 is that information could be translated by the government in either of the official languages if it was judged to be in the public interest. Under C-15, the information would only have been available in the language it was originally written.

The fee structure is essentially the same as in Bill C-15. A request for information would have to be accompanied by a fee not exceeding \$25. Many people, including journalists (who will presumably use the act frequently,) find this to be the main barrier to access. They contend that at the present time, what information is available can be obtained for the cost of a stamp or the price of a visit; that the taxpayer has already paid once for the information accumulated by government. Then there is the argument that a minimum fee is required to prevent frivolous requests, and that it would not be fair to eliminate the fee, as certain groups or persons—such as business and journalists—will be the main users and the cost should be borne by them rather than the taxpayers.

But apart from the initial fee, there would be an additional fee where the application is successful. The second fee, to be determined by regulation, would cover the civil servant's time in searching for, reviewing and preparing the record for disclosure. The "preparing for disclosure" aspect is new in the Fox bill, presumably intended to cover old documents in archives, many of which are not in the best of condition. It could

New Brunswick:

FoI law delivers the goods

By Esther Crandall

New Brunswick's Right to Information Act, declared law Jan. 1, had barely made its way through its first legal test this spring when it was faced with another.

Liberal Opposition leader Joseph Daigle won the first action June 5 when he got through the N.B. Court of Queen's Bench a New Brunswick Electric Power Commission (NBEP) work study he couldn't get earlier in the legislature.

Hot on the heels of Daigle's success, Liberal energy critic Raymond Frenette (MLA Moncton East) set a second action in motion. Frenette asked the court for a list of customers who owed NBEP \$1,000 or more in power bills, which he, too, had not been able to get in the N.B. legislature.

Since both cases involved the NBEP, chairman G.W.N. Cockburn (P.C. MLA St. Stephen/Milltown) has been at the center of both actions.

A preliminary hearing on Frenette's request was set for June 30, so it remained

to be seen how his case would turn out. But it wasn't easy for Daigle (MLA Kent North), despite the fact he practised law for several years and was a provincial court judge at the time that he entered politics. After winning his case, Daigle said the law should be improved, that a citizen should not have to go into court and be faced with a battery of government lawyers.

The study Daigle wanted dealt with management and labour effectiveness at the Point Lepreau nuclear site that the NBEP is building (about 35 miles west of Saint John). The nuclear project had risen in cost from \$468 million in 1974 to close to \$1 billion. Daigle wanted to see if this study contained information that would back up his claim of alleged mismanagement of the project by NBEP. Cockburn refused to hand over the study in the legislature on the grounds that the study was confidential and its release (see N.B. FoI, p. 36)

also cover documents which must be vetted where portions are judged to be secret.

The government would have 30 days to answer information requests. This compares to 10 days in the U.S. FoIA. If a request is made to the wrong department, that department has 15 days to forward it to the appropriate department, which then has the allotted 30 days to answer. This would lengthen the overall delay to 45 days. Further, the government could extend the time limit for "a reasonable period of time" but such a delay could be appealed to the information commissioner.

Finally there would be a general exemption for information expected to be published within 90 days after the request is made. This is the same provision as in Bill C-15, which was criticized as offering a delay loophole. The point is that release could be delayed by three months by the simple expedient of deciding to print the information. The contention here is that the document could and should be made available when requested under the same conditions as any other document.

The Fox bill contains the same list of exempted information, plus two new exemptions:

1. Any information gathered by the RCMP acting as a provincial or municipal police force, where there is an agreement that such information will be protected; and
2. Information concerning security, that is, information on criminal records or techniques, information on weapons or potential weapons, and information on the vulnerability of buildings or other structures or systems, including communications systems.

Incidentally, nowhere in the new bill is there a single mention of "national security." In fact this nebulous concept, which until very recently supposedly could not be defined, is very accurately and briefly defined in a background paper released by Fox with the FoI bill. It means simply "national defence and international relations."

Other exemptions deal with information:

3. Obtained in confidence from foreign governments and organizations or from provincial, municipal and regional governments.
4. Which if released could reasonably be expected to be injurious to the conduct of federal-provincial affairs.
5. Concerning international affairs and defence. This includes military infor-



Ged Baldwin: responsible for the Liberal's 180-degree turn-about

mation, law enforcement activities related to suppression of subversive or hostile activities, and intelligence generally.

6. Concerning law enforcement and investigations.
7. Which could reasonably be expected to threaten the safety of individuals.

8. Concerning the economic interests of Canada, including trade secrets of financial, commercial, scientific or technical information that belongs to the government.
9. That contains personal information.
10. That contains trade secrets of a third party, and financial, commercial, technical and scientific information.
11. In memoranda to cabinet, discussion papers and other cabinet documents, as well as records containing information about Cabinet records, and advice or recommendations.
12. That reflects testing procedures, tests and audits.
13. Concerning solicitor-client privilege.
14. That is to be kept secret under other acts of Parliament. This exemption also creates the special Parliamentary Committee which will study those statutes within the next three years to determine to what extent the secrecy provisions are necessary.
15. That is to be published within 90 days after the request.
16. That is more than two years old for the first two years of operation of this bill, and more than five years old for the first five years.

(see **FoI**, p. 36)

Nova Scotia:

The first, most futile act

By Peggy Amirault

Nova Scotia's Freedom of Information Act, the first in Canada and the Commonwealth, is one of the most useless pieces of legislation ever proclaimed. The latest example of how the Act works, or doesn't work (depending on your viewpoint), was provided by Sydney free-lancer Parker Donham.

Donham got what he wanted, not because of the Act, since the Legislature refused to hear his appeal, but because he made sufficient noise to embarrass the government. He also took advantage of comments made in the Legislature by Labour Minister Ken Streach (P.C.)

Donham had been refused access to Department of Labour reports into the causes of a 1977 explosion which seriously burned 17 men at the Sydney Steel Co. plant. Sysco is provincially owned, has devoured huge sums of money, and is the source of constant controversy. But there was no public hearing.

A labour department investigator dis-

cussed the report with Donham but refused to let him read it. According to Donham, Streach agreed to let him read the report on two conditions: he couldn't admit he had seen it, nor could he comment on its contents.

The only appeal process under the Act is to the Legislature. An MLA must agree to present the appeal to the House, although there is no set procedure to an appeal. It can be in the form of a Question of Privilege, a House Order, Resolution, or Notice of Motion. An appeal remains on the Order Paper until called by the government. Indeed the first appeal to the House (by an aggrieved civil servant who had been fired) has never been heard since it was never called. The House declined to hear Donham's appeal since the necessary unanimous consent to debate was denied. The appellant has no right to appear before the Legislature or to be represented.

(see **N.S. FoI**, p. 36)

FoI (from p. 35)

This last exemption for the transitional period is a major change from the similar exemption in the Conservative bill. While Bill C-15 would have allowed a one-year transitional provision before the FoI bill came into effect fully, the new bill would not become fully operative for 5 years. This is likely to be severely criticized, as it would effectively prevent the FoI law from applying to all information for a full five years. The point will undoubtedly be made that if civil servants under the Conservatives could manage to get their files in order within one year, they can do the same under the Liberals.

As in Bill C-15, some of the exemptions leave no choice to ministers but to withhold records, while other exemptions simply permit them to withhold. Those which are worded "shall refuse to disclose" leave no choice. They include

exemptions 3, 9, 10, 11 and 14 above. The remaining exemptions are permissive in that they are worded "may refuse to disclose."

As in Bill C-15, the Information Commissioner and the Federal Court are both empowered to advise the appropriate authority of any offence against the law found in the process of their reviews. But the new FoI bill specifically says that both the Information Commissioner and the Court are entitled to examine any record under the control of government, regardless of any other Act of Parliament or any privilege under the law of evidence. Nevertheless that power, which was not as such specified in C-15, could be undermined by the requirement (found in both bills) that the commissioner must advise the head of a government institution that he is launching an inquiry into that department.

This is in contradiction to ordinary law enforcement practice which the exemptions to the bill themselves emphasize: that such law enforcement activities be a surprise, that the suspect not be advised beforehand that he is being inquired into. The notification prior to the inquiry apparently serves no useful purpose and would permit the institution enough time to either transfer records or destroy them. Instances of both cases have occurred in the past under the privacy section of the Human Rights Act, and the notice provision seems to have this aim as its only purpose.

The new bill increases the number of exemptions, compared to Bill C-15. On the other hand, it contains some important additions including privacy legislation. One thing is certain, it is an immense improvement over traditional Liberal proposals. 30

N.B. FoI (from p. 34)

could affect future dealings with contractors.

Daigle took the Commission to court but discovered at that time that under the Act, he had to personally serve Cockburn with a summons, which he had not done. Back at square one, Daigle served the summons and was back in court in mid-May. But Cockburn did not appear in court, he sent two lawyers to represent him instead.

N.B. Cabinet ministers are excused from making court appearances while the House is in session, and Mr. Justice Ronald Stevenson of the N.B. Court of Queen's Bench "made it quite clear" that he did not believe Cockburn had to appear in court, said Don Hoyt, Daigle's chief researcher.

On June 5, Stevenson ordered NBEPIC to release the study, saying the Commission lacked proof that release of the study could result in harm or financial loss, and that there was no evidence contractors were apprehensive. But it was not the end of the matter.

The Act provides for no appeal on a

judge's decision. But Cockburn held on to the controversial study for another four days, saying the Commission and Justice Department would hold "discussions." Cockburn produced the study in the Legislature June 9.

Daigle could have requested the study through the N.B. Ombudsman but former journalist Hoyt said he chose the court option as a speedier means of getting a final decision.

Under the act, a person can request the Ombudsman to investigate a request for information that has been turned down or ignored by a Minister. Following investigation the Ombudsman tells the minister to withhold the information or release it. But the Act does not say the minister must follow the Ombudsman's advice, which leaves the impression that the Ombudsman has little clout in the matter.

The Act states that if the person is not satisfied with the minister's decision — not the Ombudsman's — he can appeal to the N.B. Appeals Court. However, the Ombudsman option has not yet been tested, so it is not clear whether the

Ombudsman would hold some sort of forum where both sides could argue the matter. And if he did hold a forum, whether he would follow Stevenson's lead and decide the minister in question did not have to appear in person. How much clout an Ombudsman decision might carry is speculative at this point.

Daigle said he was "shocked" that Cockburn was not required to appear in court. He holds the view that lawyers appearing in court for a minister can take the stand that they cannot state policy. The minister should be in court to answer questions on policy, Daigle said.

Hoyt said it appears from the Act that people unfamiliar with the law, who choose the Ombudsman option, could wind up in court anyway (the appeals court), and could be inhibited when they find themselves facing a group of lawyers rather than the minister. Even with Daigle's legal knowledge, Hoyt said his office had difficulty in finding forms for the summons in the first place. They were located, he said, not in the justice department, but in the Cabinet Secretariat. 30

N.S. FoI (from p. 35)

Donham's appeal was presented to the House by Len Arsenault (NDP). As mentioned the appeal was unsuccessful, but Streach stated, without mentioning the two preconditions, that an offer to show Donham the report had been rejected. Donham then revealed the existence of the preconditions, and said that since the offer had been repeated without stipulations, he would drop into the Minister's office to see the report. Thus he was

allowed to read it and make notes, although he couldn't make photocopies nor quote anyone by name. The reports turned out to be as stated to him by the department investigator and no one had been quoted by name anyway.

As a journalist reporting on provincial politics Donham found it awkward to approach an MLA to present his appeal, since such a move identifies a journalist publicly with a particular politician or party. Donham resides in the same riding

as Sydney Steel and the local MLA, Paul MacEwan (NDP), has consistently expressed strong opinions on Sysco. But Donham had just written a magazine piece on the NDP which discussed MacEwan. The neighbouring MLA, Vince MacLean, was running for the provincial Liberal leadership, which Donham was also covering. He approached P.C. cabinet minister Bruce Cochrane, who when in

(see N.S. FoI, p. 48)

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CENSORSHIP OF THE BULLET

Journalism becomes the riskiest profession

By Lee Lester

Death is now the chief censor for many regimes and their opponents around the world.

Murder, torture, imprisonment and harassment of journalists are increasingly being used to muzzle press freedom. And so many reporters and editors are dying in the course of their work that journalism is rapidly becoming known as the world's riskiest profession.

The fate of their colleagues in other lands should cause Canadian journalists to pause and realize how lucky they are. The commercial censorship of many Canadian publications falls into insignificance compared to the censorship of the bullet, bomb and concentration camp.

Content keeps an eye on what is happening in other countries because it is only too easy to say: "It can never happen here." Last year's prosecution of The Toronto Sun and two of its executives showed that even in Canada the law can be used to harass the free press. Such attacks are an attack on all journalists, yet the episode served to show how few Canadian journalists were ready to speak out in defence of press freedom.

From Content's files, we cull this selection of how the press is under attack around the world:

ARGENTINA — *Buenos Aires Herald* editor Robert Cox was forced to leave for London when a death threat against his family was handed to his 10-year-old son. The families of nine journalists who disappeared in 1976 and 1977 still cannot discover if they are dead or alive. Among those missing is Rodolfo Walsh, co-founder of the *Latin Press Agency*.

BOLIVIA — Gunmen are still hunting journalists after the overthrow of President Lidia Gueiler. Twenty-five were arrested at gunpoint in the capital of La Paz. Foreign reporters were beaten up and forced to lie in manure in a barn while two women writers were made to undress and urinate in front of their captors. Luis Equinal, editor of the political weekly *Aqui*, was assassinated in March, and

Humberto Vacaflor, correspondent for the London-based *Latin American Newsletters*, fled into hiding after he found his name on an extremist death list circulated at the time. The new regime has incarcerated other journalists.

CZECHOSLOVAKIA — Television reporter Karyl Kyncl was ousted from his job when the Russian tanks entered Prague in 1968. Since then, he has been forced to work at menial jobs and been harassed by police. His photographer son, Ivan, continues to suffer because the authorities dislike his father. Ivan's archives have been confiscated, he has been harassed by police, arrested and freed several times, and been refused permission to emigrate.

EL SALVADOR — Jaime Suarez Que-main, managing editor of the opposition daily, *The People's Chronicle*, and photographer Cesar Najarro were kidnapped while dining in a café. They were later found stabbed to death. The secret police are believed responsible. The *Chronicle* is sympathetic to guerrillas fighting in the country.

FRANCE — Russian affairs specialist Pierre-Charles Pathé was jailed for 10 years after being accused of spreading Soviet propaganda through articles he wrote for several magazines. He was also accused of receiving money from the Russians although he maintained this was in respect of author's royalties.

GUATEMALA — Gunmen shot dead the general manager of *El Imparcial*.

IRAQ — The whereabouts of Iraq Union of Journalists secretary Dr. Safa Al-Hafidh, who was kidnapped in his car on Feb. 8, remain a mystery. The government denies he is in one of their prisons. Al-Hafidh, father of four, was arrested and tortured after the dictatorial Baathist regime closed down the monthly magazine and the daily paper on which he was an executive. Although freed, he was again arrested and tortured before being

freed again and then vanishing.

LEBANON — President Assad of Syria says he will strike anywhere to halt criticism and practically passed a death sentence on Tim Llewellyn, the *BBC's* man in Beirut. Llewellyn had to quit his post but, before he left, *Reuter's* chief correspondent in the city, Bernd Debusmann, was shot and wounded as he left Llewellyn's home after a birthday party.

MALAYSIA — Samad, Ismail 56, former managing editor of the *New Straits Times* and one of Malaysia's leading intellectuals, has been held in solitary confinement for four years under the Internal Security Act. He was arrested after being accused of "trying to lower the resistance of the Malays against communist ideology."

MEXICO — Jesus Blancornelas, editor of Tijuana's largest newspaper, *ABC*, fled to the U.S. to avoid arrest on fraud charges, after he printed articles reporting the torture of people arrested in a campaign against the smugglers of illegal aliens and the hiring of 28 relatives of Baja California Norte Governor Roberto De Lamadrid for government jobs. Two government-owned Tijuana papers, *El Mexicano* and *Ultimas Noticias*, published editorials calling Blancornelas a homosexual, a lunatic and an agent of the CIA. He says he will seek political asylum in the U.S.

NICARAGUA — American TV reporter William Stewart was shot dead by a soldier while working as a foreign correspondent for *ABC*.

PAKISTAN — Salamat Ali wrote a carefully-researched economic analysis on Pakistan for the *Far East Economic Review* and was promptly arrested on the grounds that the article ("Baluchistan, An Upheaval Forecast") attempted to create hatred among the different provinces of Pakistan. Ali, father of four, appeared in court in manacles and
(see **DEATH**, p. 50)

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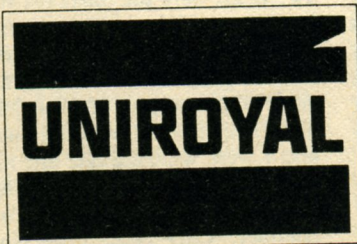
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THERE WAS A CERTAIN IRONY IN Bob Woodward's being invited to address the Criminal Lawyers Association, as he did in Toronto May 10, the day before the following interview was recorded. And the amusing aspect didn't escape him. "We have criminal lawyers in Washington, too," he quipped, "but they're not nearly so honest or direct in calling themselves that. During Watergate, a lot of them found a high percentage of their clients were being indicted. The interesting thing about Richard Nixon was that he was a client with a high percentage of his lawyers being indicted."

Woodward, of course, was the front half of the appellation "Woodstein" during the Watergate scandal of the early 70s. Together with Carl Bernstein, his fellow *Washington Post* reporter and co-author of *All the President's Men* and *The Final Days*, he was credited with spearheading the investigation that eventually toppled Richard Nixon.

The two remain close friends, although Bernstein has since left the *Post* to become Washington bureau chief for ABC TV news, while Woodward, now 37, has stayed on to become the paper's metropolitan editor. As Bernstein is working away on a major study of the Joe McCarthy era, his former partner basks in the success of yet another blow-the-lid-off tome on matters Washingtonian.

The Brethren, a study of the United States Supreme Court he wrote with *Washington Post* reporter Scott Armstrong, has ridden the bestseller lists since its first week of publication last December and has caused a good deal of consternation in judicial circles.

In the following interview, Woodward tells why he chose the Supreme Court for a target, reminisces about his Watergate days and discusses some aspects of journalistic ethics.

• • •

TP: Are there dangers in building up journalists as heroes or oracles?

Woodward: Yes, particularly if the journalists think they are oracles. Too many journalists talk with authority about things they don't know that well. I try not to. Heroes? Oh, I don't know. We made mistakes in Watergate. People are mad at the press. I don't think there are any heroes.

TP: What was it like for you and Bernstein as journalists to become the object of journalism?

Woodward: Well, I didn't like it, but it seems to me that, as journalists who go

out to talk to people all the time and ask for their time and their indulgence, when reporters wanted to ask us about our work, we had to do it, just like now. I think you have to be answerable. The press is very powerful. There are few if any restraints on it and it should be subject to journalistic scrutiny like anything else.

But I want to make it clear that the reporting of Watergate was in no sense extraordinary. It was basic police reporting, putting A and B and C together. It was obvious from the beginning that it was not the militant Campfire Girls who had done it. In following up the clues, we were presented with information that really, in retrospect, seems very obvious.

TP: Did you learn anything about your colleagues from the experience of being on the receiving end?

Woodward: I mainly learned that reporters are terrible at taking notes. Never have I been quoted exactly right. They get the essence of what you say, but they alter words, they put words in people's mouths. I have always literally transcribed what people said or used an indirect quote if I didn't get it. Reporters should be required to take shorthand.

TP: Don't you clean it up a little bit for grammar, take out the ums and ahs?

Woodward: Nope, exactly as it was said. *Cinéma vérité*.

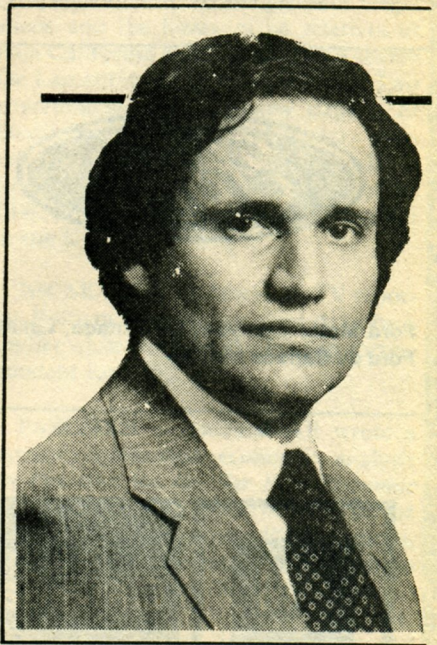
TP: What were the mistakes you say you made in the Watergate investigation?

Woodward: Well, this illustrates how easy it is for journalists, even journalists with good will, trying to do their job, to go in one direction and be totally wrong. Carl and I were working late one night at the time when we had been accusing the president's chief aides of all kinds of illegal conduct. Carl came over to me and slammed down a note he'd just found in his typewriter. It said, "Bernstein, watch

An interview with Bob Woodward:

yourself. You went too far last night." And we thought, "Well, finally we're important enough to be threatened by the Nixon White House." It was exhilarating. We thought, "Now we're really drawing blood, now what we're writing really hurts."

So we conducted an investigation, checking the security logs at the *Washington Post* to see who had signed in and might have left this very threatening note. We worked on it for about half an hour and then another reporter came over and



Investigative journalist or media personality?

By
Terry Poulton

solved the case. The note had not been left by anybody at the White House or the Nixon re-election committee. It had been left by a copy girl Carl was dating! (Which proves how little I knew about Bernstein at the time; his good friends said that should have been the obvious avenue of enquiry.)

But here we were—we had a preconception, a legitimate one, one that served our purpose. We were sure that the answer had to be down that road when, in fact, it was down an entirely different

road. And I think that happens too often in journalism.

TP: Did any mistakes end up in your Watergate books?

Woodward: Yes, and we outlined them in *The Final Days*. We said, for example, that there was some accusation given before a grand jury against Haldeman, Nixon's number one aide. The accusation was true, but it had not been given before the grand jury. And we named a couple of people as receiving logs of the wiretapped Watergate conversations. There had been testimony to that effect and somebody had told the FBI but, actually, it did not happen.

TP: Did you ever find yourselves on the wrong side of the law?

Woodward: Yes, a well known Washington criminal lawyer named Edward Bennett Williams kept us out of the slam once. In the folly and exuberance of our youthful reporting on Watergate, we went to some members of the grand jury that was investigating the matter. That's something I would not do now, something I very much regret doing. Judge Sirica, who was handling the Watergate matter, wanted to throw us in jail. But Williams talked him out of it. All we had to do was appear in a public hearing and listen to Sirica scold unnamed members of the press for talking to the grand jurors.

TP: Were you disappointed in any aspect of your investigation?

Woodward: Yes, the pardon given to Nixon. It was exactly a month after he resigned and I, like most people, had no idea Ford was going to pardon him. I was sleeping in a hotel room in New York when the phone rang. It was my colleague Bernstein. And he said, "Woodward, wake up. You won't believe what happened. The son-of-a-bitch just pardoned the son-of-a-bitch." An infrequent lapse

out of journalistic objectivity, but it told what had happened in the fewest number of words.

My reaction was surprise and a feeling of "Where were we? Why didn't we have some inkling of this? Is this a failure of journalism?" Because I think some early stories about it would have generated a public debate and it might not have come out that way.

TP: How much has Watergate changed affairs in Washington?

Woodward: I think what happened in Watergate for smart public officials and smart people is profound. It's a feeling that "There but for the grace of God go I." That it's so easy to be in a position of power and authority, and be so sure you're right, so sure the end justifies the means, that you go over the line. You wind up breaking the law and get involved in a tangled web that you can't get yourself out of.

So the smart people now say, "I better not do it, I better not get caught up in it." And the dumber people say, "I better not get caught, I better make sure that it's well concealed, that fewer people are involved." But I think by and large American politics are cleaner and I think the operations of a lot of other institutions are quite a bit cleaner, because there are a lot of smart people. And, basically, people try to do the right thing.

TP: What did you think of the movie version of *All the President's Men*?

Woodward: The movie was better than the book. It was more accurate and they spent more time on it. We wrote that book in eight or ten weeks, most of it. But the people doing the movie spent millions of dollars in research and talked to everyone. For example, when they duplicated the *Washington Post* newsroom on a sound stage out in California, they were worried that the real newsroom was 285 feet long and two sound stages together were only 270 feet. They even took actual trash from the wastebaskets of the *Post* and shipped it to the set. I've never talked to a journalist who's seen that movie and criticized it for not capturing the essence of what journalism is like: the uncertainty, the fact that you don't know the answers, that you get things on the run, that you can be lucky or unlucky, that you work *hard*. And it's not just the Watergate story—that's the way reporting is. The movie rings true.

TP: Why are you still working in daily journalism instead of just sitting back or going off somewhere to write books?

Woodward: Well, I have 80 reporters to cover the local area and there are some overall concepts I've tried to get going in

"You don't practise journalism to accomplish things. You do it for its own sake."

the year I've been there. One of them is to look at all the massive numbers of federal programs—housing, welfare programming, all sorts of assistance programs to poor people. The government spends a fantastic amount of money on outside consultants. So we've done a series of stories and investigations on exactly how that money is spent and how the programs work. Instead of just covering the politics that goes on and writing about decisions that are enacted, we're going back and asking the difficult questions: how does it work, how does it not work, does it function well or poorly?

And then we do lots of bizarre things. The most bizarre being that one of the

reporters got into old clothes and came into my office and I gave him a quarter. He went out to live as a bum in Baltimore and Washington, D.C. for six weeks. George Orwell did this in the 30s and wrote perhaps his best book, *Down and Out in London and Paris*. This fellow did a 12-part series describing his experiences that just finished running on the front page. It's probably the best thing the *Post* has done in a long time.

TP: So what you like is staying in the mainstream?

Woodward: Yes, but I also like writing books and I guess I'll write more. But I like daily journalism. I love newspapers. In fact, we were on the plane yesterday

coming up here and the stewardess handed me a copy of the *Toronto Star* and I was just like a kid with a new toy. I read right through it.

TP: What was your opinion of it?

Woodward: It's lively, it seems to be comprehensive, the articles I read were fair and to the point. I was most interested in reading about that press aide to the prime minister, Suzanne Perry. They handled that story well.

TP: What would you say is the effect of having the two Washington newspapers owned by the two largest newsmagazines in the U.S.?

Woodward: Actually, it's the other way around. The big operation is the *Washington Post* newspaper, not *Newsweek*, though *Time* is the big operation for Time Inc. and they bought the *Star*. I don't know what the effect might be. There have been no visible effects so far. They're independent operations completely. We compete at the *Post* as much with *Newsweek* as we do with *Time*. We don't share anything with them or they with us.

TP: Why did you choose to write a book about the U.S. Supreme Court?

Woodward: In America the Supreme Court has the kind of power that very few people understand. That committee of nine old men, who are married for life, really define freedom and obligation in the United States. They have a broad mandate to do it, their opinions are final and essentially unreviewable and they get into the corner of everything. They make decisions on abortion, the death penalty, the allocation of power among the branches of government, all sorts of business matters, tax matters, emotional race issues. The list goes on and on. At the same time, the institution is very secretive. It's much easier to learn what the CIA is doing than what the Supreme Court is doing.

It's my feeling, though we didn't put personal conclusions in the book, that there has been within the legal establishment a conspiracy of silence about what really goes on in the courts, particularly the Supreme Court and the federal Appellate Court: that is that this institution can find the answers to the toughest questions in society in the Constitution. It's almost a notion that it's a mathematical problem with only one possible answer, that it's an obvious answer and that they can get it from their own prior decisions and from the laws that are on the books already. You cannot get answers to the tough questions that way.

I think there's been a reflexive defensiveness within the legal establishment

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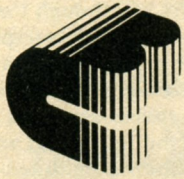
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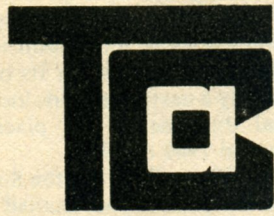
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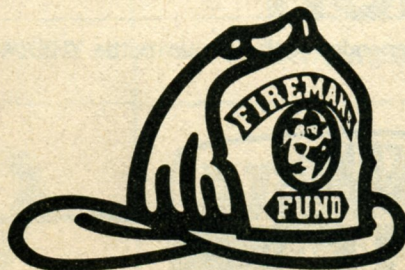


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WOODWARD (from p. 42)

that is like the Grand Inquisitor in Dostoevsky, that if we tell the people the truth, they won't obey us, so we must maintain an elaborate fiction about what really goes on. It seems to me that it's not a scandal of venality, where somebody's taking a payoff or doing something illegal. It's an intellectual scandal that is fundamentally anti-democratic. And it seems to me that in a society where nine men have so much power, we should worry about it maintaining its fictions and deceptions and evasions.

It has not, but it too easily could go

down the road of the Nixon White House by saying, "We have a greater goal, we're sure we're right, we don't have to explain ourselves, we don't have to tell the public what goes on."

TP: What did you hope to accomplish by throwing that light on it?

Woodward: Just straight exposition. You don't practise journalism to accomplish things. You do it for its own sake. It's simply a narrative inside look at the internal dynamic of the place during the period 1969 to 1976.

TP: What effects did the Supreme Court in the period you studied have on the press?

Woodward: They tried to develop more exceptions to the First Amendment. Some of them are good and some are not, but I'm not one of those crazies on the issue of what the Supreme Court is doing to the press. They haven't made my job any harder yet, though they may. About eight years ago, for example, they passed a decision saying reporters have to testify before grand juries investigating crimes. Well, of course reporters should testify before grand juries. But you can prevent yourself from being called—I never have been—simply by writing good stories with lots of detail, giving people's names. Then they get subpoenaed, not you.

TP: What about what somebody has called the right to rummage through newsrooms?

Woodward: Well, it's a crazy decision, a bad decision, but at the same time it hasn't had much effect. The police haven't been in searching too many newsrooms. They've tried in a few cases and I think that's awful. But I think if the Supreme Court invited the Congress to pass a law restricting it, the Congress would.

TP: You and your colleagues, Bernstein and Armstrong, have become famous for concealing the identity of your sources. Do you plan ever to reveal the identity of Deep Throat?

Woodward: I wish I could identify the person who was that source. He is one person, by the way; some people have speculated that he was a composite, but that was not the case. He, quite frankly, does not want to be known as a snitch, as a rat.

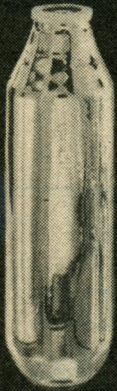
Lots of people would say that that source did some very good things, some important things, but I think lots of other people would be suspicious of his motives. The identities of sources like this do not usually come out, simply because people want to continue with their careers and their lives.

TP: Would you go to jail rather than reveal the identity of a source?

Woodward: Absolutely.

TP: Isn't it possible that this secrecy technique is one of the sources of the public's growing mistrust of journalists?

Woodward: Listen, people are mad at reporters because they get into things. But when the public reads something in a newspaper, they believe it all and they believe none of it simultaneously. Everything's tentative. It could all be true, it could be understated even, or it could all be totally false and overstated. People know how to read a newspaper. We don't give them enough credit. The mistrust may be growing, I don't know. It will hang on the quality of our work. 80



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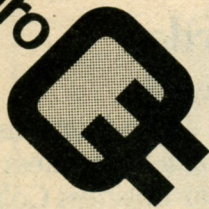


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N.S. FoI (from p. 36)

opposition had been a vocal critic of the Act. Cochrane was unsuccessful in his intercession with Streach, and when the time came to ask him to put the appeal before the House, he apparently stopped returning Donham's calls.

The Labour department's argument in denying access was that their investigators must have the confidence of those they're talking to or investigating. This is the so-called "candour" argument — unless documents are treated as confidential and privileged, informed persons would be reluctant to make a full disclosure. In other words the sources of information would dry up. Indeed, this is a favourite argument of the government.

Donham sees this as a bogus argument. Protection could be given to witnesses testifying in industrial inquiries by specific legislation or by the Canada Evidence Act. Donham drew a comparison with a federal labour department investigation into a recent Cape Breton mine explosion. The hearings were public, reported daily and a report has just been released.

The problem with the N.S. FoI Act starts with its preamble. It states people should be "provid(ed) . . . access to as much information in the hands of government as possible without impeding the operation of government . . ." And the government does ensure its operations are not impeded. There is no premise that all information is available. It lists what information is, and must be made, available (Section 3); and what information is not, and must not, be made available (Section 4). If there is a conflict between the two sections, section 4 takes precedence.

Section 4 begins: "Notwithstanding Section 3 a person shall not be permitted access to information which . . ." Both Liberal and Conservative administrations have argued this wording gives them no choice but to deny information. "Shall not" in the legal sense is generally imperative or mandatory; it is a word of command and must be given a compulsory meaning, as denoting obligation. It is a moot point as to whether the choice of words was deliberate or not.

Thus the civil service and politicians have taken refuge behind legalese to deny legitimate requests for information. For example, the Department of Labour refused to allow Atlantic Speedy Propane access to a Fire Marshal's report on the causes of a fire and explosion in a residence. The home owner had sued Atlantic alleging its negligence was the cause. Atlantic's lawyer was told the report was privileged and confidential, so he went to court to force disclosure. The Attorney General's Department argued the report's release would be against the public interest as information sources would disappear. Section 4 of the Act was also pleaded. The Appeal Division of the Nova Scotia Supreme Court agreed with the Trial Division, and ordered the release of the report.

Atlantic succeeded not because of the FoI Act, but by using Civil Procedure Rule 20-06 which allows the court to order the production for inspection of any document relating to any matter in question in a court proceeding, provided the court thinks the order is necessary for the fair disposition of the proceeding or for saving costs, and isn't injurious to the public interest. The Court stated, without discussion, that release of the document would not violate Section 4 of the

Act. Unfortunately Rule 20-06 of the Civil Procedure Act can only be used in a legal action and is not available in the ordinary course of events.

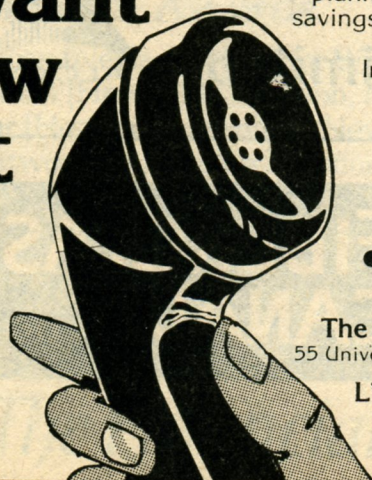
The utter futility and senselessness of this piece of rubbish, laughingly referred to as a Freedom of Information Act, is evident from a brief reading of an article in the *Dalhousie Law Journal* by Keith Evans. Evans described nine requests made under the FoI Act, all concerned with some form of consumer legislation. For example he wanted reports of inspections of canneries and fish plants and the names of any whose license had been cancelled under the provincial Fisheries Act; which Direct Sellers had their licenses revoked, cancelled or suspended and which were under investigation and why; reports of inspectors under the Amusement Devices Safety Act; etc.

All nine requests were denied. The Direct Sellers request was denied because it might reveal information concerning another person without that person's consent (s.4a) and it was obtained during the course of an investigation (s.4e). The Amusement Act request was denied because the information requested was not specifically included in Section 3. (Compare this with the New Brunswick Right to Information Act which has no equivalent to Nova Scotia's Section 3 stating what is available.)

In Nova Scotia, the Tories while in Opposition were extremely critical of the FoI Act. When elected in 1978 their first Throne Speech promised a new Act. Nothing was forthcoming. Their second Throne Speech ignored the question. Thus the P.C.s seem to have little inclination to put their legislative pen and paper where their mouths were while they were in Opposition.

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DEATH (from p. 38)

although he protested his love for his country, said he was non-political and that the article was fair comment, was sentenced to a year's hard labour. The martial law authorities also ordered the closure of the Karachi's English language daily, the *Morning News*.

PARAGUAY — Alcibiades Gonzalez Valle, secretary of the Paraguayan Journalists' Union, was arrested when he returned home after a visit to America as a guest of the U.S. government. Senator Clifford Case, chairman of Freedom House, a group which monitors civil liberties around the world, says Valle faces "contrived charges" accusing him of breaching a 50-year-old state of siege law because he wrote an article criticising the denial of due justice to a man held for seven years in jail without formal charges.

POLAND — Miroslaw Cgojecki founded NOWA (Independent Publishing Enterprise) to break the stranglehold of state censorship by publishing several literary, political and information periodicals. He has faced constant police harass-

ment since, including a jail term for allegedly receiving a stolen duplicator. He has spent a total of five months in custody — usually 48 hours at a time, the tactic the security police use to harass the regime's opponents — had his flat searched every three months and his person fortnightly. He was released from jail after a 33-day hunger strike. His colleague, Bogdan Grzesiak, also held on the duplicator charge, was threatened that his wife and 10-month-old baby would be turned out on to the street without means of support unless he testified against Cgojecki.

SINGAPORE — Held for 16 years without trial, plus nine months in exile on the island of Pulau Ubin before his release last year was Said Zahari, editor of the Malay language paper *Utusan Melayu*. Held for five years without trial until 1978, was Lee Eu Seng, managing editor of *Nanyang Siang Pau*. Among those detained without trial under Singapore's Internal Security Act are 8 other journalists. Four have obtained their release through forced "confessions." These include Arun Senkuttuvan, correspondent for the *Economist* and *Financial Times*, London, and Ho Kwon, correspondent for the *Far Eastern Economic Review*.

SPAIN — Miguel Angel Aguilar, editor of Madrid's independent daily, *Diario 16*, published an account of an alleged military plot. He now faces a military court although the 1978 Spanish Constitution states that civilians can no longer be submitted to military justice.

TURKEY — Kemal Turkler, chairman of the Syndicate of Turkish Metalworkers and director of the paper *Politika*, was murdered by what the Prague-based International Organization of Journalists describes as "a fascist commando."

UGANDA — Roland Kazooka, editor of the independent newspaper, *The Economy*, was arrested but later freed on bail after being accused of criminal libel for printing an article linking some Ugandan government ministers with an alleged plot to smuggle arms into the country. The government ordered the paper to cease publication along with *Ngabo*, a vernacular-language journal, and *The Citizen*. The closures came three weeks after the detention without trial of Ben Bella Ilukut, editor-in-chief of the *Uganda Times*, a government-controlled daily in Kampala.

Remember, this is only a selection. Journalists in Iran are constantly harassed by the Ayatollah's zealots. In Britain and the U.S. they are prosecuted for refusal to divulge sources. In Guatemala and El Salvador, the grown children of prominent journalists, have been assassinated. In Guatemala, at least eight journalists have been murdered and at least two in Argentina.

International press organizations and national journalists' unions have protested many of the infringements of press and individual freedom.

If Content readers are interested in adding to the protests, more details of the above cases and where to direct protests can be obtained by writing to us. 30

ENERGY

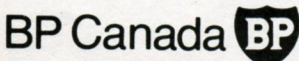
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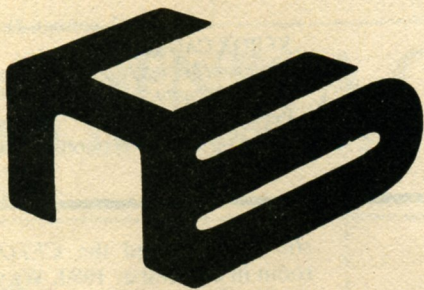
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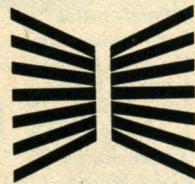
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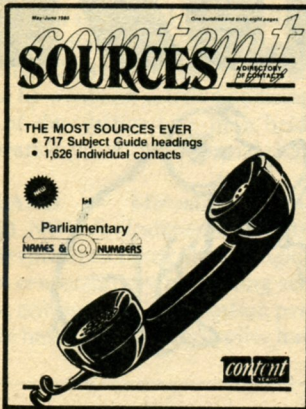


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The following are updates to the most recent edition of *SOURCES*

(page 21, column 1)

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(page 28, column 1)

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(page 49, column 3)

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(page 76, column 1)

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(page 79, column 2)

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(page 87, column 3)

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Corrections

The national membership for the Media Club of Canada was cut to \$15 per person per year, not to 15% as stated in the July-August issue.

We're delighted the April 1979 issue of *Content/SOURCES* ("What to do when the cops drop into the newsroom") was

still lying around the *CFTO-TV* newsroom in September 1980. We were not so delighted that *CFTO* and *Mississauga News* freelance cameraman-photographer Alex Kalnins picked it up and found a mistake in Dossier Noir (page 38).

It's true Kalnins was convicted after a scuffle with police in July 1977 while he was trying to take a picture of a patient being admitted to hospital.

But a week later the same judge overturned the conviction and granted Kalnins an absolute discharge.



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1. *FUSE* magazine is produced by a) a small self-owned company, b) a subsidiary of Maclean-Hunter Ltd. c) a group of artists and writers, or d) as a tax write-off for a large Toronto restaurant.
2. *FUSE* magazine is a) read by too many, b) read by a few, c) read by a few too many, or d) read by many too few.
3. How does *FUSE* survive economically? a) by large government grants, b) as a UNESCO project, c) as a charitable foundation, or d) by advertising and subscriptions.
4. *FUSE* is written by a) out of work journalists, b) practitioners, c) mostly academics on sabbatical, or d) a subversive collective.
5. *FUSE* is read by a) community workers b) minorities c) women d) artists e) labour f) bureaucrats g) journalists h) the new left i) liberals j) educators k) students.
6. *FUSE* existed for its first three years under the name a) Centerspread b) The New Forum c) That Magazine d) Saturday Morning e) The Painters' Politic f) Centerspin or g) Centerfold.
7. *FUSE* is available a) in Ontario only, b) in Ontario and California only, c) in every Canadian city or d) in Canada, the US and Europe.
8. *FUSE* calls itself the cultural newsmagazine. Does this mean that a) art is life? b) we see a profitable market where everyone else sees a desert? c) life is news? d) news is culture? or e) all newsmagazines print fiction?
9. What is *FUSE* missing? a) autobiographies of famous artists, b) indigenuity, c) national scandals, or d) a good survey of why so many independent magazines are folding.

Answers:
 1) c) 2) d. *FUSE* does not reach our potential audience. If you find *FUSE* useful — don't keep it to yourself. 3) d. *FUSE* exists mostly by its self-generated income from advertising, subscriptions and distribution. This is also matched with invaluable volunteer labour. 4) b. 95% of our content is written by practitioners. 5) *FUSE* is read by all those from a-k-g. 7) *FUSE* is available in Canada, the US and less so in Europe. 8) All of the suggested answers are wrong. We view culture as a common link between various communities, minorities, labour, etc.. What we print as news is often considered unnewsworthy by other forms of print or electronic media, not because it is not of mass interest but more because of their ideological bias which refuses to recognize news when they see it. While many small magazines are also dedicated to a counter-news function, *FUSE* additionally sees 'cultural expression' as a thrust of this common link. 9) While we could look at d), what is missing is often our readers' input, though to date a large number of our new contributors (writers) are old readers.

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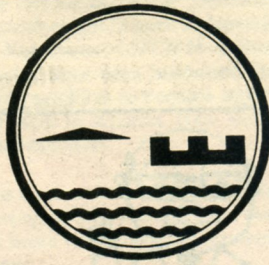
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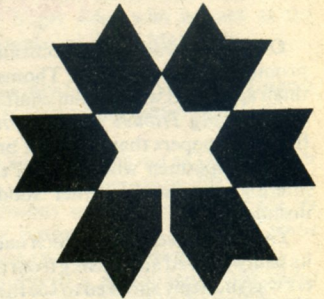
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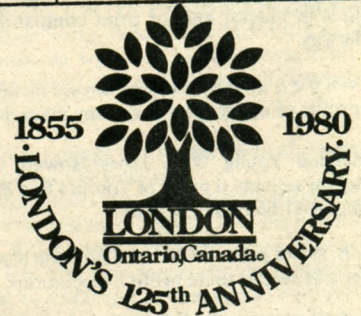
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CANADA

One step ahead of an electronic revolution promoted by government, Thomson and Southam separated wheat from chaff and dumped the *Winnipeg Tribune* and *The Ottawa Journal* from newspapers that make the bread.

Newspapermen who damned the dailies as inferior even hours earlier suddenly waxed nostalgic.

The same government which had withdrawn its badly-needed advertising from the newspapers was suddenly shocked to see the bodies turn cold.

With Canadian business and industry feeling a recession it's no surprise that media advertising is down. As a consequence, mass change in various broadcast and/or print companies is underway.

Even if it is autumn, brokers foresee no fall in the profits of newspapers and many magazines.

McLeod Young Weir, Jones Howard and Company estimated profit of Toronto Sun Publishing at \$1.65 to \$1.70/share.

A.E. Ames & Co. smiled on Thomson Newspaper's \$1.60 per share profit expectations.

Alfred Buntling & Co. liked Torstar with expected profit of \$2.75 per share. It also foresaw 21% profit hikes at Maclean-Hunter in 1980 and possibly, 18% increases into 1986.

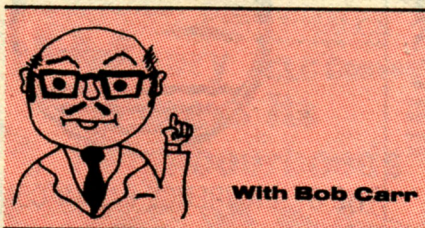
Canadian pulp and paper producers seem to share that confidence. At 100% capacity they delivered to the loading docks, 3,100,000 tons before the end of April, up 5.1% from production a year ago.

Certainly, many appointments at *M-H* reflected mixing of business and journalism.

Now publisher as well as editor of *Audio-Scene Canada*, **Ian Masters** formerly was an auditor with Clarkson Gordon & Co. New assistant fashion editor at *Flare* **Elizabeth Ruttan's** experience is mostly buying and retailing fashions.

Advertising sold quickly for the first of three "food ideas" supplements to *Chatelaine's* October, November, and December issues. The new *M-H Courier Medical* for 13,500 Canadian doctors who speak French will issue 26 numbers in 1981.

Financial Post and its magazine got their first creative director, **Dorothy Turner**. At Canadian Advertising Rates and Data, **Betty Gay** has edited the first annual Media Editorial Profile of 1,000 publications.



By contrast, staff changes elsewhere are more traditional in a journalistic sense. For instance, at *TODAY* (the weekly newspaper supplement) **Barry Conn Hughes** (after two years each at *The City* and *Financial Post*, ten in Canadian magazine) has replaced as executive editor **Peter Sypnowich** (now managing editor).

Former m.e. **David Cobb** now is on a Southam Fellowship at University of Toronto.

Filling in your dance card? There are other changes:

TODAY's newest senior editor is **Judy Stofman** (once in communications at the Ontario Labour ministry's womens bureau, more recently associate editor at *Weekend* for two years).

Assistant editors are **Phil Surguy** and at Options, **Janet Moffatt** (ex-*Sunday Post* in Ottawa.)

From *New Music* magazine comes editorial assistant **Maureen Stonehouse**. In the copy department is **Jill Sabory** (a former OECA information officer).

We were discussing profits... At Southam, profit for six months ended June 30 was \$1.50 compared to a year earlier, \$1.26/share. Out of the \$18.7 million, \$2 million will be spent this year on the 14 dailies' *News Service* where the biggest scoop was hiring **Allan Fotheringham** from Thomson-owned *FP*.

Fotheringham will write four columns a week, **Charlie Lynch** five in what *Edmonton Journal* publisher **J.P. O'Callaghan** called "the best one-two punch in political punditry". As general manager, **Christopher Young** will still write two columns.

There were even encouraging signs among some magazines:

With new money from sole shareholder **Norman Webster**, *Saturday Night's* ten issues will jump to \$12 in 1981 but subscribers will only pay another \$2 for a \$12 yearly total. These two issues will cost \$150,000 to \$200,000 to produce. It's hoped circulation (now at 117,000) will continue to rise from 5% to 10% a year.

Christina McCall Newman's 12-page profile of **Jim Coutts** (September 1980 issue) should help to raise the profile of *SN* even if it does set editorial finances back \$6,000. At that price, editor **Robert Fulford** is going to increasingly

have his pick of the work of the best Canadian writers.

With 30,000 subscribers *Monday* magazine earned \$50,000 in 1979 according to 53-year-old **George Heffelfinger**, the onetime grain merchant who came out of retirement to aid the company (which also publishes Real Estate Victoria, the cost-free hand-out that helped boost staff to 40).

Some new talent is filling the swivel chairs of *Canadian Business* since Vancouverite **Sandy Ross** moved to Calgary where he plans to write about Western issues.

Ross has become editor-in-chief, replaced as editor by **Margaret Wentte**, the ex-managing editor. Wentte's spot is being taken by **John Partridge** (*C.B.* executive editor for the last two years). To fill his shoes is Canadian bureau chief for *Business Week*, **Charles Davies**.

Among newspapers (more under THE WEST) a warning about continued prosperity was sounded by **Cameron Smith**, executive editor of *The Globe and Mail*.

He told the First Global Conference on the Future, "a lot of newspapers will have to fold" although "there is a great use for newspapers—never more so than now" when two-way television moves into the home and newspapers lose advertising, when unemployment reaches 2,500,000 in ten years as technology removes five to ten jobs for every one created.

"There can be glory days ahead if papers adapt," Smith suggested.

The Globe has signed contracts to transmit facsimiles for production of 35,000 copies in Calgary and Montreal.

In the world of radio, the big get bigger. And, the small...?

Agra Industries Ltd. of Saskatoon announced that after three years the all-news *CKO* radio network was for sale. Only the Toronto station was doing well. President **B.B. Torchinsky** said losses, losses, more losses (\$1.4 million) were the pattern in Montreal, Ottawa, London, Edmonton, Calgary and Vancouver (where June ratings gave *CKNW* 523,900 listeners compared to 55,600 for *CKO*).

It's an old story to those of us who remember 1969 when Vancouver *CKN* (now *CFUN*) went all-news. In 12 months the station lost \$500,000.

Agra Vice-President **Tom McLellan** warned, if the shareholder of 95% couldn't cut its interest in half, some 40 jobs would vanish. By August, the process was underway.

CKEY Toronto meanwhile, launched *Night Talk*, a national first discussed for five years by

Newsradio president **Hap Parnaby**. Between 11:00 pm and 4:00 am five times a week is offered "One part As It Happens, one part John Gilbert and one part Tom Snyder" as Parnaby describes the show.

Begun August 4, the show linked six stations in three provinces. Wanting to join were seven others, at the Sept. 29 CRTC hearings.

Gilbert's track record at *CHUM* and *CKFH* is a good one. The concept is proven by **Larry King** in the U.S. Time will tell if Hap, *CKEY* and Newsradio have a winner.

Standard Broadcasting Ltd. (flush with success in the U.K.) announced it was getting into Italian broadcasting. Profit for the nine months ending June 30 was \$6,158,603 or \$1.09 per share for a company that includes *CJAD* Montreal and *CFRB* Toronto.

In television, it was hard to tell if magazines were envious of or gloating over **Ted Rogers'** latest success since those grim days when *CHFI-FM* took Toronto by storm, Rogers' news network bombed and he struggled to turn *CHFI-AM* into *CFTR*.

With CRTC blessings Canadian Cablesystems Ltd. gained control of Premier Communications over opposition of *CBC*, *British Columbia Television*, provincial New Democrats and stalwart Canadian Broadcasting League. It gives CCL 27% of Canada's Cable markets in B.C., Alberta and Ontario.

Rogers offered \$86 million to buy Premier shares (369,000 of them) just when owners (including CBS Inc.) were ready to bail out.

He promised \$18 million for "world class cable television" in Vancouver (where 70% of cabled homes are Premier homes) and \$5 million to develop Canadian programming.

The 47-year-old entrepreneur's promises came as *Galaxie* (the Kid's Cable Network) and was launched cross-Canada, many of its programs coming from OECA, Ontario *ETV* network.

Suddenly a useless and expensive satellite earth station at Rogers' Brampton operation became less of a mystery.

Already bewitching viewers in Syracuse, California and Ireland, working away at Portland and Minneapolis-St Paul, Rogers' growth from suburban Toronto is phenomenal.

By comparison, *Maclean-Hunter* was placated somewhat when its New Jersey operation (Suburban Cablevision) was given two awards by its peers for excellence overall and for the Action Arena sports program.

Amidst all this, CRTC chairman **John Meisel** was asked what could happen if the Quebec government took control of Cable and replied it would be a "very healthy thing".

This is the same CRTC that delayed Pay-TV which makes money in the States, from where producers come to Canada to use our less-costly but excellent, production facilities. One of its committees accepted arguments from *CBC*, *CTV* and French *TVA* that a single

national agency might better produce shows to earn profits for better network programming.

CBC chief **Al Johnson**, also warned against letting stations broadcast from satellites because independents might be hurt. Independents like *CHAN* Vancouver, *CHCH* Hamilton and *CITY* Toronto, have been interested for some time in using satellites to become super-stations as have those in Atlanta, New York, Chicago and San Francisco.

Use of satellites has become a big question. In the States, delivery of the Associated Press Radio report to more than 300 cities involves satellite relay, now.

Similar service was demanded by outgoing RTNDA Canada president **Dick Smyth**, recently. *Broadcast News* enquired about something similar to Weststar's *AP* hook-up but was given much-higher price estimates.

There have been changes at the wire services but none equal to *Associated Press* satellite-relayed data circuits for newspapers.

Former Ottawa bureau chief **Carl Mollis** now is chef de bureau for *Canadian Press* Washington. Moved to Ottawa was **Alan Arbuckle** from Regina, replaced by **Joe Ralko** out of *CP* Winnipeg. *CP's* chief correspondent in London is **Frank Mackey** (ex-Quebec City). Ottawa news editor is **Steve Scott**, replaced by **Jim Sheppard** as Parliamentary editor.

At *Canadian Press* Toronto, Features department now is the Enterprise department. Editor is **Art Chamberlain**. As general night editor, there's **Norm Graham**.

Elsewhere on Parliament Hill, three times a week **Walter Stewart** has replaced **Fotheringham**. His spot at *FP* was taken by **Keith Woolhouse** (ex-Edmonton.) **Kevin Doyle** has left the editor's chair at *FP News*.

Parliamentary producer for *CTV* is **Jack Fleischmann** who used to be in Toronto.

To replace departing **Phil Teasdale**, *The Financial Post* sent **James Bagnall** to Ottawa.

Leaving *The Globe and Mail* bureau for *The Detroit Free Press*, is **Mary Trueman**, replaced by **Jean Pelletier** of *La Presse* in Montreal. He's collaborating on a book with **Claude Adams** who left *FP's* Washington bureau.

Onetime Newfoundland *Herald* editor **Gary Anstey** now is policy advisor to Revenue Minister **Bill Rompkey** and former Montreal staffer for *Time* magazine **Albina Guarnieri** is with Solicitor General **Bob Kaplan**.

Out of Ontario's North comes **Gary Janz**, covering for a string of stations.

The Financial Times has posted **Susan Goldenberg**.

Gone from Ottawa to Vancouver for *The Wall Street Journal* is **Alan Bayless**, replaced by **Fred Rose** of the Montreal office.

Having left *CBC-TV's* Parliamentary bureau, **Peter Mansbridge** now reads the *CBC* weekend news, locally.

New at the Montreal *Gazette* bureau is **Hubert Bauch**, the daily's former Quebec editor.

This cannot be coincidence: a year ago, **Geoff Matthews** of *The Chronicle-Herald's* Ottawa bureau to be left night editor in Halifax. He was replaced by **Roger Edge** who is back at the paper. Who replaced Edge? Matthews

Among slightly-larger papers, *The Toronto Star* bureau in Ottawa has added **Bob Hepburn**.

There are smaller items out of Ottawa from the CRTC. The Commission for instance, delayed decisions on license renewal for 99 radio or TV stations and 35 Cable TV firms until next year to study performance.

It has approved a multilingual AM radio station in Edmonton owned by **Roger Charest**.

It also approved *CBC* television rebroadcasters in British Columbia for Whistler, Midway and Rock Creek (English) and Kitimat (French). *CBC TV* French will be rebroadcast to Baie Verte, Nfld. and FM French in Sherbrooke as well as Charlottetown. *CBC FM* (English) is to be broadcast out of Hagensborg, B.C.

Great things can happen in small towns and come in small packages.

Canadian Community Newspapers Association for instance, named *The Advance* in Agassiz, B.C. as best tabloid circulating 2,000 copies or less, the *New Hamburg* (Ont.) *Independent* best to 4,000 and among papers with 4,000 to 6,000 readers two Alberta papers tied—*The Stoney Plain Reporter* and *The Western Review*.

Among Broadsheets with 10,000 circulation or greater, *The Mississauga News* was best all-around. It had to take second place when best stories were judged, to the *Mississauga Times*.

For the next three years, Canadian **Peter Speck** will be a director of North America's Suburban Newspapers organization. His two publications reach 100,000 Vancouver suburbanites.

Now, can I take a look at regional items?

ATLANTIC

Bowater Mersey Paper Company of Liverpool, N.S. (sponsors of some Atlantic Community Newspapers awards) wants more than a certificate or scroll for winners. It offered \$1,000 to best design for a medal or small plaque, something more permanent than paper.

Now at *CFBC* Saint John is **Steve Murphy** (formerly *CJCH* Halifax).

Newest N.B. weekly is *La/The Gazette*, paper number four from Henley Publishing of Woodstock. Bilingual, the broadsheet hopes to dilute the *Cataract* of Grand Falls' hold on readers.

Still at the keyboard at 74, managing editor for *The Kings County Record* **Don Smith** has begun writing about his 28 years with the paper, preceded by 25 in Saint John dailies.

Anyone know what has happened to **Daryl Good** since he left *CJCH* Halifax?

QUEBEC

Can't get away with much nowadays. Quebec Press Council rapped *The Gazette* after one reporter criticized a play after only one act. Editor **Mark Harrison** says copy deadlines sometimes make it necessary to leave a theatre early. The producer complained. The Council is satisfied that readers will be told what happened, next time.

The Council also criticized *Le Soleil's* articles from **Pierre Champagne** on the provincial police for the tone and some insinuations which "had the effect of misleading and misinforming the public."

Hoping to assess accurately if Quebec is "in Dutch" after the "non-oui" referendum **Jesse Vorst** is researching the political state of affairs on sabbatical from University of Winnipeg where he has been associate professor of economics. He remains a freelance contributor to the Rotterdam daily, *NRC Handelsblad*.

The country will be poorer for loss of *REPORT*, one magazine that tried hard to analyze social, political and economic issues. Costs have risen quickly; interest and specifically subscriptions, have not.

Policing *Télémedia* and *Radiomutuel*, the CRTC reprimanded them for "too much music" in network programming.

Not impressed, *CHRL Radio* in Roberval has gone to *Télémedia* from *CBC* affiliation.

Like father, like son. **Pierre Simon** had to get CRTC approval for transfer of shares in CKRT-TV Rivière-du-Loup from father Gérard's estate. Granted.

Nor did the Commission refuse to let a group headed by **Gérald Champagne** buy control of *CKPB*, Ville de la Baie.

Management of Quebec's oldest weekly by **Lloyd** and **Anne Bliss** after 29 years was transferred to Montrealers **Valerie Cerini** and **Howard Smith**. Lloyd remains managing editor of the *Stanstead Journal*.

Out of Montreal there was nothing concrete as I plopped down before the typewriter to discuss a new English-language daily. **Pierre Peladeau** (who already controls *Journal de Montreal*) had hoped to build up circulation of *Sunday Express*, owned by Quebecor Inc.

The newest then, will be *The Globe and Mail*, 32 pages of which sent by facsimile were to start up on *La Presse's* press Oct. 6.

FP had to replace **Hubert Bauch** (moved to

Ottawa with the Montreal *Gazette* bureau). It selected **James Stewart** (formerly of *The Montreal Star* and an ex-*FP* Quebec chef de bureau). *FP News Service* also sent to Washington from Montreal, **Peter Hadekel**.

In the provincial capitol editor-in-chief for *Le Soleil* (after six years as news director) is **Claude Masson**, taking over from **Claude Beauchamp** (now editor and president of Publications Les Affaires Inc.)

ONTARIO

The Weekly Newspaper Association is polling its members and shortly may report how many news "stories" actually are news releases, and how many "reports from the Legislature" actually come from legislators.

The results could be interesting. In my 15 years with provincial politics I can remember in the Press Gallery only *Metrospan*, *Thomson*, the *Cobourg Star* and the *Recorder-Reporter* group.

Barbara Ronson who edits the *Belle River North Essex News* follows husband **Lloyd McLachlan** to Calgary where he'll work at the *Herald*.

Latest weekly to die is the *Reporter*, a Port Elgin tab. that since 1975 unsuccessfully tried to compete with the *Beacon Times*, a broadsheet serving the area for a century.

Newest weekly is in London, edited by **Gary Webb-Proctor**. His new love is the weekly *Tribune*, a tab. competing for readers with the daily *Free Press* and for ad's with the *FreeP's* weekly *Pennysaver*.

Close behind is a new weekly tabloid in the North where **Ken Unger** is publishing *The Sun*. Editing the North Bay weekly is **Gayle Stewart**.

Can they last? Some people in weeklies seem to go on, forever. There's **Phil Dodds** who after 40 years with the *Picton Gazette*, is supposed to be retired. Having written on book on local history, he wants material for another and continues his regular column. Most copy for Signal Star Publishing in Goderich now comes from assistant editor **Dave Skyes**, reporters **Joanne Buchanan** and **Cath Wooden** (new) but **Shirley Keller** still handles editorials.

Can't tell if **Harry Stemp** of the *Uxbridge Times-Journal* meant as editorials or travelogues his praise of hospitality in Denmark where he accompanied a local hockey team. Little of both I suspect, like the piece by **Jim Schatz** on a CCNA tour of European NATO bases (see THE WEST).

Carleton graduate **Mary MacDonald** has replaced **Robin Morris** as editor of the *Record* in Chesterville. After four years Morris now is m.e. of the *Prescott Journal*.

Anyone interested in educating new reporters/editors may want a book being edited by **D. Earl Newsome** for Prentice-Hall and the (U.S.)

National Newspaper Foundation. Twenty-eight assorted experts contributed to *The Newspaper* (catchy, original title anyhow!)

In Halifax, Mount Saint Vincent University (not content to teach public relations) now offers a resource centre for people with public relations problems.

Scarborough's Centennial College has a two-year course for "internal communicators" headed by PR-man **Gary Schlee** who worked previously on Oakville, Burlington and Woodbridge weeklies.

Initiator of Thomson Newspapers training programs **Colin McConechy** has resigned as manager of its *News Service* after 11 years. He was an editor in Prince Albert, Trail, Moose Jaw and Kamloops.

Since a federal study warned that 20% of all Canadians are functionally unable to write or read, Canadian Daily Newspaper Publishers Assn. is putting new emphasis on classroom distribution of its book, "Reading, The Future & Us."

Twenty-five delegates to a Toronto seminar on sports writing found themselves putting study into practice when told to write up a Sept. 24 Canadiens-Leafs game, part of the Sept. 23-25 work-up.

Drop in attendance for the third annual Law and Journalism seminar at U.W.O. was blamed on timing. Three weeks long it came in August, mid-holiday time.

The Ontario Press Council is stymied with complaints about non-member papers. Only nine dailies and five weeklies belong. Yet, council member **Bert Hill** complains that nobody's interested in aggressive recruiting of alleged offenders.

You wouldn't recognize staff of the *Barrie Examiner*. A onetime lifestyle editor at the *Midland Free Press*, **Mary Delaney** was covering City Hall. She is back to freelancing in Newcastle where formerly a weekly editor. Photographer **Peter Roberts** now does studio work in Toronto. **Dennis Lanthier** (whose career began in Kamloops) was in *Barrie* two years before he went to *The Albertan* which he has left since it became *The Calgary Sun*.

Coming back to the *Standard* in St. Catharines, you might be more surprised. Since **Larry Smith** resigned as editor-in-chief, **Murray Thomson** is managing editor (assisted by **Craig Swayze**). City editor is **Tom Nevens** and family editor **Linda Clark**.

Replacing retired **Don Smith** as news editor is **Bob Hewitt** (with ten years in sports, five more as wire editor). When entertainment ed. **Betty Lampard** retired, correspondent **Lorraine LaPage** was brought in from Niagara Falls.

New senior copy editor for sports is **Doug Junke**, a native back from the *Ottawa Journal* after a year.

CN

LOGOTYPES 1980

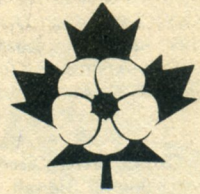


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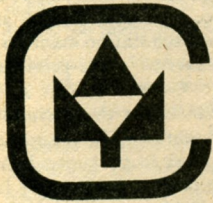
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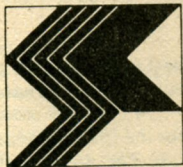
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Lifted from the Niagara Falls *Review* were reporter **Kevin McMahon**, district ed. **Kevin Kavanaugh** and **John Fedor** (City and district editor replacing **Bob McClellan**, now writing features).

In Hamilton back at *The Spectator* after ten months with *The Calgary Herald* is **Gord Green**. TV writer **James Bowden** is now with *The Toronto Star*, replaced by features and music writer **David Wesley**. Joe Watkins has left sports.

Retired from *The Spec* are **Marjorie Wild** and food writer **Norma Bidwell**. Now writing for women is '79 summer student **Susan Baxter** and **Doreen Pitkeathly** (former music writer). Since **Stan McNeill's** column was retired, he writes features. Trading places are **John Burman** (provincial courts) and **Jeff Dickens** (cop shop).

There are a few changes in **Warren Beck's** *CHML* newsroom. Winona native **Gail Shafer** (graduate of Niagara College's Print program — I don't know why she got a radio job!) is "on the street." On-air is **Elaine MacDonald** from *CHED* out in Edmonton (hey, a Westerner moving East!)

Gone from *CHML* is **Alex Stewart** (to *BN Toronto*) and **Lawrence** (now at *CHCH*). News Director **Dick Gray** has left *CHCH* to teach at Mohawk community college.

Certainly the Little Station That Did isn't suffering. New *CITY* news director **Robert Hoyt** at 50 seems as aggressive as his 27-year-old predecessor (**Ivan Fecan**, now at *CBC Television*). Three years a senior editor of the *Boston Herald American*, 1965 producer of *This Hour Has Seven Days* at *CBC*, a *PBS* pioneer, he has used Live Eye remotes of a CNE near-riot, of a stunt-diver off the CN Tower.

Over at *CBC*, decision-makers have been busy putting **Christopher Walmsley's** face on TV from Parliament Hill (to replace **Geoff Davey**) and **Marguerite McDonald** into TV in Toronto (leaving her Ottawa *CBC Radio* show to **Steven Boissonault**, formerly National reporter, Quebec City).

Former *Global* business reporter **Paul Patterson** now is with *CBC-TV* Windsor. Ran into **Neil Thomas** the other day. Formerly of *CKWW*, he now hosts *Prove for CBC-TV* Windsor.

Even *CFRB* has managed changes. Overnight newsman **Chris Wilson** (onetime *CHWO* Oakville) now is on weekends, replaced by **Brian Wrobel** (Kingston, Calgary).

Gone from *CHUM News* after three years, **Keith Anderson's** more laid-back at *CJAD Radio* Montreal.

Newest voice at *CFTR* is **Dana Lewis**, until four months ago at *CFRA* Ottawa and formerly with *CJBK* London. **Sandy Lewis** still is with *CBC*, sister **Marla** at *CKBB* Barrie.

Most changes at *The Toronto Sun* result from

transfers to *Sun* Number Three. Gone to Calgary are **Les Pyette** (as editor-in-chief) and **Ken West** (asst. city ed.) while Entertainment editor **George Anthony** has gone into film production.

Managing editor at *The Toronto Star* is 37-year-old **Stephen Petherbridge**, formerly sr. ed. with the *London Evening News* and the last four years, deputy managing editor. He replaced **Hartley Steward** who has left the *Star*.

Before we leave Ontario's Big Apple, the Toronto Women's Press Club has elected its 1981 executive: President **Shirley Teasdale** (Bramalea freelance) and Treasurer **Terry Murray** (of Canadian Family Physician) for the *Work-ing* press as well as Vice-presidents **Nancy Gyokeres** and **Marjorie Rebane**, Secretaries **Judith Richardson** and **Carrie Lee Clarke**, all Information Officers.

In Bytown, there are changes at *The Citizen*: **Murdoch Davis** replaces **Vivian Macdonald** as night editor. Davis' chair is filled by **Richard Laiken**. **Kit Collins** is on Night City. Covering education is **Jane Taber**. Replacing **Richard Statham** as travel editor is **Ed Morris**.

Onetime *Citizen* staffer, **Mark van Dusen** reports now at *CJOH-TV* Ottawa.

Ottawa occasionally has to bite the Newfie bullet as the news director of *CJOH* keeps his hand in Radio; replacing **Pat Nicol's** commentaries on *CFGO* is **Max Keeping**.

GO Radio also has given the North-east reporter **Steve McWade** formerly with *CJRL* Kenora in the Great North-West.

News director at *CBC* Ottawa is **Robert Harvey** since **Del Mackenzie** is now producer with *CBC-4*.

At *CFRA* latest addition to the newsroom is **Brian Perkin** formerly *CJOY* Guelph.

The station's veteran Open Line host **Lowell Green** now is with *CKOY* where president **Stu Brandy** hopes "he can attract a younger audience than did **Bill Roberts**". Knock on wood. Among 16 stations, *CKOY* is a long way behind its FM sister (*CKBY*) riding Number Two overall.

CKOY's **Linda Lahan** made a jump up as news director for *CJKL* Kirkland Lake. Working part-time at the station has been Carleton J-grad. **Christina Landry**.

Only now have people settled down over June news stories in *The Citizen* by reporter **Richard Labonté** who got death threats after admitting he preferred men to women. "Coming out", "coming of age" or "coming to terms" he also allegedly prompted some of 350 subscription cancellations.

Strange reaction in a town where child prostitution, a hooker and a Cabinet minister, an unfaithful Cabinet minister and "wife-swapping in the Press Gallery" have all been in the news.

Quickly now: Where is **Bernie Boucher** of *CFMO* Ottawa? At *CKRA-FM* Edmonton as News Director. And **Joe Bowen** of *CKSO* Sudbury? In Halifax, as *CHNS* sports director. **Scott Matthews** of *CKCY* in The Soo? *CHNS* Sports. **Brian Stone** of *CKLW* Windsor? At *CFRW* Winnipeg. **Anne Beaudette**, editor of *The Leader* in Lakefield? In Kingston (replaced by **Tony Hamill**). I don't know what she's doing. If you do, write!

Watch for winners in November for the Michener Award for public service. Two Ontario papers have been nominated: *The Windsor Star* for a story on factory asbestos contamination, *The Kingston Whig-Standard* for one on fluoride pollution.

THE WEST

CISV, Manitoba's newest radio station at 1530 is 100 km southwest of Winnipeg. Music broadcast to Winkler, Morden, Carman on 10,000 watts is the Country & Western. News director **Eric Turner** hopes to make an impact with local and regional news.

Manitoba veteran broadcaster **Jim Farrell** co-anchors *Manitoba Tonight*, 90 minutes on *CKND-TV* Winnipeg. Formerly news director of *CKRC* Radio, he hosted the TV station's Open Line. Appointed station manager is **Peter Liba** who also is executive vice-president.

In Alberta you start with purchase of *The Albertan* after 78 years by *The Sun* group where after two years' work to push circulation over 50,000, editor-in-chief **John Reistrup** has left. Columnist **Eva Reid** (a regular since 1936) retired. Co-m.e. **Anthony McCallum** now is energy reporter for *The Globe and Mail*. Associate editor **Peter Hephner** is at the rival *Herald*.

In *The Toronto Sun*, **Peter Worthington** says he voted not to buy *The Albertan* and described conditions: "an antiquated newsroom... washrooms few... the lunch room something out of Charles Dickens" compared to a publisher's office which "had cow-hide walls and... marble bathrooms and well-appointed kitchens."

Pat Crone (ex-*London Free Press*) switched to the *Herald* not a month too soon.

Nominated for the 1979 Michener Award for public service are *The Albertan* (for financial problems of servicemen), *Edmonton Journal* (for treatment of children at a home run by government) and *The Calgary Herald* (and a story on police complicity in a break-in).

At the *Herald* **David Pommer** now is asst. business editor. He has worked at the Thunder Bay dailies and *Edmonton Journal*.

From the *Westlock News*, reporter **Pat Reiter** moved to the weekly *Barrhead Leader*.

Easterners just seem fascinated by British Columbia. Carleton J-student **Wendy Phillips**

NIBBLING AT JOURNALISTIC FREEDOM

First, forums of free debate are disappearing. Some, like the *Winnipeg Tribune* and *Ottawa Journal*, were major mainline voices. Others, such as *The Last Post* (see elsewhere in this issue) consistently published journalists' pieces when they couldn't get them published elsewhere.

Second, outlets increasingly are in the hands of fewer owners.

Third, softer material is more and more favoured over analysis in depth, minority views, or hard hitting comment.

One of the key subjects in need of totally free and continuing debate is the media. And the media is a subject partially off limits too many places.

Content is not owned by a media corporation or any corporation. *Content* is not going soft. No report or comment on the media is off limits in this magazine, save that excluded by law of libel.

Content needs money. *Content's* cash outflow has increased alarmingly through increased ad sales efforts and rapidly escalating costs. You don't pay bills with well wishes.

We have the temerity to think that what *Content's* contributors — you — write in this magazine make it a unique forum, one needed more than ever considering Black Wednesday, the doings at Global TV (see elsewhere in this issue) and other events and trends positive and negative.

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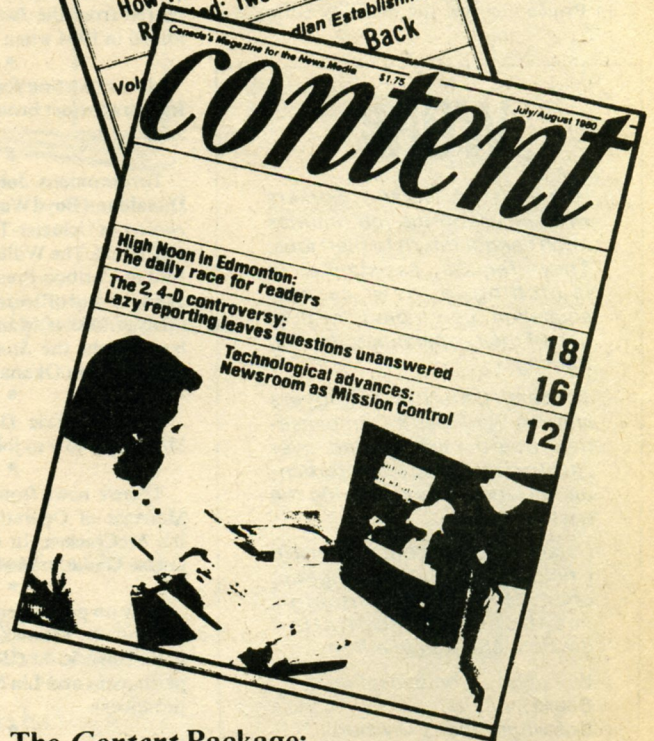
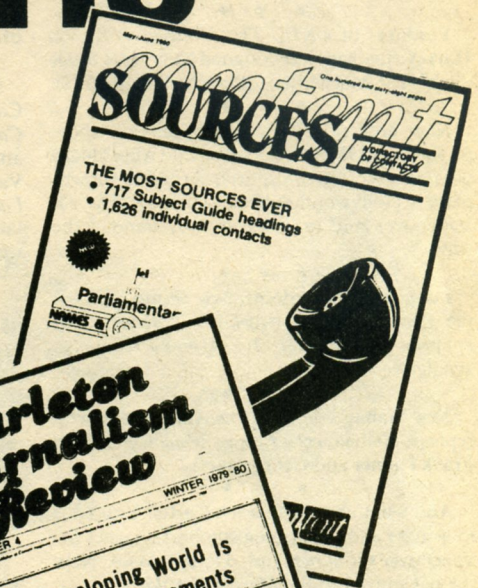
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Three Publications which Contribute to Understanding Canadian Media

this summer replaced **Gerry Warner** as environmental reporter at the Kamloops *News*. **Al McRae** (formerly of the *Oakville Beaver*) is wire editor there, replacing **Charlie Hodge** who went to *The Observer* in Salmon Arm.

From the Carleton program, **Amy Shoup** summered with *The Question* in Whistler.

Producer of *CKVU-TV's* Vancouver Show, **Harvey Southam** has resigned to write a book about H.R. MacMillan (of MacMillan Bloedel).

New host of *CTV's* afternoon talk show (replacing **Al Hamel**) is 33-year-old **Alan Thicke** who wanted to write sports, turned to screenplays in Hollywood, subbed for a show at *BCTV* Vancouver and as a result, was handed the robes.

Long-timers are doing new things. "From the Back Porch by Bill Clark" became 400 columns that writer **Jim Brooks** wants to syndicate.

New manager at *CJOR* is **Allen Anaka** who replaces **Neil Soper** — now in an ad agency with **Frank Palmer** and **George Jarvis**.

And what about **Maureen Curtis**? You have to wonder at an archeologist reporting news for Vancouver's *Courier* and *Western News*. Now she has moved to the *Merritt Herald*.

In Prince George, the new city editor is a

photographer for 12 years, **Dave Milne**. With **Al Turner** now on the desk at the *Edmonton Journal*, sports reporter **Mike Trickey** moves up at *The Citizen*.

The Prince George daily has lost its publisher, **John Evans**.

Vancouver *Sun* rock critic **Vaughn Palmer** has become city editor.

Want some inspiration? B.C. and Yukon Community Newspapers Association prints *Communicator*. Great story in the spring issue about **Rollie Rose** who in his mid-Sixties left the Vancouver *Sun* for a softer life as editor of the *Ladysmith-Chemainus Chronicle*. Fifteen years later, his plant prints between 18 and 20 weeklies.

The same issue described a visit of Community newspaper men and women to our NATO brigade in Europe. **Jim Schatz** of the *Langley Advance* has our troops chockful of "impressive devotion to their roles, stressing desire to improve the operation and to keep costs at a minimum."

Publisher Schatz whose career goes back 34 years has been named president of Canada's Community Newspaper Association.

Now at the *Coquitlam Herald*, **Lee Rankin** hails from the defunct *Boundary Road* paper.

At 70, **Dorothy Stranix** has more time to read, retired from the *Juan de Fuca News* which she joined in 1964 when it started up.

Now reporting for *The Columbian* is **Dianna Rienstra** former broadcast researcher and magazine writer.

Torontonians **John Hamilton**, **Sheila MacDonald** and **Boyd Warick** have bought *The Westcoaster* of Ucluelet-Tofino (began in 1957) from **Phil Hood**. The Williams Lake *Tribune* has been sold to Cariboo Press but **Bruce Busby** remains as editor and office manager **Barry Dooley** steps up as publisher. Managing editor **Dave Gamble** has bought the *Summerland Review* and the *Bulletin* from Okanagan Publishing

At *CBC*, **Eric Dwyer** left the Vancouver Morning Show to join the sports department.

There's news from *CBC's Northern Service*. Manager of Operations for *CBC Keewatin* is **Iris McCracken**. In the same role at Inuvik is **Louise Goose**, trained in Halifax and Toronto.

Now on permanent staff at Inuvik is **Monica Ell** and at Yellowknife **Gerald Graham** and **Peter Novack**. At *CBC Mackenzie*, **Jim Lloyd** is permanent and **Lin Moody** gone (to Calgary as producer).

Formerly of *CFOs* Owen Sound, **Paul Jones** (educated at Humber College) is in Frobisher Bay.

Gone from *Northern Service* are producer **Robb Lucy** (of Whitehorse), announce-operators **Ann Hanson** (Frobisher) and **Pat Monaghan** (Yellowknife).

OBITUARIES

Dead at 61, **Lawrence Frederick Daley** was board chairman at Halifax Herald Ltd. and former president of Maritime Broadcasting (operators of *CHNS* and *CHFX*).

After 74 years, onetime biographer of Prime Minister Wilfred Laurier, **Joseph Schull** of Montreal's own life story is ended.

Newspaper-boy at seven, publisher of the *National Tattler* in the Forties, owner since 1968 of Lichtman's book stores, **Mo Ruby** died at Age 68.

For 20 years an Ontario labour mediator (at *The Globe and Mail* and *The Toronto Star* and elsewhere), **Trevor Smith** ended a life started in Wales 60 years ago.

Six weeks after treatment for lung cancer, the founder of *Coin World* and a numismatics columnist for *The Globe and Mail*, **Cale B. Jarvis** died at age 69.

Retirement was brief for Industry, Trade and Commerce information officer **Doug Mason** who died at age 65.

Winner of the first Bowater Award for his 1955 series on Freedom of the Press, Ottawa writer **Frank Flaherty's** name was chiselled in granite after 76 productive years.

In Edinburgh, Scotland at 87 years, former managing editor of *The Oshawa Times*, **McIntyre Hood** passed away.

Better known to *Toronto Star* readers by her maiden name of Heather Rodger, **Heather Dow** died after only 42 years, four of them writing family news from 1959 to 1963.

He was a city editor but better known as columnist for the *Hamilton Spectator* long before **Frank Keen** was 83 years old when a heart attack ended his life.

Three weeks after a heart attack 38-year-old editor and outdoors writer for *The Toronto Star*, **Ted Blachar** checked himself into a hospital at Thunder Bay where he had worked for both dailies before the *Ottawa Journal* and *The Globe and Mail*. He died there July 29.

At Age 60 when he died, editorial writer **James Roe** of *The Leader Post* in Regina had left his wisdom in Toronto, Vancouver and Cornerbrook newspapers.

Inadvertently overlooked was the January death of 89-year-old **Herb Gates** who retired from the Vancouver *Sun* after 50 years but at 70 teamed with **Hal Straight** to make into Canada's largest paid circulation weekly, the *Richmond Review* (sold five years ago to the Sterling newspaper group) where he appeared two or three days a week as advisor.

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Hundreds of Ontario workers who incur on-the-job injuries often cannot return to their jobs. They require assistance in launching a new career: education up-grading, evaluation of their capabilities, and job training.

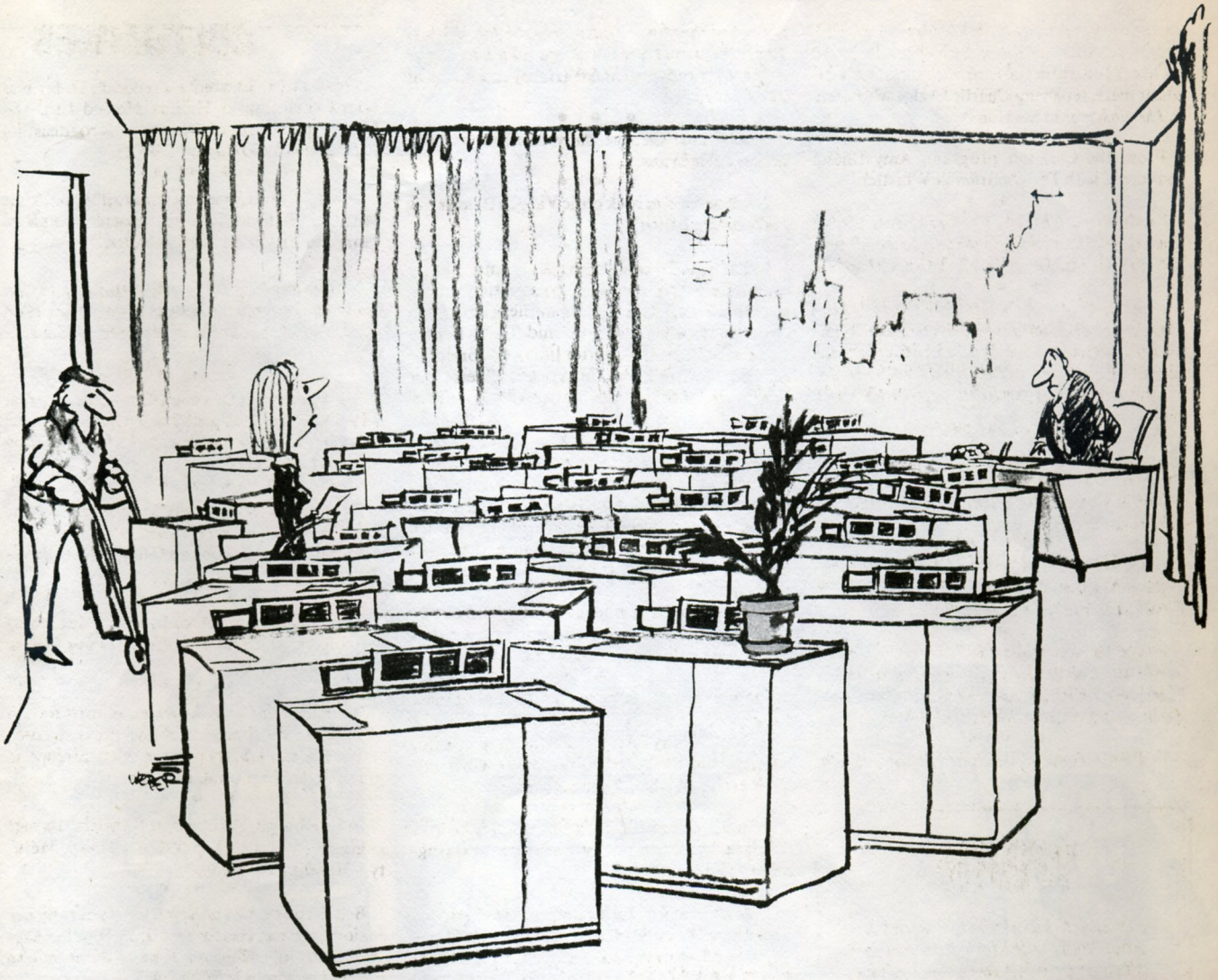
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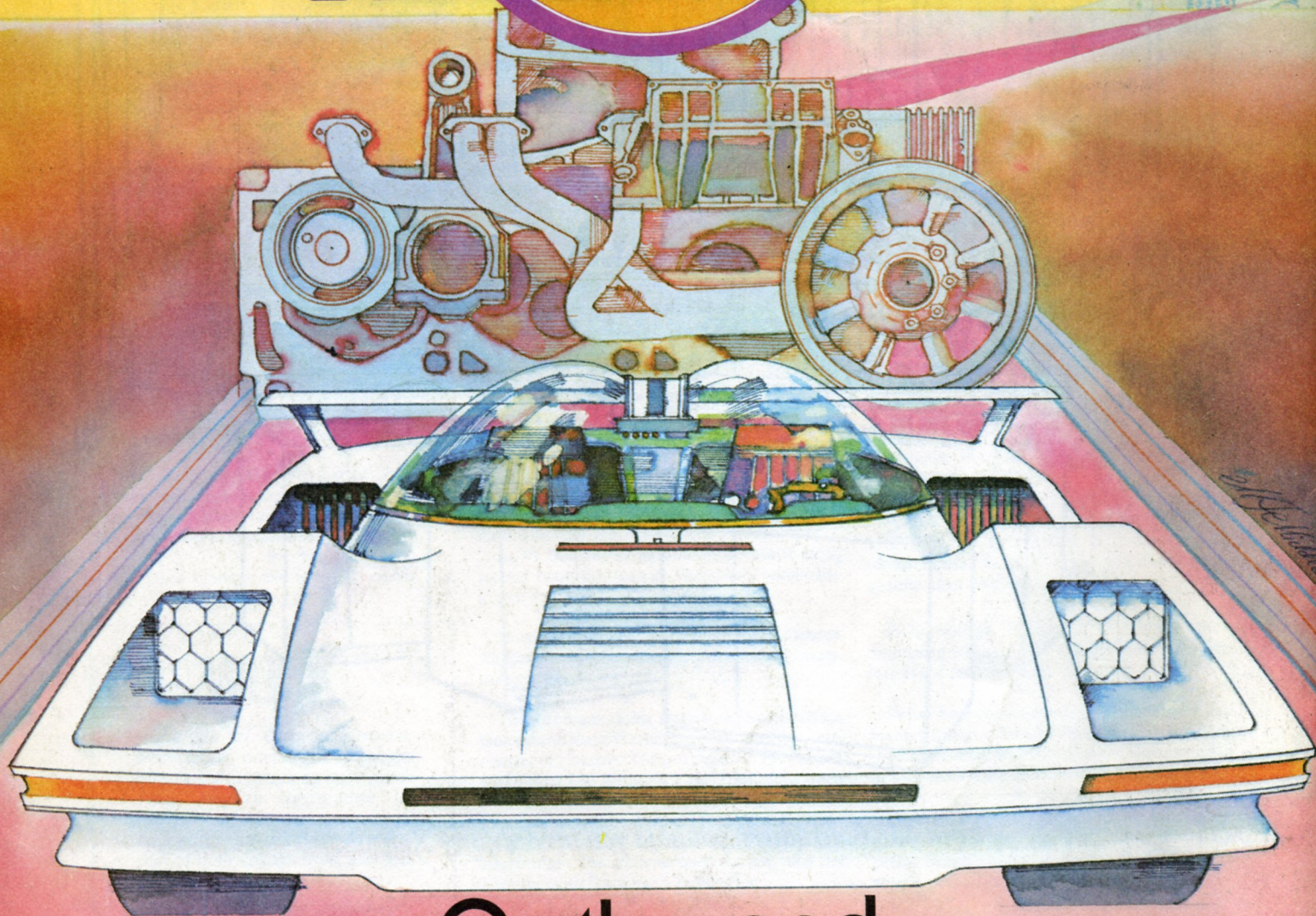
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