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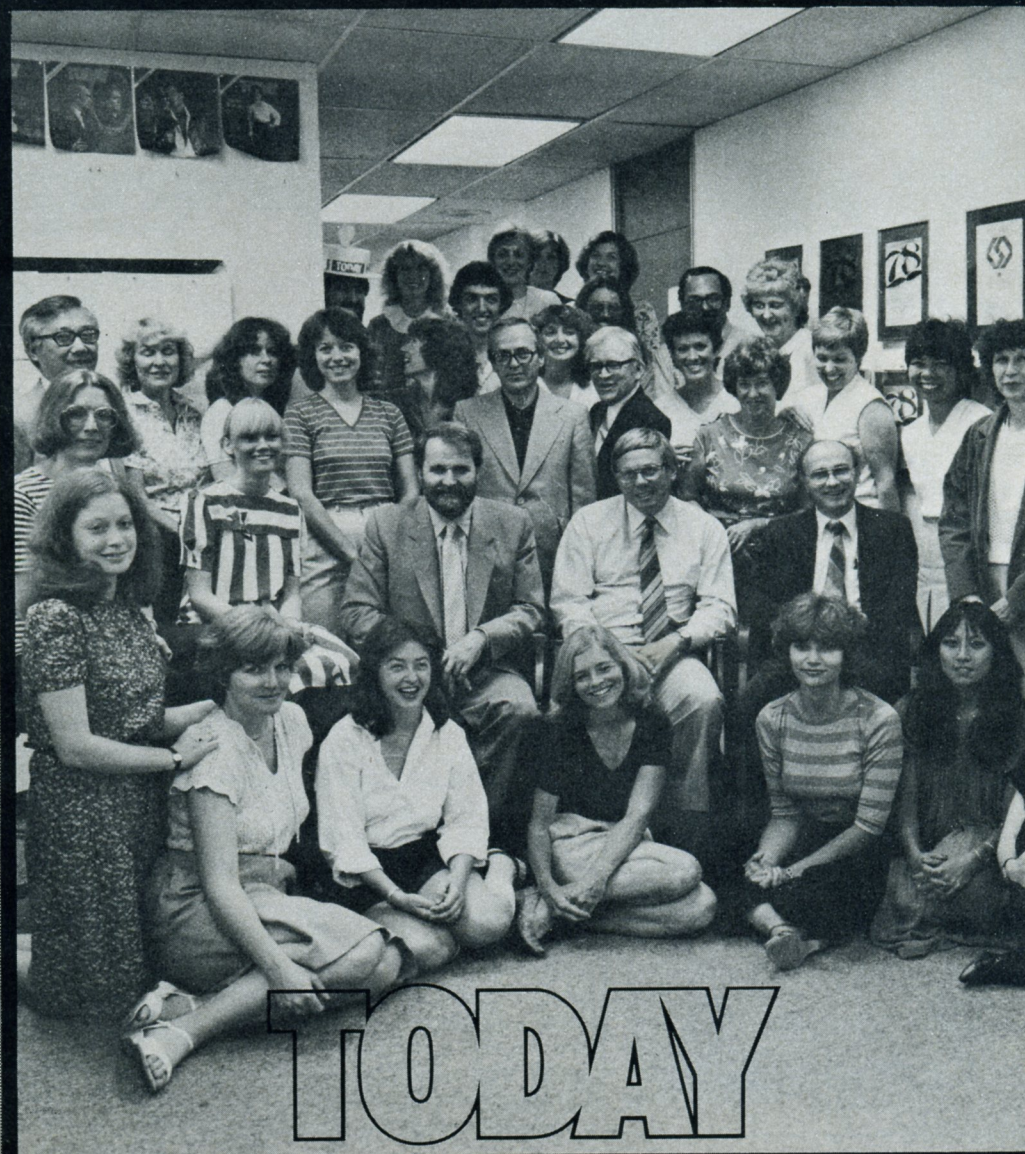
Canada's National Newsmedia Magazine

July / August 1982

No. H3

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CP bites the bullet - the "surplus" that became a deficit overnight
Conversation with Jim Fleming, journalist turned cabinet minister
Sun sets on *Today*



content

Canada's Newsmedia Magazine

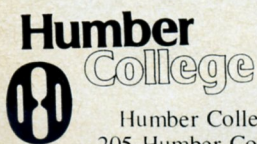
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Cover

The faces in our cover photograph are not so funereal as the occasion warrants. *content* asked those *Today* staffers still in the vicinity to pose together one last time.

The final edition of *Today* on August 28th marks the end of a publishing era which began with the much-heralded birth of *Weekend* in 1951, followed by the French-language *Perspectives* and later by the *Southam-Toronto Star* offspring *Canadian Magazine* in 1965. Competition for reader and advertiser attention was keen, writers and editors had the time of their lives and we were all the winners. Late in 1979, advertising revenue was being drained off by television and a few new magazines and even the optimists of publishing concluded that Canada couldn't sustain two national weekend supplements. *Weekend* and *Canadian* were merged and in March, 1980, *Today* was born despite medical advice to the contrary. The plucky infant lost its struggle for survival. Members of the family continue their fruitless attempts to fix blame for the tragedy.

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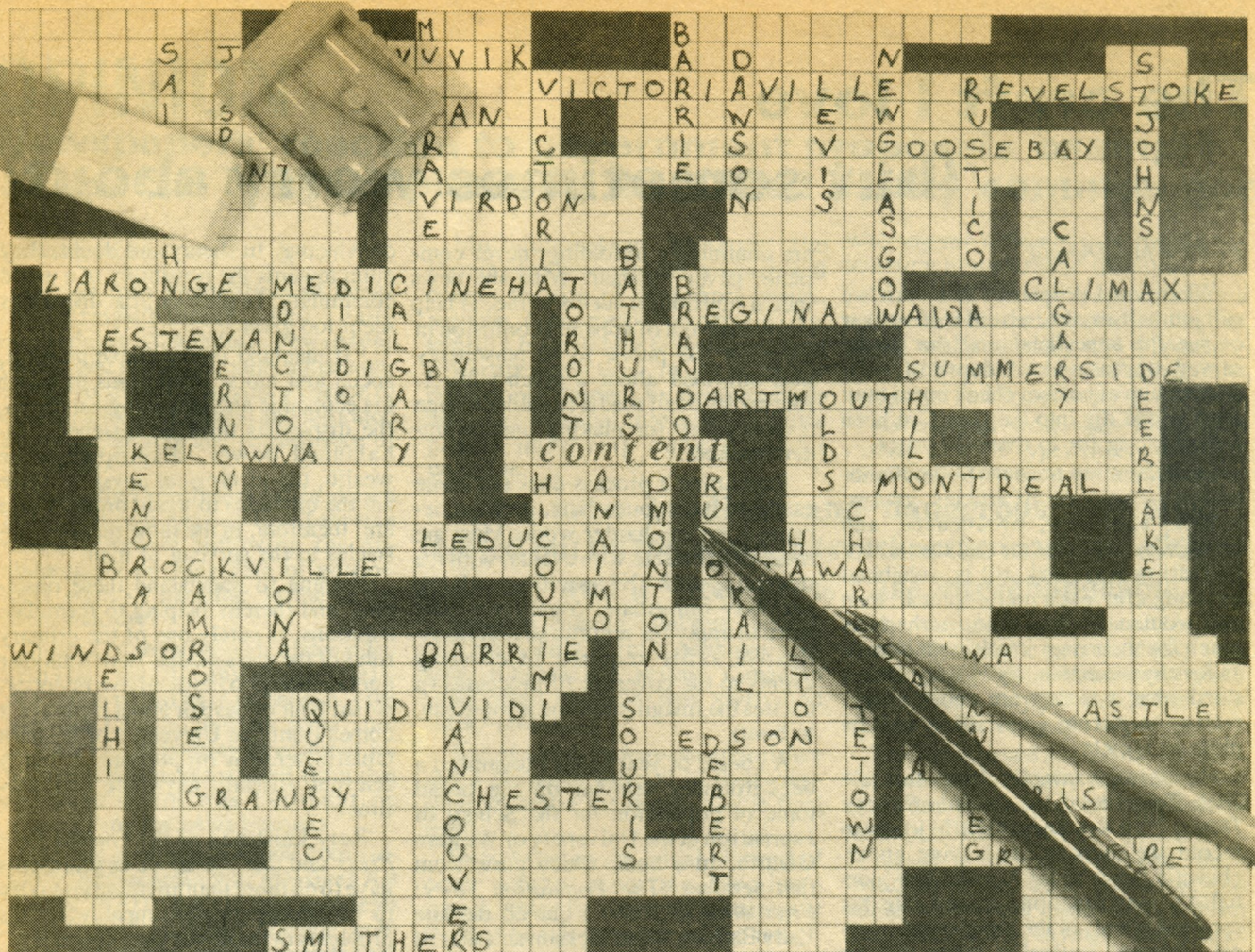
Photos:

Cover: Peter Jones

The surplus which went up in smoke:
Peter Jones

Twice poor: Miller Photo Services
John F. Phillips

Illustration: Profile of Tom Denton:
Andy Meyer



Here at *content* we're working along, surprised that so many of you are at your desks too, postponing those tantalizing, long-awaited vacations just a little while longer.

I travelled to Winnipeg and Regina last month, to gather editorial material and spread the word about *content* to those few people who still don't know enough about Canada's oldest news-media magazine. In Winnipeg, I met *The Winnipeg Sun's* Tom Denton, a disarmingly frank upstart, who refused to let Winnipeg remain a one-newspaper town.

Gathering material for an upcoming feature on the openness of government, I sat in on a regular news conference with Manitoba premier Howard Pauley.

At the annual meeting of the Canadian Public Relations Society, *Globe and Mail* publisher Roy Megarry talked about his paper's past and future, and agreed to sit still for a CONVERSATION with *content* for an upcoming issue.

In this issue, a look at the CP surplus which became a deficit, overnight; Debbie Parke's thoughtful look at the reporting of poverty in Canada; and the return to *content's* pages of its first publisher, Dick MacDonald with some reflections on THE CRAFT. We share our CONVERSATION with Jim Fleming, the journalist-turned cabinet minister responsible for overseeing government's legislative reaction to the Kent Commission.

Mourning is always painful, and the experts tell us that giving vent to our feelings can speed the healing process. I, along with innumerable other former freelancers, mourn the imminent death of *Today*. Editor Walter Stewart said it all when *content* took its cover photograph of the *Today* staffers who hadn't already moved on. "Sorry that our expressions weren't more solemn, but only very dull people can look solemn all the time, and these aren't dull people." Stewart says he has no immediate career plans to announce, and is concentrating on helping to place

some of the 78 people who were with *Today*.

Please be sure to read *content's* letter to subscribers on the outside back cover. Our service to you would be faster and more efficient, if all subscriptions expired at the end of December. Individual letters to subscribers will begin going out in the month of September. Credit will be given for subscriptions already purchased which would extend beyond December 31st, 1982.

Your submissions for THE CRAFT and OPINION are eagerly awaited. All such pieces must be signed, must not exceed one thousand words, and are subject to acceptance by the editor. A small fee will be paid on acceptance.

The limitations of time and space are frustrating to any editor, perhaps doubly so to me as editor of *content*, because there is so much news to pass on to you. Our promised look at media ownership in London, Ontario will run in September / October.

E. W. P.

The craft I love (but sometimes worry about)

by Dick MacDonald

Whenever I despair of this craft we call journalism, whenever I read or hear or see the superficial and the trendy served up instead of depth, I pour another cup of coffee, check my cigaret supply, and dig into the files I've been accumulating for lo these 20 years.

I call them my treasure trove of quotations — snippets of articles, essays, letters, speeches, broadcasts, and books which remind me that the field of journalism was, and still is, inhabited by thoughtful, even philosophical, men and women. People who, perhaps as much for their own intellectual benefit as for anyone else's, try to fully understand what it is they are about — try, really, to define journalism and its place in society.

Here's an example, from the late Nick Tomelin of the *London Sunday Times*: "To say a journalist's job is to record the facts is like saying an architect's job is to lay bricks. The journalist's real function, at any rate his required talent, is the creation of interest. A good journalist takes dull or specialist or esoteric situations and makes readers want to know about it. By doing so, he both sells newspapers and educates people. All this is not to say that a journalist should ever be inaccurate, or false to the truth as he sees it. He must create interest while being truthful just as an architect must create pleasing shapes that don't let in the rain."

So, I mull over Tomelin's thoughts and apply them to the daily newspapers I see on a regular basis — putting aside radio, television, and magazines for the time-being — and came to the conclusion that the "creation of interest" appears not to be high on most priority scales. There still is too much conveyor-built, sterile, and bland information being disguised as news and analysis. Exhortations notwithstanding, what some of us call "event journalism" remains supreme, when what the world needs is "process journalism."

Most of the subjects which need to be addressed by contemporary journalism cannot fairly or responsibly be treated in the "event" fashion, because they

are continually unfolding, never complete, never finished. What the news media must do, it seems to me, is help make sense out of apparent confusion in order for the public to be reasonably well-informed about a given subject. Journalists of all media shoulder a huge responsibility for making matters understandable.

Explaining a process does not come easily to most journalists, perhaps because it entails harder work. Most are more comfortable with events, with the dramatic, with the specific, with the narrowly immediate. Surely we must learn to apply the reportorial and investigative skills acquired in covering events to the coverage of processes (it excites the imagination and is more fun, to boot).

A couple of years ago, I organized a backgrounder seminar on the broad topic of population for the School of Journalism at the University of Western Ontario. In a book which grew from that seminar (*The Population Story: From Now to 2000*) I quoted the late Lady Barbara Ward Jackson as a way of making a point about the modern demands on and expectations of journalism. While Lady Jackson, then in ill health, could not attend the Western conference, aspects of her philosophy, her attitude toward life, kept creeping into the discussions. Whenever a speaker or delegate mentioned the inter-relatedness of the forces which mould us, there were echoes of her observations on the state of Spaceship Earth, a series of lectures which culminated in the publication in 1966 of a seminal book by that title.

In our world society, Lady Jackson said, neither the old passivities nor the new energies can be relied on. The world will not accept the dominance of a few "top nations." Yet the disparities in power, in wealth, in outlook, and ideology are so great that the creation of some kind of working community in the Western manner also seems to be ruled out.

She went on: "The analogies between an ultimate world order and the experience either of despotic states of the size of China or of democratic communities on the American or Indian continental scale are thus not wholly

convincing. In theory, no doubt, they point towards the possibility of a world community. In practice, the disparities seem too great."

"If mankind is to achieve political, social and moral institutions to match his economic and technological drives, the disparities must be lessened. Unbalanced power, disproportionate wealth, the ideological abyss — these are the obstacles to world order. These are, therefore, in the same measure obstacles to the survival of man."

Helping to understand these obstacles, and thereby helping to formulate solutions, is surely one of the primary roles of the mass media. Here's another quotation which helps relieve my occasional bout of despair about the craft; it comes from that University of Western Ontario seminar on population, but is relevant virtually anywhere and anytime.

Rory Leishman of the *London Free Press* said that "what we as journalists have to do more than anything else is try to encourage greater empathy for the problems in the developing countries." And he reiterated comments by other speakers when he said people in the communications industry must be able to take complex ideas and try to simplify them for general readers. Not

■ continued on page 21

Dick MacDonald was research editor for the Royal Commission on Newspapers, which officially wrapped up March 31. His journalistic career has spanned publications in Atlantic Canada, British Columbia and Montreal. He has been a freelance broadcaster and has taught at several Canadian journalism schools, as well as being publications manager for Northern Telecom. He was the founding editor of content and was, for five years, manager of editorial services for the Canadian Daily Newspaper Publishers Association prior to joining the Royal Commission. MacDonald is editor or author of nine media-related books, including The News on which he collaborated with Barrie Zwicker, former editor and publisher of content. The News will be published in September by Deneau Publishers and Company Ltd., of Ottawa.

OPINION

Newspapers' reaction to government proposals example of special interest pleading disguised as the common good

by Barry Wilson

Despite their protestations of integrity, responsibility and fair-mindedness, Canadian newspaper owners and their hired guns remain unwilling to allow Canadians a chance to conduct a rational, public and informed debate on the role and performance of the media.

What other conclusion can be drawn after the recent display of self-serving media comment following the announcement on May 25th of government plans to intervene in the newspaper industry?

Instead of the reasoned, many-sided analysis which newspaper self-promotion would have us believe is the norm in Canada, readers were subjected to an outpouring of editorial invective aimed at convincing them that the government was hell-bent on nationalizing the news business.

Making a none-too subtle comparison to the draconian War Measures Act used in 1970 to put Quebec dissidents behind bars, *Montreal Gazette* publisher Robert McConnell suggested the government's proposed Canadian Newspaper Act be renamed "The Press Measures Act."

The *Calgary Herald* added its own voice of reason: "The whole thing stinks. It insults journalists and it insults the readers."

The government proposals "promise to cause more mischief than help the prospects for a free, diverse and independent press in Canada," argued the *Winnipeg Free Press*.

The reason for the outrage was a package of proposals from the government to correct what newspaper royal commissioner Tom Kent saw as an industry increasingly under the control of a wealthy few and largely unaccountable for its actions.

Barry Wilson has been a journalist for more than 12 years. He has worked in New Brunswick (*Saint John Telegraph Journal*), Ontario (*Oshawa Times*), Saskatchewan (*Saskatoon Star Phoenix*, *Western Producer*) and Alberta. Currently he is *The Producer's* Ottawa correspondent.

Multiculturalism Minister Jim Fleming has proposed a law which will control the size of newspaper chains, regulate cross-media ownership, establish a body to hear complaints about newspaper practices in areas of the country not covered by press councils and offer financial incentives to newspapers improving out-of-province coverage.

...the most insidious and dangerous argument trotted out by the apologists is that the interests of the industry and a "free press" are interchangeable.

While expressing relief that Fleming did not accept Kent's proposals for more fundamental action, Canadian newspaper reaction was swift and highly critical.

And as usual, newspaper spokesmen had a powerful weapon in their campaign to define the debate — the final word.

Except during the initial blizzard of news stories reporting Fleming's speech, there has been little attempt at fairness or full coverage of the issue.

Instead, readers have been offered the one-sided views of owners or their managers that all freedom loving Canadians should oppose government "interference" with the press.

In trying to undermine Fleming, they have helped prove some of his points.

It has been an impressive example of special interest pleading disguised as the common good.

In the process, there has been the resurrection of a traditional newspaper industry argument used to thwart outsiders who dare criticize. Demands for accountability or reform, the argument goes, are really thinly-veiled attempts to impede the flow of information and to make the "free-press" a forum for propaganda.

Implicit in the argument (and often explicitly argued) is that the motives of every group but the newspaper industry should be held suspect. What is good for Thomson Newspapers Ltd. is good for the Canadian body politic.

And of course, Canadian newspapers are quite capable of policing themselves, thank you very much. Anyone

who argues differently is merely attempting to undermine freedom.

In light of the newspaper industry's refusal to treat the debate over the role of the media honestly and dispassionately, this stance is breathtaking in its arrogance and hypocrisy.

As editorial writers and publishers rushed to their typewriters to defend their unique position as the only major

public institution which should be free of effective public accountability (except through libel laws and marketplace competition), they paraded before their readers some trusty old arguments.

The most incredible is that the public, through their daily decision to buy or not to buy a paper, are the effective masters of the industry.

This is a version of a cliché much loved by a one-time Saskatchewan editor who would respond to criticism from politicians by saying: "Newspaper editors are elected every day."

The new version was put best by the *Edmonton Journal* which bemoaned the Fleming proposal to create an advisory council to hear complaints

against newspapers. "Nobody told Fleming that his powerful instrument of disapproval already exists through the medium of letters to the editor and phone calls to his staff," sniffed the newspaper.

Added the provincial news magazine *Alberta Report*: "Ultimately, the approval of a newspaper — and consequently its survival — is in the hands of the reading public who buy it or don't but it."

These advocates of marketplace power seem not to have noticed that few Canadian cities offer readers the choice of competing newspapers. In a print media monopoly, marketplace choice (voting with your quarters) means little.

A companion argument is that the

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Twice poor

by Debbie Parkes

Six million Canadians live in Poverty. As the country falls deeper and deeper into the economic recession, the media continue to throw at us updated figures on the number of unemployed, the number of bankruptcies and the number of children being sent to school every morning without a lunch. But besides these dismal figures, what more are we being told?

Poverty in Canada is an issue that our press fails to treat as an issue. "There's hesitation about bringing it out into the open," says Bob Holota, director of the counselling unit at the Native Canadian Centre. "Many people like to think poverty is in the Third World when it's right here in their own back yard." The media are telling Canadians what's happening in the political arena but they fail to deal with the wider ramifications such as why all these needed jobs don't exist, he says.

The average person should be made to understand such things as the vested interests of multinationals and their powerful lobby in Ottawa, says Holota, and it's up to the press to bring this home.

It's not that the press avoids the issue of poverty, as such series as the *Globe & Mail's* "Poverty Trap" last fall, and the *Toronto Star's* January series on the inadequacies of Ontario's social services show. The issue is not whether poverty gets its **fair share** of coverage by the media but rather whether it gets **fair** coverage.

Earl Miller is co-author of the report, *And the Poor Get Poorer*. In general, he says, newspapers only represent a particular part of the population. "Although they report on a broad range of news, their news is the kind of news which is of interest to the corporate sector and people who are consumers of the products they advertise," he says. "The people who are not in those categories tend not to be reported about and the information that is reported about them tends not to be done with their interests in mind." Going even further, Miller says there is some particularly bad writing being done, especially on the lifestyles of the poor, which only serves to further victimize them.

McKenzie Porter of the *Toronto Sun* is a case in point. He gave his views on how to put an end to the social squalor

that he claims is passed on from generation to generation of "congenital invalids, idlers, gluttons, drunkards and beggars" in a column last January. "We shall be free from the painful spectacle of their misery only when democratic people everywhere are persuaded to accept in principle and devise in practise fair, compassionate, legal procedures for the compulsory sterilization of the unfit," he wrote.

Miller says that views such as these represent a blaming-the-victim ideology. "McKenzie Porter's article clearly indicates a real lack of support for social welfare policies and a real misunderstanding of the causes of poverty," says Miller. It's these views that help fuel the mythical view that many already hold about the poor — that they're poor of their own fault, he says. "They're dealing with a whole set of complex problems in a lifestyle. It's not amenable to a simple analysis or a simple solution."

In 1971 the Senate report *Poverty in Canada* concluded that poverty in Canada will end only when prevailing public attitudes and cherished myths are "given final public burial," thus emphasizing the important role played

Poverty and the Press

by the media in this regard. Two years later the National Council of Welfare's report on how Canada's press covers poverty concluded, "Canada's press is not today providing that relevant information. On the contrary, the information it is providing, and the way it is providing it, is reinforcing those myths."

Leon Muszynski of the Social Planning Council of Metropolitan Toronto, says the press is instrumental in forming public ideas and attitudes. But at the same time, people are very manipulated in terms of their tastes and their wants and what they see as important in the news, he says. Rejecting the notion that the press tries to reflect the interests of its readers he says, "I'm not sure the press can easily say that they're really giving people what they want as opposed to giving them what the press really wants them to have." The problem with the way the press handles poverty is that it fails to touch on the fact that the real cause of poverty is related to the way in which society is organized, says Muszynski. And it fails in this regard because the press represents the interests of the owners and business, he says. "There's a real class interest here we're talking about."

Newspapers are a part of the system that can't challenge the system, says one-time *Toronto Star* poverty reporter David Allen. "All newspapers are a leading part of the economic power structure. They have a vested interest in maintaining the status-quo. Starting with poor people, who else is going to deliver their newspapers?"

The *Toronto Star* set up a poverty beat in the late sixties when Senator David Croll proposed getting the resolution through Senate to investigate poverty in Canada. Croll was a close ally of the *Star* and the paper supported this idea, says Allen, who held the beat for its three-year duration. "It was fashionable at the time. It was the late sixties and the trendy thing to do was to be worried about the poor."

Allen travelled with the Senate Committee all across the country, following up on the findings of their investigation. The National Council of Welfare's report even gives Allen favorable mention for his probing reports. But Allen says the poverty beat

was emotionally draining. "No journalism outlet has any real motive for doing that kind of exploratory journalism because you challenge the system," he says.

Part way through the Senate's investigation, a new city editor came to the *Star*. Pat Scott had different ideas about poverty, says Allen. "He began from the view that all poor people were bums who sat on their front porch drinking beer all day and all the women did was get pregnant and breed. I refused to do some stories." Allen gives the example of a fourth-generation welfare family in Toronto's Cabbagetown, an area often associated with poverty. "I approached that story as saying, 'What's the matter with the billions of dollars we're spending on education and welfare that they've never reached this family?' Pat Scott's view of it was, 'Well, here are all these promiscuous women and bums. We should expose them for being a drain on the taxpayers.'"

Last fall, Mary Kate Rowan wrote a series in the *Globe & Mail* which tried to give a more honest insight into the plight of the poor. "The Poverty Trap" described Christine Dunn, a single mother trying to make do on welfare. Allens calls it a good piece of journalism — "gut-wrenching." But like many of the stories we read it only told about the sad plight of one person, he says. "It didn't do anything to alleviate her poverty. It left me with a great sense of 'here we go again'."

Looking back at his own stories Allen says they too probably did very little to sensitize people to the problems of the poor. His experience is that

writing stories about poverty often fails to have the effect on the public that the journalist may be hoping for. The only positive outcome he remembers was embarrassing the government into fixing up Toronto's Regent Park housing project. But even though Allen's articles did accomplish something positive, he says they failed to bring out the deeper reasons behind the problem. It only put the blame on the government, he says, and the problem isn't one of government. "Poverty is rooted in a free market economy. If you don't recognize that then you can't deal with it. And when you do recognize it, if you aren't prepared to do something you might as well knock it off, because you're conning everybody."

Sure there's self-censorship, says Allen. "You don't have to be an intellectual giant to understand that if you're a reporter at the *Globe & Mail* you'd better be careful what you say about the Thomson family, about the Hudson Bay Company, and about everything else they own. You just know that. It doesn't have to be written in their style book or anything else." There are a lot of things that journalists "just know," he says. Journalists at the *Toronto Telegram* knew enough not to touch the Eaton family and journalists at the *Toronto Star* know that Walter Gordon is front page news.

Miller agrees. There are a lot of journalists, including Rowan, who are doing their best to try and provide a deeper analysis of the roots of problems such as poverty, he says. But they're still having to come face-to-face with newspapers who as a rule don't want to go into these issues in too much detail.

"Many people like to think poverty is in the Third World when it's right here in their own back yard,"
Bob Holota, Native Canadian Centre.

The issue is not whether poverty gets its *fair* share of coverage by the media but rather whether it gets *fair* coverage.

"The real role of the press is to disguise the basic inequalities in the system." Ian Adams, *The Real Poverty Report*.

Often the journalist is forced to write about the symptoms without going into the causes, which leaves the reader with the implication that poverty is somehow the result of the same individuals who are really its victims, says Miller. "When it comes to conflicts between people and the system, (newspapers) tend to take the status-quo view which suggests that social change of a major sort isn't indicated," he says. Adds Allen, a paper like the *Globe*, owned by a family with enormous other economic interests, which all prosper because of our present economic system, isn't about to challenge it.

In his book, *Conspirators in Silence*, Patrick Watson says that prevailing opinion is that Canada enjoys freedom of speech, freedom of discussion and the full airing of issues of public controversy in the press. This is the attitude promoted by our major institutions, he says — the schools, mass media and government — and amounts to "a conspiracy to turn us off. It is a conspiracy that works particularly well because the conspirators do not know there is a conspiracy and believe their actions to be good," he writes. "Our schools, our mass media and our politics cooperate to silence the human voice. But so successfully do they sham the opposite role that they convince themselves."

Former journalist and author Ian Adams has for many years now been trying to fight this "conspiracy." He says experience has taught him that in this country journalism is something that is approached with the values of the

middle class in mind. "In working for daily newspapers and writing for almost every magazine in Canada, I have encountered nothing to make me change my mind," he writes in his book, *The Poverty Wall*. "To work for magazines is to run head-on against the values of that middle-class world." Adams says when he suggested at a story meeting at *Maclean's* that a series of articles be devoted to poverty in Canada, he was shouted down. *Maclean's* editors preferred to stick to clean, wholesome topics and pictures that wouldn't depress their readers, he says.

Adams and three others were appointed to serve on the Special Senate Committee on Poverty in Canada, but, disillusioned with the committee's

"We don't have mass media, we have class media."

work, they resigned and wrote their own report. In *The Real Poverty Report* Adams et al write, "Any attempt to discuss their actual production of poverty in Canada — the roles played by the tax system, corporate autonomy, collective bargaining and the rest — was systematically eliminated from the drafts of the report."

Having seen and studied poverty, the authors of *The Real Poverty Report* deny that the press in this country will ever be able to assume the role of showing it as it really is. The media are too much a part of the power structure even to attempt to bring about a change in public attitudes and values, they say. "The real role of the press is to disguise

the basic inequalities in the system. If the media did a proper job of exploring the basic inequalities in our society, they would open the door to the inevitable confrontation that precedes radical political changes."

The net result of all this is that journalists are pacified. Any real thinking and creativity is stifled and incentive for promoting positive social change is lost. Says Allen, journalists become like most people. "They want to get on and about living their lives." They don't direct their concerns to the poor in Canada or anywhere else, he says.

Miller says the whole process is a form of social control and questions whether Canadians should even expect newspapers to deal in depth with the issue of poverty. He feels that's a job

that's going to have to be left up to our social leaders, politicians and people responsible for the legal system.

Whether or not these people actually take on the task can only be left for time to tell. There is one verdict, however, that was easily arrived at by all those questioned on the matter — poverty in Canada cannot be given a fair hearing in this country's press. As one person put it speaking before the Senate's poverty committee, "We don't have mass media, we have class media."

Debbie Parkes is a Toronto free-lance writer.

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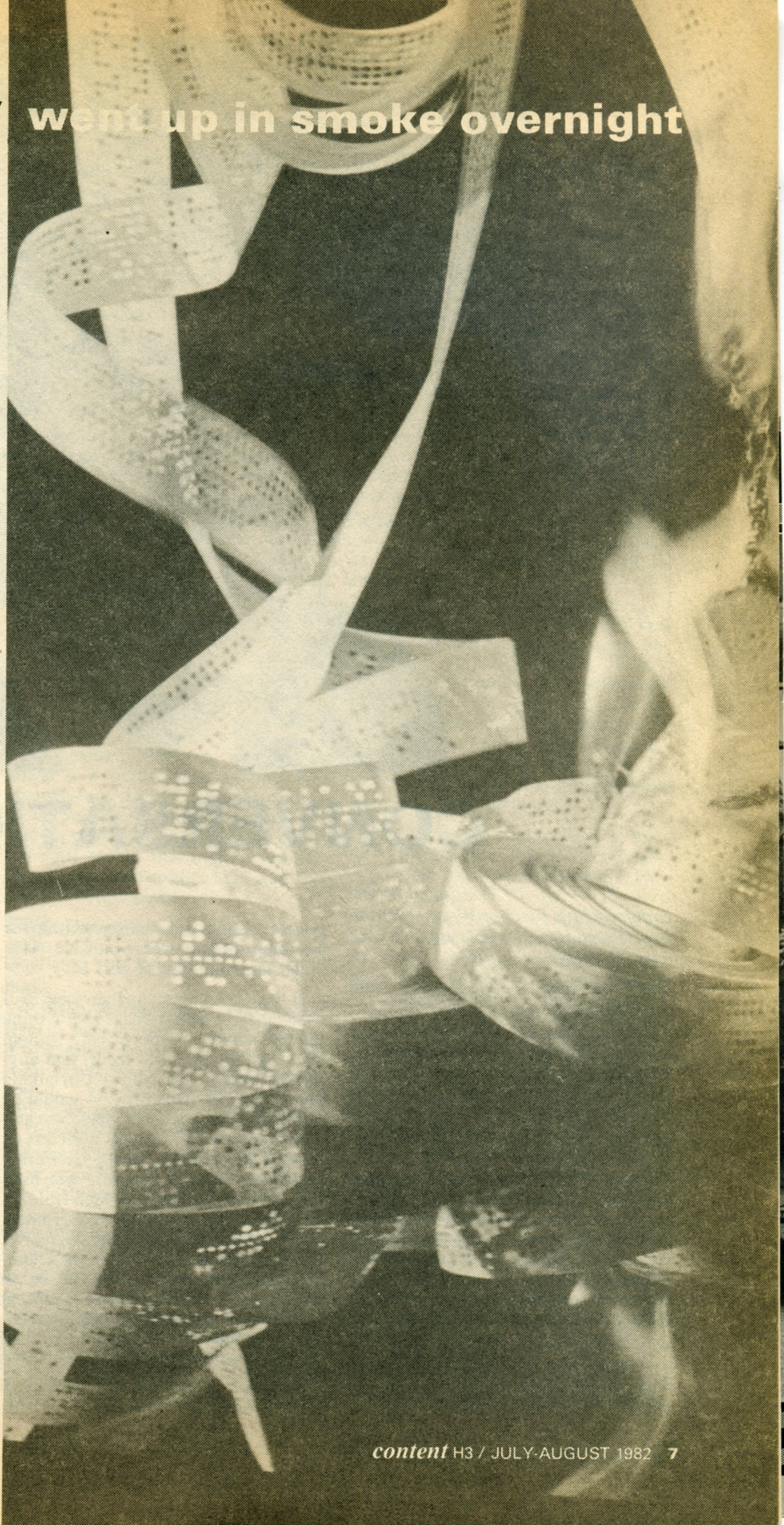
The "surplus" went up in smoke overnight

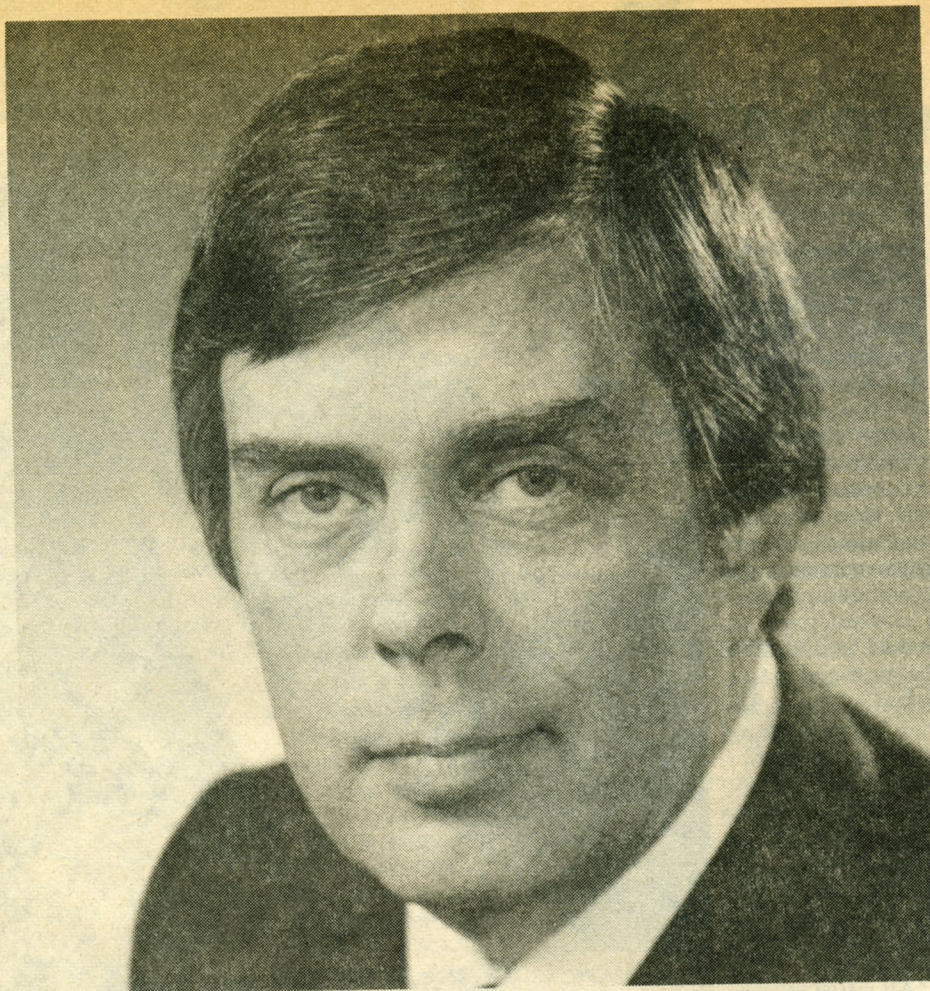
by Eleanor Wright Pelrine

Canadian Press, says General Manager Keith Kincaid, "is not a heck of a lot different from most businesses." Perhaps not, but it was at *CP* that the almost \$300 thousand surplus projected for the last fiscal year became a deficit overnight. Went up in smoke, you might say, during *CP's* switch-over from a manual to a computerized accounting system. According to Kincaid, accounting for the first six months of the 81-82 fiscal year was handled by combined manual and mechanical systems; at the half-way point, they moved completely over to computerized accounting, and discovered as a result of checks built into the year-end procedures that the surplus had vanished. Did heads roll? "No," says Kincaid quietly, "only if there's a recurrence".

The deficit apparently caught everyone by surprise. Merit increases were being distributed, plans for expansion were being examined, and, says one staffer, "There was no problem convincing your editor to let you spend several days on a story, even if there were expenses involved". But things have changed. All travel must be approved by the Vice President — Editorial or General News Editor. *Newstex*, the computerized information system which had previously been subjected to 'new toy' overuse, is now not available to a reporter without prior approval. Kincaid admits that *CP* is a little less ambitious than it might have been earlier, looking to the member organizations with which it has a direct computer link for coverage of local events. Obviously too, the wire service is counting on revenue from its non-media sources like *Canapress Business Information Wire*, *Newstex* and *Canapress Picture Service* to help close the financial gap. "It's not by any means the end of the world," says Kincaid. "Sure there's a hiring freeze, we're replacing people one by one as the need arises." Travel has been curtailed, and *CP* veterans are a little testy about "nickel and diming", as they call the careful monitoring of small expenditures on newspapers, for example. Some stories, they suggest, are not being covered, because it costs money to travel, even to Hamilton, and it's practically impossible to get approval

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CONVERSATION

content editor Eleanor Wright Pelrine interviewed Hon. Jim Fleming early in June in his Ottawa office.

EWP: My initial reaction when I heard your proposals was that there must be, almost immediately afterward, a massive celebration by newspaper owners, who were saying 'We were lucky, we got by. It's going to be okay.' I've had the feeling that they're going through a ritual of resistance and opposition. What do you think about that?

Fleming: First off, politics is, to use an old cliché, the art of the possible, and I believe that that has many levels to it in this context. One level, is the possible and current context of what the government faces, the economy and so on, what a cabinet will accept. Secondly, is what you can do in the marketplace in an area that has been talked about for several decades, and had major studies done, upon which no government has previously acted. Thirdly, what can

you do, despite expectations, within the confines of the powers you have. That is the most limiting of all.

If they're laughing up their sleeves, I think they're naive and I *don't* think they're naive. I believe that, without trying to be unkind to them, that anything anybody tried to do — I'm talking about the publishers now — would be opposed. If you simply made a statement they'd tell you: 'what right do you have in government, you're interfering with the freedom of the press, you have no right to talk about it.' which I think is an absurd concept. If the government had not acted at least to the degree we did, it would be an invitation for Thomson to acquire more. It would be an invitation for someone if not in current economic times, as the economy recovered, to move on Southam. From all the information I have and surely both those things would be very serious if either one of them happened. So I think

we've done something quite significant.

EWP: I wasn't suggesting that what you've done is not significant. But I suspected that they were very relieved indeed, considering what they might have gotten.

Fleming: Yeah, but sometimes I've found that, I guess as an MP for almost ten years, and now a couple of years as a Minister, especially as a Minister, that business tends to be more irrational about government than almost any other part of society. Just to fear the unknown, to say, 'those folks up there in Ottawa can do terrible things to us.' They focus on something that's happening to other people. We know that in what happens in the marketplace. It's psychology. These are things that I'm really still in the learning stage about. But I guess I'm getting off the point. Jurisdictionally, we couldn't do what

Kent wanted us to do. We had contrary advice to Kent's legal advice.

with Jim Fleming, journalist-turned cabinet minister

On retroactivity, I can say all the things I had said in my announcement. Retroactivity is repugnant, because they got where they are quite legitimately for our failure to act, or because we didn't deem it appropriate to act (earlier).

EWP: Well, your point is that they made business decisions in good faith, legal decisions at the time, and it would be unreasonable in your view to punish them for that.

Fleming: In my view, yes. Beyond that, we would have to act somehow against a specific industry and our trade and commerce power doesn't allow you to act against a specific industry. Combines legislation is largely based on consumer interest, the cost of the product. That's not what we're talking about in freedom of the press. We're talking about diversity of information, free-flow of information, alternate sources of information. So I couldn't even if I wanted to, go out and get them without trying some very new ground. That stopped me right away, but I also felt I should make it clear that there were consequences if you did that. In the political battle, the justice and the perception amongst public of the justice of it. We know the level of outrage that the publishers can produce and they control the major chains of print information in this country. All those things combined, I had to go and say what is the most I can do under those circumstances. And looking at the legal aspect, looking at appearing fair to people who stop and are interested, and beyond that, trying to do something at least worthwhile to prevent things from worsening. So that's what got me into the 20% rule.

EWP: You mentioned jurisdiction. Do you expect a constitutional challenge, based on The Charter of Rights and Freedoms guarantees of the right to freedom of expression. Do you anticipate any constitutional challenge to what you have proposed?

Fleming: You have to understand that I'm neither a lawyer or a constitutional expert. I'm a politician and, I am at least temporarily a retired writer. And my belief is that the ground on which...we're going, new ground, The Charter of Rights is in our favor, not

against our favor. Freedom of the press, doesn't mean the right of the publisher by reason of his money to own everything in the country, that means the right of the people to receive information. And I don't believe it's a free press if it's in the hands of one person or in control of the government. We did go over this as a concept, and one question that one of the justice lawyers brought up was what about the Charter? I argued in favor of the proposals, and we got some legal support for that. We sought some legal advice beyond the government, which didn't please some people in justice. We felt we'd better do that, because indeed, I'm making a couple of major assertions. One is that the print media is something that is special. And when you talk about freedom of the press, that, of course involves, all media, but I'm saying it is something special. The daily newspapers more than any other media has exclusivity in most Canadian centres — the daily newspaper — and as such we have to worry about diversity or that special power if it were owned by only two companies across the country. You'd go in every urban centre with only one source, one set of reporters, one editorial staff within that major unit. Although you can argue Thomson has many different pieces.

EWP: One editor said today, when I asked 'If you were seeing the minister, what's the first thing you would say to him?'

'Probably that any damn fool has the right to publish anything at all, whether it's handwritten or on a mimeographed sheet or whether it's distributed on the corner.' You and your people do not anticipate, at this point, any difficulties in regard to the Charter?

Fleming: No, we believe we have a good arguable case if we were taken to court. But we're arguing in a vacuum of precedent. You know how much all these things are set on precedent. There is no precedent in this area, and we're going under the peace order and good government head, which says the national interest is a diversity in sources of print, daily press. Incidentally, my reading is that almost universally in the editorial page criticism by the daily press, "it's a foot in the door". A

number are indeed saying, "well it's true, there is a limit to how much, treat us a different way, and it's terribly dangerous to have a specific act."

EWP: Well, of course any act can be amended in a desirable or undesirable way.

On the 20% rule, is it possible that Southam or Thomson, operating under the 20% rule, might unload or abandon a less profitable paper in order to acquire another paper, but that their percentage would not change?

Fleming: No. The moment they go to invest in anything they will work their way back to at least 20%. In other words, they say: 'this paper is not making money and we want to get rid of it, and meanwhile we want to buy this one, which has roughly the same circulation,' no, they cannot. That's something that is not widely understood and that's the very principle piece of what I'm proposing. The threshold is 20%. We aren't going to force retroactivity, but should they sell any piece until they fall back on the 20% level and less, they cannot acquire.

EWP: I see. But technically, if they fell to less than the 20% level, it might be possible for them to abandon a less profitable paper.

Fleming: Yes, but from all the information I have, they pretty much think that all the pieces they have are profitable. I think, in fact, over time they will sell some of what they have, though I could be wrong. And when they do that, they'll be rolling back towards the 20%, and somebody else who has less than 20%, either nothing or something, can acquire, I suppose. To anticipate a question, does that mean that they'll lose a newspaper somewhere, because it's not profitable. Would they not in any case? What does the 20% have to do with it? The fact is, aside from the difficult economic times, that the Kent evidence, or any other evidence we could find, suggest that the newspaper business is generally, profitable. And somebody else wanting a piece of what either the two big companies now own, might do very well at it.

EWP: Do you anticipate the growth of other chains and the springing up of

new, smaller chains, in the near future?

Fleming: I don't think it will happen quickly, because there's so little left out there. But, for instance, some of the Quebec chains might well start getting interested in English language papers, and they've got a pretty good base. Demarais' operation, which is not in Quebec, might go elsewhere, as they are in the States. And that would be good. I see no reason why Sifton, for instance, wouldn't do that. What would happen, it's hypothetical, but I, surely, the CRTC and the cross-media world will be looking very closely at the Irving situation. Now the question is what if Irving wants to vest in something, in those centres where they dominate. If that happens, will it be broadcasting interest or the newspaper. So who knows whether its newspapers or not that would be freed up. My point is that in individual marketplaces they should be back to the principle of the key element of a free press' diversity. On a national basis we set a threshold. On individual markets, we're trying to say, where we have the authority under the CRTC, the air waves, that there should be a diversity. What I hope will happen in all this, is at least some improvement in competing media conglomerates: smaller or larger. My bias is that the companies largely in the media business, tend, on the record, generally to do a better job at news content and coverage, than do people with other

EWP: So you're not looking at an increase in the CRTC's powers. You're looking at, rather, a directive to utilize the powers they currently have.

Fleming: Yes. What we're really doing is asking them to stiffen the policy they already have, which is against cross-media ownership in a particular marketplace.

EWP: I notice that the day you made your speech in London, you referred to acquisition of or licensing a company which already owns a newspaper. I think you used the words, newspaper owners, at that point. My big question then was, what does that do to Maclean-Hunter, given their takeover of The Sun when their major business is not a newspaper business. Do they immediately then become newspaper owners?

Fleming: My difficulty here is that it's inappropriate, (that's the harness I have to operate under), for me to make a decision that the CRTC is properly given as a responsibility. We're setting a context. But clearly the Royal Commission, made a series of findings and a series of recommendations. One of those recommendations was against the cross-media ownership in a particular marketplace. When there were rumors, some months after that, of a takeover of Southam, I put out a press release saying that I want to make it clear that the

government will take very seriously somebody trying to make a move in an area of concern with the government, between a Royal Commission finding and a government's declared policy.

Now Maclean-Hunter has made such a move and I think they have to face the context therein. You'll notice that the CRTC has postponed the hearings on CFCN until the Fall. I'm pleased they've done that. I hope that when they look at that license issue they will do it in the context with what we are putting forward. But they will have to make that final decision. They will have to look at the Maclean-Hunter situation and say, Maclean-Hunter now owns what I believe is the major TV station in that marketplace, and there are several newspapers. If they pick up that newspaper, does that give them a dominance in that marketplace, which is contrary to the direction we've given. But they'll have to make that decision.

EWP: One of the things mentioned by you in your Ottawa news conference was the necessity for a newspaper to provide assurance under those circumstances that the news gathering and the editorial functions of the two media would be totally separate.

Fleming: That's interesting, because this is a little complex. What we're proposing is that if a company plans to acquire a newspaper, it must go to the Director of Combines and say: 'here we are, we're a company and we're going to buy a newspaper.' The Director of Combines will look at that company and their books and say: 'are your interests beyond the media greater than your media holdings?' If they are, I'm going to refer you to the Restrictive Trade Practices Commission, and if you go before it you have to satisfy it that in the acquiring of this newspaper your corporate structure will be such that the editorial operation is not intimidated by your other interests. That is going to be quite a thing to put through legislation, but we're going to try.

EWP: All right, that will apply to the major businesses other than publishing. What will happen when a newspaper owner is applying for a broadcasting license? Will there be the same kind of insistence under the terms of the directive of the CRTC?

Fleming: No. My understanding is that if somebody owns one, two or ten radio stations or TV stations, and they go to acquire a newspaper, God bless them,

“Politics is the art of the possible.”

“If they're laughing up their sleeves, I think they're naive, and I don't think they're naive.”

“If the government had not acted...it would be an invitation to Thomson to acquire more...an invitation for somebody to move on Southam.”

“Jurisdictionally, we couldn't do what Kent wanted us to do.”

“...Business tends to be more irrational about government than almost any other part of society.”

“Freedom of the press doesn't mean the right of the publisher by reason of his money to own everything in the country, it means the right of the people to receive information.”

if they aren't over the 20% threshold and they aren't dealing in a marketplace where they already have a major piece.

EWP: What if they already have a newspaper and are acquiring a broadcast license?

Fleming: In the same locality?

EWP: Yes.

Fleming: They will face that cross-media difficulty. I think we've made it very clear that they're going to have to have some very exceptional circumstances, such as a massively competitive marketplace where they would not become dominant in order to succeed.

EWP: "Massively competitive." How will that be established?

Fleming: I don't want to pre-determine and pre-fill the role of the CRTC. What we're trying to set is not how each individual company is to be dealt with but the context. But one of the things that went through my mind was, look at Maclean-Hunter's proposal in Calgary and I see trouble, under our concerns. Look at Maclean-Hunter's holdings in Toronto — Shoreacres Broadcasting, some cable holdings, and the *Toronto Sun*. That's quite a different mar-

ketplace, because there are several dozen radio stations.

EWP: Right. *The London Free Press*, for example, owns CFPL. I understand that the CRTC has in the past been very complimentary...

Fleming: Again, you're getting me, because you're touching on exactly the crucial areas where again, I'm dancing on the edge of a razor blade. You know they will have to decide with Blackburn's situation very much in mind. Although not only Blackburn, it was one of the few independent daily newspaper operations, long in the business, one of the father's, if that's not a sexist term, one of the parents of Canadian press and so on.

EWP: Always active in press councils...

Fleming: Active in press councils, bucks with radio, television and newspapers in London. And what the CRTC will have to determine is whether that particular company in its context in the Canadian media scene, whether that would be very unfair, and an undue hardship. Whether there would be consequences greater than the benefits, and what can Blackburn do in his operation to ensure the CRTC, if he's to be made the rare exception, that those news op-

erations are competitive and independent.

EWP: The editor of *The London Free Press* says the newspaper and TV and Radio stations have nothing to do with each other in their news gathering operations. He says they're absolutely competitive and that they don't even share any kind of information.

Fleming: But you know, again that judgment will have to be made between the senior members of that company and the reality of the marketplace. It's like the classic situation in the case of Irving's holdings. Is the simple presence of owning 40% of everything in New Brunswick enough to intimidate editorial freedom on your editorial page or when your assignment reporter goes to cover a story? That for me is a classic case of intimidation by presence without suggesting any evil — or an evil phone call saying, 'don't cover that story'. In Blackburn's case, again that problem is there — it is there to a lesser degree — but are there other circumstances that offset that? That's what the CRTC will have to consider.

EWP: You've talked about cross-media ownership in newspaper and

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QUALITY BREEDS PROFIT

On June 24, *Globe and Mail* publisher Roy Megarry announced that 50 people at the newspaper would be dismissed "as a result of the severity of the recession." However, he admitted that *The Globe* is still making money.

In order for *The Globe* to remain profitable it must maintain the high standards and reliability that its advertisers and readers demand and deserve.

We, the Guild members, who work at *The Globe and Mail* are concerned that reduction in staff will impair our ability to produce a newspaper of which we can be proud.

STAFF CUTS ARE NOT THE ANSWER

Southern Ontario Newspaper Guild

219 Jarvis St.

Toronto, Ontario M5B 2C1

Telephone: (416) 362-2571



PROFILE

What's a nice lawyer doing

by Eleanor Wright Pelrine

This newspaperman is a lawyer. Boyish; but not brash. Enthusiastic; but not naive. Mature; but certainly not conservative. In fact, Tom Denton, publisher of *The Winnipeg Sun* is a lot like his newspaper. Definitely a man with long-term plans. "A joke around here is that a long time plan in this organization is three months out. And so our long-term plan is to stick with it."

After the demise of *The Winnipeg Tribune*, Winnipeg was a one-newspaper town. Because of Tom Denton and his partners, on November 5th, 1980, it became a two-newspaper city again. Denton and Co. tried publishing three times a week, an anomaly in the business. In order to survive, the paper's scope had to change drastically. Early in the summer of 1981, *The Winnipeg Sun* went daily. "One of the reasons we went daily was that we needed national advertising. We had none, and we recognized that national advertisers couldn't relate to a tri-weekly. To them, you're either a weekly — a community paper, or you're a daily."

Denton and his partners decided to do two things, to go daily and to open an advertising office in Toronto.

Denton admits that initially, some prospective advertisers confused *The Winnipeg Sun* with 'the little paper that grew' into *The Toronto, Edmonton and Calgary Suns*. Apparently the *Toronto Sun's* ratio of national to local advertising is less than the industry average.

Tom Denton however, is quick to make it clear that "nothing I say is critical of *The Toronto Sun*". Winnipeg's upstart paper carries syndicated columns by Allan Fotheringham (*Southam*) and Barbara Amiel, both of whom appear in *The Toronto Sun*, and has plugged into *United Press Canada*, the wire service 80% owned by *The Toronto Sun*.

"We chose UPC for two reasons," Denton explains. "One was that they quoted us a price that was much less than that of *Canadian Press*, and every dollar counts. And the other reason was that we wanted a wire service which gave different coverage of the news. As

a long-time reader of *The Free Press* and *The Tribune*, it bothered me that I was really paying twice for the same news stories. Only the headlines written by the local editors were different. I thought, if we're going to give the city of Winnipeg a real alternative, we should be giving them alternative wire service as well. An additional benefit which we didn't know about at the time is that the *United Press* style is to write shorter stories, and they're more attuned to the space restrictions of a tabloid.

Tom Denton, a lawyer from Nova Scotia, "moved away from the law a long time ago, because I got into business and had a number of business involvements over the last 15 or so years". A month after *The Winnipeg Tribune* died his partners asked, "How would you like to be an investor and publisher of a newspaper?"

Denton's response was immediate. "I just loved the idea, so I got into it. None of us realized the extent of the commitment." The commitment has been all-consuming, Denton admits ruefully. "The business has turned out to be far larger, far more hair-raising, particularly because of the economy, requiring far more time and money than I had anticipated. It's been a demanding year and eight months.

And certainly a challenging time. Tom Denton was involved in a campus newspaper in his undergraduate days at Dalhousie and enjoyed writing then. But, "a publisher's job is not to write and I wish I had more time to write. Now I'd have a better chance of being published, although I would defer to my editor.

And defer to his editor he does. Denton and his associates know a lot about their readers. "We think our average reader is somewhat upclass and that a surprising number of them have incomes over \$30 thousand. By and large, they are homeowners. Probably because the focus of our circulation has always been the suburban doughnut of the city as opposed to the core. They're inclined to be conservative, not with a capital C, but then again this city is inclined to be conservative. It's some-

thing that you know only if you live here. People looking at us from afar see a voting pattern in which the city has a tendency to appear left-wing. But the attitude of the people, never mind how they vote, tends to be conservative. That's one reason why *The Winnipeg Sun* looks the way it does. We have a sprightly product, but haven't gone into Sunshine boys and girls, for example.

The Winnipeg Sun operates with an editor, day and night editors, four assignment editors, four copy editors, about a dozen reporters, a secretary and a full-time librarian with a part-time assistant. A family feeling prevails in the corridors, everyone is part of the team. Tom Denton's son has a summer job as janitor.

Paul Sullivan, the editor and Jim Carr, principal editorial writer were part of a group which, with the aid of an Opportunities for Youth grant, founded a magazine called *Inland* in the early 1970's. Later, it evolved into *Eye on Winnipeg*, and in 1978 became *Winnipeg Magazine*. The magazine, owned then by Richard Murray and David Richardson was plagued by circulation and advertising problems, and wasn't editorially strong. The owners announced that the June/81 issue would be their last and Denton and his colleagues took up the cause. "I couldn't see why of all Canadian cities, Winnipeg should be the only major one that didn't have a city magazine. So we made an arrangement to purchase, suspended publication for July and August, and re-appeared in September."

With the acquisition, Tom Denton and his partners added yet another string to their publishing bow. Under the previous ownership, *Winnipeg Magazine* had only a small paid subscription list and was being given away to doctors, lawyers and chiropractors, as well as to homeowners in different areas of the city. In order to enhance the value of *The Winnipeg Sun's* home subscribers' package, the magazine was delivered without extra charge to all home subscribers. *The Sun*, previously had charged \$1.25 per week for five editions, while *The Free Press* charged

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The Gag Order: 'Censoring a Fact'

by John Saunders



REGULATIONS RESPECTING THE SECURITY OF URANIUM INFORMATION

Short Title.

1. These Regulations may be cited as the *Uranium Information Security Regulations*.

Security of Information

2. No person who has in his possession or under his control any note, document or other written or printed material in any way related to conversations, discussions or meetings that took place between January 1, 1972 and December 31, 1975 involving that person or any other person or any government, crown corporation, agency or other organization in respect of the production, import, export, transportation, refining, possession, ownership, use or sale of uranium or its derivatives or compounds, shall

(a) release any such note, document or material, or disclose or communicate the contents thereof to any person, government, crown corporation, agency or other organization unless

- (i) he is required to do so by or under a law of Canada, or
- (ii) he does so with the consent of the Minister of Energy, Mines and Resources; or

(b) fail to guard against or take reasonable care to prevent the unauthorized release of any such note, document or material or the disclosure or communication of the contents thereof.

John Saunders is a Montreal Gazette reporter studying at Columbia University as a Basehot Fellow in Economics and Business Journalism. This article was adapted from a Special Report published in The Gazette.

by John Saunders

Apologies to John Saunders, whose piece on Canada's uranium coverup ("Four Ministers impose Uranium Cartel Gag," content May-June 1982) was ambushed by typesetting problems. In fairness, the article is reprinted below, with corrections, in its entirety. content regrets the error.

The case grinding on in Courtroom 26 in Toronto has to do with things you didn't read about when they happened. The federal government threatened to put people in jail to keep it that way.

The case concerns a uranium cartel that was sponsored by the government itself. Unlike OPEC, the much-publicized oil cartel, this one was clandestine, with rigged prices and phony runner-up bids to create an appearance of competition. You weren't ever supposed to know about it.

Charges were laid only last year, five years after details of the cartel first surfaced. In the meantime, Prime Minister Pierre Trudeau and his colleagues tried to suppress the evidence by cabinet order.

When that failed, they argued that the cartel was legal because it sought to raise prices for foreigners, which is not an offence in Canada.

Finally, the government accused six companies of conspiring with federal officials and foreign producers to violate Canada's anti-combines law. If convicted, the companies face penalties of up to \$1 million each.

But if you'd blown the whistle on them five years ago, you stood to be rewarded with five years in prison.

Having helped to create the cartel, the Liberal cabinet protected it with the most sweeping ban on publication and disclosure since wartime censorship. Short title: Uranium Information Security Regulations. Maximum penalty: five years or \$10,000.

If you thought the government couldn't do that sort of thing, or wouldn't get away with it, you were wrong. Parliament never voted on the ban. All it required was the say-so of four cabinet ministers.

When Opposition politicians realized what had happened, the Conservatives were loudly indignant (but did nothing about it during their time in power in 1979-1980). New Democrats, perhaps mindful of mining-town votes, were strangely quiet.

As a means of restraining the press in Canada, the cabinet's gag order worked

well.

The order was recorded — sketchily — in news stories that stand as classics of uncritical journalism. Nobody seemed to understand what it meant.

When they did understand it, some editors evidently lacked the will to challenge it. A famed news-media lawyer acted for the government to persuade a judge to uphold it.

By the time a major daily found the courage to defy the order, it was a bit late to salvage a victory for freedom of the press. The government didn't bother to prosecute.

So for 13 months in 1976 and 1977 it was a federal offence for any person — a reporter, a conscience-stricken executive or anyone else — to reveal the contents of any note or document relating to any meeting or conversation about production, processing, ownership, sale or use of uranium between 1972 and 1975.

It was illegal even to pass such information to the government's own anti-combines investigators, who ultimately lead the charges in Toronto. Their investigation was launched after the gag order failed to prevent cartel documents being made public in the U.S.

Even today, the gag order is with us, although it was altered in 1977 to apply to fewer people, mainly civil servants and uranium company employees. Late last year, the government had to amend it again to make sure that witnesses could testify in the combines conspiracy case.

The Prime Minister, having nurtured a cartel, implied last summer that it bit the hand that fed it. He told Parliament that "it appears, according to the combines investigation people, that people in Canada used it to create a combine and fix prices in Canada."

Conservatives suggested he had abetted illegal acts that enriched large corporations, most of whom were foreign-controlled, at the expense of Canadians who use nuclear-generated electricity.

But the law grinds slowly. In courtroom 26 at Toronto's old City Hall, squads of lawyers have gathered periodically since last November to haggle about dates and technical matters. A preliminary hearing is to decide whether there's evidence to justify a trial.

Whatever the truth of the charges against the companies, the cartel affair tells us something about the kind of

government we have, the kind of press we have, and the rules they play by. It tells us that the federal cabinet can forbid examination of its own actions.

From the earliest leaks of the cartel's existence, Trudeau and his ministers draped their actions in the Canadian flag. U.S. unfairness had brought Canada's uranium industry to its knees, they argued, and northern mining communities were in danger of becoming ghost towns.

It can't be denied that the Americans played rough: Canadian producers had lost access to their best markets because Washington forbade or restricted use of imported uranium in U.S. reactors during much of the 1970's. A U.S. company, Westinghouse Electric Corp., depressed uranium prices everywhere by guaranteeing cheap, long-term supplies to anybody who'd buy a Westinghouse reactor.

Canada's response: It arranged with South African, Australian, British and French producers to fix prices. By the time Americans got wind of this in 1976, prices of reactor fuel had gone to more than \$25.00 (U.S.) a pound from about \$5.00 in 1972.

With an oil-fired energy crisis pushing prices along, it's not clear how much of this difference the cartel made. But U.S. utilities were suffering severe cost increases, and Westinghouse — facing ruinous outlays to buy uranium at escalating prices — simply stopped delivering the promised fuel.

Neither *The Gazette* nor *The Montreal Star* played any great role in the cartel coverage. Both relied on wire-service reports that day. But other papers, including *The Globe and Mail* did no better.

It appears that nobody — not a reporter, not an Opposition MP — bothered to look at the cabinet order itself. Not until well into the following year.

In the summer of 1977, the government found the cartel affair was becoming unmanageable.

It turned out that one uranium firm, a Canadian subsidiary of Gulf Oil Corp., had dutifully sent copies of its cartel files to Gulf's head office in Pittsburgh. These documents fell into the hands of a U.S. House of Representatives subcommittee.

Despite protests from Ottawa, the subcommittee voted to make the cartel documents public. Anybody who cared to could examine them. Americans were reading about them in their news-

papers. But in Canada, as newspapermen were beginning to realize, it was a serious offence to disclose their contents.

Clark Davey can't say exactly when he learned the details of the gag order. "But before we published, before *The Globe* published, we were very aware of the implications," he says.

Davey, (now publisher of the *Vancouver Sun*) was managing editor at *The Globe and Mail*. He sought advice from Alastair Paterson, one of the paper's lawyers.

"I can remember very clearly Paterson saying to us, 'You know, if the government wants to come after you guys, this may be one of the occasions when somebody from here's going to go to jail'."

The story (by John King, now the paper's Washington correspondent) quoted extensively from the cartel documents. It was published in *The Globe and Mail* on Sept. 30, 1977.

The same day, the government officially ordered its anti-combines investigators to inquire into uranium marketing.

Two weeks later, the gag order was amended. With the cartel's cover blown, the cabinet was content to block new revelations.

It narrowed the order to focus on people with first-hand knowledge or access to documents. This still included everybody connected with the uranium business, but it left newspapers in the clear.

Meanwhile, Canada's largest paper, *The Toronto Star* had been wrestling with its own decision whether to publish a cartel story.

A *Toronto Star* lawyer, speaking on condition that he not be named, says he studied the Canadian Bill of Rights and concluded that it probably wouldn't protect the newspaper. (Alan Borovoy, general counsel to the Canadian Civil Liberties Association, says the constitutional Charter of Rights wouldn't necessarily help either).

The result was a front page story saying the documents implicated Canadian uranium producers and Canadian government officials in a scheme to fix prices and carve up markets. It stirred "no reaction at all," Cook says. Not even an official denial.

Cook is now an associate editor of *The Globe and Mail's* Report on Business. His *Financial Times* story, published Sept. 20, 1976, was the last major Canadian effort on the subject for

the better part of a year.

On Sept. 21, 1976, the day after Cook's story appeared, the federal cabinet passed what is known as an order-in-council.

Many Canadian laws leave it to the cabinet to write specific regulations to achieve general aims. Thousands of such orders go through each year.

This particular order, titled Regulations Respecting the Security of Uranium Information, was passed on the authority of the Atomic Energy Control Act, which grants power to create regulations to protect atom secrets, among other things.

The Prime Minister's office, in response to a recent query, said the order was approved by a bare quorum of four ministers at a meeting which Trudeau did not attend. Would the Prime Minister grant an interview to discuss it? "Categorically, no."

Nor are Canadians entitled to know who took part in the decision, except that Allan MacEachen, now Minister of Finance, acted as chairman in Trudeau's place, and Alastair Gillespie, then Minister of Energy, proposed the regulations.

MacEachen, like his boss, isn't talking. Gillespie nowadays is chairman of a beer company, Carling O'Keefe Ltd. He is still "very comfortable" defending the gag order.

"You've only got to look at positions that I took right down the piece supporting and reinforcing Canadian sovereignty and Canadian identity questions," he says.

To have failed to act, Gillespie says, "would have turned over the files, as it were, to the U.S., and this whole cartel arrangement was motivated by, caused by, the initiatives of the United States."

The day after the order was passed, Gillespie put out a press release. The first paragraph was as follows:

"The federal government has approved a regulation order under the Atomic Energy Control Act to prevent the removal from Canada of information relating to uranium marketing activities during the period 1972-1975."

This was an incomplete truth at best. It made the order seem merely to control the export of information, when in fact it dictated what Canadians could tell Canadians, what they could publish and broadcast, in effect what they could know.

In Montreal, the next morning, *The Gazette's* story began:

"The federal government has passed a regulation preventing removal of information from Canada relating to uranium marketing activities from 1972 to 1975."

In the afternoon, the now defunct *Montreal Star* said:

"The U.S. government is today studying an Ottawa regulation passed yesterday to prevent removal of information from Canada relating to uranium marketing activities from 1972 to 1975."

Its customers launched big lawsuits. Westinghouse, in turn, set out to collect from the price-fixers. (It won millions of dollars and millions of pounds of fuel last year in out-of-court deals, including large settlements from three Canadian companies).

In 1976, the U.S. Justice Department, various courts and a congressional meeting were seeking documents and testimony from Canadian uranium producers, and from their U.S. affiliates.

The Canadian cabinet put a lid on things temporarily with the gag order. It was not a political cover-up, Trudeau said later. As he explained it, "we are telling Canadians that they do not have to divulge everything that Uncle Sam says they should."

"In order to debate this policy," he asked rhetorically in 1977, "do the Opposition have to get secret facts of this group of producers, the effect of which will be to serve Westinghouse USA?"

Conservatives baited him with a cry of "remember the War Measures Act," harking back to his response to Quebec's 1970 kidnapping crisis. Trudeau answered with a gymnastic display, using two House of Commons desks as parallel bars. "P.M. lifts legs to Opposition," a *Montreal Star* headline writer summarized.

In the late summer of 1972, the uranium cartel was seven months old. Innocuous reports of producers' meetings had found their way into print in several countries. (Meeting sites included Paris, Johannesburg, Sydney and a federal government boardroom in Ottawa).

Canada's deputy minister of energy was Jack Austin — a 40-year-old lawyer, top-level civil servant and senior Canadian organizer of the cartel. He was destined to go far. Minutes of a cartel meeting captured his attitude:

"Mr. Austin made reference to the flurry of newspaper accounts that had appeared recently on the uranium pro-

ducers' activities. He felt there was no need for the Government of Canada or anyone else for that matter to say anything further on the subject to reporters.

Less than two years later, Austin became Trudeau's principal secretary. In 1975, he was appointed to the Senate. Last year, Trudeau made him a cabinet minister.

Austin told me recently: "I've always said that I was instructed by cabinet to organize a response to what Canada thought was an illegal embargo by the United States."

But he couldn't go into detail.

"I think you're aware that I am by law obliged not to discuss documents or the contents of documents, or to acknowledge documents, or to refer to any documents. So I'm afraid I'm going to have to obey the law."

No present or former cabinet minister is named in the combines conspiracy charges. Two of Austin's former civil service subordinates are listed as conspirators, but they do not face trial. (Americans would call them "undicted co-conspirators").

Nor does any politician, civil servant or uranium executive risk any penalty. The defendants are corporations: U.S.-controlled Gulf Minerals Canada Ltd., British-controlled Rio Algom Ltd., German-controlled Uranerz Canada Ltd. and Canadian-controlled Denison Mines Ltd.

Two taxpayer-owned companies, Eldorado Nuclear Ltd. and Uranium Canada Ltd., also were charged. But they may be off the hook: so far, judges have upheld their claim that as Crown agents they are immune to prosecution.

In September of 1976, Edward Clifford was covering the nuclear industry for the Report on Business section of *The Globe & Mail*. He was one of the first reporters to notice the government's involvement in uranium price-fixing.

As Clifford recalls it, he phoned an assistant deputy minister and "I asked him about it and he was quite forthright in saying, 'Oh yeah, we're aware of it. As a matter of fact, we used to hold these meetings.' Holy Christ, I thought. Like, he admitted that they hold these meetings for the purpose of establishing prices."

Clifford's published work did not convey his excitement and attracted little attention. One who followed up was Jeff Carruthers, a reporter known for his contacts in the federal bureaucracy.

Carruthers was an Ottawa-based energy specialist for *The Globe and Mail*, *The Montreal Star* and other papers. He wrote of Canada's "less-than-enthusiastic participation in what would some would call 'the uranium cartel'." He described it as a response to U.S. actions

He did not specify his sources. "That was always my style," he said recently.

Carruthers is no longer in the newspaper business. His title is Director General, Canadianization, of the energy policy analysis section of the federal Department of Energy, Mines and Resources.

In the same month, Peter Cook was reporting from Washington for the *Financial Times* of Canada. U.S. authorities had been sitting on a stack of cartel memos liberated from an Australian mining company by an anti-nuclear group.

"The thing came my way," Cook recalls, "through somebody I met socially in the Justice Department. They, at the time, were frustrated by wanting to subpoena some Canadian firms and being prevented from doing that, and they wanted to publicize the fact that they had this information...I went to his office in the Justice Department and he showed me all these documents."

"The advice," says the *Toronto Star* lawyer, "was that there would be a risk of breaching the regulation if *The Star* published whatever it was planning to publish...whether there would be a monetary penalty or whether they would go to jail, would be difficult to predict."

The *Toronto Star* story (written by the paper's foreign-affairs specialist, the late Mark Gayn) was published Oct. 15th, two days after the gag order was amended.

The story began by noting that "it is now legally possible to tell the whole amazing tale..."

Legally speaking, the last word came in November of 1977. Lawyers representing six Conservative MP's had challenged the validity of the original gag order in the Supreme Court of Ontario. They lost.

"It is not my function to assess the wisdom of the regulations or whether their scope was excessive," Chief Justice Gregory Evans ruled.

He confirmed that MPs have a right to disclose information to Parliament and to the news media. "However," he said, "I hold that the privilege of the member cannot be extended to protect

the media if they choose to release the information to the public."

The winning lawyer — hired by the government — was John Robinette of Toronto. Among his other lines of work, Robinette was, and is, legal adviser to the nation's largest news service, The Canadian Press, and to the Canadian Daily Newspaper Publishers Association. This mixture of roles "didn't bother me at all," he said recently. "...As a matter of fact, I never even thought of it that way."

Clark Davey thinks *The Globe and Mail* proved the gag order couldn't be enforced. He says the newspaper's defiance "established that the government wasn't going to prosecute."

Robinette says he wouldn't count on it. "The fact that an Attorney General...chooses not to prosecute certain people," he advises, "doesn't change the law."

In Canada's modern peacetime history, there's been nothing else quite like the Uranium Information Security Regulations of 1976.

Canadians have never made a fetish of freedom of the press. The Official Secrets Act provides drastic penalties — including prison sentences as long as 14 years — for disclosing government secrets. In the name of fairness, the Criminal Code permits judges to forbid publication of testimony in pre-trial hearings.

But the 1976 uranium regulations outlawed a whole class of information.

It became a serious offence to tell any person — Canadian or foreign — what was written on any of untold numbers of documents. The documents belonged to mining companies and public utilities, lawyers and traders, physicists and engineers, not to mention governments and private individuals.

Even newspaper clippings might be contraband if they were "in any way related to conversations, discussions or meetings...in respect of the production, import, export, transportation, refining, possession, ownership, use of sale of uranium or its derivatives or compounds" between 1972 and 1975.

Toronto lawyer Aubrey Golden says he knows of no other peacetime instance of the government "identifying an area and saying you can't talk about it...censoring a fact."

Golden is a past chairman of the Ontario Civil Liberties section of the Canadian Bar Association and co-author of a book on Quebec's 1970 kidnapping crisis, during which the government invoked the War Measures Act.

During that episode, the cabinet did not use the general powers of censorship granted by the act but made it a crime to speak on behalf of, or advocate the aims of, the Front de Liberation du Quebec.

publisher of *The Winnipeg Sun* ?



The "surplus" that became a deficit

■ continued from page 7

for overtime. Kincaid describes the current situation as depending upon a "normal review of expenditures." Overtime is, he says, "discretionary", and courier services to be used only in case of "dire necessity". Purchasing is down, and parts are ordered only for out-of-service equipment. Long distance charges, too, are being watch-dogged, as is the use of facsimile equipment. "We're cutting down by half on the number of pieces of equipment and turning them back to the leasing company". Kincaid credits CP's staff with having come through in a difficult situation. "I've tried to be straightforward and candid," a strategy which, apparently has worked. Gordon MacIntosh, chief of the Canadian Wire Service Guild local at CP says:

"I have to give management points for telling us how bad it was. They laid out the cards really early. Frankly, given what reports on the handling of financial problems elsewhere, I'd rather be here than at *The Globe & Mail*. At first, management may have lost credibility over acting as though there were a surplus and then discovering the deficit. Because it was a big surprise. Then, over time, I think they gained a lot because they did this public mea culpa in the newsroom. Notices kept going up on the bulletin board, and they were pretty frank. Apprehension was higher among staff members in the bureaus than in Toronto, because the information they received was, at first less detailed and slower to arrive. Later, when management acknowledged staff help in making a dent in the deficit, that was a plus, too. In fact they won back a hell of a lot of credibility".

To this point, the union has filed no grievances arising out of CP's austerity measures, although the matter is likely to be a subject for discussion by a joint *Guild-management* committee within the next few months. Now that the layoff scare is over, the concern of most *Guild* members at *Canadian Press* appears to be Canada's need for a healthy wire service. CP, they suggest has been making great strides in the last three or four years. It won National Newspaper Awards for team coverage of the Mississauga derailment and the Constitution. Journalistically, says one experienced reporter, in the last few years, it's been a good place to be.

It still is, says Gord MacIntosh, but some of the momentum has been lost.

"Right now Hamilton or Oshawa might as well be Peking, because of restrictions on travel. The country's not possible without a good wire service. How else can Vancouver understand what's going on in Toronto — without a reasonably accurate and complete story over the wire. Because we're the link among radio, television, newspapers and *Maclean's*. We were on our way to progressing from the plane crash news service that we were in the early '70's to getting into the important stuff."

MacIntosh and other CP reporters are hopeful that their improved working relationship with management will continue when the current crunch is over. They've heard horror stories about the bad old days of '76 when the *Guild* was new and it was like starting from square one. According to one journalist who talked to *content*, the union members were seen as a bunch of goons with horns. On the other side of the coin, employees looked at management as cold-hearted Simon Legrees. Labor relations were strained. Says MacIntosh, "There was a bad case of British disease here in '76, but it gradually improved. I think the union is finally recognized as being made up of reasonably responsible adults whose interests include the company's welfare, because we're all in it together. We're professional journalists and I think that we're gaining the respect due us." Recently, for example, a joint CP-Guild committee put out a joint questionnaire, in which every employee gets a chance to express opinion on working conditions — everything from VDT's to the heating. Negotiations begin in October, to replace the current two-year contract which expires in December.

Correspondent's fees, the token payments made to reporters on CP's member newspapers for stories filed during non-publishing hours are likely to disappear, as the result of a decision made at a recent Ontario regional meeting of CP's news editors. In recent months, the prairie regional meeting was cancelled, although others went ahead. As member newspapers felt the current world-wide financial anxiety, attendance at regional meetings has dropped.

Keith Kincaid remains cheerful and optimistic, despite the interest on CP's overdraft which mounts at \$1000 per day. "That will be dropping off, as we

get a handle on our expenses". The executive recently reviewed the mid-year report and the programs established to help cope with the crisis.

"I'm convinced that we will be close to break even by the end of the year, even without substantial improvement in the economic climate. As for heroes who figure in the recovery, Kincaid contends that they are "across the board — down to every level in the organization."

He discounts the possibility that news reporting may suffer as a result of the cutbacks, "My view and that of the members who give us feedback is that it won't". *Canadian Press*, Kincaid stresses, continues to supply large newspapers with one quarter million words per day, the equivalent of 300 newspaper columns. Specialized reporters, assigned to important beats will continue with those jobs. As for foreign bureaus, CP has increased its network of freelancers abroad, many of whom are former employees, or recommended by AP or Reuters. The Prime Minister, had he travelled to the far East in September, would have had as many as eight CP staffers with him.

Along with problems caused by the surplus which turned into a deficit, CP has had to face and deal with a major annoyance. Bugs associated with establishment of *Newstex* are still biting. Reading between the lines of an August 11th memo to Bureau Chiefs and Supervisors, it becomes obvious that there have been many questions and comments about the imperfections of CP's new system for information retrieval. Before the end of September, writes Michael Reichmann, Vice President, Marketing, the database will go back to January 1978, and will include all the software improvements to date. Files from 1974 to 1978 are in a variety of formats from slow speed wires, and additions will be delayed, probably until December. Reichmann acknowledges that CP staffers and outside customers have been frustrated from time to time because of apparently missing stories. They weren't really missing, reassures the V-P, they were on tape all the time, and just never made it into the database. Once the "September rebuild is completed they should all be available".

Honestly, though, what's a bug bite when you're already coping with a major headache?

broadcasting. What about daily newspaper and community newspaper ownership? I notice that in your proposed legislation, this would be left to the advisory council for discussion.

Fleming: Largely because the Royal Commission itself focussed on the daily press. It did not do the same kind of research into weekly ownership and daily ownership. What they did do indicated, and what I learned after the Royal Commission came out, confirmed that the country is complex and operates (publishes) in different ways depending on size of city, part of the country, and official language. It's complex. For instance, I think Brandon, Manitoba is a case of the daily, which also holds two weeklies that kind of cross-subsidize each other. Would they disappear if they weren't allowed to be in that context? I simply came to the conclusion that this is a legitimate area of concern, but that we don't have the pieces to put together a policy, and that at least our announcement should identify it as an area of concern. I hope, although they'll have to determine their role because they're independent of us, that this Canadian advisory council on newspapers, by an overview, will early on consider that issue.

EWP: I think you suggested, in fact, that that might be something to do during its first year of operation.

Fleming: I must emphasize that was my suggestion, but since the Council will be remote from government, I can't tell them what to do.

EWP: Well, since you're proposing such a hands-off, at arms length relationship, it wouldn't be possible for you to do that.

Fleming: For sure.

EWP: I have a major question about the advisory council. This is really reinforcing what I've already heard you say. There would be no government appointees unless publishers and journalists failed to agree on appointed chairpersons. Is that it?

Fleming: The only case would be within three months of proclamation of this act, were we to get parliament to pass it. We would propose a chairman and vice-chairman if the publishers and reporters' representatives could not agree; if they were at loggerheads. And my sense would be in any case that president, or chairman and vice-

chairman would be subject to the publishers and reporters representatives and the public representatives selected by them. So that's right, they would have to live with it. I can't believe that it would ever come to that. It's simply saying that, finally, if somebody tries to hijack this council, somebody's got to be there to put it in place. Obviously, if we were going to make the appointments, we would have to lean over backwards, maybe would have to get an agreement from the opposition parties — somehow do it in a manner that those

people would accept and see as being remote from any interest in government.

EWP: How would you propose to establish premises, and set up a support operation. You're talking about arms-length relationships, but when does the relationship become arms-length? Will there be a nurturing period during which you have some support staff set-up?

Fleming: No. It's our hope, our intention, that Parliament will say; 'yes, there should be an Advisory Council on

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EWP: Is there any possible retreat from your announced policy about the advisory council? For some editors that is the only area of criticism of your proposals. One editor suggested that he thinks there might be a moratorium — a period of two years — during which you clearly say, "You have two years to set up press councils where they don't exist, and to join press councils which do exist. If at the end of two years, we're not satisfied with the newspapers' performance in rallying around to press councils, then we will set up an advisory council."

Fleming: Well, the only problem with that is "give it some time." You know, the oldest tactic in world, without pointing the finger at anyone is, "we will do it all ourselves, just give us some time."

Davey in 1970 or 1971, said people have the right to, short of having to go to court or the benevolence of the publisher / editor something they feel is unfair. When overwhelmingly this whole country has one newspaper towns, and the print media has a special power. I don't think they need two years, when they've had twelve now. So I think of the British experience, if my information is correct, where there was movement towards a legislative press council, and two backbenchers, I believe it was the Wilson government, if I'm not wrong, put forward a private member's bill. The government let it be known that they'd support the bill. It was amazing how quickly the press got together and did it on their own.

EWP: Several years ago, the press defeated by one vote the Ontario Council proposal. The Press Councils have the right and the obligation to deal with complaints against newspapers which aren't members of the Council. That they should hear such complaints.

Fleming: Well, in a manner, that's what we're doing. In a way, I guess there's an argument out there saying, what's more appropriate, a Council remote from government once estab-

lished, or a government that has no control which has publishers and reporters representatives that are not under the control of the publishers.

Because the press councils that are in existence now, at least in the case of Ontario and Alberta, there's a bit of a conflict there, although I'm glad they're there. So I'd like to argue that I have some room to say ours has more independence in operation than theirs. Although I'd be delighted were press councils to spring up across the country.

If I could work in, what may seem to you to be a red herring, as we chat, the Tories seem to have proposed, why don't we just go and put everybody, which is in line with what you suggested, under the existing press councils? I think that people, and editors, and journalists, and publishers would be very upset if Manitoba papers were judged by the Ontario press council.

EWP: You made that point in the news conference.

Fleming: Yes. I think that there would be a lot of resentment from the papers, for instance the Thomson papers, being judged by an organization run by Southam or Torstar. And remember under our proposal nobody, no newspaper, has to belong to the Canadian Advisory Council. We simply say it's a place to vet your grievance.

EWP: And you don't see the Canadian Advisory Council as providing an appeal mechanism against other press councils.

Fleming: No, because that would be second-guessing, and I think that's inappropriate. What we say is an effective press council is in place. Some people have said, what do you mean by 'effective.' Is government going to judge what's effective? No, the Canadian Advisory Council on Newspapers will judge what's effective. And that would be the only way they'd be appealing. If they said, "Well, there's a press council there, but clearly nobody's being heard." But remember that would be a combination of reporters, journalists' representatives, publishers' representatives, and the public determining that, not government. And that wouldn't be on an individual appeal basis. That would be, where they felt the council was not effective.

EWP: How would the journalists' representatives be chosen? Do you see a representative of the Newspaper Guild or another union, for example.

Fleming: That's going to be one of the challenges. For instance, on the publishers' side, I suppose the evident group, if they'll co-operate is the CDNPA. But also there are some who don't belong, and they should have a chance to be there in some way.

On the reporters' side, we've got a whole lot of journalists who don't have any union. And I suppose my thinking now is that where they are unionized, for instance in guilds and syndicates (in Quebec), that they would work some way of being sure there's fair representation from the non-organized journalists.

Now that could put some journalists on the spot as far as their jobs go. We'll have to look for some brave souls out there who care enough about this to get involved.

EWP: There seems to be a flurry of activity around a fledgling organization, the Ontario Reporters Association. They're increasing their membership largely representative of papers where reporters are not represented by the Guild.

The advisory council will have no power to impose sanctions. I heard you say that you think in spite of that it could be effective.

Fleming: It will have what I believe is the greatest power journalism can possibly have and that's shame and disagreement. I really believe that editors and journalists are very sensitive to having their peers and the public find them guilty of not doing their job properly. And I think that's a mighty power to try and work in some sort of criminality not only, but also I think that is something that again, when you talk about the art of the possible, you'd be prone to really going to court.

EWP: Yet the media, or at least most of the newspapers, opposed the formation of the advisory council and oppose its very existence at this point, would they report on it?

Fleming: No, I've found that when I dealt with publishers, when I talked to the CDNPA that they were quite split over whether councils were appropriate or not, and they kind of split down the line of Southam and Thomson. It's interesting that most of the independent English Canada dailies belong, although damn few, and when you come to Quebec, most of the Quebec organizations belong, or accept the findings. *Le Soleil* is a little dicey — they take some, they don't take some.

EWP: And even one Thomson paper has joined a press council in Alberta.

Fleming: One small step for newspapers and one giant step for mankind.

EWP: On the question of the funds which are available for establishing bureaus either in other parts of Canada or foreign bureaus. Is there a line forming outside your door?

Fleming: We've had some inquiries as a matter of fact. To date, we've had several, but, and it wouldn't be fair to say who they are, they've been more from weekly operations than dailies. I tell you right from the top that before we ever announced it, I did not expect a massive and quick lineup. But I felt it was important that we put the principle there, and we did it in a way again which answered some of the Kent criticism. Somewhere we had to show concern about content. We had to do it on a national interest basis; we couldn't try and solve every problem, and it's done in a passive way.

Some of the complaining and griping I just think is sheer hypocrisy. The *CBC* is not intimidated by getting public funds. We aren't trying to regulate anybody in the newspapers in the manner that broadcasting has been regulated. If anything, if some of that money is taken up, I suspect, in traditional behavior of journalism, they'll lean over backwards to kick our heads in during the time they're getting the money.

At least we will get some more national, region to region coverage, and international coverage. It's interesting that the journalists themselves are quite divided. I've run into some very senior people who think it's a great idea and aren't the least bit intimidated. Others are taking the traditional, "we don't need your money" line. They're all scared stiff about their jobs.

EWP: They're collectively drawing in their skirts.

What official response have you had? Have you had an official response from CDNPA, for example.

Fleming: No, I have not seen anyone. I've had several companies wanting to talk to me.

EWP: That's the next question. Have you had any official response from the Newspaper Guild? I notice that the Canadian Director was quoted as saying, "Too little, too late."

Fleming: No, I haven't. They have not approached me directly. It's interesting though, in some ways the people who

initially express disappointment, including some of the political forces, have said, "Let's do this much at least, we'll try and rip hell out of you for not doing more, but this is something." I'm very encouraged by that.

On the publishers' side, as I said earlier, they seem to say, "it's a foot in the door." They've had a hard time pinning down the terrible evil. And when they use some of the hyperbole about government intrusion, I think they have a very hard time rationalizing that argument.

EWP: Yes, I think they do too. As a matter of fact, it's quite interesting to see when one deals with them individually, when they're not writing editorials, their response is considerably more reasonable.

About lobbying. Obviously you've received some requests for appointments.

Fleming: Anyone who wishes to have the policy clarified can see my public servants. I'm not trying to lock all the doors, but we had a Royal Commission across the country, we had hearings, we had published reports, we had findings and recommendations. I sat down with everybody who wanted to see me after Kent, and in advance of the announcement. Now it is clear, it seems to me, that we're going to put the legislation forward, we're going through the parliamentary process, and they'll have every opportunity. I think that it's an insult to the parliamentary system for me, at this point, to sit down and have private chats.

EWP: What's your timetable for implementation.

Fleming: My hope is, and I say it with great trepidation after my experience with how soon was I going to respond to Kent, is that I'll have legislation ready for the Fall. That I'll be able to argue in fine legislative time to act reasonably soon thereafter.

EWP: When do you anticipate the directive will go to committee?

Fleming: Very shortly.

EWP: Before Fall?

Fleming: Yes.

EWP: I have two more questions if I may. Here you are...temporarily at least, a former journalist, I think that's the phrase.

Fleming: I'll never work again now.

EWP: Not for Thomson or Southam. In any case, do you sometimes find

yourself between a rock and a hard place in cabinet, in the sense that there's a good deal of hostility towards the media and the people who work in the media. How hard is it for you to take up a kind of "media insiders view" in cabinet, or do you do that?

Fleming: Two answers to that. On Kent, it sounds corny, but I found it very refreshing to find the support I did within cabinet. Although we had some struggles, as it happens with a diverse group of people from across the country with different backgrounds.

You find yourself with quite a different hat when you're inside government (as a journalist) and you are natural adversaries. It makes you rather schizophrenic some days. I'd like to think that I haven't deserted or abandoned my journalistic sense of things.

EWP: Did your journalistic background give you an advantage in weighing the report of the Kent Commission and the proposals you would make in that?

Fleming: Oh, I think it did. It did very much, because it helped me a whole lot when there was such a massive reaction against Kent. I've got to be careful here, but, some of it was quite unfair. Although, as I've said, I think they went down some roads that simply as a journalist I would find difficult to live with, myself personally, to accept, aside from the so-called art of the possible in getting something through cabinet. I think that covers that.

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Westex - Grassroots project provides news for farmers and executives

by Pat Chapman

Journalists in London, Ontario are riding the wave of the future.

Canada's first commercial videotex news service, Westex, is being run by journalism staff and students at the University of Western Ontario.

Part of a larger project called Grassroots, conducted by Infomart, Westex provides agricultural news for 400 Manitoba farmers and businessmen who have access to videotex terminals. Using this two-way information system, they can call up computerized information to be displayed on television to Telidon screens.

There are 250 Grassroots subscribers in Manitoba who pay \$48.00 a month for equipment rental and five cents a minute for connecting time, says Martin Lane, director of videotex services at Infomart. The other 150 terminals are being used in field trials conducted by the federal Department of Communications.

Westex is the only news data bank in the Grassroots system written specifically for videotex daily, other news services, such as the Broadcast News Wire, are available.

"Westex is the first tailored magazine for videotex," says Lane. "While there may be similar things in Britain, certainly it's the first one in Canada. And it's certainly the best one."

Since March, Westex staff and journalism students have been gathering news from CP wire copy and by telephone from Manitoba, under the direction of Henry Overduin, lecturer in journalism at the school. Working on video display terminals, they write primarily agricultural stories, but also handle international, national, provincial and local stories of interest to Manitobans.

Overduin estimates that an 8 x 10 Telidon "page" contains 75 to 100 words and, says Westex, staff put out about 100 "pages" daily.

From the Telidon terminal in the Westex newsroom, stories are sent to Infomart in Toronto, where they are transformed into Telidon format and sent to Winnipeg. In Manitoba, the service is distributed by the Manitoba Telephone System.

Since Westex is only one of 60 to 70 data banks in Grassroots, one of the challenges in writing for Westex is to make it arresting and interesting so the reader will select it, says Peter Desbarats, Dean of the Journalism School. "The challenge is to see whether, in a new medium, the journalistic mind can produce a better product."

Because videotex is a "demand access" system with an index, it is difficult to rank articles, says Overduin. "The sensationalism used in ranking stories in a newspaper is missing in videotex," he says. "There are no big headlines."

In addition, there is little colorful presentation available to accompany the articles, he says, although the graphic capabilities of Telidon are being continually developed.

Writing for Videotex is similar to writing for print. "It's not much different writing for Telidon than writing for a tabloid," says Overduin. "You use the same tight writing."

Desbarats says he fears this tight writing may eventually lead to sensationalizing headlines or stories. "When people are paying for the service, they want the news to be short and sweet."

Westex is a co-operative effort by Infomart and the University's Journalism School. While Infomart provides the software and UWO pays staff salaries, "all the telecommunications costs are being met by the Ely project (in Manitoba) run by the DOC," says Lane.

He admits that Infomart is not making money on the project. "No one in videotex is," he says, adding that they hope to see a profit by the end of 1983.

An \$80,000 grant from UWO's Academic Fund will pay for salaries, news gathering costs and possibly some new equipment for Westex for at least two years, says Desbarats, who is optimistic about its success.

"There's been a great deal of interest in Westex, because we're the only ones accumulating expertise in the area," he says. "We've also had an informal request from Infomart to supply Vista (the Bell Canada field trials in Toronto) with news."

Desbarats is enthusiastic about the advantages of Westex for the Journalism School. "We should be able to provide the students with videotex skills which will be marketable," he says. "We will be the only ones in the country to study how journalists can function in that medium and how people react to journalism transmitted through videotex."

Previously, he says, there has been a lot of theorizing with little data. "Now," he says, "we will have access to data that is original."

While Lane says there are plans to expand the Grassroots service to Saskatchewan, Overduin is unsure about videotex journalism replacing print. "The advantages, if there are any, would be related to what sort of medium a person wants to use," he says. "Videotex is a different publishing thing altogether. It's like comparing apples and oranges."

While converters are expected to drop from \$1,100 to \$400 or \$300 in the next few years, Overduin says videotex will only replace newspapers "if we run out of trees or if pulp-produced paper becomes too expensive. To see if newspapers survive will be interesting," he says.

Pat Chapman is a recent graduate of the School of Journalism at the University of Western Ontario, and is a freelance writer.

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on the outside back
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SOURCES UPDATES

SOURCES directory contains the names, addresses and telephone numbers of more than 1,800 contact persons ready to help you gather facts, background material and informed comment.

SOURCES is specifically published for reporters, editors and researchers in the Canadian news media. Keep your copy handy and use it.

The following are updates to the most recent edition of **SOURCES** (Spring 1982):

(page 38, column 3)

AUTOMOTIVE INDUSTRIES ASSOCIATION OF CANADA

New address:
1272 Wellington Street,
Ottawa, Ontario K1Y 3A7

(page 41, column 3)

CAE INDUSTRIES

Last line of text should read:
Principal fields of endeavour are electronics, aerospace and metal products manufacturing; machine tool and industrial products distribution.

(page 70, column 2)

THE DIRECT SELLERS ASSOCIATION

The following names should be deleted from the list of members:

Sarah Coventry Canada
Vanda Beauty Counselor

The following names should be added:
Beauty Counselor (after Avon Canada)
Enhance Corporation (after Encyclopedia Britannica Publications)

(page 87, column 3)

THE MUTUAL LIFE ASSURANCE COMPANY OF CANADA

Revised title:

David Cows
Public Affairs Assistant

(page 91, column 1 & 2)

THE NEW BRUNSWICK ELECTRIC POWER COMMISSION

Delete from contact:

Federal Office: (613) 236-3613

Add:

Roland Krause
Director, Information Services

(page 91, columns 2 & 3)

THE NEW DEMOCRATIC PARTY/LE NOUVEAU PARTI DEMOCRATIQUE

Delete from contacts:

Roland Krause

Add directly following descriptive paragraph:

Contact:
Federal Office: (613) 236-3613

(page 93, columns 1 & 2)

NORTHERN TELECOM LIMITED

Revised contacts:

Jeff Roach

Asst. Vice-President, Corporate Communications

R. Brian O'Regan

New title: Vice-President, Public Affairs

Northern Telecom Canada Limited

John P. Strimas

Vice-President, Public Relations

H.J. (Jim) Osborne

After hours: (416) 236-1603

John M. Benet

After hours: (416) 236-1603

Yvon Desautels

Director, Public Relations, Quebec

1600 Dorchester Blvd. West

Montreal, Quebec H3H 1R1

Bell-Northern Research Ltd.

Ruth Ann Yardley

Director, Corporate Communications

(page 96, column 3, page 97, column 1)

ONTARIO MINISTRY OF HEALTH

Revised titles/telephone numbers:

Diane Rimstead

Assistant Director, Information Services

Douglas Enright

Senior Media Relations Officer

After hours: (416) 961-8749

Annie Côté-Kennedy

Media Relations Officer

(page 102, column 1)

PETROSAR LIMITED

New address, effective July 1, 1982:

P.O. Box 3060

Sarnia, Ontario N7T 7M1

(page 105, column 3)

ROYAL ONTARIO MUSEUM

Revised contact:

David Young is replaced by

Charles Tomsik

Head, Programmes & Public Relations

(page 108, columns 2 & 3)

SASKATCHEWAN GOVERNMENT INFORMATION SERVICES

Delete:

Industry & Commerce:

Bill Scott

Director of Communications

Mineral Resources:

Ralph Smith

Director of Communications

Saskatchewan Mining Development Corporation:

Dale Schmeichel

Manager, Public Affairs

(page 115, column 2)

TELECOMMUNICATIONS TERMINAL SYSTEMS

Last line of text should read:

National in scope, TTS offers a permanent, stable telephone systems service for the office of the future.

(page 121, column 2)

VINYL COUNCIL OF CANADA

New address:

200 Ronson Drive, Suite 311

Toronto, Ontario M9W 5Z9

New telephone number:

Jeff R. Coulson

President

Office: (416) 243-8160

the same price for six. By adding the magazine to the mix, they became more competitive and received a massive increase in circulation. The magazine's separate advertising sales force has hustled and significantly increased the lineage.

In June, circulation of *The Winnipeg Sun* was just under 41 thousand. The circulation has, according to Denton, "bounced around dramatically since April 1981, when we went daily. A number of people who were prepared to pay 75 cents for three days a week, weren't prepared to pay \$1.25 for five days. At the same time, we were beginning to pick up others who had previously complained that we weren't five days per week." The paper's heavily suburban audience joins in Winnipeg's traditional summer exodus to cottage country, so circulation loss in *The Sun*'s first summer was about 22 per cent. After the fall return to normal circulation, a terrible winter hit the West and delivery conditions were abominable. "Of our 13 to 14 hundred routes, we averaged about 250 down routes a day through that period. We thought it was dreadful, until we compared notes with the *Edmonton and Calgary Suns* and found they were much worse than we were. We think that a circulation of 40 thousand for a two-year old paper is pretty good."

But Denton and associates "do not see ourselves exclusively as newspaper publishers. Our circulation goal for next year, which begins the first of November, is to have a circulation of 40 thousand. If we have more, that's nice, but we are not attempting to play the old-style circulation game. You always lose at that game until you become Number 1. We're aiming to provide advertisers, who after all, pay most of the bills in this industry, with a range of choices that are economical, particularly in view of the times.

"We own, by purchase, the city's only door-to-door distribution system, zoned in the way the post office zones Winnipeg." *The Sun* can provide total market coverage on demand, in any section of the city and delivers several hundred thousand pieces each week. Naturally, the service adds substantially to overall income, but also provides advertisers with flexibility beyond the newspaper's circulation reach. Everything, Denton explains, is a double buy. Advertisers don't simply buy into a flyer, the price they pay in-

cludes an ad in the newspaper. Ads have the credibility which comes from appearing in an editorial product, and can enjoy penetration in the zones of the city specified. This service alone is credited by Denton as having "made the difference in giving us spectacular advertising growth at a time when the industry is suffering."

A large scale Shopper which carries display ads and buy and sell classifieds is delivered to 150 thousand households every two weeks. Radical? "Not really," says Denton, "but I doubt that there are many newspapers which own a door-to-door distribution system, and have an exclusive position in that market."

The Shopper is expected to become a companion piece to the Sunday edition expected to be born this fall. "The Shopper will be used as a means of infilling between the houses that don't take the Sunday paper. Advertisers will get a Sunday circulation of about 200 thousand, virtually every house in the city, except for the core area.

The Sunday paper, says Denton, will contain about two and a half times the volume of editorial material carried in the daily. "We think that a Sunday paper should be designed for the readers, more material to reader, longer than we can accommodate in the daily paper. There's a tremendous amount of good material coming through the pipelines of syndicates and wire services".

Some people — not a lot — will be added to the editorial staff, because the basic structure is already in place. It all makes sense, according to Tom Denton, because Sunday or weekend papers everywhere seem to be doing the best. "Without owning our own printing press, we employ over 180 people. There are 150 out there, who have nothing to do with editorial and we don't need to add many more to put more product through our factory".

Would Tom Denton do it over again? "I can't answer that because I don't know whether, knowing what I know today, I would have the courage to do what I inadvertently did. On the one hand, I've had an enormously fulfilling almost two years; on the other hand, it's been extremely stressful. It's been a team effort. When one struggles in adversity, like we're all doing, it creates a tremendous esprit de corps. It permeates every department, there's a collegiate atmosphere in this place.

"I don't think they (the publishing establishment) took us very seriously at first." Even an interviewer from Toronto knows immediately that *The Winnipeg Sun* must be taken seriously now.

■ continued from page 3

newspaper industry is healthy, competitive and diverse, and the government plans are just an attempt to bring this vibrant industry to heel. "(the Fleming proposals) promise to cause more mischief than help the prospects for a free, diverse and independent press in Canada," argued the *Winnipeg Free Press*.

The deaths of the *Ottawa Journal* and the *Winnipeg Tribune* (which caused the Kent Commission to be established) as well as the growing domination of the industry by a handful of chains would appear to challenge that argument, but it has not been substantially addressed by the newspapers. (This is not to suggest that chain ownership is by nature either good or bad, but rather to argue it is a debating point which newspaper industry apologists rarely confront).

Then there is the argument that newspapers and newspapermen should be trusted to police themselves, setting their own standards and guarding the public right to know.

Fleming's attempt to inject outside community standards would be a "significant encroachment upon the right of Canadians to an unfettered and outspoken press," said *The Sudbury Star*. "Mechanisms for prevention of monopolies, for complaints by critics, for insuring responsible behavior by journalists, are already in place. There is no need for more."

However the court's refusal to define the Irving chain's stranglehold on New Brunswick English print media as an effective monopoly makes the first claim questionable.

And the fact that mechanisms to ensure "responsible" journalism do not generally exist independent of the control of the industry make the second claim ridiculous.

However, the most insidious and dangerous argument trotted out by the apologists is that the interests of the industry and a "free press" are interchangeable.

"Freedom of the press," say the

Fleming critics, means freedom from government control.

But surely that is too narrow a definition. Special interests throughout society are anxious to manipulate the media message.

Government is but one of the villains.

Yet the capitalists who own most newspapers see no conflict between "freedom of the press" and their own powerful impact on the media through ownership and staffing decisions.

In a society in which political debate and intelligent public opinions and decisions depend on honest and plentiful information, it is ludicrous that we continue to allow the capitalists who can afford to own media outlets to define the debate over information so narrowly.

Freedom of the press must be more than the right of the wealthy to make newspaper industry investment decisions free of government control, masking self-interest with the cloak of principle and the defence of democracy.

In the briefing notes which he took to cabinet when the newspaper policy was discussed, Fleming said: "Just as freedom of the press is judged to be freedom from government control, surely the principle of a free press also implies freedom from control by any powerful few in society."

It is hard to picture Fleming and his desperate, manipulative Liberal companions as champions of free-flowing information, but the concept of re-

fining press freedom deserves a public debate.

Through their recent actions, and with the continuing power to both define the debate and to decide who will

The Craft I Love

simplistic interpretations, mind you, for there is a whale of difference between a simplistic and a comprehensive explanation of subjects which at first may appear to be awfully difficult to grasp. Implied in Leishman's remarks was the need for a rigorous upgrading of standards in journalism, an observation with which few would disagree. I hope.

Some people call us mythmakers; some denigrate us as hacks for large, financial interests; some say we're gatekeepers; others say we help set the agenda for public policy and social change.

I'm not all that concerned with such descriptions; indeed, we may be a bit of each. What does concern me is that journalists reflect on why we do, what we do. That we examine our place in society, that we understand the subtle, sometimes insidious, impact we have on our constituencies.

There's never been enough self-analysis in this profession, even with the work of journalism schools, ombudsmen, Senate committees, and Royal Commissions. I don't mean self-flagellation. I mean a thorough taking of inventory of the increasingly pivotal role we play in helping people understand processes as well as events,

be given media access to take part, newspaper industry owners and managers have shown themselves to be unworthy of public trust.

In trying to undermine Fleming, they have helped prove some of his points.

■ *continued from page 2*

in helping — as a former editor of mine said — take the bump out of change.

Tarzie Vittachi, a journalist and United Nations official, expresses it well: "We must learn to report on the exceptional when it becomes ordinary. The fact that 400 million children go to bed hungry every night deserves more than six inches of column space on page 26. I've never claimed that the press can transform things. But it can make a contribution."

It can, and it must.

An example of how it can do that was shown in April by the *Toronto Star*, when the paper turned over its entire front page to religion editor Tom Harpur for a sensitive and factual description of the horrors of nuclear war. It was a splendid display of Nick Tomelin's "creation of interest" function; the

paper was flooded with letters and telephone calls just as the debate over nuclear weaponry was beginning to rejuvenate.

That is the sort of non-event journalism we need more of, be it on a global, national, regional, or community level. The subjects, stories, are there, awaiting discovery. I like to think we have the commitment and the will to give journalism the shove it needs.

Despite technological developments which would have been unthinkable two decades ago when I started full-time in the craft, society is still afflicted by information malnutrition. Even if the global news flow is reformed and a "new international information order" is created, we will, as the UN's Vittachi says, still have to learn how to understand and report the processes which shape tomorrow rather than the events of yesterday. "Just as the only cure for actual malnutrition is better food, so the only cure for information malnutrition is better information. Until we can provide it, we will not be able to nourish the billions of human beings hungry for trustworthy, useful information upon which they can build their lives."

A heady task, to be sure. But we have an obligation to the greater community — an obligation we assumed when we packed our quills and missionary zeal and entered journalism.

Announcing two-day seminars in

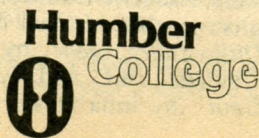
- *dealing with the media*
- *management of managers*

These are a sampling of the practical, results-oriented seminars developed by the Professional Services Division of Humber College.

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Omnium Gatherum

LONDON

by Alice Gibb

- John K. Elliott, editor emeritus of the *London Free Press*, died June 29, at the age of 77. Mr. Elliott's long and distinguished journalism career began with the *London Advertiser*. In 1936, when the Advertiser ceased publication, Elliott moved to the Free Press where he was named editor in 1962. Mr. Elliott helped to develop the Journalism program at the University of Western Ontario, and was lecturer there from 1946 to 1966. Although he retired from the Free Press in 1970, he still contributed opinion pieces on national and international pieces until shortly before his death.
- *London Magazine*, owned by Key Publishers, will revert to a bi-monthly publication, starting with the August/September issue. James Reaney Jr., has left the editorship of *London Magazine*. The publication's part-time editor will be Paula Adamick of London.
- Three papers, *The Huron Expositor*, *The Blyth Standard*, and *The Brussels Post* were purchased by Signal Star Publishing Ltd. of Goderich,

Ontario from McLean Bros. Publishers.

- *The Village Squire*, a magazine covering the southwestern Ontario arts and cultural scene, also published by McLean Bros., has ceased publication.
- Weekly publications in this part of the country seem to be in trouble. *The Elimira Signet* and *Guelph This Week* have ceased publication. *Farm Update*, which was circulated in Huron and Perth counties, has also closed.

MONTREAL

- Lise Bissonnette has been named Editor-in-Chief of *Le Devoir*.

Reporter — Editor

Five years experience.

Strong background in local government affairs, law and agriculture.

Daniel Allan Kyba

Phone (403) 624-1454

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Dear content:

The Canadian Science Writers' Association was gratified to see the report of its annual science writing seminar in your May/June issue, but unfortunately the names of two of our sponsors were omitted. We should like to repair this oversight since our award program depends entirely upon the valued and generous support of our sponsors.

Bell-Northern Research sponsors two awards, one for radio and a second for visual media, won this year by Pierre Sormany and Jean Remillard, with a Radio Canada television science program.

Control Data Ltd. sponsors an award for newspaper writing on technology, won by Kerri Sweetman of the *Ottawa Citizen*.

Joan Hollobon, Co-Chairman Awards Committee, CSWA.

★★★★★★★★★★★★★★★★★★★★

Kids' books almost pay

by Esther Crandall

Fredericton N.B. — The fledgling Lyndon Publishing House Ltd. is edging closer to a break-even point with every children's book it publishes. And that's good news in a province where book publishing houses are few and far between.

Founders Lynn and Donald Brewster say they intend to stick with children's books, but not necessarily with fiction.

"We get a lot of manuscripts from across Canada and some are non-fiction — good non-fiction. We're considering these because ours is a teaching program," Lynn Brewster said. "Our books must first be entertaining, but all of our books are instructional and can be used in schools."

The Brewsters started their company two and a half years ago to publish Donald Brewster's *How Willie Became An Explorer*, a soft cover, color book, which sold 1,600 copies at \$5.95

apiece. They didn't qualify for a Canada Council grant, so they mortgaged their Fredericton home and set up two offices and a shipping room in the basement. Last year, they got a \$1,000 grant for one book from the New Brunswick government.

"Since *Willie*, we've done our books in black and white due to cost," Lynn Brewster said. Nevertheless the books have sold more than 1,000 copies each on the average in this country where Canadian children's books usually sell a few hundred copies apiece.

For instance, Brewster's second book, *Oland the Wise Owl*, sold 1,100 copies (\$2.95) and *Polly and the Acorn* by Jean Hadley, Penticton, B.C. sold 1,000 copies (\$1.95). Other books were: *Absolute Absalem*, by N.B. English teacher Michael Nowlan, *Don't Dillie Dally*, *Dear*, by Joan Vowles, Chilliwak, B.C. and *The Naughty Billy Goat*, by Irma Sanderson, Sault Ste.

Marie, Ontario.

Three more books, including two more by Vowles, were published this spring.

Linda Brewster credits her husband's marketing ability for above average sales. Brewster, an electronics technician until Lyndon House was established, first subjects book manuscripts to reviews by children in schools.

He sends brochures on published books to schools and to every children's library in Canada. "And in summer we promote them through tourist bureaus. Book stores are at the bottom of the list for us," Linda Brewster said.

The "6 x 8" books cost from \$1,000 to \$1,800 per 2,500 copies to produce, depending upon length.

"So far, we haven't involved any authors in promotion, because we have not quite reached the break-even point," Linda Brewster said.

OTTAWA

by Paul Park

- The Centre for Investigative Journalism has moved. The new address is: CIJ at Carleton University, St. Patricks College Bldg., Ottawa, Ontario, K1S 5B6. Telephone: (613) 231-3891.
- Don Pottier has left his position as Information Officer, Official Languages to assume a teaching position at the School of Journalism, Carleton University. Robert Louis Seale, formerly of the *Ottawa Citizen*, will be taking over his position as Information Officer.
- Paddy Sherman, former publisher of *Vancouver Province* has been named the new publisher of the *Ottawa Citizen*.
- CJSB, Ottawa's newest AM radio station is scheduled to go on the air in September. Sydney Margles, former Vice-President and General Manager of Standard Broadcasting News, is the new General Manager at CJSB. Announcers for the new station include: Dave Thomas (CKOY); Cam Gardiner (CKWW-Windsor); the Arthur Brothers, a two-man team from Victoria, B.C. will do the afternoon show; Michael Englebert (CFQR-Montreal); and Kent Clarke (CJAD-Montreal).
- Bob Linney has been named director of news & public affairs at CJSB. The station's news team includes David Burt (CFPL-London) and former news director of CHIN-Toronto, Al Zimmer. CJSB will also feature a large reporting staff including Kathy Lynas (CKEY-Toronto); Laurie Long (CJBK-London), Rick LaGuerrier (CFCF-Montreal) and Craig Thompson, formerly of the *Ottawa Citizen*.
- Paul Majendie is new Reuters correspondent in Ottawa, replacing John Rogers.
- Hyman Soloman has moved from the Washington bureau of *The Financial Post* to the Ottawa bureau, replacing Fred Harrison who returns to Washington.
- John Dixon transferred from CBC-TV in London, England to Ottawa, where he is a producer.
- CBOT has assigned Doug James to The Hill.
- Gilbert Hardy is on The Hill for

Thomson Newspapers, replacing Sean Finlay.

- Nathan Margolin is in Ottawa for *US News and World Report*.
- Josh Moskau is reporting from Ottawa for *Radio Canada International*, as is Richard Inwood, formerly with *CBC Radio*, Quebec City.
- Bob Lewis has gone from being Ottawa bureau chief, *Maclean's* to managing editor, based in Toronto.
- Claude Turcotte has been transferred from Ottawa, back to Montreal for *LeDevoir*.
- Bob Douglas has left CP to become head of PR for The Economic Council of Canada.
- Estelle Dorais, formerly of CP is now flacking for The National Research Council.
- Rod Currie transferred from CP Ottawa to CP Toronto.
- Press Gallery passed a motion, at a general meeting in June, to admit camera and sound operators as members of the Gallery. At the same meeting, John Burke of Global News, was elected to replace Sean Finlay as vice president of the Gallery.

SAINT JOHN, N.B.

by Esther Crandall

- John Brazill, CBC Edmonton, is now associate producer of Information A.M. CBD Radio.
- Lila Donovan, production assistant of the Noon Show has gone from CBD Radio to CBA Radio, Moncton.
- Newcomer Barbara Fisher is co-host with Costas Halivresos of CBD's Rolling Home Show.
- James Morrison, executive news editor for *Saint John Telegraph-Journal* has left to become vice president, editorial with Henley Publications in Woodstock, N.B.
- Former news editor James White of the *Halifax Chronicle Herald* is now assistant general manager of the Saint John dailies.
- Peter McGugan has left *CBC-TV*, Saint John, for Hollywood where he hopes to sell film scripts.
- Mark Pedersen is back at *CBC-TV* Saint John after a year's leave of absence.

TORONTO

- Kevin Evans, a reporter for CITY-TV for two years has been hired as writer/broadcaster for CBC's 24 Hours in Winnipeg.
- Jeannette Massey of CBC Radio News has moved to London, England.
- Sam Ion, columnist for the *Toronto Sun* has been appointed to the Ontario Human Rights Commission.
- Hugh Young, reporter for the *Toronto Sun* has moved with his family to Australia.

WINNIPEG

by Edmund Oliverio

- Terry Matte, former Manitoba reporter for The National, has been appointed producer of TV news for CBC Manitoba.
- Alden Diehl, General Manager at CKY is leaving Winnipeg to work at CKLG Vancouver.
- Wayne Boyce, former executive editor of the *Brandon Sun* has taken a position with the Information Services Branch.
- Pat McKinley, legislative reporter for the *Brandon Sun* and president of the Legislative Building Press Gallery, has joined the *Winnipeg Free Press*.
- The 49th Parallel Press Club (consisting of media from southern Manitoba and northern North Dakota), has elected a new executive, Catherine Evanson of CISV-Morden.

Unique mate

Attractive, intelligent brunette. A seasoned single, 37, Taurus, traditional views. Seeks established, mature male, 37-47, sharing interest in books and performing arts. Can offer supportive and rewarding relationship & be a solid asset.

Write: **Box 99, content.**

Omnium Gatherum

AWARDS

Kenneth R. Wilson Memorial Awards

Instituted in 1954, the Kenneth R. Wilson Memorial Awards are the only national awards in Canada recognizing editorial and graphics achievement in the business press. The award winners and their publications were announced at the annual meeting of Canadian Business Press in June.

EDITORIAL CATEGORIES

• Best Editorial:

Co-Winners: Robert Catherwood, *Financial Post*, and Colin Muncie, *Marketing*

• Best Merchandising Article:

Ylva Van Buuren, *Canadian Footwear Journal*

• Best Industrial Technical Article:

George Peer, *Heavy Construction News*

• Best Industrial Technical Report:

Steve Gahbauer & James Barnes, *Modern Power & Engineering*

• Best Short Article:

Ylva Van Buuren, *Canadian Footwear Journal*

• Best Professional Development Article:

Mary Jo Cartwright, *Engineering & Contract Record*

• Best General Article:

Robert Perry, *Financial Post*

• Best Selected, Contributed, Edited or Co-Operative Effort:

Olev Edur & William Roebuck, *Plant Management & Engineering*

GRAPHIC CATEGORIES

• Best Cover:

Terry Shoffner, *Metropolitan Toronto Business Journal*

• Best Single Article:

Faye Bourgeois & Ernie Francis, *Modern Purchasing*

• Best Complete Issue:

Roy Wilson, *Metropolitan Toronto Business Journal*

1981 National Business Writing Awards

• Business News Reporting:

Deborah McGregor, *Financial Times of Canada*, Ottawa Bureau

A two-part series on the federal government's industrial strategy plans.

• Business Investigative Reporting: (Major dailies, financial publications or news agencies)

Wendie Kerr, *The Globe & Mail*, Montreal Bureau

A series on the politics involved with the Caisse de Depot.

• Business Feature Writing: (Major dailies, financial publications or news agencies)

Robert L. Perry, *The Financial Post*
A series on the Canada Development Corporation.

• Business Feature Writing: (Smaller publications)

Elaine Dewar, *City Woman*
An article on Petro-Canada and the National Energy Program

• Regular Business Column:

Alain Dubuc, *La Presse*
Economic financial columns

• Business Writing by a Non-Journalist:

Carl Beigie, *CHIMO!*
Column on the Canadian economy.

1982 CPRS Awards

Canadian Public Relations Society Awards of Excellence honour innovative and outstanding English and French public relations programs.

COMMUNITY RELATIONS

• Associations:

Suzanne Monange, The Quebec Safety League

Because...we love them so. A campaign on the use and effectiveness of child safety seats.

• Governments:

Douglas C. Christensen and Bob Henderson, Ontario Hydro
Power Lines and People.

INSTITUTIONAL RELATIONS

• Associations:

Ruth Hammond, Ontario College of Art

Ontario College of Art Annual Open House and Art Week

• Governments:

Francois Aubin, Societe d'energie de la Baie James

Les 24 heures de CKAC a la Bale James

EMPLOYEE RELATIONS

• Governments:

Linda Lomax, Alberta Public Affairs Bureau

Bridging the Gap

INVESTOR RELATIONS

• Business:

Richard W. Wertheim, Northern Telecom Ltd.

1981-Investor relations

SPECIAL EVENTS

• Associations:

Michael Horton and Kristine Kerenyi, Burston Marsteller

Terry Fox Run for the Marathon of Hope.

• Business:

Ronald M. Chapman, Alberta Power Ltd.

Opening of Battle River Unit 5

Michel Dufour, Dominion Textile
75th Anniversary-Dominion Textile

PUBLICITY-PROMOTION

• Business:

Claude Couture, Cabina Seguin Inc.

Bud Rock Night

Bruce A. Findlay and Robert Tuomi, Bechtel Canada Ltd.

The Polaris Project

• Governments:

Judi Gunter, Calgary Public Library

Fine Free Month. A program to encourage return of long overdue books; 14,000 books were returned; one from Newfoundland and one was 54 years overdue.

content

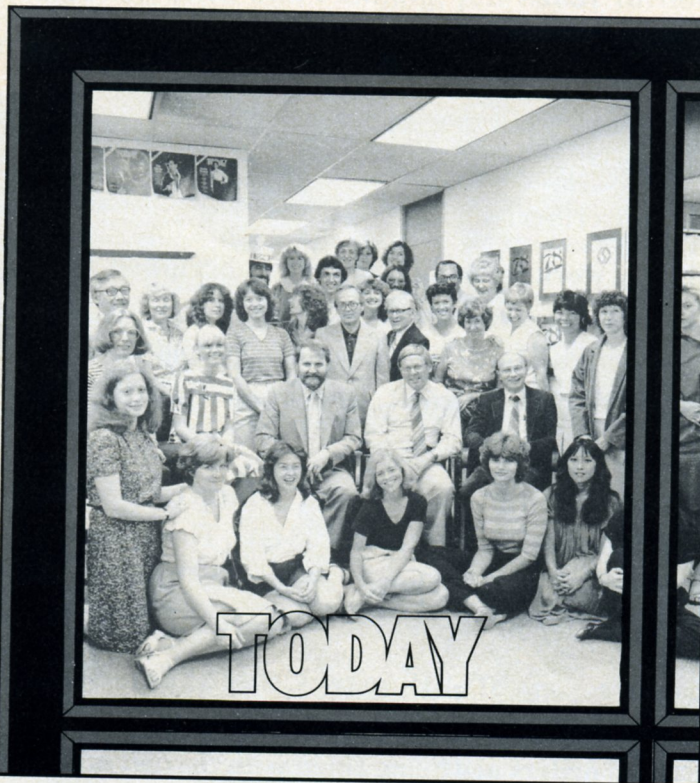
Canada's National Newsmedia Magazine

July / August 1982

No. H3

\$2.75

CP bites the bullet - the "surplus" that became a deficit overnight
Conversation with Jim Fleming, journalist turned cabinet minister
Sun sets on *Today*



design: linda jackson

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We're constantly working to improve our subscription service. At the same time, it's necessary for our small staff to operate as efficiently as possible. After lengthy discussion with circulation, list maintenance and financial services people, we have arrived at the most efficient, least painful way of handling subscriptions to *content*.

We'll be writing soon to advise you that, in future, all subscriptions to *content* will run from January 1st to December 31st. Those readers who have recently subscribed or renewed will, when they respond with an order, be billed only for the amount necessary to extend their subscriptions to December 31st, 1983.

As you are aware, *content* at Humber College has honored, and will continue to honor, the unexpired portion of subscriptions paid to the previous publishers. Those unexpired orders are being filled with *content* and *Sources*, to a total of six copies per year.

content, like other publications, has felt the sting of tough economic times. Many advertisers have cut back, or simply not advertised in the business press. The injections of subscription revenue, at this point in the year will make a positive difference to *content*.

Your co-operation, is, as always, much appreciated.

Sincerely,



Larry Holmes,
Publisher