

content

Canada's National Newsmedia Magazine

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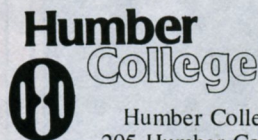
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Canada's Newsmedia Magazine

Second class privileges pending

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Cover

Our cover is of union rep. Linda Torney of the Southern Ontario Newspaper Guild. In a recent interview with editor Eleanor Wright Pelrine, Torney, who was instrumental in the unionization at *Maclean's*, spoke of what her life is like in the labor movement. As "den mother" to the Newspaper Guild's units at *The Globe and Mail*, *Brantford Expositor* and *Maclean's*, Torney says she has developed respect for the rank and file members of the Guild. According to Torney the old-fashioned 'pork chopper' is dying, if not already dead.

Credits

Photos:

Cover: Mary Ann Donohue
"Amway's Alleged Excursion into the Twilight Zone:" Dave Silburt
Profile of Linda Torney: Mary Ann Donohue

A note from the editor

Here at *content*, we've been watching, as you have, a multitude of developments in and around journalism. The on-going rush of newspapers to join existing Press Councils, and, as in the Atlantic Provinces, even to form new ones, has been almost breathtaking. Appropos of that, subject for discussion at an upcoming news forum at the *Toronto Press Club* is Press Councils: Whose interests do they serve?

First test of the federal cabinet's get-tough directive on cross-media ownership came with the *CRTC's* license renewal hearing on *CHSJ-TV*, Saint John, New Brunswick. Interventions from *Consumers' Association of Canada* and Premier Richard Hatfield, along with the Irving interests' attempt to invoke a constitutional challenge to the proceedings attracted national media attention. They, and we, await a decision.

Attendance at *CIJ's* Montreal conference promises to be excellent, despite bleak economic prospects for 'investigative journalism'. A conversation with *CIJ* executive director Donna Balkan revealed that most members pay their own expenses, too. Linda Torney, staff representative for the Southern Ontario Newspaper Guild, profiled in this issue, gets to the heart of journalism and journalists when she says that journalists will suffer bad pay and long hours, so long as they don't become demoralized.

The long-awaited and much touted merger of the *Newspaper Guild* and *ITU* appears to have been postponed — indefinitely — which may bode ill for both organizations, and their members. The *Globe & Mail* and Southern Ontario Newspaper Guild have signed a new collective agreement.

Our promised glimpse into the future of public broadcasting in Canada has been delayed by the snail's pace unveiling of new federal policy. But research and interviews have been depressing. Budget cutbacks have resulted in a drop in program quality, especially in local radio. And stories of "political" unhappiness with program material and individual producers call up grim recollections of 1950's witch-hunts. In March/April, *content* will begin its exploration of nooks and crannies of the *CBC*.

Dave Silburt is back in *content* with his look at the highly competitive Canadian and U. S. coverage of alleged goings on at Amway.

E.W.P.

by Stephen Overbury

Some journalists dream about following in the footsteps of Ernest Hemingway. Like the late literary giant, they would love to risk their necks covering a war.

Not me. In fact, not too long ago I gave up this type of opportunity. I had a sponsor anxious to send me to Lebanon.

This is a story outlining what led up to this amazing offer. It began in December, 1981. I was working on a story about Canada's underground arms industry for the now defunct *Today Magazine*. One of the companies I was investigating was Levy Auto Parts of Toronto, a division of Seaway Multi-Corp Limited.

I realized during my second interview with Seaway's Vice President, Ken Foreht, that this story had some special twist to it.

Something Foreht said tipped me off...

"We'll kill you if you libel us," he screamed at me. I'm sure he didn't mean it literally. It was just his way of telling me to be dead certain my story was accurate. Nothing personal, but if I made the slightest error there would be a libel suit.

Since Levy Auto retained the legendary lawyer Julian Porter, I took special notice of Foreht's comment. I guess this is the sort of thing one might expect poking around in this lethal trade.

Anyway, despite Foreht's strong objection that Levy Auto was being described as a bona fide arms merchant, my story said just that and was in *Today* under the headline, "Blood Money."

I don't like being sued. It's nasty stuff. Your reputation is on the line. As veteran reporter Gerry McAuliffe once warned me, "In the eyes of an editor you're only as good as your last story."

So when Ben Levy, President of the Seaway group called me shortly after my story appeared, I listened very carefully. The outcome of his call was that I would not be taken to court. "You will not be sued," Levy reassured me. "It (the story) was derogatory, but it wasn't offensive."

I slept better that night. But the next day the phone rang again. It was Levy.

"Steve. It's Ben Levy. How are you today? I was wondering if you could pop around this afternoon. There are a few things that are very unsettling and I'd like to show them to you. I'm sure both of us would avoid a lot of unpleas-

antness if we had a meeting of the minds."

The only thing I could think of was Foreht's earlier comment. The coward in me was coming out. I gave Levy some excuse about not being able to meet him at his office. Perhaps we could meet at a closer spot? A public place, but not the city morgue.

"Do you take the occasional drink?" was my follow-up suggestion.

Levy responded. "Why don't you meet me at my club at half past four. That's the Primrose Club. Just you and I. I don't want anyone around. I just want to point out certain things to you and I think it's in your interest. You don't want to get into litigation. If you see our point of view I think you'll be very happy with what I have to show you."

I agreed to meet Levy. And why not? One of Canada's best journalists, Frank Drea, used to allow the people he was exposing to wine and dine him, then return to *The Telegram* and expose them even further. Why couldn't I do the same?

The Primrose Club is the Jewish equivalent of the Granite Club. Marble floors, original paintings and a well equipped bar. Ben Levy arrived on time accompanied by a heavy-set man who carried a large notebook. Levy introduced him as Peter, his son, in charge of the firm's domestic operations. Peter, a nervous sort, took meticulous notes from the moment we met, even when nobody was talking.

Levy ordered me the house special — the tallest glass of straight Chivas Regal I had ever seen. Smiling, he raised his glass, tipped it towards his mouth and toasted me. "Down the hatch old boy. You can handle it."

If Frank Drea could handle it so could I.

Meanwhile Peter began prodding me. "Are you taping this?" he asked me several times. Once satisfied that I wasn't (even though I was), he began firing questions at me. "Look," he said leaning forward. "Off the record, don't you think the magazine distorted your story with their artwork?"

I refused to answer anything that was clearly the responsibility of the magazine. Even on my second Chivas Regal.

Levy, a white-haired grandfatherly figure, took a different approach with me. "Look," he said putting his hand around my shoulder. "I know you're an

honorable man. And if you found anything had been printed that was inaccurate you would retract it. Wouldn't you?"

"Of course," I replied.

Levy didn't have one specific objection in mind. He came armed with four typed pages of objections to my story. I read the material carefully and, at his request, agreed to write a letter to *Today's* editor Walter Stewart.

Levy liked my attitude.

"Steve," he told me in a warm voice. "Between you and me, I can see you going places in your career."

That's where Lebanon fits in.

Levy had in mind a project which he raised with me that afternoon and developed over the telephone the following day.

"Steve, I'll tell you what would give me immense satisfaction and I think would make a name for yourself," Levy told me the next day over the phone.

"I think you should research the church's attitude toward the slaughter of Christians in Lebanon. Damn it! I'd even help you do it financially. That thing has just burned my butt. I don't like to see people slaughtered. We should awaken the world. It's wrong. You've got a chance for a scoop of the world. Believe me. Jesus, if that isn't a story for you, Steve. You've said you're ambitious — an intelligent, young journalist. Dammit. Maybe this can do it..."

Levy wasn't exactly saying that I had to retract my story in *Today* before he sent me to Lebanon. But I got the distinct impression that the letter I did write for the magazine wouldn't encourage him to proceed with the project. My letter further implicated Levy's role in the arms game. And I sent him an advance copy.

I gather he didn't like it, even though I never heard from him again. Foreht wrote me informing me that the letter contained several untrue statements. "Should additional untrue information and defamatory allegations be published as a result of your activities, we will take the appropriate action," wrote Foreht.

My letter appeared of course. *Today's* editor wasn't about to be intimidated.

I wonder what Hemingway would have done?

Stephen Overbury is a Toronto writer.

in which Journeyman Marshall meets Mr. Freeman and learns his lessons well.

by John Marshall

The half dozen of us toiling in the Dickensian clutter of the cramped little newsroom spun around from our phones and pre-war typewriters, reacting, like puppets on a string to the crash. And the editor popped his head out of his cubby-hole. However we exchanged of palms-up shrugs and went right back to the largely-clerical chores of putting out the *Daily Commercial News*. That's the mail-delivered newspaper about Canadian construction activities. The noisy intervention in our grubby world had been just Mr. Freeman again (it was always Mr. Freeman, or maybe C. M. Freeman, which was how he signed letters even to his close friends), just Mr. Freeman, the former London Free Press columnist and church PR man playing his irascible-old-s.o.b. role.

When the 54-year-old Georgia-born newsman experienced a surfeit of stupidity from a contact not cooperating with some feature idea he was trying to develop, his eyes would go all squinty malevolent under his bushy brows. He'd slam down the phone. His lips would start writhing in half-repressed maledictions around the stem of a rank old corn cob clamped between his badly-neglected teeth. Then, he might grab the milk bottle that was a fixture on his desk (he drank a quart of the stuff every day) and, kee-rash! Down on the floor with it.

I was destined to learn many lessons from this marvelous old character. Fortunately they were generally of much more import than just the fact that, unlike the typewriter he once substituted in a fit of real throwing rage, milk bottles in the 40s were made of tough stuff. A bottle could sometimes bounce unshattered from the creaky plank floor of our run-down building huddled abjectly in a lane just copyweight's throw away from the nicked and marbled ostentation of the *Globe and Mail* edifice at King and York. That was the one with an executive handball court built into it. But then, no one ever did accuse the *Globe* of having the common touch.

Of course the same thing also applied to the *Daily Commercial News* and *Building* (now *Construction*) *Record*.

The closest it came to the plebian was the hand-me-down ambiance of that building on the lane called Pearl Street. Our surroundings were improved somewhat at a new location after a weekend move that didn't miss an issue — nor lose a battered newsroom desk. Like many other aspects of my first civilian job after four years lost to the air force, that company move with its concomitant indifference to the needs of

Possibly the only unique expertise I can claim from my journeyman journalist career arises from the fact that I am the only person who has experienced four daily newspaper plant moves in Toronto.

those who labored in what one publisher has labelled the "non-revenue-producing department," was a pointer to the future.

Possibly the only unique expertise I can claim from my journeyman journalist career arises from the fact that I am the only person who has experienced four daily newspaper plant moves in Toronto. For that matter, I may be the only one to have gone through the moves of the big three, the *Telegram's*, the *Star's* and the *Globe's*. The moves had one thing in common. Those departments that have nothing to do with the financial success of the newspapers always saw some of their already antiquated office equipment carried over to their new quarters. The *Tely* did get rid of the newsroom's flip-top desks, the kind that sounded like boxcar wheels going through a yard full of switches when you levered the typewriter up into morning view. (There was an additional racket one day from the hallowed always-locked desk of Aubrey Wice, religious editor. Some sinner had picked the lock, and when Aubrey opened the desk, the newsroom was aroused by the clattering of empty whisky bottles.) But the old typewriters, some so old their innards were open to the air-conditioned winds of the new building, were moved to the glare of mod shiny-topped desks and electric-

blue swivel chairs. The *Globe* outscruffed the *Tely* when it inherited the 10-year-old *Tely* building. The national newspaper's ancient typewriters went along, of course, to the second-hand desks and filing cabinets, but so did such tacky odds and ends as all coat racks, chairs (not enough to go around) and shelves.

The *Star*, one of the most properous dailies on the continent, added a special touch to make sure its editorial minions weren't carried away with the glamor of spanking new furnishings in an office that could inspire agoraphobia. I was on an Ottawa assignment when the move was made to One Yonge, but when I went in for the first time to my assigned desk, there was a "new" typewriter for me. With my name on it. I had put it on myself — at the *Tely*. The *Star* had bought a pile of the *Tely's* second-hand machines and my colleagues at the *Star* had spotted mine.

At least in the 80s, editorial recruits can expect to be provided with more-or-less up-to-date electronic equipment. They can feel as important as the clerks in accounting.

But when I was at the DCN, computers were as far away from the business as were today's newspapering ethics. (There's still a long way to go, but there have been some improvements.) The DCN, blessed as the official publication of the Canadian Construction Association and of a conglomerate of other clusterings of builders, architects and contractors, had more sacred cows than a Thomson chain publisher has monthly accountability reports to do for head office.

And the DCN's pages, which looked like they were laid out by hurrying backshop printers (because they were) were about as far removed from the undefined literary aspirations of a neophyte as those of a telephone book. The slipstick and hard hat set weren't interested in bright writing. They just wanted to know where they could bid on a new contract. So a major part of the news hole consisted of standardized reports called Summary Notes. We recorded the information for them on forms and they detailed the progress of just about every building job larger than a backyard privy or a backstreet pothole patch.



Mr. Freeman was always adopting some bright protege who, because of family poverty of mind or matter, was in danger of going nowhere or going to the wrong where. Because of Freeman, Journeyman Marshall went North.

But still, there were lessons to be learned that, in the years of newspapering to follow, were often applicable. Even routine work habits (a pejorative phrase, I guess, now) and the mechanics of information gathering — the continuous use of the back files, the hours of phone checks — shaped later approaches to more important and stimulating assignments.

And, fortunately, there was Mr. Freeman.

Those eyes that could become beady

with angry impatience could also wrinkle up with an impish delight. The grumpy growl could become a tender rumbling. There were few who knew about his other being, about the sacrifices he had made — and continued to make through much of his long life — to help others, particularly his “boys.” He was a one-man Big Brother movement who used tough love decades before it became a section page fad. The crusty old bachelor (there were hints of an ill-fated romance in his youth) was

orphaned at 11 in the back country of the deep south. He was being pointed to the Baptist ministry until, at age 17, in a highly singular action for the time, he turned away from that vocation in a silent personal protest to the church’s segregationist and superior attitude towards the blacks.

He never would suffer fools gladly. Conversely, he didn’t like to see intelligence wasted. So he was always adopting some bright protege who, be-

cause of family poverty of mind or matter, was in danger of going nowhere or going to the wrong where.

The first investigative work I ever did was when, for some unstated reason, this World War I veteran selected my callow 24-year-old psyche as the repository for his worries about a particularly promising youth who disappeared. Armed with a couple of faint clues and with a lot of luck — so often the key ingredient in this business — I found where the lad had gone. He was on the verge of becoming part of the stable of a manufacturing executive pillar of the Toronto community who had an unsavory extra-curricular lifestyle.

Returning to the Freeman fold, the boy like others before and after him, received moral and financial support (part of the reason for Freeman's bad teeth and shabby clothes) through an education to a profession and a family life of his own. And I — I became a Freeman friend, which meant that, in his dogmatic eyes, I could do no wrong. And when, never having written a head in my life except for RCAF magazine label types, I was promoted to something called news editor, he came to the rescue.

"Making you news editor, eh" he grunted around his pipe. I confirmed it. "Ok, phone your wife. Tell her you're staying downtown for supper. Tomorrow, too."

And for two long evenings, my mentor paying for the suppers, I was drilled on head writing. He did it by clipping out stories, heads removed, telling me what size heads and decks to write, and then had me compare my efforts with the originals he had kept to one side. It was the kind of emersion course (half units for i's and l's, 1 one half units for m's and w's) on the streetcar ads on the way home, just as an air force emersion in Morse had me reading them in dah-dah-dits.

It was Freeman, too, who gave me one of the best little tips I've ever had about writing. Before going on the desk, I had been able to retain by sanity by breaking from the deadly rut of the Summary Notes and formula stories ("Acme corporation is planning construction of a two-storey office building...") to do the occasional column, Greater Toronto Notes. Instead of bits



An older, wiser Marshall returned North on a sentimental journey.

and pieces about the business, the easy routine in such DCN exercises, I and my fellow serf on the Toronto beat, Ian Duncan, would use it for full length articles. And of course I made the discovery that finding the right lead can be as difficult as finding the mote just when a friend tells you he's taking a PR job. With the nuclear industry. It was Freeman who, finding me laboring over an elusive lead, grumped at me, "Why don't you forget the lead. Just write a headline for the piece, (pause) then there's your lead." It often works.

But don't think I can blame him for the one that appeared under my first professional (meaning for pay) byline. I discovered it in the DCN's bound files deposited in the University of Toronto's rare books (!) library, which is a nice way of avoiding storage space costs — and I wonder if there is a tax write-off for the donation. Anyhow, on Nov. 14, 1945, I wrote: "There are many difficulties confronting the industrial builder in Toronto, but at the

bottom of them all, figuratively and literally, is concrete block, or more exactly, the lack of concrete block."

A real grabber!

Well, at least the byline had some meaning at the DCN because even major pieces (usually about some convention ran without a credit. Thirty-six years later, at the *Globe and Mail*, bylines had been devalued to meaninglessness. The most turgidly written or most routine-assignment piece buried between the horoscopes and those classified ads pimping for prostitutes are given bylines. They are no longer recognition for good writing or special effort or expertise in some specialized field.

The only time bylines have any real significance at the *Globe* is when there aren't any — when their use is being withheld by the staff in protest to management's intransigence in labor negotiations.

I've found other correlations bet-

ween experiences at the start of my newspapering work and those towards the close. I left the craft late in 1981 inundated — and spurred to leave — by the industry's self-serving, misleading and hysterical reaction to Tom Kent's Royal Commission proposals that, among other things, it became more open in its privileged operations and more responsive to the greater community, just as it has always demanded of others.

Well, there was a foreshadowing incident back at the DCN. I had winkled out a rumor that the *Toronto Star*, located in its King Street skyscraper (skies were lower in those days) was planning a waterfront building — progenitor of One Yonge — for, among other things, its *Star Weekly* operations. Indicating I already had all the information, a handy technique, I duped a business executive at the *Star* into confirming the story which, in our little DCN frog puddle, was a nice beat. Lo and behold, that defender of the free press, editorial director Harry Hindmarsh, Sr., not only complained to the DCN editor about us breaking the news before he had wanted it released, he demanded that I be sent to see him. I think he thought I was one of his underlings to be called on the carpet. It was a comedy of the absurd, but no more so than all the other times when publishers and editors have tried to hide their own affairs from the public. In later years I would have told Hindmarsh either to go to hell or to hire me.

And back at the shop, I was learning other things about editors. There are the kind you learn to hate, because they're tough and demanding, but whom you respect because they go to bat for their reporters and because they can be trusted. Then there are the others who are basically insecure. One of those at the DCN was so much so that, later in his life, it became pathological and he was committed as being criminally insane. Working late one evening I once discovered him combing through newsroom waste baskets. He was reading scraps of paper seeking evidence to confirm his paranoid belief that a reporter had lied to him earlier in the day.

An isolated instance? As I was writing this in 1982, a senior *Globe and Mail* official was doing exactly the

same thing updated by technology. He was having phone billing records combed to see if he could find any clues to the "deep throat" who fed material to freelancer Don Obe for an unflattering article about the *Globe* in *Toronto Life*. According to one of the great many deep throats at the morning paper where there's a serious morale crisis, its new computerized telephone system will be of even more help in keeping an eye on the staff. It has the capability of re-

At least in the 80's editorial recruits can expect to be provided with more-or-less up-to-date electronic equipment. They can feel as important as the clerks in accounting.

ording not only the length of time of calls from each phone in the system, but also the number to which the call has been made. Ma Bell has a relative. Big Brother. And how interesting for someone suing the paper. Can they subpoena the phone records to find out, as the publisher himself can, to whom a reporter has been talking?

In the day before computer memories, we had to rely on the human ones. And there's one in just about every newsroom. At the DCN, it was Bill Power who toiled there for many years. Long before I'd ever read about associative devices as an aid to learning, he demonstrated the process.

Once I required a date to locate a lost file on a contract award story. He recalled that the matter in question had happened a month or more past on the same day that the venetian blind fell on his desk. And that, mused, fingers to his lips, eyes rolling upwards, and that (he was getting up from his chair), that was the day he had done an item on (he was moving to the files), another project (he was pulling out a card) and he read out the date.

At the *Globe and Mail* it was the remarkable deskman, Martin Lynch. Spellings, dates, names, laws — you could get the information from him before you could get the Info Globe video screen in focus. Unfortunately,

he and some others took the early-retirement deal that has been part of penny-pinching budget cuts and staff trimming that has been going on at Lord Thomson's flagship paper.

Things change. People leave. The lessons, hopefully are retained. I watched in a small country churchyard as they put Mr. Freeman in his grave just a few years ago. Well into his 80s, he had been bed-ridden with a recurrence of spinal injuries from long-ago accidents.

I was recalling one of them, when, crossing with the lights on a downtown Toronto DCN assignment, he was struck by a car that was knocked into him by a truck. Rushed to hospital badly hurt, he began doing his irascible-old-s.o.b. thing because he hated being dependent on anyone else and he was stewing about all the work he had to do at the paper.

About two days after the accident I came to work to find this ugly apparition sitting at his desk. He was hardly recognizable, his face puffed up in black and purple. He could get his hands at the keyboard only with difficulty and could turn his body only very slowly and carefully. He wouldn't listen to our pleas that he go back to hospital, where it turned out, he had signed himself out against doctors' warnings.

Then he began coughing. Blood came up. We stretched him out on the floor between the desks and called an ambulance. But what I remember most vividly was the old warrior lying there and giving out orders you could hardly hear. Call so and so about such a project. Get someone to check out some construction association event. Call the people he had on his calendar for that day ...

They came and carried him out. We "kids" stood looking at each other rather blankly in the emptiness that followed. And slowly went back to work.

Not long afterwards, back on the job, he wrote a letter to the owner of a weekly newspaper in the intriguing boomtown of Rouyn in northwestern Quebec. It began (I still have the copy) "I have developed an ideal candidate for the reportorial post..."

He decided I had nothing more to learn at the DCN. In November, 1946, I moved North, agreeing with him.

Investigative Journalism Battles at the Border

Amway's alleged excursion into the Twilight Zone of bookkeeping

by Dave Silburt

It doesn't happen very often, but when it does, it's like a movie come true. When mysterious "hot tips" put the *Windsor Star* and the *Detroit Free Press* on the scent of Amway Corporation's festering troubles with Revenue Canada, the story behind the story wasn't quite as cloak-and-daggerish as the Watergate investigation. But it had its moments.

For starters, there was cross-border rivalry between the well-financed U.S. Goliath newspaper, and the smaller Canadian David in the grip of cost controls. And although *Windsor Star* business reporter Bill Schiller met with no Deep Throat types in underground parking garages, he does recall, with a wry grin: "I have met with people in (chosen) places so they would not be seen."

The story of Amway's alleged excursion into the Twilight Zone of bookkeeping, broke on July 7, 1982, by the *Windsor Star* and was disclosed in detail by the *Detroit Free Press* on Aug. 22, and also by the *Star* on Oct. 30, first arose from two-year-old documents filed in federal court in Toronto. The statements of claim by Revenue Canada were buried under a morass of paper in court files, until someone tipped off the news media.

Both papers are tight-lipped about the nature of their tip. But Schiller says, (and editor Carl Morgan confirms), the *Star* was tipped by a letter — the letter was mailed in Windsor in early April, to *Star* publisher Gordon Bullock himself.

That letter, with its attendant whiff of melodrama, pointed at the mouldering Toronto court files, toward the still-buried statements of claim — the usual beginnings of a civil suit.

"We realized it needed investigating," recalls Schiller, "but I had a lot of (other) work to do." In the bony grip of Southam's cost-cutting measures, the *Star* was simply too short-staffed to

On July 7, 1982, the Southam-owned Windsor Star broke the story that Revenue Canada was suing Amway Corporation in an attempt to recover more than \$28 million in lost import duty, the result of the well-known personal sales empire allegedly using false invoices to lower the apparent value of its imported goods. Civil suits totalling \$147.8 million had been filed in 1980, the Star reported.

Then, on August 22, the Detroit Free Press ran stories laying out the complex scheme, detailed in internal Amway documents, by which the company had misled Revenue Canada for 15 years.

On October 30, the Star published its own detailed account of the false invoice smokescreen, supported by documents dating back to 1965. Canadian Press carried the story November 7th.

The stories were greeted by threats from Amway to sue the Free Press, and with attempts by Amway to publicly air their own version of the story via expensive newspaper advertisements in

Canadian newspapers. Some papers refused the ads.

There was talk of a "secret deal" for an out-of-court settlement between Revenue Canada and Amway. The talk subsequently evaporated under the hot glare of media attention. Shortly after the media got their collective teeth into the story, the government announced that the civil actions had metamorphosed into full-fledged criminal charges.

Top Amway executives decided to fight extradition to Canada, and now the whole legal brouhaha is headed for the courts, where Amway's phalanx of Philadelphia lawyers will joust merrily with the Canadian government.

The Star and Free Press stories are among the most heady examples of investigative journalism to come along in these times of cutbacks, cost-cutting and shrinking news holes in Canadian newspapers. The Star's performance is even more refreshing in view of the fact that Southam papers are operating under cost controls.

spring a reporter for an investigation. But Schiller found time to go to Toronto anyway, and root around in the files — turning up no less than four civil suits filed by Revenue Canada against Amway. As his eyes moved like little Pac-men across the pages, they gobbled up words like "defraud" and "false invoice." The hunt was on.

But what was going on in the meantime, at the *Detroit Free Press*? The answer depends upon whom you ask. According to Kitty McKinsey, the *Free Press* business reporter whose byline figured most prominently on their Amway stories, they got a mysterious tip of their own around the same time the letter to Gordon Bullock arrived at the *Windsor Star*.

Was it from the same source? Apparently not: the existence of the civil suit in Canada remained unknown to the *Free Press*. According to McKinsey, the tip said only that there was "an interesting case before the Tariff Board," and suggested Amway "was ripping off the Canadian government." But the Tariff Board hearing, in Ottawa, was scheduled for July 20. In the meantime, McKinsey says she ran into an informational road block.

The first public report of the civil suits against Amway appeared in the July 7 *Windsor Star*. Cynics at that paper have suggested *Free Press* people didn't know Thing One about Amway's problems until they read about it in their daily *Windsor Star*.

"I don't think so, either," says the



Bill Schiller of the Windsor Star



Kitty McKinsey of the Detroit Free Press

Star's cigar-chomping managing editor, Bob McAleer, adding tactfully: "That's my personal opinion."

And, interestingly, when *Free Press* business editor Kathy Warbelow was asked if her paper really knew anything before July 7, she blurted: "No, we did not. At least I did not, and I don't think anybody else did."

McKinsey says she did, and was working to discover exactly what was afoot. Yet, though she has "a lot of good sources in Canada" (She should — she worked for the *Ottawa Citizen* from 1972 to 1977, did a short stint at the now-defunct *Ottawa Today*, then covered Parliament Hill for CP before going to the *Detroit Free Press* in 1981), she says trying to get a firm grip on the incipient scoop was like trying to grab smoke.

What exactly did happen at the *Free Press* prior to July 7 will probably remain hazy. McKinsey says she was working on the story. *Windsor Star* people think the *Free Press* was in the dark. The *Free Press'* own business editor doesn't think they knew anything, but isn't sure. And who are cynical Canadian newshounds to pooh-

pooh the idea that two and only two newspapers, one Canadian and one American, were tipped magically at the same time by different sources about the same story, independently, while other Canadian and U.S. news agencies, including the competing *Detroit News*, were not so favored? Stranger things have happened. One supposes.

What is certain is that the *Windsor Star* carried the first story on the Amway/Revenue Canada imbroglio, which in turn carried by wire services and used by other newspapers in the U.S. and Canada — with the notable exception of the *Detroit Free Press*.

Why no wire copy in the *Free Press*, though the principal Amway executives hail from Grand Rapids, Michigan? Explains Warbelow: "Oh, those were civil suits filed two years ago." It took time, she says to find out then-current information — a job the *Free Press* definitely did first, thanks to a ponderous ream of copies of internal Amway documents and memoranda, which managed to materialize at that paper sometime after the July 7 stories, fueling the *Free Press* stories of Aug. 22. (In spite of what Warbelow said about

1980 civil suits not being newsworthy enough to warrant attention, the Aug. 22 *Free Press* stories led with references to a false invoice system going back to 1965, and to customs brokers "blowing the whistle" on Amway in 1978. However, cynics should not infer from this that *Free Press* people omitted the first wire story not because it wasn't newsworthy, but because they went after the story only on being alerted by Schiller and company. Nah. But let us not digress).

By the time the July 7 *Star* was relegated to the status of fishwrap (i.e., by July 8), any *Free Press* investigative machinery not already in motion, was fired up. So were all the journalistic egos involved. McKinsey, who claims Schiller was "in a snit because we didn't use the AP version of his story," (one keeps wondering why) admits the July 7 *Windsor Star* diluted a few pupils at the *Free Press*.

"That was new information to us, but it was still two years old...my feeling was they had hyped it to make it look like it happened yesterday."

There are other feelings. Says Bob

■ continued on page 15

Atlantic papers join stampede to voluntary press councils

by Dean Jobb

Publishers of 15 of the 16 daily newspapers in the Atlantic Provinces have responded to a federal government proposal to impose a national press council by forming one of their own. Formation of the Atlantic Press Council was announced after a meeting of representatives of 12 dailies in Halifax on January 11.

Fredericton Gleaner publisher Tom Crowther described the council as a "medium of understanding between the press and the public." It will be an independent body "to deal with situations where an individual feels he has gotten satisfaction from a daily newspaper."

Crowther, vice-president of the Canadian Daily Newspaper Publishers Association, has been promoting the idea of a regional press council since the CDNPA's annual meeting in Vancouver last fall. At that meeting James Fleming, Minister of State responsible for the federal government's newspaper policy, proposed the establishment of a national press council to monitor papers not already belonging to a voluntary council.

"So we established one," said Crowther.

"Frankly," added *Cape Breton Post* publisher Wallace MacKay, "it's the only alternative to Mr. Fleming's proposals to form a national press council." Unless the region's papers banded together voluntarily, a press council would be imposed by the government. "Who the hell wants that?" asked MacKay.

Of the four dailies not represented at the founding meeting in Halifax, Crowther is confident the *Corner Brook*, Newfoundland, *Western Star* and the *Amherst*, Nova Scotia, *News* "will be along with us." Earl Gouchie, publisher of the *Amherst* paper, says he missed the meeting through "an oversight" but would probably join the organization. MacKay, unable to attend because of illness, confirmed on January 14 that the *Cape Breton Post* would be part of the council.

The only hold out is the *Halifax-*

Dartmouth News, a racy tabloid that began as a suburban weekly, but has been providing city-wide coverage on a daily basis since September 1981. Although the paper has been invited to join the council, vice-president and advertising manager Patrick Sims says he simply is not interested.

"I don't know that we need any policing beyond what we have now," Sims said, adding that anyone who is unhappy with the paper or its coverage is free to write a letter to the editor. The paper has published "less than flattering" comments from readers in the past, he pointed out.

David Trenbirth, editor of the *News*, dismissed the council as "a lot of bullshit." As a journalist in Britain during the sixties Trenbirth found press councils to be ineffective and often ignored. While he agrees the daily press in the Atlantic region is in need of improvement, he insists "you can't do the improving in a bureaucratic manner like that."

Although details have yet to be worked out, Crowther expects the council will be composed of 26 or 28 people drawn from the communities served by participating dailies. Membership will be evenly divided between the press — represented by publishers, editors, and reporters — and "recognized, distinguished citizens." The chairman will be chosen from among the public to ensure the council is "seen to be an impartial body," says Crowther.

As a condition of membership each newspaper will publish decisions of the council in full. Funding of the council's activities will be shared by member papers on the basis of their circulation.

For the present, the council is open only to the daily press, but Crowther thinks the region's weeklies might join in the future. He added that the founding publishers "haven't even considered" inviting radio and television news organizations to join.

The new press council is Canada's fifth. Ontario and Alberta established province-wide press council in 1972, as did Quebec the following year. The city of Windsor, Ontario, has had a council since 1971.

Reaction to the formation of the Atlantic Press Council among journalists has been mixed. "The motives may not be that pure," says Cal Woodward, the Canadian Wire Service Guild rep for the Canadian Press in Halifax, but "anything helps." On the other hand, veteran journalist Harry Flemming, now a news commentator for CBC television in Halifax, feels the council is a "non-starter" and "won't accomplish very much." There has been "no public demand for such a council," he noted.

Tom Kent, Dean of the Faculty of Administrative Studies at Dalhousie University in Halifax, attributes this lack of public demand to the dominance of the region's daily press by the Irving and Thomson newspaper chains. "The atmosphere has not been one where anyone thought there was a chance of a press council," says Kent, chairman of the Royal Commission on Newspapers, which last year advocated voluntary councils at the provincial level.

According to Kent, the council's effectiveness will depend on two factors: the people chosen as members and the terms of reference. Crowther says the publishers are in the process of drafting a constitution and guidelines for the council, which could begin hearing complaints as early as February or March.

The following newspapers are members of the Atlantic press Council: In New Brunswick, the *Gleaner*; the *Telegraph-Journal* and *Times-Globe* of Saint John; and the *Moncton Times-Transcript*. All are owned by the Irving family.

In Nova Scotia, the independently-owned *Halifax Chronicle-Herald*, and *Mail Star* and the *Amherst News*, as well as three papers owned by the Thomson chain: the *Truro News*, the *New Glasgow News*, and the *Cape Breton Post*.

Both Prince Edward Island dailies, Thomson's *Charlottetown Guardian* and the *Summerside Journal-Pioneer*, a Sterling paper.

From Newfoundland an independent, the *St. John's News*, and two Thomson papers: the *St. John's Telegram* and the *Corner Brook Western Star*.

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Linda Torney does battle with the giants



by Eleanor Wright Pelrine

Working in a union is not a one woman show, stresses Linda Torney of the Southern Ontario Newspaper Guild. "The whole idea behind unions is collective action and nobody can ever win any fights with the corporate structure by operating in a vacuum. It's the option of the membership, and the membership have to be behind whatever action is going to be taken."

No one, says Torney, can go in and tell people "You have to do this and you're going to do that. The decisions

have to come from them, and they have to have a real role in designing the action."

The old fashioned 'pork chopper', Torney suggests is, if not dead, dying. People getting into the labor movement now, she says, have different attitudes than did their old-style counterparts. Although some earlier unionists apparently went along with being directed, and some still do, Torney says that Guild members like to run affairs themselves.

Are Guild members different from

other unionists? Torney believes that the Guild is closer to the public sector workers than to private sector workers because of the mix of members — everything from journalists to clerical personnel, tradespeople, craft people, painters, electricians, machinists, drivers and sales people. A diverse membership, as compared to most industrial plants in the private sector would have only one or two categories of worker.

The majority of Guild members at the *Brantford Expositor* and *The Globe and Mail* are journalists, but the major-

ity of those at the *Toronto Star*, the largest group in the local, are not. Drivers and circulation people would represent the largest group at the *Star*.

There are, Torney acknowledges, different interests among members of diverse groups — lower paid workers, for example, are interested in upgrading, while more highly paid workers are interested in other provisions.

Collective action and political involvement are a departure for most journalists, but Linda Torney believes that organizing can and should be good theatre as well as fun. "Distributing leaflets and posters and buttons, and whatever else you can do. Organizing should be fun, and we've had moments of fun in organizing, made our point and had a good time."

During the Guild's fight against cut-backs at the *Globe and Mail*, for example, Torney says that the turnout for two demonstrations was "amazing". Guild members carried picket signs, despite the fact that, for many of them, it was the first time on a picket line on which they weren't reporting.

Torney became a Guild staffer after several years as a community organizer. Immediately before she joined the Guild, she worked as a field representative for the New Horizons program of National Health and Welfare. In that capacity, she acted for the regional office as liaison to unions. Field workers with New Horizons belonged to a federal public service union, and Torney as a first-time member got involved, and was elected steward.

"The Public Service Alliance had, and has, one of the best union education programs going. The program I was in was four weeks in residence, spread over six months. Applicants write essays as to why they want to get involved. I did and was selected. It was the most intensive training I ever had. They started with about 25 people, and by the time we reached level four, there were about 16 left. Classes dealt with everything from the structure of your own union to the structure and history of the labor movement, to collective

"Working in the labor movement, for a woman, compared to a man, is particularly difficult. Most of the women I know in rep's jobs are single, and most of the men I know are not. Child care is one factor, but I don't think there are many men who would appreciate having their wives sit in a committee room in a hotel around the clock with a bunch of strange men. Or go out to meetings and not get back until midnight or later."

bargaining and labor legislation. And it did it through teaching methods which I really enjoy — role playing, not lectures.

"I'd already been involved with community activity, and had learned quite a bit about organizing techniques and getting along with diverse groups, especially volunteers."

At a time when residents' groups were in their heyday, Torney was active in the Greater Riverdale organization, the largest group in the Toronto area. The membership was so diverse that, at the time of their convention, there was simultaneous translation into Greek, Italian and Chinese.

Predictably, after attending the union course, Torney became even more active in her local, took responsibility for the education committee, and set up several programs. Soon, her employers classified her as a term employee, and refused to renew Torney's contract. She countered that the decision was related more to her union activity than to classification, and the battle was on. Eventually, a settlement was reached without adjudication, but Torney had already taken the Newspaper Guild job.

It's not easy for a woman in the labor movement. "I think you have to be a feminist, or it's even tougher. It wouldn't be easy to work in the labor movement if you weren't. Being a feminist gives you a certain degree of expectation about what your own role is and what it can be. Working in the labor

movement, for a woman, compared to a man, is particularly difficult. Most of the women I know in rep's jobs are single, and most of the men I know are not. Child care is one factor, but I don't think there are many men who would appreciate having their wives sit in a committee room in a hotel around the clock with a bunch of strange men. Or go out to meetings and not get back until midnight or later. Most of the union women I know either aren't married, or don't have children, or live in a communal arrangement where responsibility is shared."

Union reps, Torney says, live their jobs, and have little life outside them. "Everything tends to be mixed up together. You're involved in other things that are part of the labor movement, or part of the political process. I can't separate them. To me, it's part of my work to be involved in Labor Council, although my local wouldn't necessarily see it that way. That kind of involvement and political involvement are part of the same thing. So you really never stop.

"All of your friends tend to be in the labor movement. Those friends understand when dates are cancelled, and you have something in common with them, and those are the people you meet."

At the time of this interview, the Guild's situation with the *Globe and Mail* was a complicated one. On the one hand, the Guild was in conciliation on the collective agreement; and on the other, going to arbitration on the dismissals. The implication of 'layoff', Torney contends, is that the people will be recalled, and the company has never said that the fifty dismissed will be recalled. "We do have a re-hire list, but it's not like a plant closing down for two or three weeks. Those people have gone."

"If the dismissals were necessary in the first place, and we're not convinced they were — if the economic situation is bad, which has never been proved to us, then they should have discussed alternative cost-cutting measures before they dismissed people. Other issues, like the amount of notice given, are

peripheral to the major problem. As a matter of fact, the notice of termination was posted at the *Globe* one-half hour after the very first Guild person was told. The vice-chairman of the unit and the membership secretary were in Toronto, while the chairman and Torney were in Los Angeles at a Guild convention. They found out about the dismissals through a phone call, the first day after the word was out. Meanwhile, in Toronto, the other executive members in Toronto had organized a general

membership meeting. That night, a telegram sent from Los Angeles to publisher Roy Megarry reminded him that certain steps should be taken, and that the Guild would meet with *The Globe* on the following Monday. Heavy passenger traffic made it impos-

about four-thirty, we went up to the cafeteria, where there were about 200 people. We explained what had happened, and the result of the meeting, basically nothing — they wouldn't agree to take the people back, while we went through the proper procedures to see whether it had been necessary. The members said, 'We want to talk to Megarry.' The chairman, and two or three of the people who had been dismissed went down to his office, and said, 'You'd better come down and speak to these people in the cafeteria.' And he did. He would have had a little problem, with over two hundred people waiting to talk to him in the cafeteria, and I don't think that they'd have been too happy about going back to work if he had not appeared.'

'It took,' says Torney, 'considerable table pounding' to get people to move on arbitration right away. Despite that, the process may go on for many months. Torney is impatient. 'There are people out there who are still unemployed because of *The Globe's* decisions. Megarry can say, all he wants, that Thomson is not behind this, but he is, in some sense, because all his publishers know that if they don't produce certain standard profit, then they're going to be in trouble.'

Megarry is no longer saying that he doesn't get instructions from Thomson, he says that it's entirely proper that he should. Torney reports that on the day of the Guild's demonstration in front of Thomson's Queen Street office, a telephoned report from *The Globe* reported that 'The Lord' had just walked into *The Globe* and headed for Megarry's office.

Linda Torney's now-legendary or-
■ continued on page 22

“There are people out there who are still unemployed because of *The Globe's* decisions. Megarry can say, all he wants, that Thomson is not behind this, but he is, in some sense, because all his publishers know that if they don't produce certain standard profit, then they're going to be in trouble.”

sible to get back to Toronto before the Saturday flight the two had previously scheduled.

'It was a very hectic weekend ... we flew back into town on Saturday, and I came back home, and was on the phone for the better part of the evening. I spent the following morning on the phone, and there was a general membership meeting on Sunday afternoon. On Monday we met with the company. The publisher did not come to the meeting, although we had asked that he be there.'

'We went to the meeting with the company, and discovered that Mr. Megarry was not going to be there. He had kept his hands clean to that point. At four o'clock, some of us continued meeting and two people went up to meet with the staff in the cafeteria ... at

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CONTROL
DATA

Investigative journalism battles at the border

■ continued from page 9

McAleer, reflecting on the Detroit media's attitude to his paper: "They don't consider us rivals at all." McAleer shares with many at the *Star*, the feeling that the Detroit media — along with the pompous Toronto newspapers — don't look seriously at news emanating from the *Windsor Star*, because they tend to view Windsor as a poor relative.

So, when Kitty McKinsey met Bill Schiller in Ottawa July 20 for a scheduled (and subsequently postponed) Tariff Board hearing, she may well have thought him "in a snit" over the omission of his AP story from the *Free Press*.

Or, the snit may have been on the other foot, the result of having been scooped, on a Michigan story, by the couthless people across the river.

With the Tariff Board hearing put off, Schiller went back to Windsor, while McKinsey remained in Ottawa to try to learn more. Meanwhile, back at the *Free Press*, a mysterious stork left her a bundle of joy — the Amway documents. When she returned to Detroit, she knew it would soon be Schiller's turn to spill his morning coffee.

She says: "From then on, it was a matter of dogging every person whose name was mentioned (in the documents)."

She was joined by Washington man Paul Magnusson and local reporter Billy Bowles, and the pack went after the story in the grand Mike Wallace tradition: like pigs snuffling for truffles.

Reporters arrived unannounced on people's doorsteps, thrust copies of memos under embarrassed noses, and took down the yawps of denial. When the results appeared in the Aug. 22 *Free Press*, the story contained details of the complex smokescreen created by Amway to dupe Canada out of millions of dollars in import duty. It was the turn of the *Star* people to go into a huddle.

Schiller: "We had to get hold of all the documents they had — and we had to get even more."

It took four weeks to get them, by means varied and secret. "We got original documents dating back to 1965, and that's what they (the *Free Press*) didn't have."

What the *Star* didn't have was the same stylistic freedom as the U.S.

paper. The latter, it should be noted, never used the National Enquiresque device of referring only to shadowy 'sources', everything was well-attributed. But the *Windsor Star* had to work under Canadian libel law. Says editor Morgan: "The *Free Press* was in a position to say things we couldn't."

The writer wrote. Editors edited. Lawyers lawyered.

"Sometime in the evening of Oct. 29, we had 6,000 words of material,

and put it all on the wire," reports Schiller. "We were ready to publish the next morning."

In the aftermath, McAleer says the ping-pong match between the *Detroit Free Press* and the *Windsor Star* was a good thing for both papers, each goosing the other to greater effort.

Yet, in the final analysis, the *Free Press* — financed to the gunwales by comparison with the *Star* — had neither the first word nor, it would appear, will it have the last.

Says Schiller: It's by no means a dead story. There's more to come."

Dave Silburt is a free-lance writer based in Toronto.

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Powers of the Press

by John Marshall

Powers of the Press

by Martin Walker

(Book Center, Inc., Montreal, 1982. 401 pages. \$39.95 cloth).

For Canadians interested in the newspaper business, *Powers of the Press* is a fascinating read, and a depressing one. For those who are or have been actually working in the newsrooms, British writer Martin Walker provides very little sweetening to help us swallow the bitter medicine we've got coming to us.

It's gratifying that he has selected a Canadian newspaper, *The Globe & Mail*, as one of 12 of what he calls the world's greatest newspapers. But he concedes there are others, some superior in many ways to those he has selected for analysis; and even by his own fey criteria for selection, it's hard to see why at least one, the West German *Die Welt*, is even included. And only one of his twelve, *La Monde* of France, passes the one test he gives them all, an assessment of their coverage of that Middle East keystone, Iran, in the seminal decade ending with the fall of the Shah.

He has some particularly scathing criticism for the Canadian entry in that connection.

He puts our national daily at the bottom of the list with the erratic autocatically-run West German *Die Welt* and the politically muzzled *Pravda* of the USSR, the *Rand Daily Mail* of South Africa, and *Al-Ahram*, of Egypt. When it came to the globally-important developments in Iran, he said, they "showed very little sign of caring whether they informed their readers accurately or not."

And the editor of *The Globe & Mail*, he points out, did not have the excuses of censorship. "The lack of coverage, and its broadly miserable quality, very nearly disqualified the newspaper from serious consideration...its performance in covering Iran was simply appalling."

He finds that the *Globe* — "a rather messy package...a layout that looks lumpy and old fashioned" — has glaring

gaps in its international coverage for which it largely relies on syndicate material and the wire services. It has only four foreign news bureaus, its long-famous China one, and in Washington, London and Mexico City. (The vaunted *Globe* has never matched the reputedly down-market *Toronto Telegram* which led Canadian print media in staff-written foreign news, both in brush-fire coverage globally and in bureaus: Hong Kong, Washington, United Nations in New York, Paris, Moscow and London).

"There has long been a need for someone to insert a needle into the mythology balloons that support the reputations of so many so-called great newspapers, particularly in the free-press Western World. And while the deflation initially diminishes all of us in the business, it can help us to regrow into a more solidly-based stature."

Unfortunately, Canada's newspaper is in (good?) company when it comes to the reliability and "informability" of its foreign coverage. Others assessed and found wanting were: *The London Times*, *New York Times*, *Washington Post*, *Corriere della Sera* (Italy), *Asahi Shimbun* (Japan), *The Age* (Australia). Walker said "disappointing" was the most charitable way he could describe their performance, particularly as it applied to how they provided their readers with what is increasingly necessary to know about the Third World. In this interlocking Rubikian World, such information is vital.

(It should be pointed out that since the book was researched, the *Globe* has been serving us well in at least one area. Oakland Ross, starting comparatively inexperienced, has become a top-flight writer in Latin America. Prior to his posting to Mexico City, *Globe* readers were, generally, getting the United

States-eye syndicate view or scalped think pieces by a staffer).

There has long been a need for someone to insert a needle into the mythology balloons that support the reputations of so many so-called great newspapers, particularly in the free-press Western World. And while the deflation initially diminishes all of us in the business, it can help us to regrow into a more solidly-based stature.

However, it's unfortunate that our needle-bearer is a British journalist who keeps busy — too busy, apparently to be careful — writing novels, magazine articles and books about various topics including Arabic poetry and newspaper cartoons. One wonders if readers in other countries are finding nits to pick in his work as we can in Canada.

There aren't enough errors to let the *Globe* evade his needle on the grounds that it was blunted by them, but nevertheless, it's disconcerting to find him talking about our "western states." And he says Lord Thomson bought the *Globe* for \$164 million when that was the price for the entire FP Publications chain. Publisher Roy Megarry becomes McGarry, and the honorary publisher, Howard Webster, is called that on one page, and Reg Webster on another. (Actually his first name is Reginald, but he has never used it except as an initial).

There are other errors, but they do not in any way diminish the biggest lesson to be learned from Walker's most readable book with its fascinating histories of the 12 newspapers. The lesson is that the writers and deskman of Canada are serving themselves and their readers poorly in comparison with their contemporaries in many other parts of the world.

I don't mean that, given the opportunity, we can't write as well, investigate as deeply, or lay out a page as brightly as the others, though it is true that our newspaper owners show little or no support for training in the craft. Something like the Southam fellowships are the rare exception. Where we fail abysmally is in the fact that, as a group, we lack the guts and political-emotional commitment that is being

displayed elsewhere. We form unions to achieve decent working conditions, but rarely do we fight on behalf of our readers and our principles.

Sure, worrying about credibility of themselves and their paper, there was a *Globe* editorial-staff protest against Megarry loose-lipping Pierre Trudeau as someone out to break up the country (this from a newspaper whose editorials would hand Canada over to foreign corporations). And *Globe* staffers have been talking through their union about wanting some involvement in appointments of editors.

But, in Japan, where there is another mythology — about the submissive employee loyalty syndrome — to be discarded, a genuine threat of a strike forced *Asahi Shimbun's* president, chairman and 10 directors to resign after they had talked about firing some editorial workers for political reasons.

At *Corriere della Sera*, a leading journalist protested what he considered an undesirable editorial swing to the left, by resigning to start a rival paper.

At *Le Monde*, the journalists elect the editors, and, concurrent with the political agonies of France, there has developed a process of staff consultation on vital policies.

At the government-harassed *Rand Daily Mail*, newsroom workers mobilized to fight the newspaper's board once to prevent it from forcing out a courageous fighting editor, and once to prevent the appointment of another one seen as too pro-government.

All of which is far removed from the autocratic one-man rule most Canadian newspapers, in most of which there is not even the pretence of consultation with editorial boards — appointed by that one man.

The Walker book is definitely not a polemic. It just happens to include these examples of the people behind the bylines and the layouts fighting for a freer press.

And the author does make a point that is a warning against the complacent reassurance that we in the democracies

take in our supposedly open press. Our "great newspapers" are the house magazines of the establishment, he says.

It is not a comforting thought, even

when we can cite their anti-establishment achievements, including some of the fine probing work originating from the newsroom levels of *The Globe & Mail*.

Women and Children First

by Fran Murphy

Women and Children First

by Michele Landsberg

(MacMillan of Canada, 1982. 239 pages, \$18.95, cloth).

At first glance, it appears that Michele Landsberg's first book is a collection of her columns published in the *Toronto Star* since 1978.

Divided into sections dealing with topics ranging from childbirth and the family to the Charter of Rights and equal salaries for equal work, a frequent reader of her column can remember many of these her best columns. Yet in the opening of each section, and often in between the columns, there is fresh material where Landsberg brings us up to date on the issue or comments on her, and her readers, reaction to it.

The book is laid out in snippets, with annoying vertical lines drawn flush left where the old or rewritten columns appear. There is a fair amount of spacing between each. Never fully explained, this layout is confusing. One assumes that the book was intended to be read in intervals. Indeed, one would not be able to read this book in one sitting as there is a wealth of information and issues to be digested.

Landsberg lives with her husband, Stephen Lewis, former leader of the NDP, and currently a labor arbitrator and television commentator, and their three children. She is at her best when she writes about herself and her family. As she says: "If journalists couldn't or wouldn't write about the human flaws behind the facades of celebrities they could certainly afford to be honest about themselves... People who never agreed with me about maternity leave or social welfare knew just what I

meant about socks, fridges and department-store dressing rooms."

After the birth of her first child, Landsberg stayed at home for the next six years, raised the children, and freelanced. Staying at home with her children actually made her more of a feminist. Her belief and desire to bring motherhood and feminism together is an integral part of the book: "When I had the children, I became really happy that I was female. I was no less of a feminist, but it seemed that it was worth it to be a woman when children were part of your life."

She has a knack for bringing to her reader's attention issues and problems pertaining to women and children. In a moving story on battered wives, she writes of the women at Interval House, a shelter for battered wives in Toronto. Following the publication of this story the outpouring of contributions from readers was tremendous and is but one example of how effective and informative her writing is.

The title, by the way, came appropriately enough from one of her columns in the *Star*: "They have no votes; they have no money; they have no power, and when hard times set in, gallant governments wield the knife on women and children first."

The last section of the book is dedicated to her mother, who died in a fire last year in Toronto. Landsberg's description of her relationship with her mother is so intense that the reader feels like a voyeur. Obviously written as a catharsis, it is almost too personal and emotional, and is the weakest part of the book.

Women and Children First contains hard and chilling facts put down by a very caring and thoughtful journalist.

OMNIUM GATHERUM

VANCOUVER

by Nick Russel

- Ann Alfred has left Vancouver to join CKPG-TV in Prince George.
- Terri Brandmueller and Scott Mowbray are in Hong Kong to research a book on Asian cooking.
- Allyson Jessf has moved from Rutland to the *Kelowna Capital News*.
- Ted Townsend, formerly with the *Vancouver Sun*, is now reporting for the *Nunatsiaq News* in Frobisher Bay.
- Pat Tracy, editor of the *Coquitlan Herald*, now is also editor of the *Maple Ridge Gazette*.
- Mike Youds is celebrating the publication of his first book, *Firing Iron* — a history of the International Union of Operating Engineers.
- Vancouver-trained Allan Saunberson has joined Reuters News Agency in London, England.
- Simon Fraser University will award an honorary degree to broadcaster Jack Webster this spring. Webster will also deliver the convocation address to arts and business administration graduates. Jack Webster is an award-winning broadcaster, who has become something of an institution since coming to B.C. from Scotland in 1947. He first worked as a reporter at the *Vancouver Sun* then went to *CJOR-Radio* and is now with British Columbia Television.

SAINT JOHN

by Esther Crandall

- Gerry Maher, on staff since 1980 with the Saint John *Telegraph-Journal*, is now executive assistant to New Brunswick's new social services minister, Nancy Teed.
- A semi-monthly, *Farm and Forest*, published by Henley Publishing of

Woodstock, is now publishing once a month. Editor Gordon Catt, a former radio newsman from Fredericton, gave a drop in advertising revenue as the reason.

- Heather Proudfoot has moved from CFNB-radio Fredericton to ATV-TV in Saint John.

- Veteran reporter David Oancia has been appointed director of public relations at the University of New Brunswick in Fredericton. He also plans to write occasionally for the *Toronto Star*.

WINDSOR

by Brian Bannon

- After 32 years, Jack Dalmadge, sports columnist at the *Windsor Star*, has retired. General news reporter, Lloyd McLachlen has taken over Dalmadge's position.

- Chris Vander Doelen of the *Sault Ste Marie Star* is the *Windsor Star*'s newest general reporter.

- Cecil (Cec) Southward has retired from his position in the photography department at the *Windsor Star*.

REGINA

- The University of Regina's School of Journalism has just added the works of four major Canadian authors to its collection. The donations of the manuscripts came from Joan Givner, Maggie Siggins, Lyn Harrington and Eleanor Wright Pelrine. Ron Robbins, director of the School of Journalism, is very pleased with the recent donations and says the manuscripts would be a "notable addition to the previous works given to start the School of Journalism's collection."

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TORONTO

- Peter Worthington has resigned from his position as editor-in-chief of *The Toronto Sun*. Barbara Amiel, columnist and associate editor succeeds him, effective January 1, 1983.
- Local programming on French station *CBLFT* will be cut by 40 per cent in February. The cutback means six people will be laid off.
- Joe Cote has returned to *CBC's* "Metro Morning" after a leave of absence for health reasons.
- Elwood Glover has returned to "Luncheon Date" on *FM 108* having recovered from a triple coronary bypass heart operation in October.
- Fred Klinkhammer, general manager and vice president of *CITY-TV* for nine years, has resigned. He will be replaced by Dennis Fitz-Gerald, current president of Century Media and publisher of Toronto *Goodlife Magazine*.
- Karen Hanley, executive editor of *Financial Post Magazine*, has been named executive editor of *City Woman*.
- A new cultural magazine, *Ethos*, debuts this spring with Janis Rapoport, former associate editor of the now defunct *Tamarack Review* as editor. *Ethos* will be published 4 times a year in book format. It will sell on the newstands for \$6.50. It will include contemporary fiction and poetry, photographic and graphic sections as well as critical articles on various arts.
- Paul Rimstead, columnist at *The Toronto Sun*, is the host of "Nitecap," a new four-hour nightly talk show on *CJCL-Radio*.
- Tom Rivers is the host of a new weekend radio show on *CFTR-Radio*.
- Richard Brown, anchorman at *CFRN-TV* in Edmonton, has joined the staff at *CTV's* National News.
- Data editor Betty Gay of *CARD* has

retired after 37 years with the media information publication. She is succeeded by Irvine Brace, former editor and publisher of *Photo Canada* and *Canadian Photography*.

- Eric Rothschild, formerly at *CFCF* in Montreal has been appointed general manager of *Newsradio*. Owned by Maclean-Hunter, *Newsradio* serves 43 stations from Newfoundland to British Columbia.
- Staff changes at the *Toronto Star* include: Anne Moon, senior news editor has taken a position as public relations director at the Toronto Board of Health; Dave Ellis, news editor, has been promoted to senior editor; Sheena Paterson, assistant managing editor has taken an assistant editor's job at the *Los Angeles Examiner*; former news editor Jim Robinson has been named business editor of the *Press Telegram* in Long Beach, California.
- Rose Kastner, associate producer of two-Emmy Award winning documentaries, died at the age of 60 in Toronto. Mrs. Kastner and her son, John, won an Emmy in 1978 for "Four Women," the story of breast cancer victims, which was shown on *The Fifth Estate* and *PBS*. They won a second Emmy in 1980 for "Fighting Back," a film about children suffering from leukemia. They also wrote the screenplay for the movie, "The Terry Fox Story."

OTTAWA

by Donna Balkan

- Musical chairs on the talk show circuit: Veteran open-line host Lowell Green has returned to *CFRA-Radio* after a five-year stint at competing *CKOY*. Green takes over the 12:30 to 2 p.m. stint, replacing Hal Anthony. Meanwhile, Dean Tower is heading in the other direction, having left *CFRA* for the evening talk show at *CKOY*.
- Radio-Canada International parliamentary reporter Roland Gaudet has been promoted to assignment editor for RCI in Ottawa.
- Joe Novak, who had been producing "CBO Morning," *CBC-Radio's* local

public affairs show, has left to go to *CBOT-TV*, as has "CBO Morning" writer-broadcaster David Mowbray.

- Ingrid Peritz has been hired as a general assignment reporter at *The Citizen*. A graduate of Concordia University, Peritz has worked for *The Citizen* for the past two summers.
- Former *CTV* parliamentary reporter Peter Lloyd is the new director of the University of Ottawa's information services. He replaces Bill Boss, who has retired.
- Reine Degarie is the new face in the municipal affairs bureau at *Le Droit*. Degarie, who was previously on general assignment, will be responsible for covering regional and suburban municipal issues.
- Shakeups at Southam News Services: Paris correspondent Jim Ferrabee is going to the Ottawa bureau; Ottawa bureau news editor Brian Butters heads for Washington; Washington correspondent Don Sellar is scheduled to move to the SNS Calgary bureau (which is moving from Edmonton) in July; Les Whittington, who has been covering energy and business out of Ottawa will go to Toronto; Parliamentary correspondent Aileen McCabe is moving to the Montreal bureau; Dave Todd is going to the Ottawa bureau from Toronto; Duart Farquaharson goes from the Montreal bureau to the new SNS bureau in Cairo.
- Former *Ottawa Citizen* science writer Margaret Munro is the new science reporter at Southam.
- Diane Benson is now at *CHEZ-FM* radio in Ottawa, having left *CKCL* in Kingston.
- "Beau Joust," the new bi-weekly tabloid, mentioned in last issue's "Omnium," has folded after three months in operation.
- The first issue of *Goodwin's*, a new national alternative magazine coming out of Ottawa, is scheduled to go to press early this spring. The editor is Ron Vezuh.
- According to Lowell Green, a Sunday newspaper called *The Herald* is scheduled to be published in March. It will be a tabloid format with local news, features and pictures.

Dear *content*,

The extracts from the Falkland's correspondents' evidence before a House of Commons selection committee (re: "Opinion" in your Nov./Dec. issue) made interesting reading.

Unfortunately, in his anxiety to discredit the Conservative government, Lee Lester spoils his case.

There is no evidence of Mrs. Thatcher's government being against freedom of information in this instance. The reverse is the case. Although the Admiralty were against any media presence in the Task Force, this view was overruled by Downing Street.

The charge that the correspondents were not well received cannot be laid at the door of the Conservative government.

Merrick E. Maslen

White Rock, B.C.

Dear *content*,

The September/October issue has an interesting blooper — and in an item that announces journalism awards.

The Charlie Edwards award for spot news reporting went to *CFCH* in North Bay: "For its report on the discovery of confidential medical records from a doctor's office at a city dump."

I didn't know that North Bay had a doctor's office in a dump!

Margaret Wanlin

Quetico Centre

Atikokan, Ontario.

Dear *content*,

I have been reading John Marshall's account of the Bob Reguly affair. I'm grateful to you for printing it while at the same time having the feeling that it leaves out some things which should be said. *Content* is important, because it is a thoughtful forum for us in the media and discusses issues which have an impact on many parts of our society.

I had better outline my qualifications. I have been a working journalist for 43 years, and at present I am the

editor of and one of the owners of a weekly newspaper, *The Westcoaster*. Before that, for nearly 20 years, I was a radio and television documentary maker (mainly for CBC). Before that I was a UN correspondent for a group of Australian newspapers. I also have worked for wire services and for the *Winnipeg Free Press*, with which I started.

I am astonished by one statement made by Mr. Marshall: "They don't teach judicial ass-covering in journalism school or in the working newsrooms."

Bless you, John Marshall, almost the first thing you learn in a newsroom is ass-covering — just as it is in any other line of business. You learn pretty quickly what kind of story you have to write for your employer (or you go into public relations or harbour dredging). You learn quickly how much proof is demanded, how far you can go, where you can go.

There are some things left out of the Marshall story and commentary that need to be explained. For instance, he says: "...a 32-paragraph government-shaker had run under a joint by-line. Reguly's contribution was eight paragraphs, none of them involving Munro or his former law partner, Jack Pelech, whose similar suit is still to be heard."

Now, as a reporter I have written stories under a by-line and unsigned, and I have produced, directed and written television and radio programs with a personal credit and *without* a personal credit. My experience invariably was that once you put your by-line up over a story you were regarded as being responsible for everything that appeared in the story.

Often enough you might refuse a by-line, because you didn't agree with things that were appearing in the story from other reporters and were placed there by the editor. I remember once when I was one of several producers on a CBC-TV current affairs series called *Prime Time*. Michael Callahan and I were working on a documentary special on energy resources. The executive producer, Ralph Thomas, decided to use mainly the material supplied by Callahan. The first time I saw the completed program was during the rehearsal. I disagreed and had my name taken off the credit roll-drum as joint producer. I didn't want to be identified with that program.

So, I think, from the point of view of

journalistic practice, Reguly can't claim he was not responsible for Ramsay's stuff — so long as Reguly's by-line was at the top of the story. That's the main reason why he should have checked Ramsay's material. That's what is called ass-covering.

I think there needs to be more explanation as to why reporters don't share their notes, micro-fiches, sound tapes or affidavits with their editors. On many newspapers, especially sensational tabloids like *The Toronto Sun*, there is a constant war between reporters and their editors. The editors, naturally enough, want to sell newspapers, and are after the most sensational stories possible. The reporters may share that desire, but they have to protect sources and their own reputations. They know full well that if they tell an editor the identity of a source, or the exact material that source gave them, it may end up on the front page. In the cases of crime stories, the source may end up dead and the reporter with broken legs. So it is accepted everywhere as a rule of thumb that reporters are not pushed too hard to divulge too much information beyond what appears in print. This would account for the position of Peter Worthington, say Peter O'Sullivan, Ed Monteith or J.D. MacFarlane. But it does not excuse Reguly, who was, after all, the first person responsible for the content of what appeared under his by-line. He was remarkably naive in his trust of his partner, Ramsay.

I'm interested in Mr. Marshall's comment on the shift of Monteith in the wake of the Munro lawsuit — that he was "promoted from managing editor to editorial director." The power structure of newspapers is complex and varied. But I've always thought that the managing editor had far more authority than the editorial director. For this reason there might be reason to think that Monteith was demoted. Of course, I may be wrong.

I am astonished at the implication that the *Sun* should have paid for Reguly's legal costs in the Munro suit after he had resigned and had launched suit against the *Sun* for wrongful dismissal.

According to *content*, Reguly was forced to resign (or else be fired) for his part in the Munro story. He later was found "grossly negligent" by the trial judge. In common sense I can't see any reason for the *Sun* to pay for Reguly's court costs. After all, it was his failure to check on the story provided by his much-less-experienced associate that

got the *Sun* into trouble in the first place.

I am not trying to be overly critical of Reguly, whom I admire. I worked for seven years on a newspaper which was infinitely more sensational than *The Toronto Sun* — the *Sydney Daily Mirror*. We faced similar problems all the time, because we were in deathly conflict with the *Sydney Sun*. My experience with the Australians and with Fleet Street newspapers was that editors and reporters had very little loyalty to each other — reporters were being hired and fired all the time and if one got into trouble, the editors tried to keep the newspaper (and themselves) out of trouble. Any “investigative reporter,” in any medium, must be a past-master at covering his ass with everybody, or he soon is working elsewhere.

What I suggest that *content* should do, is make sure that budding and working journalists are aware of the pitfalls. Any young woman or young man who decides to go in for tabloid journalism should be aware of the dangers. It's remarkable to me that Reguly, with his long experience, shouldn't be more aware. Perhaps it was easier to find Gerda or Hal Banks than to expose a cabinet minister.

Incidentally, I know, slightly, Reguly, Marshall, Worthington, Creighton and Don Hunt. I respect their skills at what they do. I sympathize with all of them.

(In our case, there was the incident of Randy Turpin, the middleweight champion in the 1950s. After he defeated Ray Robinson and spent a few blissful months in New York, he was sued by a young lady for breach of promise. Her lawyer referred to him as a jungle beast and other colorful designations. I was filing the cable wire when the court case came up. I read another tab, the *New York News*, and decided not to carry the flamboyant charges to Australia, because I found the court case and the press treatment of it, disgusting.

In a couple of days we found that our opposition, the *Sun* had scooped us and our office got a rocket. The bureau chief, a young Australian, was busy and told Sydney he'd reply to the request for an investigation “as soon as he could get around to it.” Five days later, Len Richards, the editor in chief of all our papers, arrived in New York and held court. He came within an ace of firing all of us. In fact, he was in disgrace and was sent to New York as a punishment.

I was fired two years later for winning an award and asking for time off to take a trip. The entire staff was fired a year after that when Ezra Norton sold the paper to Keith Murdoch, Rupert Murdoch's father.

I mention this background to point out that working for a tabloid is quite different from working for a serious newspaper like the *Globe & Mail*. The *Sun* goes on to greater glory and Rupert Murdoch has turned the *New York Post* into the wildest of all sensation mongers. Anybody who works in that vin-

eyard shouldn't be surprised to end up in the law courts, or be fired).

My sympathetic best wishes to those who would improve the business and our working conditions — to John Marshall, Bob Reguly, Barrie Zwicker, George Bain especially.

As the late Tommy Lytle used to say at the *Star* (and I put on television in his own handwriting):

“The news is what I say it is.”

John David Hamilton
The Westcoaster
Ucluelet, B.C.

Would your newspaper use this picture to describe what a labour union is doing?



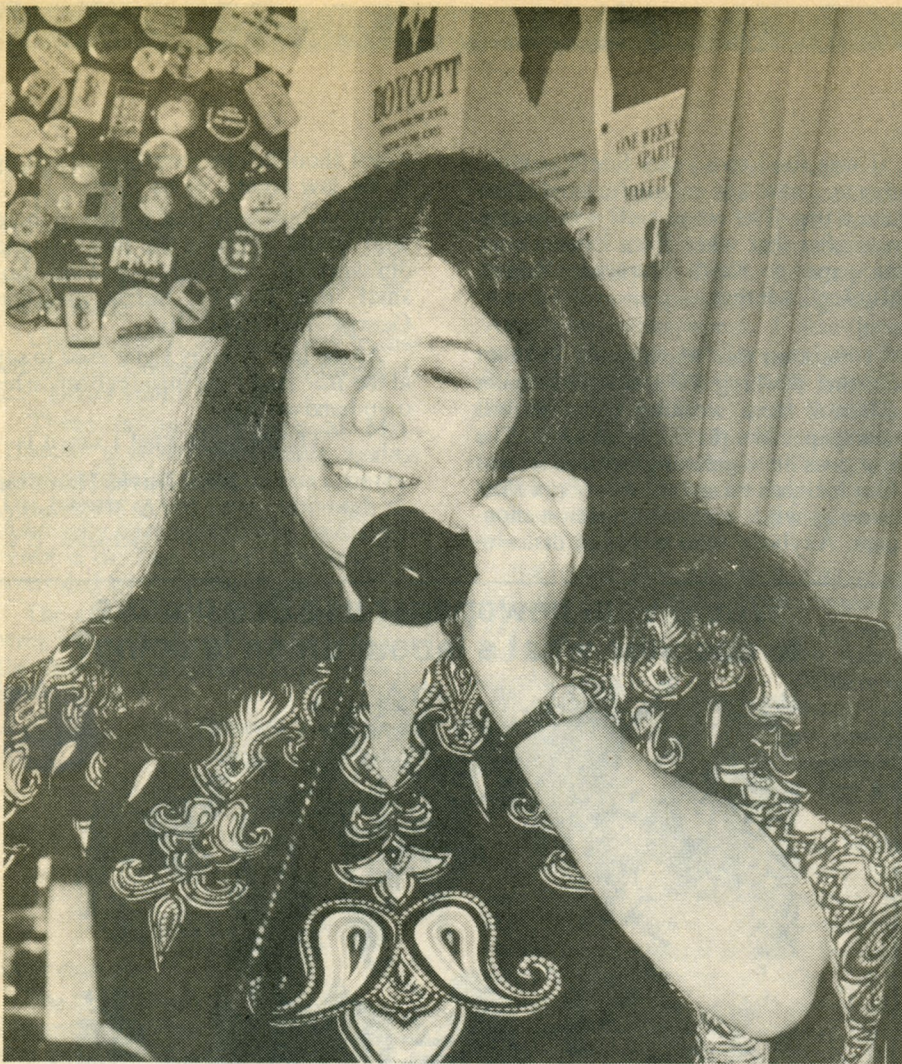
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“In many ways, people are happy working for *Maclean's*. They like writing for the magazine, they like their jobs, they're interested in the magazine, and they care about it, but the work situation became so demoralizing for them that they organized.”

ganizing effort at *Maclean's* has been the subject for a lot of discussion and speculation. “It's been a wonderful group to work with — mind you, I think all of my units are, they're all good people. The people at *Maclean's* were just so interested in having a union, that they picked up on it, and most of them had never organized before.”

Actually, some *Maclean's* employees came to the Guild, asking for organization. “We tried, initially, but journalists tend to say, ‘Who's this strange person?’, so when we found

that we couldn't do it ourselves, the people in the unit did it.

“They had an absolutely wonderful sense of who they could approach and who they couldn't and they just went through the whole campaign. Management never found out until we filed application for certification, and then they were absolutely stunned. It was an incredible effort.”

What happened? Was it the particular chemistry of the people in the place, at the time? Interestingly, enough, says Torney, “Chemistry was the word that was used about people, as the reason they were dismissed from *Maclean's*. That they didn't have the proper chemistry, according to (then-editor) Peter Newman. I suspected that a lot of the chemistry was the chemistry between Peter Newman and everybody else.”

Under a different kind of management, Torney admits, organization would have been much more difficult. “In many ways, people are happy working for *Maclean's*. They like writing for the magazine, they like their jobs, they're interested in the magazine, and they care about it, but

the work situation became so demoralizing for them that they organized.”

Journalists, suggests Torney, will put up with bad working conditions, in terms of money and hours, but they really start to get upset when they are demoralized to the extent that their work is suffering. They care about the quality of their work.

“And I think that's a good thing, if the Guild can be involved in helping them to develop their own sense of professionalism. Professionalism and unionism are not mutually exclusive.”

“...I think it's a good thing if the Guild can be involved in helping them (journalists) to develop their own sense of professionalism. Professionalism and unionism are not mutually exclusive.”

Certification was never in question, according to Torney, since 88 per cent of the eligible employees had been signed up. Some positions though, were in dispute. “There was no question, no matter who they tried to take out of the unit, that we still had an automatic certification, and there was nothing they could do. In fact, they tried to take almost everybody out. We applied for 65 people, and they suggested that 32 of the 65 were managers.”

Does the Guild regard the *Maclean's* organizing success as the thin edge of the wedge at Maclean-Hunter? Only time will tell, says Linda Torney. The *Maclean's* organizing drive, and subsequent publicity, the Guild acknowledges, had some effect on other, subsequent requests for organization. Organization at the *Windsor Star*, for example, may have been aided by the rash of stories on the *Maclean's* drive. That campaign was handled by international representative Fredericka Wilson.

Linda Torney is dark, comfortable and eager. There is a naturalness about her, a warmth and spontaneity that makes her a dream interview. But she has none of the star mentality, little of the self-satisfaction that marks many successful organizers. As “den-mother” to the Newspaper Guild units at the *Globe and Mail*, *Brantford Expositor* and *Maclean's*, Torney says she has developed enormous respect for rank and file members of the Guild. The old-style union organizer who told members what to do and when to do it would have trouble understanding Torney's approach to unionism.

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(page 79, column 1)

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New address:

105 Main St. East, Suite 1501
Hamilton, Ontario L8N 1G6

Revised contact:

Stuart Sackman is replaced by

Cornelius V. Gucfa

Office: (416) 527-2824

(page 82, column 3)

CANADIAN TIRE CORPORATION, LIMITED

New telephone number:

Jennifer von Buchstab
Public Relations Manager

Office: (416) 480-3063

(page 84, column 2)

CANTERRA ENERGY LTD.

Delete second telephone number. Remaining valid number:

Cynthia Balfour

Public Relations Representative

Office: (403) 267-9111

(page 85, column 3)

COCA-COLA LTD.

Add to list of soft drinks in descriptive paragraph:

diet Coke

(page 90, column 2)

CREDIT UNION CENTRAL OF ONTARIO

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P.R. Consultant, ext. 291

(page 91, column 2)

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Florence J.O. Murray

Executive Director

Office: (613) 728-1962

(page 93, column 3)

ELECTRICAL AND ELECTRONIC MANUFACTURERS ASSOCIATION OF CANADA (EEMAC)

Revised contact:

Wm. Holtzman is replaced by

Edward Laba

Manager, Communications

Office: (416) 862-7152

After hours: (416) 336-7165

Delete from contacts:

Leon Balcer

Executive Vice-President

(page 95, column 2)

FEDERATION OF AUTOMOBILE DEALER ASSOCIATIONS OF CANADA

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Tom Lees is replaced by

Duncan P. Read

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(page 101, column 2)

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(page 106, column 3)

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(page 118, columns 1 & 2)

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(page 123, column 3)

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Rae Corelli

Director, Communications Branch

(page 129, column 2)

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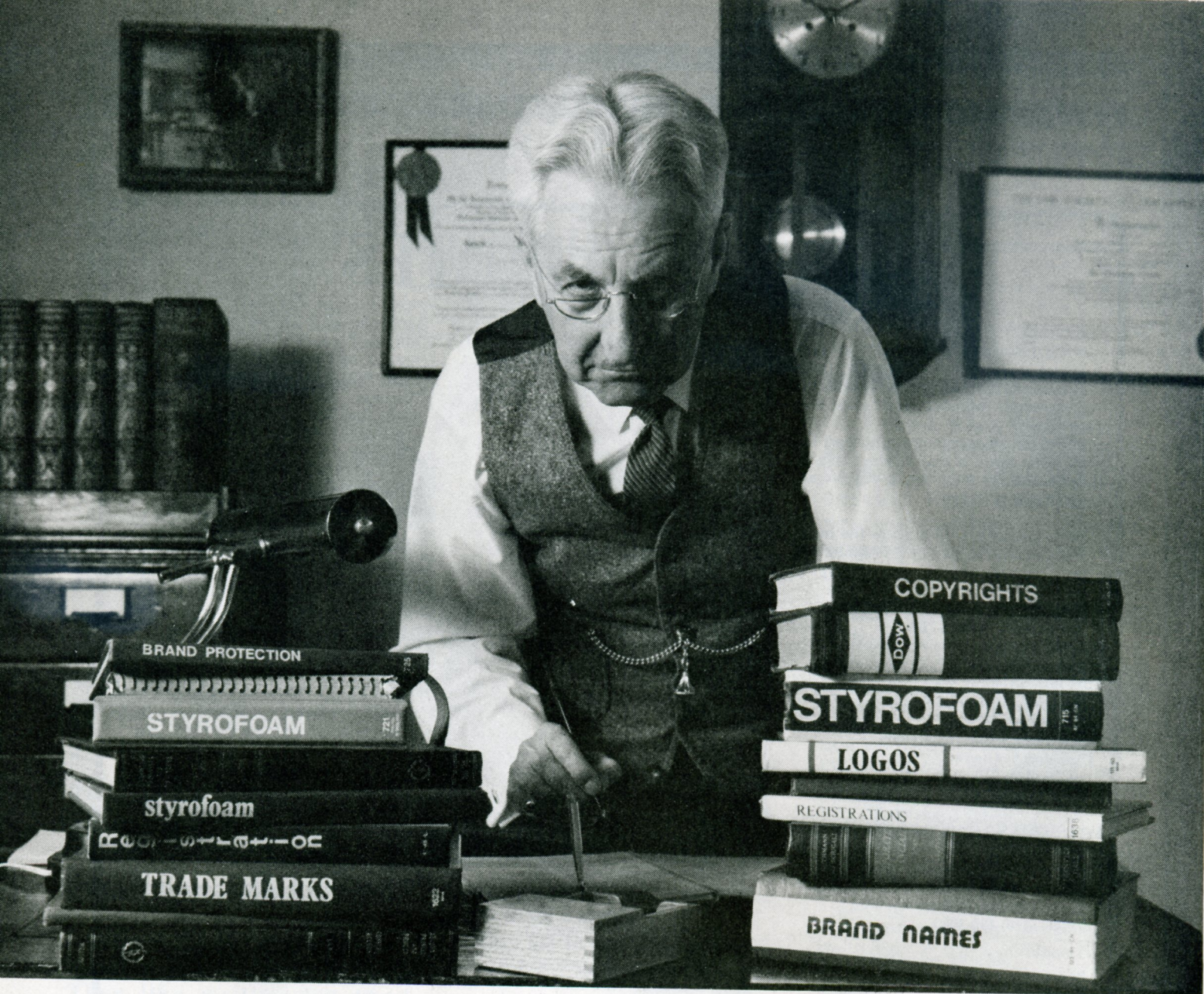
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(page 153, column 3)

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