

# content

Canada's National Newsmedia Magazine

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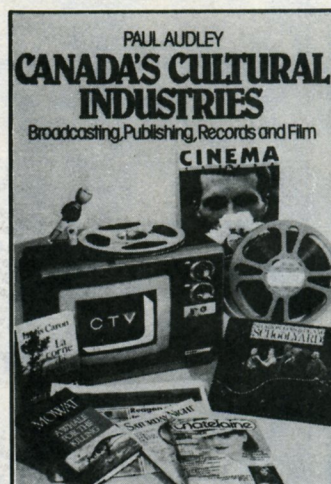
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## Cover

Chicagoans got a first-hand example of terrorism at work as an American Newspaper Guild sound truck was lifted from twenty feet of icy water in the Chicago River. The truck, used to advertise the Chicago Newspaper Guild's strike against the Hearst *Chicago Evening American* and *Chicago Herald & Examiner*, was stolen at gun-point by three hoodlums on the night of January 21, 1939, and then driven into the river. It was recovered on February 1, 1939.

## Credits

*Homemaker's:* Courtesy of  
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*TNG officers:* Courtesy of The  
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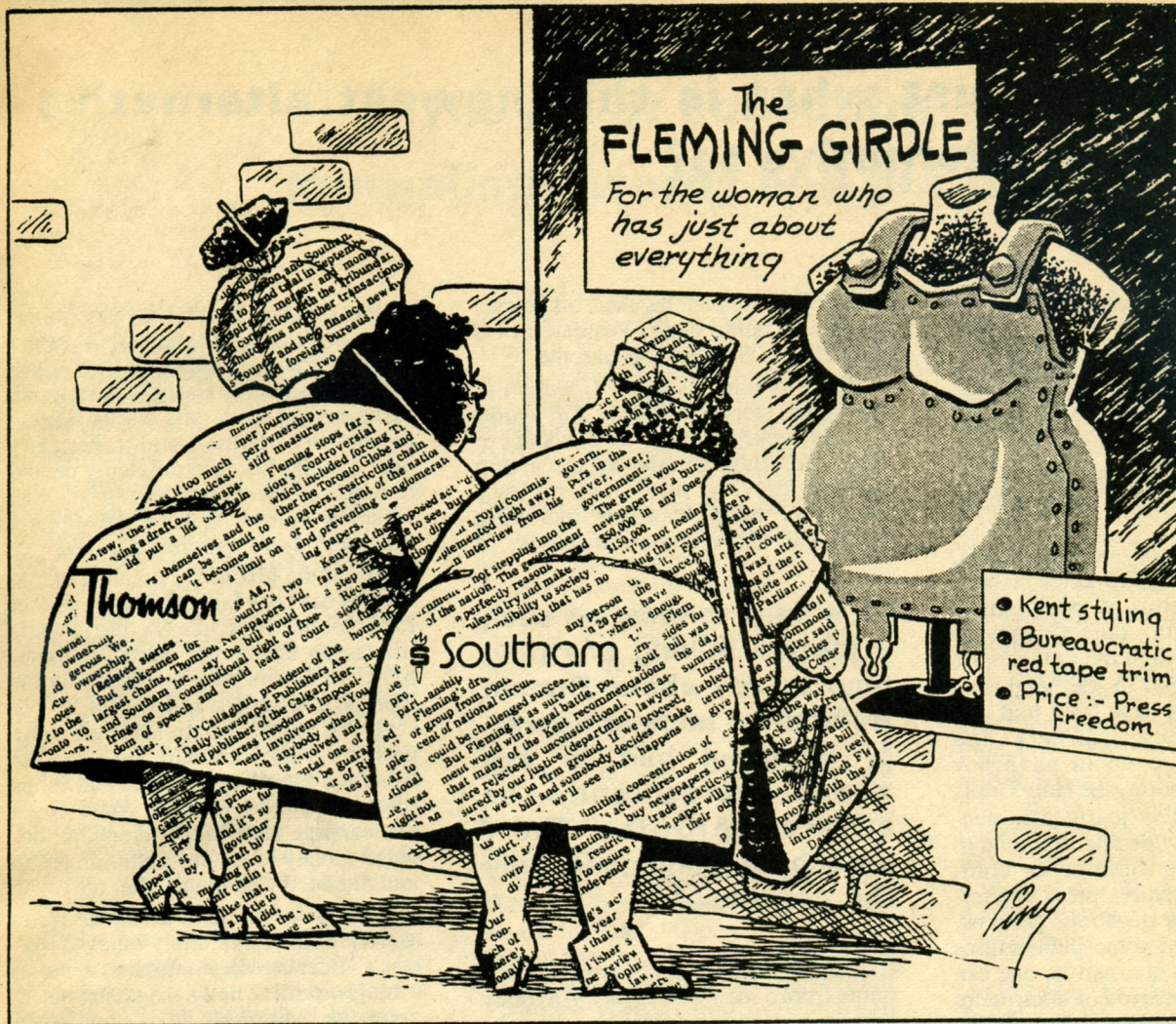
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# A note from the editor



In what might seem to be a more paranoid editor to be a well-orchestrated and devious plot, the former Minister of Multiculturalism, Jim Fleming “unveiled” the proposed Daily Newspaper Act. The hapless Fleming then took the heat of the publishers’ response to the proposed Act and was promptly dropped from cabinet in the PM’s shuffle. Predictably, publisher’s hailed the former minister’s ouster as a sign that all the zeal to legislate a response to the Kent Commission Report had been Fleming’s and hoped for more temperate views from the minister next to be charged with responsibility for the Newspaper Act.

To no one’s surprise, for a number of weeks after Fleming vanished, no minister was named to assume those duties. Phone calls to the Prime Minister’s office yielded only the information that “there’s nobody right now” and “I don’t know when there will be.” A routine call to the office of Consumer and Corporate Affairs Minister to check on published reports that Judy Erola would take responsibility for the proposed Act revealed that “only Mr. Black

(press aide Peter Black) can answer questions on that, and he’s out of the office.” Selection of Erola (whether because of her early, rather tenuous connection with journalism, her reliable, slightly starry-eyed dedication to her party, or her ministerial responsibility for Combines legislation) was without fanfare — hardly an indication of burning government commitment to legislative action. But then, perhaps, enlightened self-interest would caution any politician against angering the media establishment in what is probably the year before an election.

Erola has reportedly complained that only publishers have been in touch with her about the proposed legislation and that she would be pleased to hear from working journalists on the matter.

In this issue, Ann Pappert, author of the Canadian Association for the Mentally Retarded’s report on media coverage of the Stephen Dawson case, takes issue with Dave Silburt’s “All the news that fits,” published in the June/July issue. Dave Silburt examines *Goodwin’s*, Canada’s newest “alternative” magazine. Donna Balkan reflects on

her experience in covering the Tory leadership convention, with the other 2,299 journalists present in pursuit of the same story.

Gord McIntosh brings dispatches from the merger that wasn’t — a look at the desperation move that fell through — leaving the Newspaper Guild and ITU wondering what comes next. Journeyman John Marshall, in Part V, writes about his on-going love-hate relationship with Thomson Newspapers. *content’s* conversation with Pierre Juneau provides small comfort for those *CBC* watchers who hope that the besieged and beached national broadcasting service will survive its usual quota of political harpoons. And my interview with Jane Gale, editor of *Homemaker’s* was amusing, entertaining and exhilarating. No wonder so many readers eagerly await the next *Homemaker’s* challenge.

E.W.P.

Editorial cartoon from *London Free Press* presents an independent’s view of federal government’s proposed Newspaper Act.



## Goodwins — just what is this newest alternative magazine an alternative to?

by Dave Silburt

With the spring launch of *Goodwin's*, Canada's newest "alternative" magazine donned its shining armour and galumphed off to slay its particular brand of dragons — leaving the non-alternative press to ruminate once again on just what the alternative press really is.

Being but a callow youth, a puking, squalling infant of a reporter, I have thought only in terms of gradations in journalistic quality, ranging upward from the bad, through the vast morass of the mediocre and to the heights of good journalism. I have been told that balance, accuracy, fairness and completeness — even in advocacy journalism — constitute the Holy Grail.

Which leaves this journalistic acolyte asking, eyes wide and upturned to the knowledgeable sages of the craft, just what the alternative press is alternative to. A naive question, perhaps. But just looking at some publications calling themselves alternative, one can easily get the impression of doctrinaire left-wing propagandists. One thinks immediately of the aptly-named *Toronto Clarion*, a clarion being defined in the Oxford dictionary as a trumpet both narrow and shrill.

But in the case of *Goodwin's*, editor Ron Verzuh and writer Donna Balkan assert that the magazine is not, and will not be, a doctrinaire stump for left-wing views. Balkan is one of *Goodwin's* founding directors, a freelance writer-broadcaster and a regular contributor to *content*. She says *Goodwin's* is not necessarily anti-establishment, only "vaguely on the left." And she adds:

"We have no sacred cows." What a good alternative magazine does, she says, is challenge traditional judgment calls on what warrants close media attention.

Of the alternative press in general, Balkan says it exists to examine, with proper journalistic balance, issues ignored or short-shrifted by the mainstream media. Of *Goodwin's* in particular, she adds: "We tend to look at everything with a critical eye."

Vaguely on the left, but no sacred cows. Not necessarily anti-

establishment, and focused on stories that aren't being done. Possessed of a critical eye. Sounds just like me.

In the premier issue of *Goodwin's*, the cover story by former *Edmonton Journal* reporter Peter von Stackelberg takes the cruise missile debate a step further, delving into U.S. military testing of other weapons including biological and radiation weapons, in

**"It's hard to imagine such a journal having anything nice to say about Ronald Reagan or nuclear power, or anything bad to say about Jane Fonda or alfalfa sprouts. Their preaching convinces only the convinced."**

Canada in the past. Its bottom line is a quote from a man who says, "Anybody who is for atomic warfare has got to be crazy," implying, as peace activists do, that those in favor of cruise missile tests favor war. Next to the von Stackelberg story, under the exhortation, 'Refuse the cruise,' is a list of a dozen anti-cruise missile protest groups, for readers seeking more information. Opposing groups, advocating peace through superior firepower, are not listed for whatever informational value that might have.

Also in the premier issue is a story, written by *Toronto Star* labor reporter John Deverell, about public service unions' right to strike being eroded by governments. (*Goodwin's* is named for Albert "Ginger" Goodwin, a B.C. labor activist in earlier, headier days of unionism. He was shot by police — martyred, says Verzuh — in 1918). Balkan herself contributes a story of activist-musicians committed to songs of protest and social change. In the letters section, a letter damning *Goodwin's* as socialist appears under the headline: "Right-wing backlash."

In a promotional brochure for the magazine, the reader is introduced to Harry and Martha, who are, it says,

"plenty upset about the way things have been going lately." A photo shows a young, bearded man in his late 20s — presumably Harry — wearing an earnest expression. His companion — presumably Martha — is in her early 30s, blonde, her face pointedly devoid of make-up, her expression strong. She wears a button bearing the slogan: 'Women, don't agonize; organize.'

Inside the brochure, we are told that Martha has been laid off, Harry is about to be, his brother Ernie got hurt at work, the family doctor just started to extra-bill (I'm not making this up), and the mortgage is up for renewal at 20 per cent. No magazine can solve *all* those problems, the brochure reveals, but *Goodwin's* can help. It further develops that Harry and Martha voted for a nuclear-free zone in a referendum, donated money to an anti-pollution group and attended a human rights rally.

By now the reader must agree: Harry and Martha will certainly enjoy *Goodwin's*. Because the impression is not of a tough, critical news magazine out to show the likes of *Maclean's* how to do proper journalism. The overwhelming impression is that *Goodwin's* will "help" Martha and her friend by airing their views exactly as they want them aired. That's something *Maclean's*, which is owned by the huge Maclean-Hunter empire, won't do for Bill Davis, Conrad Black or God. Yet *Goodwin's* seems all set to do it for Harry and Martha.

Many of those who inhabit the nation's extreme left (or right, for that matter) believe their causes are not treated fairly by the media, their definition of fair treatment being getting exactly as much ink as they want. When the media do not comply, or give equal time to The Other Side, there is much pouting on the left. Verzuh seems to share at least some such tendencies, but asserts: "We'll cover things in a fair way." I believe he is sincere. (In fact, he says they have already weathered some flak from protest groups for being "too two-sided"). Truly, *Goodwin's* is more journalistically palatable than the aforementioned *Clarion*, and Verzuh says he's planning to eventually make it a Canadian version of the *San*

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## The art of collecting journalistic words and phrases.

by Dick MacDonald

Lots of people collect things: stamps, coins, charm bracelets, books, records, antique furniture, bumper stickers, miniature liquor bottles, hub caps.

Me, I collect phrases.

Not any old phrase, mind you. I'm choosy. It has to have some relevance to my work, which is journalism. That's pretty broad territory to choose from, nonetheless.

Some items I've found are amusing, others serious, some poignant. Nor do I restrict myself, technically, to phrases. I gladly haul in sentences and whole paragraphs too. The ground rule is that they must arouse the imagination.

Over the years, I've kept an eye and ear out for the catchy line, the pithy comment, the profound pronouncement. But they don't serve their full purpose if they're not put to further use, which is to be passed on to others.

They come in handy when writing. They're particularly valuable for panel discussions. As conversational nuggets, they can be splendid injections to otherwise tedious encounters at cocktail parties. They're like iceberg tips: properly presented, they can generate a good hour's banter.

Recently I have acquired a whole new market for their use. Untapped ground, so to speak, unsullied by such lines as, "All the news that's fit to print," the weather-beaten and not necessarily accurate masthead motto of *The New York Times*.

The audience? Brand new journalism students. I'm just embarking on my second full year of teaching at Humber College in Toronto, and find it, for the most part, a sheer delight. Sharing my collectibles has taken on new meaning.

(It also is an effective way to stimulate the imaginations of the young — presumably one of my reasons for being there!)

During the summer break, I did a little browsing and unearthed new gems of journalistic observation to be passed to the eager reporters-to-be this fall.

Here's one that's new to me: "I pay no attention whatever to the press."

A dandy. Already I can hear a

politically-aware student venturing that the source for the quotation is Pierre Trudeau. Not so. Although the speaker was a Liberal prime minister with remarkable staying power — W.L. Mackenzie King — who probably figured he could ignore the press as long as he communed with his late mother.

That historical tidbit comes from the *Dictionary of Canadian Quotations and Phrases*. Between it and John Robert Colombo's *Concise Canadian Quotations*, I've found enough to keep the first-year folks busy for at least a couple of classes. And I supplement those sources with a lot of reading.

Here's one I like: "Passion. That's the thing. I don't care what you put in the paper as long as you say it with passion." Canadian-born Max Aitken, who became British press titan Lord Beaverbrook, said that.

Another Canadian-born peer, Roy Thomson, in the early 1960's was often heard to ask, "Do you have any newspapers for sale?" By 1968, he was telling his company's annual meeting, "There aren't many Canadian newspapers left for us to buy." (Good stuff there for the classroom, I tell myself, tied in with inquiries by a Senate committee and a royal commission a decade apart and Jim Fleming's proposed legislation.)

The role of the press in society is fundamental to a beginning reporter's education. The words of American Philip Graham are appropriate here. Shortly after taking over *Newsweek*, Graham said he wanted the magazine to be "the first rough draft of history."

Noble words, indeed. As David Halberstam writes in *The Powers That Be*, "There is no better description of the profession at its best."

Walter Lippmann the late dean of American newspaper columnists, looked on his calling this way: "The news of the day is an incredible medley of fact, propaganda, rumor, suspicion, clues, hopes, and fears, and the task of selecting and ordering that news is one of the truly sacred and priestly offices in a democracy. The power to determine each day what shall seem important and what shall be neglected is a power unlike any that has been exercised since

the Pope lost his hold on the secular mind."

The late Borden Spears, no mean wordsmith himself, spent years observing and commenting on the press as *The Toronto Star's* ombudsman. He also had been senior consultant to Keith Davey's Senate Committee on Mass Media, and, ten years later, a member of Tom Kent's Royal Commission on Newspapers. He once wrote, "The press tries to report the clash of ideas and to make them intelligible." That's a cogent argument to put to students.

I especially find inspiration in Lord Byron, whose words were chosen to grace the fireplace of the Press Gallery lounge in 1920:

But words are things, and a small drop of ink/Falling like dew, upon a thought, produces/That which makes thousands, perhaps millions, think.

Perfect for students, just perfect. And not too bad for professional journalists, either.

*Dick MacDonald, founding editor of content, teaches journalism at Humber College in Toronto. He is co-editor, with Barrie Zwicker, of "The News: Inside the Canadian Media," published by Deneau of Ottawa. A short version of this essay appeared in The Toronto Star.*

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# Reflections on the Tory Leadership Convention... or 2,300 journalists in search of the same story.

by Donna Balkan

It is Sunday, June 12, 1983. In Salons A and B of the Ottawa Civic Centre, a lone reporter from the *Hamilton Spectator* taps away at his video-display terminal. Around him are rows and rows of long tables strewn with garbage, empty chairs, silent typewriters and soon-to-be disconnected telephones. It's the garbage that has the strongest visual impact: plastic beer glasses, half-eaten sandwiches, hot dog wrappers, coffee cups and overflowing ashtrays. On a table in the room's front right corner, stacks of news releases, press kits, glossy flyers and not-so-glossy tabloids scream out the virtues of Brian, and John and Joe — and no one is there to hear. The only sounds are the whirr of cranes and the clatter of fold-up metal chairs as the clean-up crews go about their work. Throughout the building, the souvenir hunters, like vultures, collect their booty, travelling solo or in packs of twos and threes. The Progressive Conservative Leadership Convention is over, and the reporter from the *Hamilton Spectator* types quietly on.

Of all the images that flashed around me during the hectic days of the convention, this was the one that has lingered the longest. Not the mounting tension of the vote count, or the oppressive heat on the convention floor; or the look on the face of Maureen McTeer as the final vote was announced; but a silent, garbage-strewn room which a short time ago housed 2,300 participants in one of the greatest media events in this country's history — the convention's "hot room" now gone cold.

There were two conventions that took place in Ottawa between June 8 and June 12, 1983. They were simultaneous, connected, yet strangely distinct. The first took place on the convention floor and in the hotel lobbies and hospitality suites throughout the city: eight candidates courting some 4,000 Tory delegates and alternates. Its purpose was to elect the new leader of the Progressive Conservative Party of Canada — the winner was Brian Mulroney.

The other convention took place in Salons A and B. Its 2,300 participants wore orange badges emblazoned with the word "Media." Its purpose was to tell the story to the Canadian people and

to the world. If it had winners, the victories were fleeting: Mike Duffy's revealing glimpses of the wheeling and dealing on the convention floor (in addition to gaining notoriety before the convention even began by being threatened with a lawsuit by Brian Mulroney); CTV providing comic relief with a Jane Crosbie interview in which she announced that she didn't know who she would be sleeping with the night of the vote; *The Toronto Star*, for sheer column-inches (including the longest single newspaper article to come out of the convention, Robert McKenzie's "The man from Baie Comeau"); The Canadian Press, for

## **If the purpose of journalism is indeed to comfort the afflicted and afflict the comfortable, the media convention of June 8-11 did neither.**

moving its entire Ottawa bureau, VDT's and all, into the media room for the duration; Barbara Amiel, for giving reporters who tired of Tory gossip something to talk about; ditto Mordechai Richler, who was covering the convention for the Sunday *New York Times Magazine*; Aileen McCabe of *Southam News*, for winning Allan Fotheringham's \$2-a-shot pool by guessing the exact number of votes which pushed Brian Mulroney over the top.

And then there was Glen Allen of the *Montreal Gazette*. At 42, Allen is hardly a stranger to the Montreal media scene. Once a city columnist for the now-defunct *Montreal Star*, he returned to work for the *Gazette* in 1981 following a teaching stint in China. Since then, he's been the paper's top feature writer, copping the 1982 National Newspaper Award in the feature category for a moving story of a youth who committed suicide after running the gauntlet of the city's psychiatric system. Although such acclaim would swell the head of many a reporter, Allen is soft-spoken, unassuming, and known as a bit of a loner.

Therefore it's not surprising that Glen Allen would soon tire of the convention frenzy. On Thursday, June 9,

the day of the Tory convention's opening ceremonies, the media convention was well under way. The bulk of the reporters were recovering from Wednesday night's press bash, where the convention organizers had laid on free booze and greasy hor d'oeuvres in a blue and white striped tent outside the Civic Centre. When these reporters weren't greeting long-lost friends, monitoring the delegation registration lineups, and speculating on who was supporting whom, they were contemplating, in traditional hair-of-the-dog fashion, which parties they would attend next.

For most of that day, Allen wasn't at the Civic Centre. Instead, he wandered some two kilometres to the north east, to an area of Ottawa known as Lower-town. The oldest section of the city, Lower-town is well named — both for its location and for the economic status of many of its residents.

Stopping at a soup kitchen run by the local St. Vincent de Paul Society, Allen chatted with some of the regulars: the transients, the jobless, and those who live on the outer fringes of the Capitol's affluent civil-service society. The next day, the *Gazette* ran his story on the front page, just below the fold: the Tory convention as seen through the eyes of his soup kitchen "sources." An oasis in a sea of journalistic "groupthink," Allen's story proved that just because you're stuck in a pack doesn't mean that you have to run with it.

Just because there were 2,300 journalists accredited to the convention didn't mean there were 2,300 journalists covering it. While organizers made a half-hearted attempt to put the lid on the numbers — on Friday afternoon, the media relations people announced there would be no more accreditations after 9 pm — it was like closing the gate after the horse was long gone.

For example, the hometown paper, the *Ottawa Citizen*, had accredited its entire newsroom — a total of 60 reporters and editors. Only two-thirds of them lifted pen and paper (or finger to VDT) during the convention — the others admitted that they were there to watch the show.

Or take the case of Don Perrin, a student at Sir Wilfred Laurier Collegiate Institute, who was representing



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"Thou shalt not... a fellow Conser... he described it, ... of generosity shall ... kly discerned by the ... ic at large and shall ... nslate into confidence and electoral trust."

Mr. Mulrone paid tribute to his opponents...

# P.C. VICTORY

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### THE PROMISE

"Together we will leave this conven-

"That's my sister's name," he said, responding to my puzzled glance.

"Isn't your sister covering the convention?" I asked.

"Yes, but they gave her two by mistake."

"Then who are you working for?"

"Oh, I'm not with the media. I program computers."

If art does indeed imitate life (or is it the other way around?), then propaganda certainly imitates journalism — especially at the Tory convention. Throughout the weekend, delegates and reporters alike were bombarded with such hastily prepared publications as *The Wilson Express*, *The Crosbie*

*Express*, the *Crombie Daily Runner* (in keeping with the *Tiny Perfect* candidate's long distance runner theme), Clark's *The National Leader*, and Mulrone's *Let's Win Together*. Ottawans who had been concerned that their city was a one-newspaper town after the *Journal* folded, would have found it comforting — the bumpf looked like newspapers (with the exception of Mulrone's, which used white bond instead of newsprint) — and read like newspapers, editorial bias notwithstanding. This was hardly surprising since they were largely written and his school paper, *The Devil's Advocate*. The Tories had asked Perrin to provide a letter from his principal, attesting to the fact that he was repre-

senting the student newspaper. What the letter didn't say was that the school year was over, and the final edition of the paper had already gone to bed.

Or the editor of a Jewish community newspaper, who spent much of the time glued to the TV sets in the two salons. When asked if she was there to write about the candidates' positions on the Middle East, she laughed.

"Are you kidding? The readers would plotz if they knew I was working on a Saturday."

Or take the good-looking, curly-haired young man who wore a valid badge with the feminine name of a well-known *CBC-Radio* reporter.

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# The proposed merger of the Newspaper Guild with ITU — a five-year courtship that left the Guild standing at the altar.

by Gord McIntosh

CLEVELAND — It was supposed to be a brave new world that the Newspaper Guild was ushering in at its 50th annual convention here in the heart of the American rust bowl. Membership was up, the treasury was finally back in the black, wage settlements were slightly better than the national average and plans were in motion to double the union's size through merger.

As Guild people kept telling themselves in the late June heat, the union had indeed come a long way since a handful of disaffected reporters and editors under the leadership of Heywood Broun decided to take on the publishers and fight for a living wage and decent job security. The union today has just over 32,000 members working at newspapers and related operations across the United States, Canada and Puerto Rico. The average top reporter rate now stands near \$500 a week and the top minimum at many of the larger shops in the U.S. and Canada exceeds \$700 for a five-year reporter, compared with about \$400 seven years ago.

"We've gone from poverty row to the \$700 minimum," Charles Perlik, the Guild's president, told the convention. Perlik recently told the American Newspaper Publishers Association the goal is now a top minimum of \$900.

Jeff Sack, the Guild's Canadian counsel, told a caucus of the northern locals that most unions would dearly love to have the job security clauses they have in their contracts, even if most delegates still wanted something close to tenure.

Yup. It felt pretty good for awhile there, sitting among all the Lacoste polo shirts and designer jeans like a bunch of dentists listening to how fat we had become over the years. As a delegate from the Canadian Wire Service Guild, I felt a little affluent, especially when they passed a donation bucket for the Mexican farmworkers.

And to top all the happy news, members of the Guild voted overwhelmingly in favor of merger with the International Typographical Workers Union to create a 70,000-strong Media Workers International Union.

So it was supposed to be a convention of rejoicing. It wasn't.



The Newspaper Guild officers exchange congratulations after re-election by acclamation: President Charles A. Perlik; Chairperson Harry S. Culver; Secretary-Treasurer Charles Dale.

terminated now to break the union as they were when Hearst goons were busting heads in the '30's.

Some of the officers' reports read like dispatches from the front. Certified here. Decertified there. Two locals have been on strike for five years.

Just down the street from the convention there was a blunt reminder of what was really on everybody's mind — the vacant building of the *Cleveland Press*.

But the outcome of the ITU vote is more than an inconvenience for the

The ITU rank and file wasted no time shattering many of the illusions their Guild brothers and sisters might have been entertaining. In August, they voted in a 3-to-2 margin against merger at the ITU's convention in San Francisco.

That wasn't the only thing to spoil the happy thoughts. Away from the convention floor, when local officers sat down to the nitty-gritty of committee reports, talk centred on a more basic issue — survival. Bill Blatz, the Guild's director of field operations, told delegates publishers are just as de-



Guild. Perlik must feel like someone left standing at the altar, jilted after a five-year courtship.

Everything, absolutely everything, was geared towards merger. Past Guild conventions have largely been concerned with such things as chain monopolies, union busting and strikes. These issues took a back seat this year. This convention was really a big pep rally.

As far as many delegates were concerned, merger was almost a *fait accompli*. The finishing touches had been put on a new constitution for the new union, dates were set for referenda in which the rank and file were supposed to provide ratification, and speaker after speaker primed the 221 delegates for the coming coupling. Carl Stokes, the black, former mayor of Cleveland, told delegates they will need to be united with another union to survive everything from VDT's to Ronald Reagan.

"With what Mr. Reagan is doing to organized labor, there might not be enough of you in 15 years to have a convention. You'll need all the clout you can command."

Joe Bingle, the ITU's president, pledged to do all in his power to see that his union would affirm the merger. Evidently, that wasn't enough.

Bingle has since been challenged for re-election by Robert McMichen, the union's first vice-president, as are all but one of the union's executive officers.

Even after the ITU vote, the Guild's leadership didn't want to let go. Local guild officers were told to get set for a referendum with the membership anyway to keep the idea of merger alive in principle.

That too has since been abandoned. Now the Guild can get back to more basic things like dwindling memberships and shaky financing.

About the only thing that can be said about the Guild's numbers is that they aren't as bad as the ITU's. Guild membership has been by and large static for the past two decades. Guild organizers have been busy in the past few years, but they have been running a race just to stand still.

The ITU has seen its ranks shrink from 104,000 in 1964 to 85,162 this year. However, only 44,430 of those are working and more downsizing is expected. Guild officials were only expecting an organization of 70,000 if the two unions merged.

As for finances, the Guild reported an operating surplus of \$48,897 in the past fiscal year. Trouble is that will have to go to make up a deficit of \$106,847 the previous year. Several locals, such as New York and the U.S. Wire Service Guild, are several months behind in their dues payments to the international.

In practical terms, we couldn't have been much of a prize.

As for the merger vote, we should really have been prepared for the ITU's rejection. Several Guild officials were expecting substantial opposition to merger at the ITU's convention. In order to make merger saleable to the ITU rank and file, the Guild had agreed to some concessions.

One concession that raised questions on the Guild convention floor dealt with the strike fund, which is finally a bust at \$5 million after being bled dry in a round of strikes several years ago.

Even though the combined strike funds of the two unions would come to

\$10 million, several Guild members feared the merger would come at the expense of the war chest. That's because under the financing formula used by the international to feed the strike fund, 50 cents would be deducted from each international per-capita dues payment under the merger agreement, as opposed to \$1.25 under existing arrangements.

So the strike fund would grow at a slower rate in proportion to the size of the new union. Financial arrangements, at least during a four year transition period, were to be weighted towards building up the operations fund at the expense of the strike fund, largely to support the bureaucracy of the larger ITU.

Chuck Dale, the Guild's secretary-treasurer, told the convention to expect a membership loss of 2,000 a year almost indefinitely in the new union, largely because of ITU retirements and technology layoffs. That, coupled with the reduced monthly per capita, led many Guild delegates to fear the combined strike funds would be drained again with a couple of lengthy strikes. (Two of the Guild's American shops, Wilkes-Barre, Pa., and Vallejo, Calif., have been on strike five years. At Rome, New York, the Guild has been serious reservations in Guild caucus meetings, even though the ratification on strike for almost one year).

Some of the Guild officers were wondering how their members would take to being lumped into a craft union, a dying one at that. Elitism has always been a problem for Guild organizers, who must persuade reporters and editors they can still be nice, middle class professionals and still belong to the labor movement. On the other hand, there were the memories of many ITU

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members. The Guild hasn't always respected ITU picket lines.

This was something ITU members were reminded of at their San Francisco convention.

But probably the biggest harbinger against merger was the stop-and-stall pattern of negotiations during the courtship between the two unions. In fact, a merger agreement reached between the two unions late last year fell apart in January when the ITU produced membership projections that were 15 to 20 per cent lower than those upon which the proposed financing structure was based. A special merger

**Now that the illusion of merger is out of the way, maybe the Guild can set its sights on solving its chronic problems. The fact that merger has been held out for so long as the answer perhaps has distracted from finding the real remedies.**

vote convention scheduled for February had to be cancelled. What Guild delegates actually voted on in Cleveland was a patched up version.

Yet everything the Newspaper Guild had done in the past couple of years had been done with the merger in mind. Staff vacancies weren't filled, information seminars were held on what the promised land would be like, and overhead generally was being kept lean to be ready for the day when the two bureaucracies would be fused together.

It's a good example of the Titanic syndrome. There was no contingency plan. Nor is there yet. The Titanic at least had a couple of lifeboats.

The financing arrangements led to vote in Cleveland was 95.6 per cent in favor. My delegation, the Canadian Wire Service Guild, was split five in favor and four against in caucus, even though most of us had gone to the convention supporting merger in principle. I myself was in favor until I saw what the agreement's financing would do to the strike fund.

The Southern Ontario Newspaper Guild, which represents *The Toronto Star* and *The Globe & Mail*, had a quarter of its delegation opposed in caucus. But because of that local's unit voting rules, all of its 19 votes were cast in favor.

Maybe the Guild's lack of contingency stemmed from the fact that so

far, merger has emerged as the only answer to the union's chronic problems.

Even though the ITU's membership is slipping faster than the Guild's — in one year alone it lost close to 10,000 members — it has locals in 532 cities, compared with 80 for the Guild. The ITU has succeeded in organizing the editorial departments of several small newspapers, particularly in Canada, where the Guild has either failed or not bothered to try.

So the ITU was being looked at as the only answer for the Guild to increase its presence in the industry.

Meanwhile, a major faction of the ITU is pushing for union with the Teamsters, whose president, Jackie Presser, has issued a formal invitation to join his 1.8 million members.

Presser told the ITU convention that the Guild can't offer the same range of programs for retirement and benefits as the Teamsters can. In addition, the Guild comes nowhere near offering the same bargaining power as the Teamsters because of size.

Regardless of which union merges with which, the Guild has a tough fight keeping its own numbers up. As hard as it tries, it can't increase its membership much beyond 31,000.

Considering that there are 200,000 employees that the Guild considers eligible for membership, that's a pretty dismal total after 50 years. The Guild may be regarded in the public mind as a reporters' and editors' union, but about 55 per cent of the rank and file comes from the business side. It represents 206 contracts, about a dozen fewer than in the early 1970s.

Last year the Guild was set to report a tiny increase in its membership — its first such increase in three years — at its convention in Los Angeles. But that was wiped out with the loss of 500 members with the closing of the 103-year-old *Cleveland Press* and the merger of the *Seattle Times* and *Post Dispatcher*.

This year, the membership was up 292 to 32,169, but that's still off from the all-time high of 33,872 in 1978.

About the only bright spot in the Guild's outlook was the success in organizing drives last year, particularly in Canada after a round of layoffs hit this country's newspaper industry. Although only 80 of the Guild's 4,000 Canadian members lost their jobs in the layoffs, staff cuts on any scale at newspapers before this were unheard of.

The Southern Ontario local picked up bargaining rights at the *Hamilton Spectator* and *Maclean's*. Of the un-

ion's 600 new members last year, this local added 219.

In Windsor, Ontario, the newsroom of the *Windsor Star* signed cards to form a new local of 92 members.

Trouble is, Guild negotiators were still trying to get a first contract for all three shops almost a year after certification. It remains to be seen how many of these employees will actually become dues-paying members.

In the U.S., there was a handful of new certifications, and almost as many decertifications.

Numbers aside, if anyone wants an easy illustration of the Guild's chronic problems, take a map and shade in the U.S. sunbelt and most of the west. In Canada, shade in the western provinces, except British Columbia, and all of the Atlantic provinces.

In these shaded areas, the Guild is about as popular as the Young Socialist League.

It's much like the Liberal party with its chronic unpopularity in the west. It may claim to be a national party, but it's really a regional party that happens to run the country through luck, and the

**"I stand here with my pockets empty. But I would rather stand here straight and tall than on my knees with my pockets full of gold kissing the ass of some publisher."**

**John J. Wallace of Wilkes-Barre, Pa. to the Guild's convention, on strike for 5 years.**

fact that the two other parties' problems are more severe.

In much the same way, the Guild is an international union. The fact that the Guild has taken so long to get shops in industrial cities like Hamilton and Windsor emphasizes the severity of the Guild's organizing troubles, and maintaining a presence in the industry.

To add to the organizing troubles, the Guild's Bill Blatz estimates the union must contend with 6,000-7,000 so-called free riders — people who receive all the benefits of the bargaining unit but don't pay dues, because they don't have to join the local, depending on what kind of contract is in effect and applicable labor laws. So in addition to signing up non-union papers, the Guild must continue to press for union security clauses and compulsory checkoff



## Journeyman Marshall's love-hate relationship with Thomson Newspapers.

by John Marshall

Succumbing to unrestrained anger can, at least in retrospect, be embarrassingly self indulgent. Which is likely the reason my recollections are protectively hazy about that day in April, 1951, when, at the *Northern Daily News* in Kirkland Lake, I quit a Thomson newspaper for the first time. But I was angry, because head-office politics parachuted into the branch plant, and because of picayune penny-pinching.

For a chapter in the life of just about any Canadian journeyman journalist, this is a "Dog bites man" lead if ever I've seen one: it ranks right up there, recherche-wise, with "How I spent my summer vacation," or with reports 32 years later from the Thomson Newspapers *Lethbridge Journal* of even worse examples of hatchet journalism. (A head office honcho took over at the long-respected *Journal* and his axing of staff and standards aroused organized protest demonstrations and boycotts by infuriated readers.)

Resigning from a job, especially when you have no other one to go to, is always traumatic in spite of the sweet catharsis. It was particularly so for me in Kirkland Lake. My 20 months at the nondescript little daily in a mining town of no particular note had constituted one of the happier periods in my newspaper life. Mere youthful enthusiasm, combined with other reasons, made it all worthwhile. Come to think of it, in some newsrooms they still do.

At the *Northern Daily News* there were the satisfactions in dragging the paper out of a slump that had lost it business and gained it disrepute. The blame was put on some members of an earlier staff who allegedly had bounced cheques around the little town with the same carefree abandon they applied to their editorial standards. The Thomson pay scale, \$23.00 a week for beginners, was appealing only to beginners fresh from journalism school. That didn't go very far even on a budget in which a room in the long-corridorred Stalmac Building was \$7.00 a week and an \$8.50 meal ticket at the Silver Grill would last nearly a week if padded out with service-club lunch assignments.

In a burst of uncharacteristic thought Thomson sought an editorial man as a publisher, luring the late Geoff

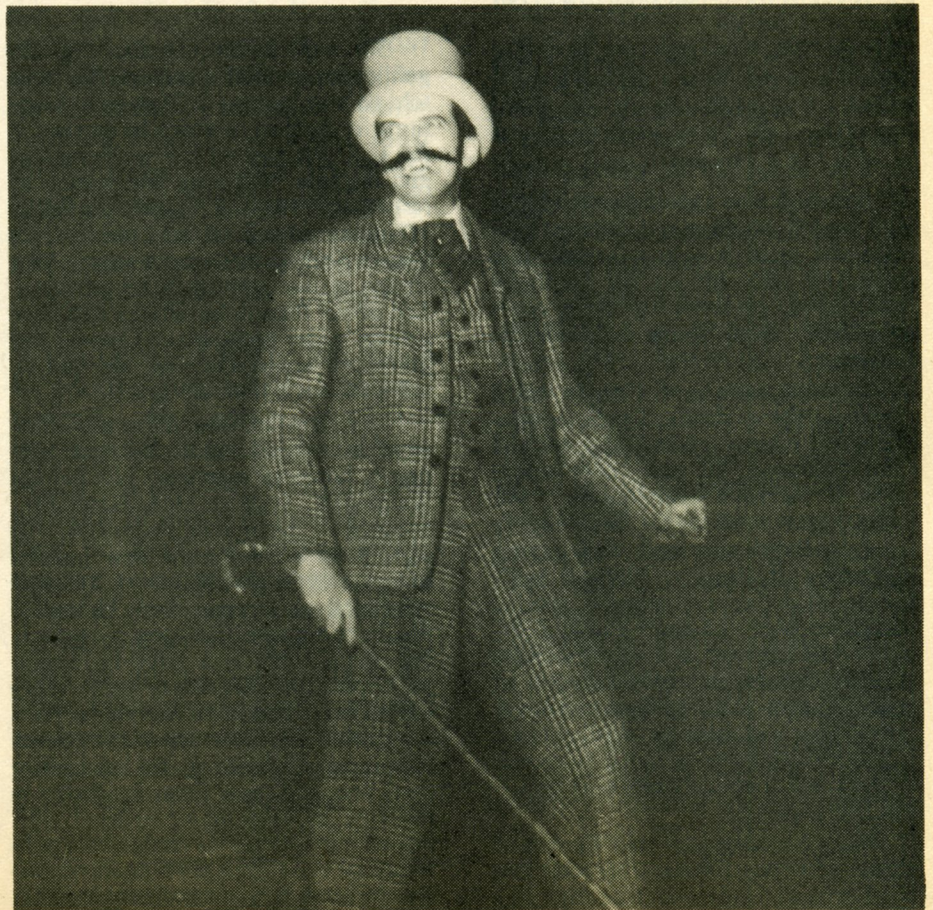
Yates away from his post-war dream of owning a weekly, the *Val d'Or Star*. It was Geoff, who had recommended me a few months before to his partners there, as his editing and bottle-washing replacement, and then when he heard I was back on the market (see previous instalment in June/July issue of *content*) he asked me to Kirkland Lake as city editor.

To most of us, Geoff was the "Colonel," a label derived from his rank as editor of the renowned Armed Forces daily, the *Maple Leaf*. We used it as a form of friendly familiarity. His congenial presence was not the least of the reasons that there was an *esprit de corps* on and off the job at the *Northern Daily News*. That spirit turned the paper around journalistically (within the limitations of green hands like myself) and financially. It made it a smiling place to work.

Ernie Hemphill, one of the freshman reporters later to be editor of *Canadian Aviation* and now an editor of Ontario's *Hansard* once wired from vacation, "I missed my train to my sorrow/will be Kirkland sure tomorrow." On his return he found on his typewriter a note from the Colonel: "That you missed the train doth make us sob/because, my boy, you've lost your job." Which was not bloody likely, for a good reporter.

And good reporters we had. Among others there was Jim Hanney, now a *Toronto Star* assistant city editor; Don Nichol, who always meant to go back to Carleton journalism school, but who, once on the job, stayed in the business and became publisher of the *Winnipeg Free Press*; Harry Rasky of international TV documentary fame, who left us for Toronto's raunchy *CHUM-radio*; and ad man Freddie Madden, very much a part of the newsroom

What a city editor really looks like — Marshall the villain in "Dirty Work at the Crossroads," circa 1950.





crowd too, now *Kingston Whig Standard* publisher. Clark Davey, recently named publisher of *The Montreal Gazette*, replaced me when I gave my high-decibel two weeks notice.

On my return home that angry day, my normally even-tempered wife said I should not have given notice, that I should have just walked out. She, like I, was learning to have little respect for corporate ethics. (Anyone in this business with any idealistic motives, and so many of us seem to be in that Childrens' Crusade category, must come to terms with the owners' three big Ps': profits, power and perks. The last includes Lord Ken Thomson's felicitous freedom to fire employees while in the same year his dividend take skyrockets; Bassett's and Blackburn's influential ability to get television licenses; Grat-tan O'Leary's seat in the Senate; and Doug Creighton's seat at Winston's.)

There was no one on a power trip at Kirkland Lake where the newest cub got a kick out of hearing circulation was up 10 copies in Cobalt, and where the only perks were the opportunities to get involved in events like the minstrel show ("Whata you like bestest?" "I like asbestos") or *The Mikado* or *H.M.S. Pinafore* parodies (the publisher satirized as the Admiral, of course) or the page one remake (message from Stalin: "Publishers of the world unite. You have nothing to lose but your chains.") that were part of our many staff parties.

It was also possible to win a few bucks from the draw I set up when I found out I received an unearned \$15.00 monthly for the work we all did sending out dupes to CP.

There was also the chance to dig in with Freddie Madden and others to help stage and participate in an arena-filled concert to raise money for Manitoba flood relief, an event that drew commendations from Prime Minister St. Laurent.

Then things changed. I began learning about the centralized policies of a company whose owner, the second Lord Thomson, 30 years later would claim to the Kent Commission: "We operate our newspapers in a highly decentralized manner, delegating operating authority to our publisher...effective community service cannot be provided from a central office." The reins are held tightly enough at headquarters, but centralization of control is also achieved by retaining or recruiting empathetic individuals whose loyalty laboring in the vineyards of the Lord is encouraged with generous profit plans.

These sharecroppers also learn their master's wishes through "private and confidential" memos like the one

winkled out by the Ontario Reporters' Association for the Kent Commission. Among other things, it ordered circulation managers to guard against hiring factory workers "who will agitate for union rates and conditions," and to reject any job applicants who ask any questions about minimum wages or fringe benefits.

There are other ways to get a grip (an apt term significantly different than the buzz word, "to get a handle") on a newsroom far from the profit mill at that most parochial of locations, Toronto's Bay & Queen. For example, according to an authoritative report in the highly-regarded, *Alberta Report*, trusting *Lethbridge Herald* staffers talked candidly about their paper to a John Farrington, a friendly "consultant" from head office. They didn't know then that he was to become their boss, the managing editor with the well-honed axe.

### **"My overriding memories of Kirkland Lake are those of a vital period of the kind of self-development that can come with supportive associates and a challenging learning situation."**

30 years before, another friendly gentleman toured the papers. We were told he was looking at Thomson operations for a chain in which he worked in the U.S. We treated him with courtesy and openness. Not long afterwards, he turned out to be on Thomson staff as an efficiency expert. It was the kind of double dealing that erased some of the smiles at our smiling place of work. Just about then those smiles had been getting wider because the Colonel had jubilantly announced that we had finally shown a monthly profit.

Not long after that, there was more word from head office. We were getting a business manager. No not the American. It was Don Hamilton, brother of Margaret Hamilton, the right-hand woman to a new general manager at the *Galt Reporter*, recently promoted ex-reporter Ken Thomson. She later became Thomson's iron-lady president, who in a \$400-million-a-year operation, was able to keep a sharp eye on every one of the monthly reports demanded of more than 110 North American publishers by the head office that, one said, was even interested in the kind of toilet paper ordered. Mr. Hamilton, who got no further than publisher of the *Cambridge Reporter* before he retired, was nominally business

manager at Kirkland, but it was quickly apparent that, now that newsman-publisher Yates had turned the paper around, a ledgerkeeper was to take over. He was quickly doing that long before Yates was actually eased out.

My first encounter with Hamilton was over the "minor" things which still epitomize Thomson's attitude to that segment of his affairs which happen to involve newspapers. I had asked our office manager for a replacement for the sturdy book I needed for assignment postings. It turned out that that kind of expenditure, all of two dollars, had to be approved by the new man. He summoned me to ask what such an extravagant purchase was all about. Then he asked whether a ten cent scribbler wouldn't do just as well.

That was just an example of penny pinching. But another lesson had more significance. Hamilton discovered to his naive amazement that we subscribed to all three Toronto newspapers, *The Globe*, *Star* and *Telegram*. He apparently knew nothing about how the producers of his only saleable product, the news, operated, nor about how the Toronto papers differed. Furthermore he didn't seem to realize we had to face competition in our area from such Toronto stringers as the unpredictable and fabulous late Don Delaplante. Hamilton told me that I should be able to get along, as normal people do, with just one Toronto paper. (Sometimes I wonder if anyone at Thomson reads anything emanating from a newspaper other than circulation, advertising and operating figures. Furthermore it's interesting that one of the new broom moves at the *Lethbridge Herald* was to cancel its newsroom's access to the *New York Times*, *Christian Science Monitor*, *Wall Street Journal* and *New York Post*.)

It was the cumulative debilitation of this kind of management thinking, combined with what I saw as a corporate knife in Geoff Yates' back, that finally prompted me to put it all into loud words — to the shock of the young ladies just outside Hamilton's office who had known me as the diplomatic, polite young man that I was. I picked a propitious day — the visiting American-cum-expert was also in the office.

However, my overriding memories of Kirkland are those of a vital period of the kind of self-development that can come with supportive associates and a challenging learning situation. Sometimes you learn by mistakes, as when I cheerfully echoed in the head of a brief item by our youngest reporter the news that a service club had heard a talk about the problems of "youth in Asia."



Yep, the speech had been about euthanasia.

A deskman's sixth sense for little incongruities is developed by such embarrassments; so is his judgment of his staff.

I also learned how to predict the weather. Mainly by looking out the window to determine whether or not to use CP's conflicting South or North Kirkland reports. I did not learn any hard-nosed journalism, but I did develop the quality of being able to find news without waiting for it to come to the newsroom. Whereas before the paper had only carried a handful of general staff stories every day, the local page was now overflowing.

In particular, I learned from the mistakes of the Thomson system. Theirs was an inane news reporting scheme which helped to ruin a lot of good

**"In particular, I learned from the mistakes of the Thomson system. Theirs was an inane news reporting scheme which helped to ruin a lot of good newspapers and hampered the development of good reporters."**

newspapers and hampered the development of good reporters. Every paper had to send in a categorical account of how many news stories it ran. Then the Toronto make-work experts reported approvingly which papers had the highest counts. What were the consequences of such a system? An avoidance of assignments that would take time, and a breaking down of, say council stories, into a patchwork of staccato briefs.

There was also the standardized makeup style, using Karnac type, imported from the U.S. Years later, on the banks of the Nile, I discovered its inspiration — the looming archaic pillars of ancient Thebes. Great for dead pharaohs, but not for living readers.

Then there was the fatuous reason for the edict banning eight-column banners: a reader's eyeballs jerked 18 times reading one. This made great fodder for a "special edition" at a staff party. The "edition" pointed out (under an eight-column head) that while the finest newspapers on the continent were avoiding injury to reader's eyeballs, some "lesser journals such as the *Toronto Star*, *Toronto Telegram*, *Windsor Star* and *London Free Press*" were persisting in using full banner lines. Silliness (look at another Thomson paper's recent knuckling under to Brampton Tories' complaints about

revealing news coverage) is also an aid to learning. It teaches rebellion.

So I rebelled. On April 4, 1951, I left, and started on April 16 as wire editor at the *Oshawa Times-Gazette*, a rather stodgy but respectable daily. The courtly and friendly publisher, Arthur Roy Alloway, and I were the first people in each morning; he to look over my shoulder as I cleared the wire machine and ask, "What's new, today?"

One day I told him that what was new was not on the machine. I had found out that he was selling the paper to Thomson Newspapers. Poor Mr. Alloway stuttered a bit and finally said, "Well, yes, I had planned on making an announcement." When I said I was going to resign, he tried to reassure me that nothing would change because he and his colleagues would be in the majority on the new board of directors. But he had to agree when I suggested the treasurer or equivalent would be from Thomson. A good Baptist (he wanted a religious story on page one daily), he managed to get Thomson and God into one sentence when he gave the bad

news to the staff. He said something about how, with God's help, the *Times-Gazette* would continue to be a good paper. In later years, the staff needed more than God's help when they had to battle another Baptist, Ken Thomson, for a decent union contract.

The evening of the announcement, as I wrote job applications in the empty newsroom, Jim Meeke, publisher of the *Sudbury Star*, called me. He wondered if I would be interested in a job. I told him he must have seen the wire item about the Thomson takeover. "Oh, no, I just wondered if you might be available." We both laughed.

On May 28, a few days after fleeing the advancing Thomson hordes at Oshawa, and only about six weeks after fleeing the entrenched hosts at Kirkland Lake, I was in Sudbury as city editor where I learned that there are some satisfactions in this business that you can only find in a fair-sized provincial daily.

I was also to learn that it is hard to escape Thomson, but that there can be some benefits, at least initially, to even a Thomson takeover.

*Lord Thomson of Fleet, who in 1981 was reported to be the wealthiest person in Toronto (\$1.5 billion plus), was asked that year, before the Kent Commission on Newspapers, about head office budget judgments for his Canadian newspaper chain that did not allow more than \$200 a week for coverage of the Nova Scotia legislature for all three of his Nova Scotia papers. The query prompted, among other ramblings, the following:*

"...Look, if we're not doing as good a job, which I believe honestly, basically, we are — that we should be doing — then, here I am in front of television, up here in front of you gentlemen, do you think I enjoy feeling that we're not doing a good job? If we're not doing a decent job, the job that we ought to do, then I want to do it. But at the same time, I am certainly not prepared to say that we are not doing an adequate job at the moment. Not a perfect job, perhaps, and perhaps we should do better. But when you have figures — some of the comments that have been

tossed out about the quality of our newspapers, and so forth, and you take an example — that horrible example you just mentioned sounds terrible — and you put it all together, the impression that we don't care about the quality of our newspapers, which we do — we don't want our newspapers to be good and we don't want them to be better — we do. It's a matter of how we achieve that and frankly, it upsets me very much to hear people criticize our papers and yet, when you throw out examples like that, it's just like your suggesting — it's something that's very difficult for me to respond to, to be honest with you. All I could say is, we want to do a good job for our newspapers. Our feedback has always been that we have a different kind of newspaper and we know we do, than the metropolitan newspapers, and in all respects, you have to regard that as a fact of life — newspaper life — in this country. And, if we can improve them, we will. In the meantime, we are proud of our newspapers."



## Jane Gale, editor of *Homemaker's* magazine.

by Eleanor Wright Pelrine

Hard-working, tough, raucously funny, excited about writing and writers, and even glamorous. Jane Gale, star in the Comac galaxy, editor of *Homemaker's*, decided last year to be even more glamorous, and, at great expense, had her teeth fixed. And nobody noticed.

She's committed to equality for women and committed to saying so. Currently, Gale and *Homemaker's* are targets of a high-pressure campaign designed to erode their advertising support, as a result of two recently published articles supporting freedom of choice on abortion. Part of the campaign, says Gale, involves printing in the *Christian Chronicle* of the names and addresses of the presidents of *Homemaker's* advertisers, saying this is who you write to this month, next month we'll print some more.

None of the advertisers had caved in, at the time of this writing, but "they don't like that sort of thing".

The day before Gale was interviewed for this piece, Comac held "a big meeting" with their lawyer there, to discuss the campaign. "What they're saying is very carefully worded. Although they're not directly advocating boycott, that's what it adds up to, and there is definitely some character assassination going on."

How so, since Gale is so obviously a nice, respectable lady? "I may be respectable, but I am, apparently, 'a strident, militant feminist,' who is forcing her pro-abortionist morality down the throats of unsuspecting women in this country — of women who believe me to be enlightening. You know, they never asked to be enlightened, but I'm going to enlighten them anyway."

All right, how does Gale think of herself? The answer comes quickly, in laughter, "As a wonderful, enlightened, strident, militant feminist."

Not bad for a beginning, but if we met at a cocktail party, and asked "What do you do?", how would she respond?

"I'd say I worked for *Homemaker's* magazine. If they say they like the magazine, I'll admit I'm the editor, if not, I say I'll pass it on. Generally though, people say that must be a great job. And it is."

Almost ten years have passed since Gale succeeded Isabel Lymberry as

editor of the publication. The magazine has changed a lot, says Gale, "Isabel had started it on the way to becoming something other than a little food book full of coupons, and I've been so wildly successful that advertisers don't buy coupons in our book. Coupons just aren't in magazines any more, they go into envelopes, now. I think the magazine has pretty well traced what's happened to women in Canada in the last ten years."

"I'd like to say that we've become a lot less oppressed; but really, we've become a lot more aware of how op-

**"The women's movement caused a renaissance in the women's press. Women's magazines today are infinitely better than they were ten years ago, or fifteen years ago, or in 1960."**

pressed we always were. We're angry about it. I think we have a greater sense of humor about it now, than we did before."

"It's possible to laugh now, when it wasn't before, because there have been some significant strides made. I really do believe that we are being taken seriously, even though not so seriously as we would like."

Gale admits that, as editor of *Homemaker's* she must "serve up a package that all women can feel comfortable with. There's something there for the avant-garde, there are things that women who are more traditional feel at home with, like food and decor. And feminists no longer feel that in order to be a fully-fledged feminist, if there is such a thing, that they must refuse to be interested in food and in fashion. There's been a lot of mellowing out on that score. The feminists seem to have settled down to working harder at getting things done, and working less hard at being feminists."

"They've discovered, for example, that what they said about not adopting the male use of power was a bit too pure for where we are right now. You have to fight with whatever you've got, and whether you're dealing with corporations or government, if you say 'I won't

play by those rules', they'll say, 'Fine, don't play by the rules, and we won't have to pay any attention to you.' In order to get things done, you really have to appoint somebody to be the leader. We can't all be captains."

*Homemaker's* takes stands which are at odds with the establishment. Regular features like "Woman's Place" and a recent anti-nuclear build-up piece, for example. How does that square with the fact that the magazine is a commercial enterprise, dependent on the support of advertisers, spending a lot of money to reach a particular audience?

"All magazines are commercial enterprises, basically. Ours is no more commercial than any other, just because it has a controlled circulation, and we don't have a circulation department. Somehow Comac has prided itself over the years, on attracting and having editors with points of view, who were prepared to take on the important issues of the day. And ruffle the necessary feathers as we went along. Now, I think that most of our advertisers understand that we do this in a responsible manner, and in as much as it brings admiration to the magazine, that admiration can be, to some extent, shared by all. There have been times when the advertisers have needed courage to be in the book. *Homemaker's* is now the largest magazine in Canada, period."

Sometimes the editorial going gets rough. Two possible legal actions against the magazine are pending.

Jane Gale has risen rapidly on the Comac ladder. First, as editor of *Homemaker's*, recently in another capacity. "After the previous editor of *City Woman* (Dawn MacDonald) left, we decided that the magazine needed to be repositioned. So, I repositioned it. I drew up a plan for the first two issues for the spring and summer, and edited the spring, and got the summer one really rolling. I did the assigning and worked with the art director. When the new editor, Karen Hanley came in, I turned it all over to her." It was necessary for Gale to look up the formal title which describes her overall role in the Comac organization. It's Corporate Executive Editor of all Comac publications.

"My role is to be a sort of trouble-shooter and to be responsible for all new editorial products ... basically on starting new books."

Not bad for the little girl who started





Homemaker's editor, Jane Gale.

on the *Saskatoon Star Phoenix* as a copy boy, the first of a series of jobs Gale had that had been held by men before. "I was a copy boy for the *Star Phoenix* when I was in high school, and went to work for them full time after that. I was a two leg man at one point, and got into magazines when I came to Toronto, and have been in them ever since."

On the subject of her numerous name changes, Gale says, "It basically goes like this: I was born Jane Gale, became Jane Sissons on my first marriage at 19. It never occurred to me to keep my own name, which nowadays I would suggest

that everybody do. When that marriage broke up, I kept the name because my children had that name, and then married again, and I wouldn't have changed my name again, except that I couldn't mount a case for keeping the name of the man to whom I was no longer married. Then I became Jane Hughes, and when there was no longer a Mr. Hughes, I decided to hell with this, and that I would go back to my maiden name. So for awhile I became Jane Gale Hughes, to get the readers used to it, and then all of a sudden, just as the Swedes stopped driving on the left hand side of the road, I walked in

and said to my assistant, 'We'll now answer the phones, Jane Gale'."

"It wasn't that difficult getting all the documents changed over, either, unlike when I went from Sissons to Hughes and had fights with Bell Canada and Amex and all those people, because now I was 'Sadie, Sadie, married lady,' and didn't need my own credit cards. Except that we all know that married ladies need them more than single women."

On the subject of partnership with men, Gale says, "Men and women have been together, but I don't think it's always been perceived as a partnership. And I don't think it was ever perceived, except among people with a lot of money, as a business partnership. And it is being perceived that way now. When I got married this summer, we entered into a marriage contract — nearly everybody I know has a marriage contract. And people don't look at you weirdly when you mention it. Even lawyers are no longer surprised when you ask for a contract. When we carried an article about it, about a year ago, we got a lot of supportive mail. The Irene Murdoch case scared the hell out of people."

"The women's movement caused a renaissance in the women's press. Women's magazines today are infinitely better than they were ten years ago, or fifteen years, or in 1960. I think they're among the best of any magazines, now. And why wouldn't the vehicles that represent the front edge of a social and cultural revolution be that?"

Gale has put 34 years into journalism, from her stint as copy boy at the *Star Phoenix* when she was 13, 14 and 15, to her current job at Comac, where she is facing multi-publication challenges. "I love magazines more than anything. I like the fact that you can get into a story more than in a newspaper. I like the tangibility of the actual product. At the end of the process, I can hold a magazine in my hand and say, that's what I did last month, or actually three months ago. And I can look at it, and say, that's not so hot, so we'll do it better the next month. I like the graphic end, as much as the editorial end. I am one of those fortunate people who found something I really love to do. There are other things I'd love to do, but I don't have the experience. I'd love to be a gardener, and for a long time I earned my living as a professional photographer as well, and I'd like to do that again. But these are all things I'm saving up for when I'm a really old lady."

Gale admits that a tiny inner voice

■ continued on page 29



## with Pierre Juneau

### Was he hired to preside at the demise of the CBC?

*content editor Eleanor Wright Pelrine interviewed CBC president Pierre Juneau early in June in his Ottawa office.*

**EWP:** I wonder if we might deal first with your announcement of reorganization on March 30. Do you still anticipate that it will be in place by June 30.?

**Juneau:** I think so. Nobody has told me otherwise. I think things will be in place at approximately that time.

**EWP:** There are things already happening in terms of cost cutting and trimming. I understand that 63 people have taken advantage of the early retirement plan. What were they offered? I understand these were people 55 and over.

**Juneau:** That's right. I'm not very good at that. I'd like you to talk to our specialist, and he can answer that question for you.

**EWP:** You talked to the Parliamentary Committee about the possibility of cutting 500 people from the staff. Not actually cutting, but reducing staff by 500 largely from early retirement and attrition. You referred to the possibility of saving 20 million dollars. Was that 20 million dollar savings strictly through reduction of staff or did it include other things?

**Juneau:** The 20 million dollar savings is a result of a number of things. And the early retirement plan varies from person to person. Normally to have your full pension benefits you have to have at least 25 years of service and be 60 years of age. With this new plan the person still must have a minimum 25 years of service, but be 55. We compensate the person as if he or she were 60 years old. You compensate for the actuarial loss.

**EWP:** How much would you say you will save by the early retirement of these 63 people?

**Juneau:** Where did you get the 63? That must be from the first fiscal year, because it's 155 as of the end of 1983-84 fiscal year. We will have saved about 6 million dollars net at the end of this fiscal year.

**EWP:** So that 20 million dollars would not only include staff cuts and attrition, but other savings as well.

**Juneau:** They are all savings related to staff and organizational matters. They are not savings which will result from the interruption of a service. They are all really administrative savings of some kind. Early retirement, attrition, reorganizations. Some of the reorganizations, which we have already announced, will reduce the duplication in administrative and support functions.

**EWP:** One example I can think of is in Toronto where there appears to be a move towards the sharing of radio production staff between "Metro Morning" and "4 to 6." There appears to be a move to have one executive producer responsible for both programs.

**Juneau:** I don't consider that to be a part of the 20 million we're talking about. That is the sort of thing that people like Margaret Lyons are doing in order to save money to reinvest in programs. What I'm talking about is due to different things. With an almost total CBC structure in Toronto and Montreal, because Toronto and Montreal were responsible for the total English and French structures, we almost had to duplicate everything we had here (in Ottawa). Now that we don't have that total structure in Montreal and Toronto, we will be able to combine some of the functions here. We will not need two persons doing the same thing here and in Toronto. And certainly we expect to save money by dealing directly with the regions. The 20 million dollars is only part of the savings that the Board hopes to achieve. We are taking very seriously, for instance, the accusations that our crews are larger than anyone else's. We are looking at that.

**EWP:** The CBC has had a reputation for being over-staffed and inefficient and being the fat cat of Canadian broadcasting. Do you think that reputation is, in part, deserved?

**Juneau:** The longer I am with the CBC the less I want to criticise it. It's not proper for the president of an organization to criticise his own organization. What I have said is that we have to make sure that that accusation cannot be made anymore.

**EWP:** So it's really not anyone just paring to the bone, but being seen to be paring to the bone.

**Juneau:** That's right. It doesn't mean doing it only by public relations. To the extent that some of these accusations are correct, I say to the staff it's more your problem than mine. My mandate is seven years. The CBC will last much longer than I will in the CBC. So I say to them, "It's your problem, it's your organization. If you think there's a problem there, and you know it better than I do, let's all do something about it."

**EWP:** You said the CBC will last much longer than you will within the organization. Do you really believe that?

**Juneau:** Yes. I'm not going to do more than one mandate in the CBC.

**EWP:** That's not what I meant. Some people have said that the CBC is in mortal danger at the moment. Do you think its demise is a possibility?

**Juneau:** I don't think so. I don't think that's the real danger. I think the CBC has suffered a lot for some of the reasons we've discussed. I think it is suffering in the confidence people have in it. In its credibility and so on.

**EWP:** When you say it's suffering in the confidence people have in it, I think there is the perception of the viewer or the general public, and then there is the perception of the politicians.

**Juneau:** Yes, that's quite true. My perception is that in the case of radio, the perception that people, both elected members of government and the general public, have of the CBC is a very favorable one. This feeling has taken place only within the last three or four years. However, it's different when you speak of television. The criticism of the CBC, the lack of confidence, is more evident when you're talking about television.

**EWP:** In your remarks to the staff you said that radio was enjoying an excellent reputation and TV was outstanding in many respects. You went on to say that there was a lot of room for improvement in providing an outlet for Canadian content in drama and entertainment. I assume you still feel that way. One of the things that has occurred to me, though, apropos of the CBC and its future, is the horror of having to go back each year, cap in hand, to ask for money. What prospects do you see, for example, of three year funding? Or would it be desirable?



**Juneau:** Oh, it would be highly desirable. I think it would be desirable if an organization like the CBC had funding on the basis of three or five years. Nobody has ever found in this country a way to do that. Although under my predecessor it was agreed upon to have a formula with the government of the day for a five year funding strategy. It was done around 1976, I think, for a five year period. So there was a firm decision on the part of cabinet that the CBC would be increased by five per cent over the inflation rate for five years. After that, the annual increase would be at the rate of inflation. That would have injected for five years an important additional amount of money into the CBC.

**EWP:** What happened to that?

**Juneau:** It was implemented for one year. Most years, the budget was actually decreased in cost and dollars.

**EWP:** I noticed in your remarks before the Parliamentary committee you pointed out there was an effective decrease of four per cent.

**Juneau:** That's right. This year for instance, we were not increased for the inflation rate. It's slightly under the inflation rate. We're not different from any other government departments in that respect. The government has decided that as a general rule their departments are increased slightly under the rate of inflation.

**EWP:** I've become alarmed as a result of two conversations I've had with people involved in the political process. One was with Mr. Fox after his speech at the Canadian Association of Broadcasters. He mentioned that broadcasters and broadcasting in Canada had to change. Following that, we had an informal discussion at the Toronto Press Club. I said to him then, "Are you saying that the CBC will have to make the kind of changes you're suggesting the private broadcasters will have to make?" And he said, "Yes." And I said, "What if those kinds of changes are not possible for the CBC." He said in response to that question, "The CBC will either have to change or it will have to die."

Following that, several weeks later I had a long conversation with Keith Davey on other matters. But I raised the question of funding for the CBC. Speaking to me in my capacity as editor of *content*, he said that he didn't believe that the government, at the moment is prepared to support three or five year funding for the CBC, because "we don't know what kind of programming we'll get from the CBC." I said the record seemed to me to be clear, we know what kind of programming we

get, and a great deal of it is excellent. He said, "In my view, and in the view of the government, the CBC failed to fulfill its mandate during the constitutional debate and during the debate on the Quebec referendum." When I pressed him further, he said, "It failed to fulfill its mandate to promote national unity." Is that a question you have addressed in your discussions?

**Juneau:** Let me come back to the point of the five year financing. We are now asking the government for a formula, because obviously if we go to a government with a CBC strategy for the next couple of years, then we've got to put figures on it. So we are proposing a five year financial plan. Suppose the government agrees with it. The government is subject to Parliamentary rules of financing, itself. So even though they might be very firmly convinced that they're going to do certain things. There may be a different minister of finance next year, there may be a different financial situation, or indeed, there may be another government by next year. So many things can happen. There is no legal way, that I'm aware of, for the government to finance the CBC on a five-year basis. Now, in Europe they have got a license fee. At least there they know they can rely on the license fee. In Canada we can't rely on that, because all of our revenue, except our commercial revenue, comes from an annual vote.

**EWP:** Is that a direction we might have to move towards at some point?

**Juneau:** A license fee?

**EWP:** I remember as a child there were radio license fees.

**Juneau:** Yes, I remember that too. But it is such a theoretical exercise it's not worth getting into.

**EWP:** The cost of administration could be astronomical.

**Juneau:** That's right. Although you and I remember that it used to exist before television in Canada, most people have forgotten about it.

**EWP:** Could we come back to the question of the difficulty of satisfying the government of the day, whether or not it's the government of today or tomorrow, in political terms. When I discussed the matter with Senator Davey, I said to him, what is really the CBC's mandate to promote national unity or what the party perceives it.

**Juneau:** I think that there is no government and no party at the national level that is not in favor of national unity. There are different views of how to promote national unity within different parties or even within the same party. In my view, the CBC should not advocate a particular constitutional sol-

ution, or should not have an official position or bias in its programming concerning the various ways in which the constitution should evolve. In that respect, the CBC has to be like any other news media. The other thing is that certainly the CBC should report on all political events in the country, including the political events created by the Separatist organization.

The CBC cannot refuse to put people on the air who are taking part in an event of any kind if they happen to be against national unity. I don't think the CBC can refuse to use an actor because he or she has a different view of national unity, or is a separatist. There are many performers in Quebec, for example, who happen to believe in separatism.

**EWP:** To blacklist performers would be to repeat the worst part of American history.

**Juneau:** Absolutely. I think that's out of the question.

If you are the national public service network, created by Canadian Parliament, and your Act says that you must contribute to national unity, and that you exist in order to strengthen the economic, political and cultural fabric of the country, that means that you have to go out of your way to represent the whole country. If you're negligent on that, then I think you're not doing your work. You're not doing your work in presenting various parts of the country, one to the other, or if you ignore the important events in various parts of the country. Or if you don't tell the west what's happening in the east and vice-versa. I think our record could be better in that respect.

**EWP:** Sometimes as a result of the sheer centralization which takes place when you have production facilities and creative people in one place as compared to a situation where you have them right across the country. And where you tend to get your programming where you can find it most easily and most cheaply in many cases.

**Juneau:** I feel deeply that unity "is people." And that the presence of certain types of individuals on the air — just their presence — can be so emotional and dramatic when they appear on television. I've thought that we should go out of our way to find the most exciting personalities in the rest of the country and show them on the French network. Just to be seen. Sometimes it hardly matters what they say, it's the way they smile, they way they talk. You know how it is, you meet somebody and you instantly like that person.

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# We wrote the book on it

When reports started surfacing about health problems among operators of video display terminals, OPSEU launched a serious study of the question.

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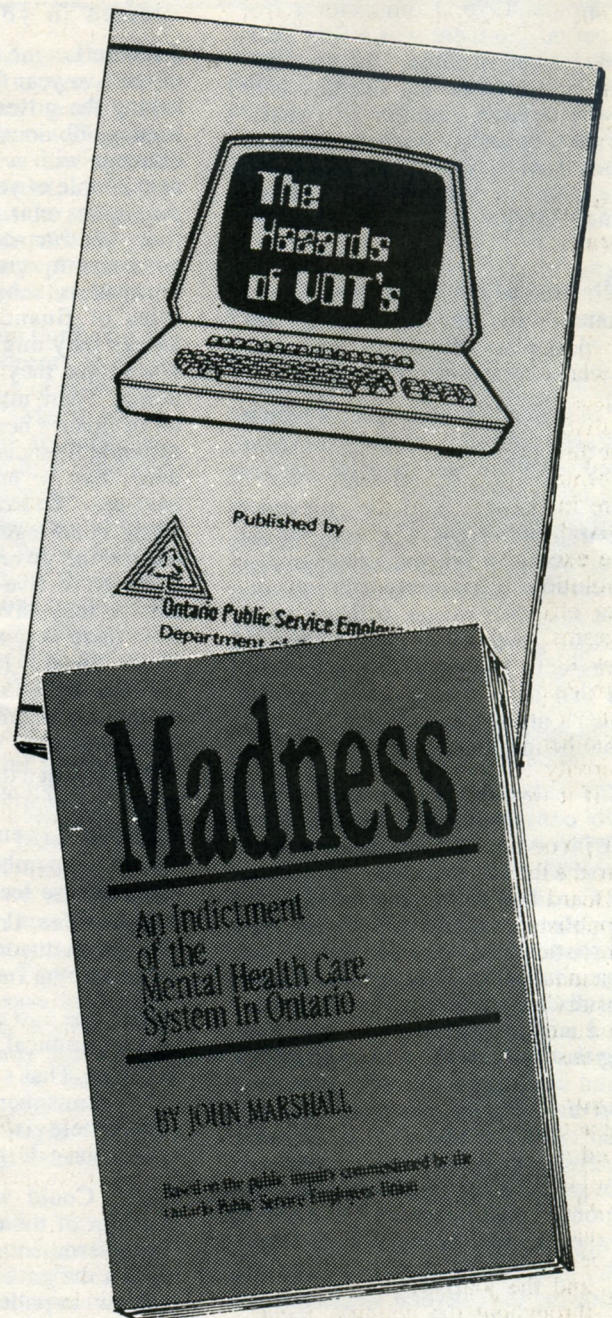
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Both books are available from OPSEU. Contact the Department of Special Operations.



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**EWP:** And vice versa. People who watch the English network should be seeing Francophones.

**Juneau:** *CTV* seems to be making an effort, they have two or three reporters on — this morning again I saw Jean Yvan on *Canada A. M.* — and they have Francois Perrault on *CTV*. I think we could do better. Now if these people are not very pleasant (it won't work).

I think the problem is that when the *CBC* is criticized, people say things that sound exaggerated. They seem to want things that the *CBC* really cannot do.

**EWP:** What kind of things?

**Juneau:** Well, you were referring to some of them. They sound as if they would like the *CBC* to advocate a particular view of Canadian unity, and that is not possible. I have a feeling, though, that what often happens between people in cases like that is that when people are dissatisfied they tend to overreact in the other direction. You find that if you did something quite reasonable, somewhere in between that the problem is resolved. People don't really mean those excessive things. I think that is the solution. If for instance, we made a better effort on some of our variety programs. Take someone like Peter Gzowski on French Canada. If you watch Peter Gzowski he has a kind of sensitivity to French Canada. Whereas with other producers there's no more sensitivity to this part of the country than if it were Nigeria or Texas.

**EWP:** You said to the Canadian Club and to the Parliamentary committee that the Board of Directors has developed and published a comprehensive body of journalistic policy, which establishes the standards for *CBC*. How does it measure *CBC* standards, against its past performance, or against the optimum, or against private broadcasting?

**Juneau:** It was developed before I arrived at the *CBC*, immediately before I arrived. I happened to publish it, but it was all drafted, written, approved, etc. before I arrived. I understand that it was done as the result of long discussions between the top management of the *CBC* and the journalistic staff of the *CBC* throughout the country. I guess it's not only against past practices, but against an optimum kind of behavior on the part of a journalistic organization.

**EWP:** In your presentation, you said that in a few weeks or months, there would be a decision on the appointment of an ombudsman or someone serving a similar function within the Corporation.

**Juneau:** What I said was that we were

looking at that. Some Members of Parliament raised that (question).

**EWP:** Some person or group which could function in the *CBC* the way a press council functions.

**Juneau:** That's right.

**EWP:** Has anything happened on that, or is there any suggestion that it is likely to happen within the immediate future.?

**Juneau:** No, not immediately, anyway. I'm not in the position of giving you a scoop, but neither will you see an announcement in the next few weeks in the papers.

**EWP:** You made reference to *CBC* participation in applications before the CRTC for provision of special services. And you said that the July 4th deadline was difficult. Do I detect in that a hint that therein lies the future of *CBC*, if there is to be a future for *CBC* 2?

**Juneau:** No, I don't think so. I make a distinction, and I suspect the CRTC makes a distinction, and we certainly generally do in the *CBC*, between what the CRTC calls specialized services, and *CBC* 2. We don't use the *CBC* 2 phrase any more, because it hasn't worked. But let's say a second network. We make a distinction between the two, and I think the CRTC makes a distinction between the two. For this call that they have just made, I think they have in mind specialized services, and by that they mean narrow casting — all news, all sports, all children's programs, all music — that sort of thing. Whereas the additional channel we were talking about under the name *CBC* 2 was a service of general nature, maybe slightly more for minority audiences than our present network, but still it wouldn't be specialized. So we don't think that the CRTC is expecting an application from us under this present call.

**EWP:** Has *CBC* been approached by any groups or by any private broadcasters to participate in a joint application?

**Juneau:** Yes, we have been approached by a few groups for a sports network and for an all-news network.

**EWP:** Has a decision been made as to whether you will participate?

**Juneau:** No. As you know, the CRTC has postponed the deadline to the 15th of August, which we think is very, very early. When they asked me what I thought would be a reasonable date for the deadline, I said certainly not before the end of September.

**EWP:** Does that mean that the corporation will be precluded from participating?

**Juneau:** I don't know. It will certainly make it very difficult, because you see, we'll be involved in discussions with cabinet on the future strategy of the *CBC* until some time in July. Those discussions have been going on, in one way or another since the end of April, even a little earlier than that. By the middle of July, most ministers will have left Ottawa.

**EWP:** Would you foresee the possibility of assistance from the Canadian Broadcasting Program Development Fund?

**Juneau:** Very much so. Under the previous situation of the CFDC, they didn't have very much money. They had two funds, their regular annual allotment of about \$4.5 million, and the government gave them a special fund of about \$5 million, which was a revolving fund in which they had to replenish the money constantly. Under that situation, we benefited a bit, because some producers would go to the CFDC and get \$200,000, and then they'd develop a project and come to us. So indirectly, we benefited from the CFDC money, even before, but in much smaller proportions than we might in future. Their fund this year will be 34 million dollars, and about half of that is supposed to be for programs destined to the *CBC*.

**EWP:** Destined for the *CBC* alone, or could it be carried by anyone?

**Juneau:** It works this way: the initiative, at least in theory, must come from an independent producer, the independent producer goes to the CBPDF and says, I have this program or series of programs, which I estimate will cost, say, three million dollars. Will you give me one million dollars, and if you do, I have a letter here from the *CBC*, which says that they will put up one million dollars and I have a series of letters here, from say, Superchannel or First Choice, which say that they will put up 500,000 dollars, and HBO another 500,000, and I think I'm going to sell it to French television. I've got a letter here saying that in principle, they're prepared to buy it, so I have three million dollars all together. There is nothing in the policy that says that the *CBC* must contribute at least one third. The only rigid thing in the policy is that the CBPDF cannot contribute more than one third, and there must be a commitment by a broadcaster that the program will be shown. The policy even says that the broadcaster must commit to a date and an hour, which doesn't make any sense, but that's going to be arranged. Then it says that half of the money is for arrangements

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# So you're writing a business report...

by Dan Westell

The economic crisis has moved many business stories from the back to the front page, and in the process, forced many reporters onto new ground.

What follows is a short list of sources for business stories, with the most accessible first, excluding the company itself. It is far from complete, and is biased in that it reflects the experience of a reporter working for a Toronto financial paper.

- Reference publications from the *Financial Post* include Corporate Service Cards, Surveys, Directory of Directors. The Corporate Service Cards cover the major companies listed on stock exchanges and are updated regularly. They provide a good basic background on finances, managers, owners, lines of business, history and subsidiaries.

Libraries, colleges and universities often have sets.

The Surveys provide much the same information, but are organized into annual books by industry, for example, The Survey of Mines.

The Directory of Directors is especially useful for establishing inter-corporate connections.

- Stockbrokers. Again, this is only useful for specific companies if they are listed on an exchange, but even if the company is not listed, there is a good chance an analyst will know something about the industry. The analysts are the people to talk to. Their job is to know the listed companies in their area with a view to forecasting stock market movements. But a steel analyst, for example, whose main interest is the performance of Stelco, Dofasco and Algoma, often has extensive knowledge of the steel business as a whole

and of related industries, such as iron ore mining or auto manufacturing. Stockbrokers are listed in the yellow pages.

- Business connections — competitors, suppliers, buyers, unions, politicians, citizens' groups. The first three are often unwilling to speak on the record, but frequently know the background, and foreground, to the news. With some exceptions, the latter three groups often know less about the specific story, but are more willing to be quoted than the former three groups.

- Securities commissions and stock exchanges. Both are mainly concerned with financing and trading, and so are of specific use. That notwithstanding, they have large amounts of financial and ownership information on file. Securities commissions regulate more than the publicly traded companies, so financial information may be obtained on companies that are extremely close mouthed. A prospectus, the document filed when a company issues new shares, is particularly useful. Exchanges often have annual reports for listed companies, while securities commissions have them for both listed and some privately-held corporations.

- Governments. Federal and provincial collect massive amounts of business information through a variety of departments and agencies. The Ontario government has on public file the boards of directors of all Ontario companies. Many annual reports of large federally chartered companies, and even privately-held ones, such as subsidiaries of U.S. parents, are available from Consumer and Corporate Affairs in Ottawa. Secondly, the provincial and federal industry or commerce departments often have industry experts on staff. Thirdly, regulators such as the CRTC have specialists in, and files on, the companies they regulate.

- Trade Associations. These associations refuse to discuss individual members, but are pleased to talk about the industry as a whole, providing statistics, trends, concerns and sometimes contacts in companies. Most seem to be headquartered in Ottawa or Toronto.

- Other media. There is a fairly good chance the business and / or trade press have done something on or relating to the specific story.

Dan Westell works for *The Globe & Mail's Report on Business*.

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# Atlantic Television System launched in the Maritimes.

by Esther Crandall

Atlantic Canada's journalistic community is getting a shot in the arm as a result of Atlantic Television System's new commercial satellite service, which is creating about 40 jobs in news and current affairs in four provinces.

Fred Sherratt, ATS president, says the \$4 million Atlantic Satellite Network (ASN) is the first service of its kind in North America. ASN will transmit via the Anik-C satellite to cable subscribers in remote or underserved areas of the four Atlantic provinces and the eastern Arctic.

With the Anik-C footprint now extending to the province of Quebec and the state of Maine, viewers in those places will also see some programs on ASN that are not shown on other Canadian stations as well as some that will be carried here before they are released in the United States.

In a television news conference, which originated in Halifax, Sherratt said that ASN has nothing to do with Pay TV; the service will be free and people with cable will not need descramblers or converters.

As a result of approval by the Canadian Radio-Television and Telecommunications Commission, cable companies are required to give priority to ASN by providing a channel for it.

The news conference was carried internally on ATS facilities in Saint John, Moncton, Charlottetown and St. John's.

Sherratt said he did not expect the new system would be a big money maker, but it will add a third system to the existing two, in this part of Canada. It will also provide a new market for independent producing companies, he said. One of which was in negotiation with ATS at the time the ASN was

announced on April 13. The actual start up date was set for May 29.

ASN content will be 60 per cent Canadian with 50 per cent carried in prime time. National and regional advertising will be carried every 12 minutes, except during morning educational broadcasts, with local advertising left for the conventional ATV system.

The education departments of the four provinces have negotiated with ATS for mid-morning slots for programs they will conduct. ASN will carry 90 minutes of news at times when no other news is carried — 30 minutes at 7 p.m. and 60 minutes at 11 p.m., which is between the *CBC National News* at 10 p.m. and the *CTV News* at midnight.

Sherratt said that ATS will set up new bureaus around the Atlantic for the ASN service. In total, the System employs about 325 people.

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# OMNIUM GATHERUM

## VANCOUVER

- Pat Hickey, formerly with the *Toronto Sun*, has joined *The Sun* as its sports editor.

- A new fashion magazine called *Alure*, is to be launched this fall. The publisher is Edward Thing, former women's editor of the *Vancouver Province*, and the editor is Jean McKelvie, a former Eaton's fashion director.

- Bill Sheppard has been named PR Director of the Variety Club. He is a former teacher of journalism at Humber College in Toronto.

- Tom Clark, co-host of *CFTO's* "Hourlong," has joined the *CTV* news staff as national correspondent, based at the Vancouver news bureau.

- New officers elected at the Annual Meeting of the Periodical Writers Association of Canada, held in Vancouver are: Rosa Harris-Adler (Montreal), President; Jane Widerman (Toronto), Vice-President; David Cruise (Vancouver), Treasurer; Sharon Irven (Calgary), Prairies Regional Director; Tim Perrin (Victoria), British Columbia Regional Director; Ann Berkeley (Toronto), Ontario Regional Director; Pauline Guetta (Montreal), Quebec Regional Director; Donalee Moulton-Barrett (Halifax), Maritimes Regional Director.

The meeting also moved to establish a lobby to respond to the forthcoming copyright act revisions; to make it a priority to obtain fair compensation for copying of writers' work by the public, and to explore issues inherent in the storage of writers' work in database networks.

- Nick Russell has been appointed to the faculty of the School of Journalism at the University of Regina. He was former chairman of the journalism program at Vancouver Community College.

## CALGARY

- David Isaac has moved from *CBLT-Radio* in Toronto to line-up editor at *CBC-Calgary*.

- Former news editor Murray Ball of the *Calgary Herald* is the new assistant

managing editor. Night news editor Steve Roberts replaces him as news editor.

## WINNIPEG

- Garth Dawley, veteran newscaster at *CBC* is being replaced as anchorman of "24 Hours" by the co-anchor team of Kevin Evans, a news reporter, and Sandra Lewis, a news reporter at *CBC-radio* in Toronto.

- An article by *Winnipeg Sun* columnist and *CJOB-Radio* host Peter Warren, critical of the Garrison diversion project, appeared in the April 20 edition of the *Deloraine Times* (circulation 1600). It was quoted at length by Garrison supporter Sen. Quentin Burdick (Dem.) of North Dakota in debate on a motion to cut off funding for the project.

## ONTARIO

- Pending approval by the CRTC, the Snelgrove family has sold *CKBB* in Barrie and *CKCB* Collingwood to Katenac Holdings.

- Changes at the *Hamilton Spectator*: editor John G. (Jake) Doherty is the new publisher of the *Owen Sound Sun Times*. Managing editor Alex Beer replaces him as editor. Geoffrey Stevenson has taken over Beer's position as managing editor.

- Steve Rhodes has been named managing editor of the *Brampton Daily Times*.

- C. Robert Turnbull has been appointed president and associate publisher of *The London Free Press*. Turnbull has been associated with the newspaper for 42 years.

- Bill Knight, vice-president and general manager of *CFPL-AM* and *FM-96* is retiring, effective Sept. 1. He will be replaced by program manager, Bill Brady.

- Chris Ballard, former reporter for the *Aurora Banner* is a reporter for the *Orillia Packet n' Times*.

## OTTAWA

by Donna Balkan

- Lesley Cliff has left her job as agriculture reporter for *CBC's* "Radio

Noon" to become an information officer for Agriculture Canada. "Radio Noon's" new agriculture reporter is Paul Meldrum.

- Sheila Petzold has been appointed producer of *CBOT-TV's* "Country Report."

- Dick Proctor is the director of communications and research for the National Union of Provincial Government Employees. He replaces Robert Douglas, who left to publish a newspaper in St. Augustine, Florida.

- Mike Gillespie, former business editor of the *Ottawa Citizen*, is now an editor at the federal Department of External Affairs. *The Citizen's* new business editor is Deborah Dowling.

- More changes at *The Citizen*: columnist Geoff Johnson has left the paper to freelance; reporter Ingrid Peritz is now at the *Montreal Gazette*; two new assistant managing editors are former city editor Murdoch Davis, and former chief news editor Scott Honeyman; former night editor Michael Flynn takes over as chief news editor; Alje Kamminga, formerly the *Citizen's* director of photography, becomes city editor; Graham Parley, former assistant news editor, is now night editor; Richard Starnes, former assistant sports editor, becomes director of photography; Lynn McAuley becomes assistant sports editor; Randy Denley has been appointed assistant news editor. And finally, George Grande, formerly of the *Vancouver Province*, has joined the paper's editorial board, specializing in international affairs.

- Meanwhile, at the *Sunday Herald*, Chet Kulesza has taken over the editorship of the new weekly paper, replacing Mike Pasternak.

- After a three-year stint at *CHNS-Radio* in Halifax, Fred Ennis is back in Ottawa as national bureau chief of "Newsradio." Before leaving for Halifax, Ennis had been with Standard Broadcast News.

- The National Press Club of Canada, watering hole for the capitol's hacks & flacks, is in the process of becoming a union shop. The Hotel, Clubs, Restaurants and Tavern Employees Union has applied to the Ontario Labour Relations



Board for certification on behalf of some 20 press club employees. The executive of the press club has announced it will not oppose the application.

## TORONTO

● Earl Warren, who was recently fired from *CFRB*, is the new host of a Mon.-Fri. music-interview show on *FM-108* in Burlington.

● Seven consumer magazines have formed the Council of Canadian Magazines. Council chairman is James Lawrence, publisher of *Harrowsmith* and *Equinox*. The Council was formed because it was felt that established organizations hadn't been aggressive enough in promoting the interests of Canadian-owned paid circulation magazines. The seven magazines are: *Canadian Business*, *Ontario Out of Doors*, *Outdoor Canada*, *Saturday Night*, *Toronto Life*, *Harrowsmith*, *Equinox*.

● Richard J. Doyle, editor-in-chief of *The Globe & Mail*, resigned from his post. He plans to write a column for *The Globe*. Doyle will be replaced by assistant editor Norman Webster.

● Toronto-born Peter Jennings was

named sole anchorman of *ABC-TV's* "World News," succeeding the late Frank Reynolds. The son of former *CBC* vice-president Charles Jennings, he began his career in Brockville in 1962, and then became anchorman for the late night news on *CTV*. In 1964 he went to New York, and six months later he was given his first announcing job at *ABC*.

● John Fennell has joined Jeffrey Elliott Communications as a senior consultant.

● Norman Blasell Hathaway has been appointed president of the Ontario College of Art. Hathaway is president of the corporate design firm, Norman B. Hathaway Associates and an OCA graduate.

● For its July issue, *Toronto Life* printed two different covers. Based on a feature article on long-term, extramarital affairs, one cover featured the "other" woman, and the other, the "other" man. The press run was 50-50 with subscribers getting covers at random and newsstands both copies. Newsstand sales will be tracked to see if one cover sold better than the other.

● Key Porter Books has purchased Fleet Books, which was bought by

Clarke Irwin earlier this year. Key Porter Books is a partner to Key Publishing, which publishes 15 magazines, including *Toronto Life* and *Canadian Business*.

● Canadian Business Press elected Gwendolyn Page as its chairperson. Page is president of Page Publications. She succeeds Jack Kerr, president of Kerrwil publications.

● Following an agreement between Canada and the U.S. to use the upper range of the UHF band, *CITY-TV* at a cost of \$600,000, was forced to move down the dial from Channel 79 to 57.

● Other changes at *CITY-TV*: Micki Moore has resigned as host of "You're Beautiful." She will be replaced by *global's* entertainment editor, Deborah Burgess. Moore plans to host a series of specials for Superchannel; Morton Shulman has left "The Shulman File." *CITY* plans a replacement program called "Enterprise," which will combine repeats of Shulman's show with new shows with different hosts; Bill Cameron, anchorman of the 10 O'Clock News will be replaced by Gord Martineau, anchorman of the 6 O'Clock news. Martineau will anchor both news shows.

## CAREER OPPORTUNITY

### Public Information Officer Middle East

UN Agency requires a Public Information Officer in the Middle East, and elsewhere, to maintain contact with the media. The successful candidate will have a university degree or equivalent experience; not less than five years professional experience in journalism or public relations; a full command of English, English or French mother tongue. Must be ready to travel widely over extended periods of time. A knowledge of the Middle East environment is desirable as is a knowledge of the Arabic language.

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Deputy Chief, Personnel Services Division (EVN/12/83(F))

UNRWA HQ (VIENNA)

Vienna International Centre

P.O. Box 700

A-1400 Vienna

AUSTRIA



● Trent Frayne has moved from the *Toronto Sun* to *The Globe & Mail*. He replaces sports columnist Allen Abel, who has joined *The Globe's* foreign news staff and will be based in Peking.

● Shirley Sullivan replaces Deborah Burgess as *Gobal's* entertainment editor.

● After 12 years as religion editor for *The Toronto Star*, Tom Harpur is taking a year's leave of absence. He will be replaced by Michael McAteer.

● Cal Millar has moved from the *Toronto Sun* to the *Toronto Star* as a reporter/photographer. Also moving to the *Star* is Wayne Lilley, formerly of *Canadian Business* magazine.

● Popular *CHUM* deejay John Majhor resigned after eight years because of "irreconcilable differences" with management.

● Dennis Watson, former general sales manager of *CITY-TV* has been appointed vice-president of marketing of *CHUM* Group Television.

● Ireland Publishing, a subsidiary of Ireland Graphics, has taken over *Wardair World*, the charter airlines inflight magazine. Dave Fumerton, vice-

president of Ireland, will include more lifestyle articles, and hopes to increase distribution from 100,000 to 200,000 in 1984.

● Maclean-Hunter's *City and Country Home* plans to double its frequency to eight issues next year.

● June Callwood has rejoined *The Globe & Mail* as a columnist in its new "CITY Living Section."

## MONTREAL

● Guy Mazzeo has been named general manager of CBC Enterprises for the English and French Radio and TV networks of the *CBC*. Mazzeo was director of CBC Enterprises for the *CBC's* English network.

● The new officers for the Montreal Press Club are: Ronald Grant, President; Diane Lovoie, First Vice-President; Jose Ledoux, Second Vice-President; Jean Erlewyn, Secretary-Treasurer.

● Christine Johnson, editor of *Protect Yourself*, has been named the new co-host of *CBC's* "Market Place." She replaces Joan Watson,

## SAINT JOHN

by Esther Crandall

● The following have recently been hired at ATV's new Atlantic Satellite Network: Ron Kronstin, *CKNC*, *CICI-TV*, Sudbury, and Carol McDade of *CHNS-Radio* Halifax, anchor the 7 pm and 11 pm newscasts; Duane Lowe, *CHNS-Radio*, Halifax, does the weather; Scott Matthews, moved from ATV in sports; Darrel Good *CKWG* Winnipeg, is writer and producer for 7 pm "Atlantic Pulse;" Ian Morrison, ATV reporter, is senior producer, news and public affairs for *ASN*; Terry Seguin, *CKNC*, *CICI-TV*, Sudbury moved to the Atlantic Satellite, Sydney, Cape Breton bureau;

newcomer Mike Burchill is a photographer in Saint John; Larry Carey, also a newcomer, is a Fredericton photographer; Keith Boag of *CKWS-TV*, Kingston is the Moncton reporter; Glenn Johnson of *CJVR-Radio*, Melford is reporter and cameraman in Charlottetown, and Rick Grant has moved from Halifax to St. John's, Newfoundland, still with ATV.

## AWARDS

● The Federation of Ontario Naturalists presented its Annual Conservation Award to *CBC* producer Nancy Archibald and the production team of "The Nature of Things" for the program's support for environmental planning and education.

● "May's Miracle," a *CBC* television documentary telecast on "Man Alive," won second prize in the film documentary category at the 10th International Festival of Red Cross and Health Films in Varna, Bulgaria.

● The promotion department at *CTV* won two awards at the 1983 Broadcasters' Promotion Association International Gold Medallian Awards held in New Orleans. From 1900 entries in the category, Promotion Kits-Contents, "Little Gloria...Happy at Last" received the Gold Medal and "The Thorn Birds" won the Silver.

## OBITUARIES

● Roy Britnell, the former owner of Britnell's, one of Canada's most famous bookstores, died in June. He was 83.

● Sports columnist and athlete Ted Reeve, affectionately known as "The Moaner," died on August 27 after a long illness. He was 81. Reeve began writing sports with the *Toronto Telegram* in 1928 and was still there in 1971 when it folded. He continued to write a column for the *Toronto Sun*. Known for his wit and writing skills, Reeve was also one of Canada's top players in lacrosse and football, and was elected to Canada's Sports Hall of Fame in 1958.

● Veteran *CTV* correspondent Clark Todd was killed while on assignment near Beirut, Lebanon on September 4. First reports indicated that Todd was in serious but stable condition. Further reports from the Red Cross revealed that as soon as Todd was hit by shrapnel, he told his *ABC* colleagues — cameraman David Owens and sound man Akram Abi — to leave him and save themselves. As *CTV* editor William Cunningham said, "Todd's analysis of the situation was like his reporting — totally accurate." An award-winning journalist, Todd began his broadcasting career in his native Saint John. He worked for *CTV* affiliates in Newfoundland and Montreal before joining *NBC* news in 1974 as a London correspondent. In 1980 he became *CTV's* London bureau chief.


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# SOURCES UPDATES

**SOURCES** directory contains the names, addresses and telephone numbers of more than 2,268 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** (Summer 83):

(page 60, column 2)

## **BEEF INFORMATION CENTRE**

*New telephone number:*

**Jayne Flood**

Phone: (204) 944-1197

*New address for Maritimes:*

Rita Versteeg

c/o Nova Scotia Cattle Producers

P.O. Box 70

37 Picton Road

Truro, Nova Scotia B2N 5E8

(page 62, column 3)

## **CNCP TELECOMMUNICATIONS**

*New telephone number:*

**M.R. Hodgson**

Manager, Advertising and Promotion

After hours: (416) 231-7533

(page 70, column 1)

## **CANADIAN BOOK INFORMATION CENTRE**

*Revised descriptive paragraph and contacts:*

The CBIC is a promotion and marketing service for Canadian publishers. Members' publications included in catalogue and display programmes; co-operative advertising and mailings co-ordinated by National Office; all offices available for seminars, meetings, launchings; research libraries include members' titles and material on publishing; files maintained on freelance publishing professionals.

Contact:

**Gordon Montador**

National Manager

**Julia Bennett/ Annette Goldsmith**

Program Co-ordinators

Office: (416) 362-6555

Regional Offices as is.

(page 74, column 3 & page 75, column 1)

## **CANADIAN DIABETES ASSOCIATION**

*Revised contact:*

Elwood Springman is replaced by

**Michael McFarland**

Director of Public Relations

Office: (416) 362-4440

(page 86, columns 2 & 3)

## **CANADIAN RIGHTS AND LIBERTIES FEDERATION**

*Revised contacts/addresses:*

**Newfoundland-Labrador Human Rights Association**

**President: Bert Riggs**

Office: (709) 754-0690

**Prince Edward Island**

**Civil Liberties Association**

c/o 83 Scarlett Ave.

Charlottetown, Prince Edward Island

CIA 7J7

**President: Leo F. Cannon**

Office: (902) 892-9833

**La Ligue des Droits et Libertés**

**President: Gilles Tardif**

Office: (514) 527-8551

**Lethbridge Citizens**

**Human Rights Council**

c/o 1210 4th Ave. South

Lethbridge, Alberta T1J 0R1

**President: Ed Webking**

Office: (403) 327-7064

**British Columbia**

**Civil Liberties Association**

P.O. Box 24833

Vancouver, British Columbia V5T 4E9

**President: Reg Robson**

Office: (604) 872-5823

**Civil Liberties Association**

**National Capital Region**

**President: Don Whiteside**

Office: (613) 238-7368

**Saskatchewan Association**

**on Human Rights**

**President: Shreesh Joyal**

Office: (306) 244-1933 or 329-2575

**Alberta Human Rights and**

**Civil Liberties Association**

331-10765 98th Street

Edmonton, Alberta T5H 2P2

**President: Bill Broad**

Office: (403) 421-0846

**Victoria Civil Liberties**

**Association**

**President: Frank Preston**

Office: (604) 593-1390

**South Okanagan Civil Liberties**

**Society**

103-304 Martin Street

Penticton, British Columbia V2A 5K5

**President: Ron Campbell**

Office: (604) 493-0210

*Revised contact:*

Lynn Andrews is replaced by

**Patricia Lamb**

Administrative Coordinator

Office: (613) 235-8978

(page 108, column 3)

## **IDEA CORPORATION**

*New telephone number:*

**Loren J. Chudy**

Vice-President, Corporate Affairs

Office: (416) 362-4400

(page 109, columns 1 & 2)

## **IMPERIAL OIL LIMITED**

*Revised contact:*

H. Glenn Rainbird is replaced by

**K.E. O'Connor**

Office: (403) 237-3737

(page 127, column 3)

## **NORANDA MINES LIMITED**

*Revised copy:*

Employment: about 40,000 in Canada, 28,000 abroad.

*Revised contact titles:*

**Len Marquis**

Director of Public Relations

**Carlos Frewin**

Regional Manager, Corporate Relations

— Central Canada

*New telephone number:*

**Betty O'Keefe**

Supervisor, Public Relations — B.C.

Office: (604) 683-0451

*Add to contacts:*

Fredericton:

**Lyons Mackie**

Regional Manager of Corporate Relations

— Maritimes

Office: (506) 455-2015/2018

(page 131, column 2)

## **ONTARIO LEGAL AID PLAN**

*New telephone number:*

**John Beaufoy**, Information Officer

After hours: (416) 595-0907

(page 147, columns 2 & 3

and page 148 column 1)

## **SASKATCHEWAN GOVERNMENT INFORMATION SERVICES**

*Correction of spelling error of contact:*

**Ted Cholod** (not Cholid)

(page 156, column 2)

## **TORONTO THEATRE ALLIANCE**

*New address:*

57 Adelaide Street East, 3rd Floor

Toronto, Ontario M5C 1K7



## Dear *content*:

I would have been naive not to have expected some criticism of my report of the media coverage of the Stephen Dawson case, and indeed a frank appraisal and accompanying discussion of the issues the report raises would have been welcome. The recent *content* article, "All the news that fits," fails, however, on both counts. In fact, I am at a loss to know just what to make of an article that misquotes or uses my quotes totally out of context, misrepresents facts the writer knew to be otherwise, and even goes so far as to falsify sections of my report. Although the article contains many errors and distortions, in the interest of brevity, I'll confine myself to the major points.

In the opening paragraph, Dave Silburt writes, "Pappert's study concludes all media articles were slanted." I can easily imagine the reaction of *content's* readers when they're told, right off the bat, that out of 135 stories analyzed for this report, I was unable to find a single story that was satisfactory. The truth is that this statement does not appear anywhere in the report. What the report says is, "Although some media provided better coverage than others, it is impossible to point to a single newspaper or the CBC and pronounce their coverage consistently accurate." There were many instances of first class reporting, and the report praised several pieces.

Silburt's strongest criticism is reserved for the point that despite my claims to the contrary, he believes the decision to include interviews with reporters who covered the Dawson hearings was made only after the report was written. As proof, he points to Patrick Watson's foreword to the report, which suggested that reporters comments should have been included, and the fact that although the report claims numerous attempts were made to contact the reporters without success, Silburt himself had little trouble reaching them.

Silburt raised both these points almost immediately when we first met. I told Silburt that Watson wrote his comments on the basis of the first draft, which lacked both the interviews and the recommendations, and that Watson had not been informed by the CAMR that interviews with reporters were to be included. When Silburt asked how I could verify that interviews with journalists covering the case had been plan-

ned for the report from the onset, I offered to show him a dated copy of my initial proposal for the report to the CAMR, which not only included plans for reporter's comments, but stressed to the CAMR that such interviews were absolutely vital to any report. Silburt declined my offer as unnecessary.

I believed these interviews were so important to the report that I renewed efforts to contact reporters even after the first draft had been written. (Even *The Globe & Mail* story mentioned by Mulgrew, and used by Silburt as proof the report was already completed, was a copy of the same first draft seen by Patrick Watson, and leaked to *The Globe* on the Tuesday before the release date.)

I'm happy that Silburt was able to contact all of these reporters quickly. However, my own experience was somewhat different. In the case of Bill Fox, *The Star* might well be able to track him down in Timbuktu, but I could not. At one point, after leaving numerous messages with his answering service in Washington, I begged the operator to tell me why he wasn't answering my calls. "I just give the messages, lady," she told me. My attempts to reach Ian Mulgrew were equally frustrating. I even tracked him down on an assignment in Portland, Oregon, where I left two messages at his hotel, to no avail. Had Silburt really wanted to settle the question of just how long and hard I had tried to reach them, all he had to do was ask to see my telephone bills. They're still here, if anyone's interested.

As for Silburt's suggestion that Mulgrew and Tierney were misquoted, all I can say is that I would be irresponsible, not to mention a damn fool, if I had misquoted either of them.

Mulgrew did indeed single out the *Vancouver Province* in our conversation, but requested that comment be off the record as he did not wish to appear to be singling out any single reporter, because, as he repeated several times, he believed most of the stories he had seen were sensational.

Silburt also makes the point that the report lacks authority because I selected only a handful of reporters to interview; that to be credible it was necessary to talk with every reporter whose work was analyzed for the report. Such a suggestion, as Silburt should know, flies in the face of accepted methods not

only of analysis and criticism, but of sociological research as well. Before preparing a proposal for the report, in fact, I sought the advice of an academic researcher for suggestions on appropriate methods for analyzing the material.

Throughout his piece, Silburt misquotes me, or uses my comments out of context. Again, there are many examples I could cite, but I offer this one: Silburt quotes me as saying that it wasn't until after my report was written that I was aware of the controversy surrounding the apprehension of children under the auspices of the B.C. Ministry of Human Resources, giving weight to reporters suggestions that the real issue was parents vs. the state. What I told Silburt was that I didn't know of this situation until after I began reading the stories for my report. Since many of the early stories in the Vancouver papers discussed this point, it would have been impossible for me not to know this was seen as an issue.

Obviously the Dawson case was an emotional story. My quarrel was not that the story was too emotional, but that emotion was often given priority over important facts.

This kind of personal attack makes it more difficult for anyone attempting to analyze and criticize the media in the future. Only an avowed masochist would contemplate undertaking a similar project after reading Silburt's piece.

What really saddens me about the *content* article is that it excludes any discussion of the issues a report such as mine raises for all journalists. In Silburt's rush to condemn the messenger, the message is lost. Surely, like every other profession we must examine, and allow others to examine and question, both the work we do and the implications inherent in that work.

Ann Pappert

## Dear *content*:

I am sorry to hear that Ann Pappert came to grief on her report for the CAMR. I stand by my analysis of her story, which I did not steer toward any particular conclusion — least of all a personal attack. The story did not, in itself, criticize her report; it provided a juxtaposition of facts allowing the re-



ader to draw her own inferences. That is the function of analysis. I am perfectly satisfied to let both my story and hers stand or fall on their own merits.

Dave Silburt.

**EDITOR'S NOTE:** *content* is fortunate to be able to assign a keen freelancer like Dave Silburt to important stories. I have read his detailed transcribed notes on all the interviews included in the CAMR story, and am convinced that the story as published was, to the best of his and our knowledge, accurate, and that quotations attributed to those people interviewed were in context with the questions asked.

Dear *content*:

Your article entitled, "The Lethbridge Herald's continuing battle with a giant," in the June/July issue, contains erroneous and misleading information which we hope to clarify.

First, your headline indicates that *The Lethbridge Herald* is "battling" Thomson Newspapers. Not so. *The Herald* is acquiescing to Thomson management; Lethbridge citizens are "battling" *The Herald* and its Thomson owner.

Second, the public committee which organized around *The Herald* affair is called the Committee for Quality Journalism, and not the Committee for Responsible Journalism.

Third, your writer (Jeff Adams) failed to clarify *Herald* managing editor John Farrington's statement that the committee is "influenced by a small group of local university professors." We won't speak for the committee, however, we know that the broad-based committee works as a democratic committee without excessive influence by any individual.

Fourth, there are few "ranchers and miners" living in Lethbridge as your writer conjectures.

Most important to the ongoing controversy, however, is the fact that a second newspaper has begun publishing in Lethbridge, a possibility which your writer made reference to. Briefly, the newspaper is called *The Lethbridge Weekly*. We are a democratic, community-based newspaper with 40 volunteer staff, and about 50 volunteer

door-to-door distributors. We circulate 10,000 copies each week.

Presently, we are in our eighth week (letter dated August 14) of publication with revenue from advertising and donations. However, the newspaper plans to break commercial tradition by forming a publishing co-operative for public investment. Truly, the newspaper will become a community product.

If projections follow through, the paper will continue in September with a paid staff and a co-op board.

We hope we have clarified a few points, and brought readers up to date.

Dale Lakevold

Editor,

*The Lethbridge Weekly*.

Dear *content*:

I have just received your June / July issue and it reminds me that I should report on a grievous degradation of press and radio which requires airing in your next issue.

On July 28th, *The Globe & Mail* carried a front page story by Jane Gadd, with the heading: "Abortion question divides doctors." It dealt with a survey by the Canadian Medical Association of more than 2,000 doctors. I heard the story first on the *CBC's* 7:30 am (local time) radio report. In early newscasts, the *CBC* followed *The Globe*. Working on the information provided me by the newscasts themselves, I saw that there was a grave distortion of the truth. As the day wore on, the radio reports began to get things correct and finally, by the 6 pm news, they were relatively accurate.

My objection was to the way the story was played by both the *Globe* and by the *CBC*. The first line of both reports said "Canadian doctors are deeply divided on whether a pregnant woman should have the right to choose an abortion." On the basis of the survey, as carried by the press and radio, this simply was not true. The doctors were not deeply divided: indeed, 95 per cent favoured permitting abortion on one ground or another. Only five per cent opposed abortion as such. A total of 49.5 per cent of doctors approved of abortion on request only.

Abortion is, of course, a controversial issue. I am personally opposed to the idea of abortion, but I feel that adult

women should have the right to decide on their future, and I don't believe I have the right to interfere in any way (especially because I am a male and not subject to impregnation). But, granting that many people oppose abortion for everyone, it would be well for the press to give the public accurate information.

*The Globe* and the *CBC* give a slanted concept that is quite dishonest. Take, for instance, *The Globe's* second paragraph:

"...the remainder (95 per cent) would do so only if the patient was a victim of rape, or incest, or if the life, health or economic well-being of mother or child were threatened." But these five conditions cover everything conceivable that the women's rights people are asking. To phrase it this way is to load the test's results. Conjunctions like "or" have an important function and should not be misused. Why not:

"...a victim of rape, incest and any threat to the life, health or economic well-being"...etc.

Of course, there is still another point: *CBC* too often simply scalps *The Globe* without questioning *The Globe's* coverage at all. Even if it is going to steal from *The Globe*, it should use some judgment in handling the news in question.

By the way, I thought the story about Ann Pappert and the Stephen Dawson case was treading on very dangerous ground when it quoted, without comment, her report's recommendation that the media should "include input from groups of and for the handicapped in considering which issues deserve coverage."

This is what we have been told for many years by all minority groups and amounts to a power of veto. The reporters in the Dawson case were covering a trial, not doing a broad and comprehensive documentary on the philosophy of euthanasia. What is to make the social workers or doctors any more emotionally balanced than the parents? Obviously, the case is a difficult one, and the judge (who just last week brought down his judgment) faced hard choices. The press cannot be asked to make these judgments in advance.

John David Hamilton

Editor

*The Westcoaster*



## "Merger" of the ITU and the Guild

■ continued from page 10

in many of the contracts it already has.

Free riders have been outlawed in Ontario, ending a chronic bargaining issue at *The Globe & Mail*. Meanwhile in the U.S., state and federal laws often make it possible for an employer to refuse to collect dues.

The state of the Guild's presence in the industry has shown up in another way — inside the union itself. While the Guild has several big wealthy locals such as the Southern Ontario, New York, San Francisco-Oakland, Vancouver-New Westminster, the two wire service locals, and Washington-Baltimore — there are several smaller ones that are hanging on for dear life.

At the Cleveland convention, it was embarrassingly apparent how much of an upstairs-downstairs union the Guild has become. The Lexington Ky. local's

**"The fact that newspaper editors and owners are genial folk should hardly stand in the way of the organization of a newspaper writers' union...I think I could die happy on the opening day of the general strike if I had the privilege of watching Walter Lippmann heave half a brick through a Tribune window..."**

**Heywood Broun, the Guild's first president in his column in the New York World Telegram, August 7, 1933.**

delegates were given the choice of getting either their salaries or accommodation for the week paid by the union. They were selling t-shirts in the hotel lobby to raise money. I bought a couple from my \$70 per diem.

We also passed the bucket for a couple of our own locals in addition to the Mexican farmworkers. Updates on the situations in Vallejo and Wilkes-Barre, where the strikers are making a go of it with their own paper, sounded like something out of *The Grapes of Wrath*.

Another thing that was bugging some of the delegates in Cleveland was the Guild's own profile on key issues affecting journalists.

Although Joe Glazer led the entire convention in old songs from the '30's and some of the old-timers were talking about Roosevelt's New Deal, the Newspaper Guild has by and large stayed out of politics in recent years, particularly under the 15-year leadership of Perlik. That's in marked contrast with journalists' unions in Europe or even the Federation Professionnelle des Journalistes in Quebec, which have been negotiating newsroom policy for years, including in some cases the right to elect editors.

Even Perlik himself suggested that perhaps the union was getting too conservative when he said at the 1982 convention in Los Angeles that the Guild should move to worker participation in the employers' decision-making. He argued that Guild members' future security depended on it and if journalists are going to be held responsible for what goes on in the industry, they had better get some responsibility for it.

Another late-starting issue is health and safety. But the Guild has been far busier here. Publishers can expect to be negotiating new contract language governing VDT's if they haven't already. The Guild has also been busy building local health and safety committees ac-

ross the continent in recent years.

Now that the illusion of merger is out of the way, maybe the Guild can set its sights on solving its chronic problems. The fact the merger has been held out so long as the answer perhaps has distracted from finding the real remedies. Heywood Broun was advocating merger to his followers almost 50 years ago just as Perlik was last June.

Don't get me wrong. The Guild has come a long way since reporters were paid \$29 and newsrooms were deplorable hellholes.

That has changed with the Guild. Publishers can no longer line up a newsroom and announce that all those left of the centre line were fired. But as long as there are employers like the Thomson paper I once worked at where reporters had to buy their own notebooks, the Guild's work is far from done.

William Farson, a retired international vice-president who was there at the beginning, told the younger delegates in Cleveland not to be lulled into thinking the struggle was over. "We had our troubles, you'll have your troubles too."

*Gord McIntosh is a financial writer for Canadian Press in Toronto.*

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## Opinion

■ continued from page 4

Francisco-based, *Mother Jones*. Now, he says the closest thing to it on the newsstands is *This Magazine*.

But that brochure clearly stakes out the territory: "...women, anti-nuke, worker, student, native..." Not nuclear issues, but anti-nuke. Not labor issues, but worker, i.e. union issues. This language does not bode well for balance. We are assured there are no sacred cows. Well, maybe. But one cannot help but feel the reader will wait in vain for an investigative story on union links with organized crime, even if such a piece were shown to have a basis in fact. Ditto a supposed story on the social problem of reverse discrimination against Anglo-Saxon males.

Sarcasm aside, there is something intensely troubling about the performance of the alternative press. They are as journalistically balanced as those newsletters published by large corporations to tell us what fine corporate citizens they are. It's hard to imagine an article about native rights in an alterna-

tive magazine concluding that aboriginal Canadians are *not* being done dirt by the government. It's hard to imagine such a magazine describing any weapon system, under any circumstances, as a deterrent rather than a provocation. It's hard to imagine such a journal having anything nice to say about Ronald Reagan or nuclear power, or anything bad to say about Jane Fonda or alfalfa sprouts. Their preaching convinces only the convinced. They are boys crying wolf.

By comparison, the mainstream media are journalistic knuckleballs. Anti-nuke, peace through strength, anti-abortion, pro-choice, anti-pornography, pro-smut — each view is championed by various mainstream writers. The current trend toward reduction of the number of such unpredictable news publications is a troubling one. But the creation of alternatives which air only a narrow spectrum — any narrow spectrum — of views is not a solution to the problem. It is a mirror image of the problem.

Class dismissed.

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



# Israeli journalist criticizes press coverage of Israel and the PLO

by Esther Crandall

The flow of government information is almost too free in Israel, a journalist with that country's largest daily newspaper says.

"There are leaks all the time. And the government doesn't like it," Caviel Strasman, assistant to the editor-in-chief of *Ma'Ariv* said in Saint John.

But the government public relations are "lousy. They don't know how to treat the press," which could account, in part, for reports carried by North American news organizations that tell only half the story, even when those organizations have correspondents in Israel, Strasman said.

The rest could be attributed to the nature of journalism — "the underdog is always more favored in our eyes and when you have to report events everywhere, on deadline, you can't always confirm the facts," he said.

All of this notwithstanding, Strasman came down hard on North American news reports, and columns, for reporting what he called 'half-truths' and for making statements that amount

to 'brainwashing,' particularly where the Palestine Liberation Organization (PLO) is concerned.

Strasman made the statements at a press conference held during his tour of Canada's Maritime Provinces, sponsored by Maritime Zionist organizations. He was on leave from *Ma'Ariv* from 1974 to 1976 to work in Canada for the Canadian Zionist Federation.

Strasman holds degrees in law and political science. In the 30 years he has been with *Ma'Ariv*, he has worked on assignment in Cyprus, London, South Africa, Australia, Egypt, Lebanon, the Scandinavian countries, Canada and the United States.

The Israeli journalist criticized the *Montreal Gazette*, *The Globe & Mail*, and *The Ottawa Journal* for calling PLO leader Issam Sartawa (murdered on April 10, 1983) "a PLO moderate, a man of peace" without quoting a source. This was what he called brainwashing.

"There is no such thing as a moderate leader of the PLO," Strasman said.

"The whole PLO covenant calls for the annihilation of the State of Israel."

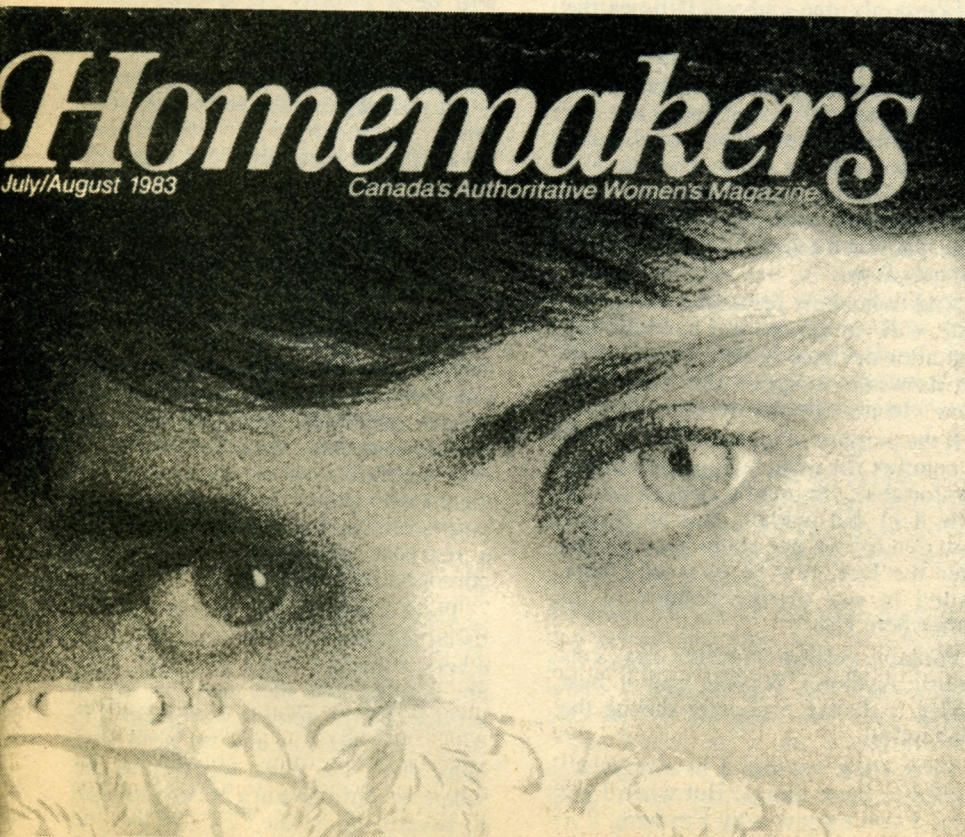
"The PLO doesn't represent the Palestinian Arabs, it never has." But it is much bigger in the Western press than it is in Israel, where "its members talk but they don't have any teeth," he said.

Strasman singled out Canadian Press for carrying stories that reported "the most negative aspects that could be brought out of that part of the world (Israel)." And he said that Canadian news organizations who depend upon their American counterparts, including columnists, for stories on Israel and the PLO, get only half-truths, although some U.S. news organizations have correspondents based in Israel.

When news organizations get stories on deadline from Israel, they should check out unconfirmed facts with sources in this part of the world, such as the Israeli Embassy or Consul General.

The *Ma'Ariv* daily has a circulation of 180,000 on week days and a quarter of a million on Saturdays.

## Profile — Jane Gale



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regrets that she has little time to write now. "All of the time, except when I

have to do it, and I think, God, do I really have to write this? It's worse when I'm on vacation, I keep extensive

journals, and I find when I get back that I miss it. And I know that just because I'm not in some exotic space doesn't mean that I can't explore the frontiers of my mind. But that sort of peters out at the end of the week."

Is there a book — or even ten books in there? Does Gale intend to write 'the truth' about publishing?

"That's hard to say. I've always thought that books were something that other people wrote. But lately, I've had the feeling that I might be on the verge of doing something along those lines. The idea of writing a play is appealing, there again that combination of words and the visual. And I love dialogue. The thing I've come closest to writing is a musical comedy."

Would Gale star in it, too? "I sure would, if I thought I could. That's one of the reincarnations I'm hoping for, to be Ginger Rogers."

Something is bugging Gale, perhaps even a particular book. "People who talk about the books they would write if they only had the time sound pretentious. I might have reached the stage in my life where I've seen a little of the world, and am presumptuous enough to believe that I might pass comment on it. But I'd like to do it in a way that is entertaining, as well as having some importance."



## Conversation with Pierre Juneau

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with the *CBC* and the other half for arrangements with private broadcasters.

**EWP:** I've heard it said within the Corporation that your style has been touted in several publications as being very different from Al Johnson's, but that it is not. That he was not so separated from the creative or the programming function as many people assumed he was.

**Juneau:** Well, of course, I've been in communications and culture all my life. Al was very much interested in public finance.

**EWP:** Applebaum-Hebert made recommendations, which if implemented would result in the cutting of at least three thousand staff from the *CBC*, if in fact all of the production other than news production went outside. How realistic is it to suppose that independent producers either could or would be able to handle all current affairs programming as well as the corporation does? I'm thinking of radio as well as television. What about daily radio shows like "As It Happens" and "Morningside?"

**Juneau:** I've said publicly that I don't think it was a realistic recommenda-

tion. I think it makes sense to say that the *CBC* should have, over the past, worked much more with independent producers than it has. For that matter, so should the Film Board. I think that the fact that, historically when those institutions were started, there was no industry to speak of, outside in the private field, so they had to gear up to do everything themselves. Once they had done that, it became very difficult, because every time the idea might have been considered, to have something done outside, the budget was taken away from a producer inside, and the time was taken away. And there is, as we very well know, a lot of competition for money and for time. I remember in the Film Board, (the reason) we were having so much trouble to try to sell our films to *CBC* was that. I remember a friend who was very important in *CBC* decision-making, and who believed in the idea, telling me once: "Even if I have all the authority, the trouble I have is horrendous, because I'm taking the money away from some of my own people and I'm taking the time away from some of my own people." There's also the fact that if you keep the same size of institution you then pay for the same material twice, because you go on paying the salary of your people, and you've got to pay the money outside to another organization. Not quite twice, but certainly one-and-a-half times the

*Daily Runner* have long been relegated to the garbage can. Their fate is not that much different from the special post-convention edition of the *Citizen* (the first time in the paper's history that it published on a Sunday), or the magnum opus that was the June 12 edition of *The Toronto Star*.

And who can remember whether *CBC*, *CTV* or *Global* got to Mulroney first after the final ballot? Or which of the networks snagged the best "experts" to provide the on-air analysis.

If the purpose of journalism is indeed to comfort the afflicted and afflict the comfortable, the media convention of June 8-11 did neither. But no matter how cynical we get about such events after the fact, few of us would have traded in our orange badges to be somewhere else.

Perhaps veteran *Toronto Star* columnist Anthony Westell said it best during a chance encounter during the convention.

"For some reason, I'm always attracted to these things. But when I get here, I don't know why I'm here."

*Donna Balkan is an Ottawa freelance writer and broadcaster, and former executive director of The Centre for Investigative Journalism.*

price. You don't pay twice for the film stock and things of that kind, but you pay twice for the staff.

**EWP:** You mentioned before the Parliamentary committee that you projected that 176 million dollars will be raised from commercial operations, in the fiscal year 1983-84. Would that include not just the sale of advertising time, but also the sale of the products of *CBC Enterprises* and foreign sales?

**Juneau:** I think that figure was probably only advertising. Our other sales are not very high, anyway. This year our other sales are in the area of six million dollars.

**EWP:** Although you may beef those up as the result of your organizational changes. Do you foresee a situation in which *CBC-TV* could ever be commercial-free. What would it take to make that possible?

**Juneau:** I really don't think that it's a realistic possibility, because the need to compete with U.S. programming will always make the cost of production in the *CBC* a very high cost. If we have additional money there will always be other priorities for that money, like improving programming, improving our production of drama, which at the moment is very much lacking. And drama is extremely costly. So I think that that will be a priority for a long time. Another thing that is pretty obvious, is that people say we are not well enough represented abroad. Canada generally is not well represented abroad as far as news gathering is concerned. Every time I meet with our reporters abroad, they complain bitterly about the fact that they cover the whole of Europe and the Middle East out of Paris and London. And we want another network. So there are so many things that we've got to do. I think we should reduce the number of interruptions on certain kinds of programs. There are interruptions that don't seem to bother people very much, and then there are troublesome ones, so we should study it very carefully and be prepared to reduce interruptions in certain kinds of programming. But I really don't see, as a realistic possibility, eliminating commercials completely.

There's also the fact that the advertising industry considers the *CBC* to be a very important outlet. In a way, they are arguing that they need us as a service. So my attitude with them is to say, "You need us and we need you. Why don't we work together to see where we can arrive at a better approach to advertising on the *CBC*, so that the *CBC* will be more appreciated by its audiences, and more secure in its position, and will be able to remain a service for you."

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edited by journalists — of the ex-freelance and unemployed variety.

Take a look at the pre-vote issue of *The Wilson Express* for example.

"PC Victory," ran the headline in 72 point bold type.

"Conservatives under Michael Wilson form majority in landslide win over Liberals and N.D.P."

It was only when you got to the copy itself that you realized that the problem wasn't a crystal ball gone awry.

"This is the result Canadians are hoping for as we move toward a federal election," read the anti-climactic lead.

In the same journalistic vein, Crombie's *Daily Runner* ran a column entitled, "And in the wider world of news," just in case the delegates were too busy to pick up a *Citizen* or a *Globe & Mail*. In perfect CP style, the column contained "briefs" on such events as the arrest of "Long Knife" in Prince Rupert, the SALT negotiations in Geneva, and the continued fighting in Lebanon — not to mention Margaret Thatcher's landslide victory in Britain.

It's now been more than two months since the Tory convention passed into history, and *The Wilson Express* and



**EWP:** Apropos of using other resources, I noticed in one of your addresses, you made reference to the resources of the National Film Board. In the past, it has been rumored that there has been a not-very-friendly rivalry between the *CBC* and the National Film Board. Will you, with your particular background, perhaps bring the two organizations together?

**Juneau:** I hope so. I think that the rivalry should never have existed. I think it's been a sad situation. I used to be in charge of promoting NFB films to the *CBC*, and although it was very difficult, we managed to get a certain number of films on. I think that the atmosphere is better now and, as you say, the fact that I've been in the Film Board so long (it should be easier). Now we have this system where I'm on the board of the NFB, and the Chairman of the NFB is on the board of the *CBC*. So I'm hopeful that we'll be able to improve the situation.

**EWP:** What differences in style do you bring to your position as President of the *CBC*, from the styles of former presidents, Al Johnson in particular?

**Juneau:** I don't think I can answer that. If I tried, it would be awkward. I think it's better for other people to comment on that, particularly in the case of my two immediate predecessors. In spite of what some people have said and written, Laurent Picard is an old friend, and has remained a very good friend of mine. I used his advice when I was appointed. Al Johnson was a colleague of mine in the public service. When he was President of the *CBC*, we worked very closely together, because I was the deputy-minister reporting to him. So we saw a lot of each other. I have a great deal of personal feeling for Al Johnson.

**EWP:** You referred, in one of your speeches, to the necessity for *CBC* management and administration to provide a good atmosphere for the creative and programming people within the Corporation. Is that, in your view, an important part of your function?

**Juneau:** To the extent that I can do something about it, yes. Of course, it's such a large organization, it depends not only on myself but also everybody who has any formal authority. It's so obvious that it's difficult to say anything on that subject that doesn't sound like a generality. I guess I have been so much involved in production, in the Film Board, particularly. When you're in the government proper it's very different. I think if you want a good administrator or a good deputy minister, you still need to find intelligent, well-

trained and enthusiastic people. And then you've got to create an atmosphere where that enthusiasm will take place. Even in a typical government department. However, a government department works much more from the top down. You send your orders down, and say, "I want this, I want that," and people do it. If you're able to maintain a certain spirit, they work harder than they would otherwise. It helps very much with recruitment, because people want to come and work in that department. They will say, "In that department, it's fun". So it's not that easy, because it's not just giving orders. In any creative organization it's a hundred times more than that, because it's not only ideas, it's imagination. You can't send a message, and say "You go and be imaginative".

**EWP:** Morale is obviously an important part of that creative process, what's your perception of the state of morale within the Corporation, at the moment?

**Juneau:** There were the Applebaum-Hebert hearings, all across the country, and then the report which was very critical of the *CBC*, then the noises that the government was working on broadcasting policy, that there would be a *CBC* module to that policy, and the policy is under discussion, a new president. I guess worse than all that, the fact that the *CBC* finances over the last six years approximately have been in a more and more difficult situation. Let's be quite candid about it, because we all remember the crisis in Quebec, going back to the first bombs, and the development of the PQ, or rather the FLQ crisis, the referendum, the election of the PQ and the tensions that has produced. That has affected the *CBC*, because it has affected all the media in Quebec, as well as all of the intelligencia. This has been going on now for fifteen years. So you ask about the morale and my impression is that it is better than you might expect under the circumstances.

**EWP:** Perhaps because the people who are involved with public broadcasting have made a kind of emotional commitment to it, and have become hardy souls in the process.

**Juneau:** Yes. After my appointment I had several meetings with Al Johnson and Laurent Picard. They used a phrase which I thought was very interesting and sort of intrigued me. They said, "You know, we're not proud of everything we've done, we've had problems in that organization and so on, but it's a generous organization."

**EWP:** In your speech to the employees, you said you wanted the *CBC* to continue to be a generous organization.

**Juneau:** My hope is that the government will say whether it agrees with our proposals or not, and then there will be a consensus. Then I hope we can stop talking and get on with the job. By that, I don't mean that we shouldn't be called before Parliament — I'll go before Parliament every month if they want me to go.

**EWP:** You would almost welcome the opportunity?

**Juneau:** Absolutely. I think that if you have the means to do a job, there's no problem about going before a Parliamentary Committee every month. I'm in meetings all the time, and one more meeting doesn't present a problem.

What I hope will stop is the constant re-examination of the very nature of the organization. We will examine the performance as we indeed should examine our own performance. But there should be a consensus on what the *CBC* ought to be, and no tinkering with that (consensus). Let's see whether or not we can do it. If we can't do it, then let's find other people who could do it better.

**EWP:** I gather from what you say, a sense that you would not have accepted this position if you were being expected to preside at the demise of the *CBC*.

**Juneau:** Certainly not. And I would not, either, have accepted the position to preside at a kind of fundamental reorganization of the *CBC*, or at a change in the indispensable independent status of the *CBC*.

**EWP:** Have you, in your period as president, been subjected to anything which might be construed as political interference?

**Juneau:** No, I don't think so. I think that the kind of reproach that the *CBC* comes under, and it comes, unfortunately, from everywhere. From the right, left and centre.

**EWP:** Does the *CBC* have any friends in Parliament?

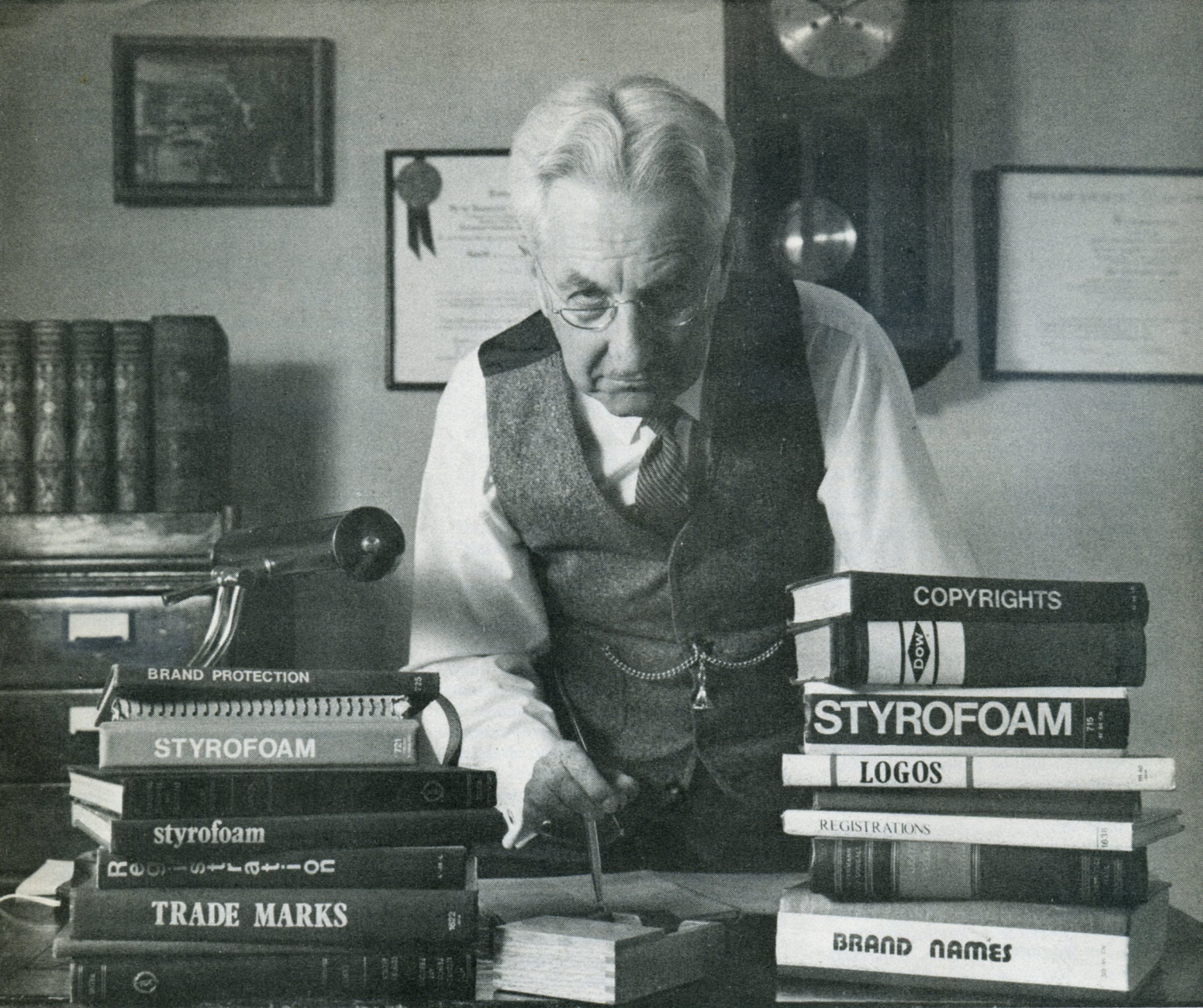
**Juneau:** Oh, I think so. I think that certainly the favorable attitude toward *CBC*-Radio seems to be unanimous, now. It's funny that people who are so candid about their appreciation of *CBC*-Radio don't seem to realize that it's the same institution.

**EWP:** Is there anything I haven't asked you, which you think our readers should know?

**Juneau:** No, but I'm sure you'll think of a dozen more things after you've gone.

**EWP:** Thank you.





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