content

Canada's National Newsmedia Magazine

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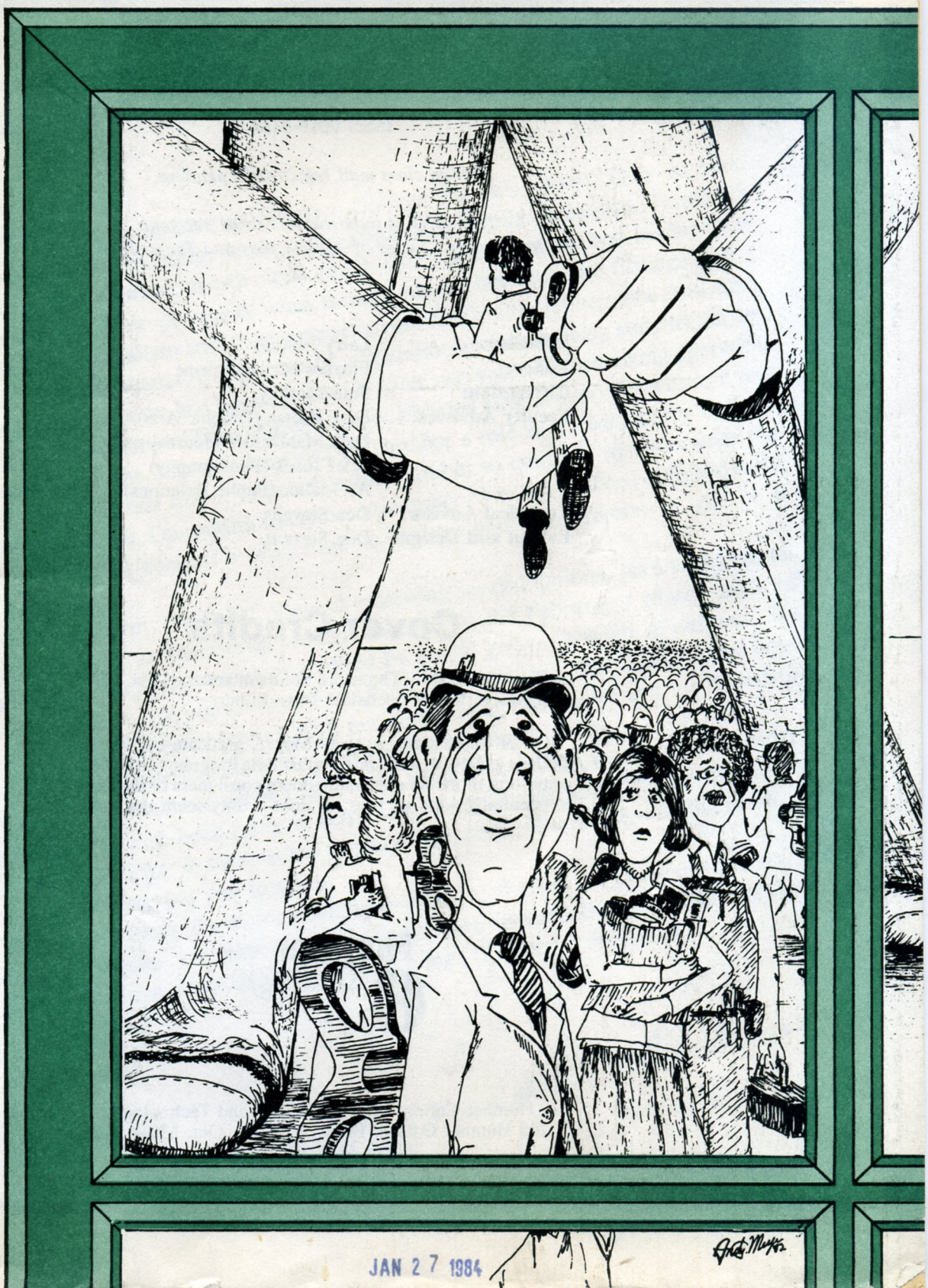
Journeyman — in which Marshall leaves the frozen north — p. 6

Giants on trial — was there a detriment? — p. 12

Webster of The Globe & Mail — p. 18



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Giants on trial — Thomson, Southam and the Law. Part 1 of a two-parter by freelancer Dave Silburt.

Cover illustration by Andy Meyer, graduate of Humber College's Advertising and Graphic Arts Program. Does concentration of media ownership doom consumers of the news to becoming wind-up toys, or does it only seem that way?

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content

Canada's Newsmedia Magazine

Humber College

content has been here at Humber College for two years. They've been challenging, eventful, exciting, hectic, and occasionally, a little depressing. Humber's decision to acquire ***content***, in order to assure its continued existence, was made just as all Canadian economic prospects were turning bleak, but Humber College had a commitment to journalism and an in supporting ***content's*** alternative voice, independent of the mainline media. Unfortunately, circulation and advertising support did not increase as quickly as we had hoped it would. After two years of shoe-string operation with a half-time editor and Fran Murphy responsible for almost everything else, it has been decided that the demands imposed by Humber's role as a Community College must be met first, and that it impossible for Humber to continue to underwrite the operation of ***content***. One additional issue, December / January will be published early in 1984, to fulfill ***content's*** obligation to its one-year subscribers. It will be a block-buster.

For the long-term, Humber College is exploring several options. As a first step, an angel has agreed to underwrite production costs of the February / March issue of ***content***, which will be written and edited by a new group, ***friends of content***. We hope to be able to give you more news on the magazine's long-term future at that time. Humber College is co-operating with our single-issue benefactor and the ***friends of content***, to facilitate production of the February / March issue.

We've been less-than-perfect; even sometimes, according to one of our readers, "preachy". We've been party to some horrendous typographical manifestations of Murphy's Law; we've made some of you angry, some of you laugh — but never, we hope — have we put you to sleep.

Thanks for being there, for phoning in ideas on the stories ***you*** wanted to do, but couldn't. Thanks for responding — sometimes indignantly — to the stories we uncovered. To sum up, thanks for everything. It's been marvellous.

E Wright Pelrine

Eleanor Wright Pelrine

Who killed Joe Clark?

Journalists say they have an alibi. Politicos say don't shoot the messenger

by Dave Silburt

The Right Honorable Joseph Clark, last seen spiralling into the ground trailing smoke and bravely whistling the PC campaign song, had himself a Grade-A, extra-large image problem; of that there can be no doubt. And judging from the self-deprecating comments he was known to make, about his celebrated chinlessness, for example, it was something he felt obliged to respond to. Poor ol' Joe. He apparently never worried about his ability to lead. But he felt his neck about his chin.

With good reason. Right on schedule, he was nudged aside on that sweaty day in the Ottawa Civic Turkish Bath, by arch-rival Brian Mulroney, in an exercise some claim had as much to do with image as with substance. Exit Joe Who, "wimp," dragging his mittens. Enter Mulroney, a man with all the necessary political attributes: male-model looks, French fluency, deep voice and plenty of chin.

The thinking in some circles is that Clark didn't just fall, he was pushed — by the media hanging that "wimp" label on him and making it stick. And it's not just aggrieved Clarkians bemoaning their man's fate: Michael Valpy, Ottawa columnist for *The Globe & Mail*, in his June 13, 1983 column allowed as how "probably no Canadian politician has ever been so trivialized — a blunter label is mindlessly and adolescently ridiculed — by the media, in such slavish pack fashion, as Joe Clark." Interestingly, Valpy has found cause to comment further as successor Mulroney, thrice foot-shot during his first 10 days in the House, seems to be rapidly acquiring an unwanted reputation of his own. Writing on September 24, 1983, of the Manitoba Language Trap, the misquoting of the International Monetary Fund document, and the questioning of Transport Minister Lloyd Axworthy on an issue resolved earlier the same day, Valpy wondered, "What are we journalists going to do: affix this baggage to Mr. Mulroney with the same time-resistant Krazy Glue that we used on Mr. Clark?" It may be too soon to tell with Mulroney, but Clark is history, and in an interview for ***content***, Valpy held forth about him.

"I can't fault the cartoonists," he said. (Exactly. They roast all politicians on the same spit.) "The responsibility is with writers and broadcasters who are serious political commentators." Except for a few loners, Valpy says everyone was out to have fun with Clark — but the wimp wasn't the real Joe. "When you got him away from the scrum...what you found was a highly intelligent, thoughtful, cool, rational thinker."

Example: Clark's 'community of communities' vision of Canada. "I can't recall any journalist actually trying to explain what Clark meant by this, though there was a lot of sneering about it. It was a very viable political position." Instead, Valpy says the press gleefully rubbed Clark's face in trivialities, such as his goofy way of walking: swinging the same-hand/same-foot forward with each step. "A lot of ho-ho journalism was done describing this," he says. "The press never really got rid of the mind-set of the lost luggage or the story of Clark almost backing into a bayonet."

Now, Valpy never points a bony finger of accusation at anyone in particular. But Allan Fotheringham, the most influential, and the most trenchant, political columnist in Canada, the Wicked Wit of the West, gently disagrees with him. In a verbal style 180 degrees away from his biting writing, Fotheringham says goodnaturedly: "Valpy has appointed himself a world expert on this...but the point is, the press didn't lose its luggage; the press didn't ask a peasant (on a Mideast tour) how old his chickens were, or 'what is the totality of your country'; the press didn't almost walk into a bayonet. Joe Clark did."

In his latest book, an autopsy of the federal Tory party entitled *Look Ma...No Hands*, Fotheringham alludes to "an amazing number of people who have become experts on the (1979 world) tour, not hampered at all by the fact they missed the trip," and refers specifically to "one columnist for a terribly serious Toronto paper." He then proceeds to describe the trip, and the famous Clark gaffes, in detail that can only come from having been there. Fotheringham leaves little doubt that the man who was a fountain of nonsensical quotes, and who damn near opened his head on a soldier's bayonet, was the real Joe Clark.

For his part, Clark had zilch to say to ***content*** about his image. Attempts to talk to him ran headlong into a brick wall named Bill Parsons, Clark's "executive assistant." With Parsons' lips doing the moving, Clark seemed to say it's up to the press to make their own interpretations and do their own navel-gazing. Parsons said with party fortunes riding high, Clark, a party man, isn't about to brawl with the media. And that's an admirable bit of restraint, when you think of it, from someone who is widely regarded as a laughing-stock, and who just might be nursing a large, economy-size lust for vengeance.

Of course, even if he's not, to say so would certainly produce a headline like 'Clark denies hatred for press,' which is why Parsons' taciturn statement can be seen as enlightened self-interest.

Still, there are plenty of disgruntled politicians to go around. Such as the much-abused former mayor of Toronto, John Sewell, who is so disgusted with questions about how it felt being stomped by the press, that he simply referred ***content*** to a 1981 article he wrote for *Toronto Life*, after his failed re-election bid. In it, he wrote: "I wonder if there could have been a better way of endorsing George Hislop, whose stands on many issues were similar to mine, without the media making so much of the fact I was supporting a gay candidate?" (The answer is probably not. Sewell's alliance with Hislop, the man with the emptiest closet in Toronto, was based on issues and an idealistic belief in rights for everyone, even homosexuals. It was, however, a glaring tactical goof: once Sewell cut himself on that issue, the blood was guaranteed to throw the local press into a feeding frenzy. The *Toronto Sun's* brutal front-page cartoon, showing Sewell being chomped in twain by a huge pink purse, said it all.)

More disturbingly, Sewell wrote that, early in his tenure as mayor, he was out-maneuvered a few times on city council, and the press decided that made him a loner, a loser. That became the "hook" for Sewell stories. What he is describing is pack journalism, the very phenomenon Valpy decries. Was

Sewell simply naive in expecting the press to explain events in context? Well...

MP Lynn McDonald (Broadview-Greenwood) recalls some coverage of her own activities that seemed to her...well, steered. McDonald wonders why her 2,000-vote victory was hailed as a narrow upset, because she never doubted what the outcome would be. "It wasn't an upset to me — and the guy who won up in Temiskaming won by something like 500 votes and it was never called a narrow victory." (Still, the press view of McDonald as a side attraction before the election may have had something to do with the fact that the main event in Broadview-Greenwood at the time was *Toronto Sun* editor Peter Worthington, who first tried for the Conservative nomination, didn't get it, turned on them as an Independent, and finally disappeared like the proverbial bird flying in ever-diminishing circles.)

McDonald, a diligent NDP backbencher, also wonders why her wearing of a hat in the House of Commons, to shield her eyes from the TV lights, was treated as a joke by the media, and why her complaints about smokers (including Ed Broadbent and his stogies) in caucus were sought out and played up. She qualifies her comments, saying she has had lots of good, serious coverage, but she thinks there is something to Valpy's idea, because she has seen the same in the image of the NDP and Ed Broadbent. "Ed is not very similar to the way he is portrayed in the media," she says.

Which is probably true. But is the media culpable? In Joe Clark's case, Valpy admits the image is at least partly Clark's own fault. He should never have written his own speeches, for one thing. For another: "They were always delivered with his foot pressed down on the emotional accelerator" — referring to Clark's bombastic, jowl-shaking, Diefenbakeresque style of oratory. But he adds: "The media tended to exacerbate the worst aspects of it."

Fotheringham, who has often remarked on the difference between the public Clark and the private Clark, maintains the media cannot severely distort an image. Clark's image was his own reflection. And if this is beginning to sound like a Valpy-Fotheringham face-off, it's because those two national columnists are, in a sense, spokesmen for their opposing views.

Who is qualified to referee? One possible choice is former Ontario NDP leader Stephen Lewis, who has grabbed both politics and journalism by the scruff of the neck, and lifted them clean off the ground. What does Lewis think of the Valpy view?

"Bunk. Absolute nonsense. Politicians are, by and large, absolutely and completely accurately portrayed by the media" — with any inaccuracies balanced by the total picture. The harsh truth about Joe: "Joe Clark is a terribly mediocre, inconsequential political figure. He wasn't trivialized by the media. He trivialized himself."

That's a shocker coming from Lewis, who some think had an image problem of his own in politics. But he says no: "In my early career, I was portrayed as a hard-line, uncompromising sonofabitch who had many more edges than contours. And when I look back on it, I think they were probably right. It took a long time for my wife to civilize me."

And that would seem to be that, with the decision going to Fotheringham. Except...there's this nagging feeling that maybe Valpy, to a degree, is also right. Clark's political screw-ups really happened, but maybe Clark deserved to get away with walking funny, and with being uncomfortable on TV, because those things didn't have a lot to do with his political ability. Maybe the Tories in power weren't quite so much like a bunch of Boy Scouts trying to fly a 747. Maybe there are a few journalists who haven't yet made it to *The Globe and Mail* or *Maclean's*, who can find some advice in the words of the French poet, Jean Cocteau:

"Mirrors should reflect a little before throwing back images."

Dave Silburt is a free lance writer based in Toronto.

Marshall Abandons the North for the Toronto Telegram

by John Marshall

I'd been at the *Sudbury Star* more than two satisfying years after a 1951 flight from a Thomson chain takeover at Oshawa when, with the heads of other departments, I answered an unexplained summons to publisher J.R. Meakes' office. We were right on deadline. When everyone was there, Jim picked a sheet of paper off his desk and looking at me with a wry smile said, "I guess this one's for you, John."

It was a press release to go on page one. Jim read it aloud to his stunned audience. Roy Thomson had bought the paper. When I started to say something, he stopped me, "Not now. Let's get the paper out first."

When I returned from the newsroom he greeted me by saying, "You're going to resign, aren't you?" I confirmed he'd guessed correctly (not unexpectedly considering he'd guessed the same thing before when he'd assumed the day of the Oshawa *Times-Gazette* takeover that I'd be available for a job in Sudbury). He said, "Tell you what. If you stay, and if anyone from Thomson's ever comes into the newsroom and interferes in any way, tell me. I'll put in my resignation, and then you can put in yours."

I had to admire his chutzpa. When I did move on about two years later, it was not because of any problems with the Thomsonites. They sent us their childish bulletins about the monthly story counts they demanded of their editors, but they were marked "F.Y.I." We were not required to do them. Neither did we have to switch to the chain's standardized headline type and restrictive makeup style. Even the legendary budgetary hand (which became so anti-Guild evident at Sudbury many years later) was comparatively light. In fact, an across-the-board raise for which I'd been lobbying was allowed shortly after the takeover.

This is one of the cases where the feared Thomson takeover initially improved a newspaper, if only because some of the sacred cows that had existed under multiple local ownership had been put out to pasture. Not, I hastily add, that the *Sudbury Star* was superior to other newspapers in the way it avoided raking any muck from private enterprise closets — including those of the all-pervasive Inco.

Still, the Meakes chutzpa came into play once to counter an advertiser's effort to control the news. An employee of the big S.S. Kresge store had been fired when she tried to organize a union. The store manager said if we ran stories about the subsequent labor board hearings he'd withdraw the full page he'd bought in one of our special editions. Jim told him to go ahead; we'd run the page blank except for a news story right in the middle of it explaining why. The ad stayed. We covered the hearings. (Too bad that when advertisers have boycotted papers such as *The Globe & Mail,* because they couldn't control the news, that other publishers haven't been equally ready to go public.)

But the Sudbury instance is only one tiny light in the tunnel vision that continues to effectively restrict the newspaper industry's view of what real freedom of the press should be — free to all, not just the owners, their surrogates and their friends. And it's with some embarrassment that I confess to the extent to which I fitted their Procrustean mold as wire editor, city and news editors. Unfortunately I even displayed my establishment genuflections in the occasional editorial. One example of these pre-enlightenment preferences was my critical attitude toward the Mine-Mill and Smelter Workers Union, which organized everything from hardrock miners to lingerie saleswomen. When a union official complained about a lack of balanced coverage of union affairs, I somehow couldn't see his point of view. Back then in the cold-war 50s', that red-tinged union (a favored newspaper term for Mine-Mill) even had the temerity to invite to Sudbury the black singer, Paul Robeson, that threat to all that was pure and righteous in the United States.

And yet, this was years before a heavy-handed Inco PR operation began showering local journalists with junkets and gifts to influence the news. It led to a celebrated expose in 1967 — though only incompletely so in the culpable *Sudbury Star*. There, a not-to-be-bought labor reporter, Wendy Jackson, had sparked the furor with a protest resignation. In the aftermath, an involved editor found a new job and the Inco PR chief quit. (See ***content***, August, 1976).

It's small comfort that by 1956, my last year in Sudbury, a barely perceptible development of my social conscience saw me able to present a somewhat balanced view of the union's many contributions to the community. But it wasn't in the *Star,* it was in a *CBC-Radio* network piece. Our public broadcasting system may not be the hive of radicalism some politicians and boardroom types would have us believe, but every print journalist should be glad it's available as a freelance market. The publishers, and even many on newsroom floors, wondered how anyone could suggest that the Kent Commission on Newspapers should recommend the equivalent of a print-CBC. If for no other reason — and there are many, thanks to the failings of profit-making newsmaking — it is because of the lessons we've learned from a broadcast form of journalism that is not accountable to boardrooms that are totally unaccountable to the public. It gives frustrated print writers an opportunity to express something beyond the restraints of newspaper formula.

There must have been something in the Sudbury air other than smelter fumes, because in spite of long five-and-a-half day weeks, I was expanding my craft beyond radio commentary. I also was learning from the tedium of writing for trade magazines and from the fun of inventing fiction for the pulps (just as I cracked that penny-a-word market it collapsed under the competition from paperbacks). In the time left over from theatre-guild acting and writing, Scouting leadership, and helping to found a naturalists' society, I was able to write a series of general columns sponsored by Canadian Industries Ltd. And no, like sportswriters taking money for various join-the-club chores, it didn't cross my mind that the C-I-L job constituted a conflict of interest. But then I also didn't question the probity of running pix and reports about

the publisher's wife acting as commentator at an advertiser's home show promotion.

I was also learning to be a moderately manipulative administrator. I can recall the publisher commenting on a good story by reporter Karl Morgan, now with the *Windsor Star*. I asked him if he had told Morgan that. He said he hadn't, and then asked me to remind him whenever I thought he should complement someone. Why not? A slap on the back or a deserved byline isn't the stuff of union contracts, but in our egotistical craft, recognition is a welcome currency that too many publishers and editors hoard the way Lord Thomson hoards Krieghoffs. A former executive of Thomson's, Colin McConechy, told the Kent Commission that he had been instructed not to send out notes of commendation for good work. His boss, Brian Slaight, denied there was any such policy. However, he never accepted a McConechy proposal for a system of journalism awards.

Who knows, if I hadn't decided in my next job (at the *Toronto Telegram*) to switch to full-time writing, I might have become an acceptable political administrator. I still have copies of editorial department suggestions I did for Meakes, including one for the formalizing of time off at straight time for overtime — "in effect...provision of a 40-hour week." In those days, a dayside reporter (there was no night shift) who might work until 2 a.m. was allowed to "come in late the next morning." However, if he just worked a short time into the evening, he was expected to be in the next day on time. In order to make a change, we needed an additional reporter. I sugar-coated the idea by saying it would require "a change in attitude and discipline. Working hours would be more intensive. Reporters would have to accept the fact that they would have to give up a certain traditional element of freedom which is now a necessary part of the operation." (That meant that they had to give up the freedom to decide how long they might sleep in after doing a 14-hour day with no overtime pay.)

I sweetened the pot for the publisher by suggesting that if he instituted the overtime idea, he might defer another proposal — one involving an extra day off in a holiday week — until its value as a concession to employees would carry more weight.

I also recommended a formal scale of salaries based on $65 to start for an experienced person and $30 for an untrained cub reporter. There would be $2.50 raises every six months to reach $80 at three years with a maximum of $90 to allow for special "initiative raises." There wasn't much point in scheduling beyond three years, because 95 per cent of the good ones would have moved on by then. It sounds like good conforming company-man stuff, but in fact, it meant raises for all but four of the fifteen on general staff. Actual salaries (I was getting $100 as news editor and I had no idea what was paid to the women's editor, who was also the publisher's wife) ranged from $27.50 for a cub reporter to $85 for one senior deskman. The kind of thing out of which a union campaign should be made.

And it nearly was. Suspecting where my sympathies lay, some of the reporters sought my my opinion on asking the American Newspaper Guild to come in. I encouraged them. Unfortunately, a boondocks paper wasn't in the priorities of the Toronto organizers. Too bad. It might have cracked the Thomson chain early, and at its then

Editor Marshall at the Sudbury Star.

But the Sudbury instance is only one tiny light in the tunnel vision that continues to effectively restrict the newspaper industry's view of what real freedom of the press should be.

Our public broadcasting system may not be the hive of radicalism some politicians and board-room types would have us believe, but every print journalist should be glad it's available as a free-lance market.

strongest link. I had no pangs about accepting the confidences of the staff about their hopes for a union. Improved working conditions and standards would have been good not only for them but also for the newspaper and its readers.

Aside from all that, there were good things about my job at the *Sudbury Star*. I could call on such reporters as Bob Reguly, of later Gerta Munsinger and Hal Banks fame. One of his more felicitous Sudbury achievements was to dig up proof of the age of an Indian woman still working her ailing husband's trap line. It won her an old age pension.

I could also call on the late Blaik Kirby, who practically filled *The Globe & Mail's* entertainment pages on his own. While in Sudbury, Blaik blew the whistle on politicians playing stock market footsie with lobbyists for the trans-Canada gas pipeline of 1956 Parliamentary-closure.

Of course, there was the other kind of reporter who just didn't work out in the Sudbury milieu. Like the British immigrant who sported a monocle. After the man moved on, Meakes confessed that his original application had included a photograph of himself in top hat and evening cape. Then there was the time a reader came into the newsroom and said he understood a payment of $10 would keep a report of his drunken driving conviction out of the paper. After I got my chin off my chest, I ascertained that one of our (briefly employed) court reporters had apparently had a scale of fees, depending on the offence, for such services.

There are many news desk satisfactions on provincial papers that are difficult to match on metropolitan papers where so much is done by "committee" or second-guessing. I could dream up an idea, discuss it with a reporter and photographer; handle the copy; select and crop the pictures; do the layout; write the headlines; and ride herd on it in the backshop.

It also helped that I had a good working relationship with George Grace, who was the news editor on my arrival, but was later promoted to managing editor. He went through a grueling battle with polio, which forced him to write with his left hand. We complemented one another. His genial stability helped control my more impetuous desk enthusiasms. I think we only clashed once. Not long after my arrival, he assigned me to cover an evening library board meeting, and I refused. Aside from the principle that I was a deskman only, the board made about as much news in Sudbury as the Senate does in Ottawa. It wasn't worth wasting time on — particularly when it was my own time and not the company's.

I think publisher Meakes, who was killed in a car accident a few years ago, would have only once doubted his decision to hire me. That was at the end of my first year when I found out it was the custom for everyone to donate to buy him a Christmas gift. The idea of a bunch of modestly-paid working stiffs buying an expensive present for the high-salaried boss was a bit too much for me to take. That was also the year when a traditionally good Christmas bonus for all was reduced in size — with a sleazy note saying *The Star* was (Ho! Ho! Ho!) going to generously give a cash equivalent of Inco's Christmas gift, something like a food hamper or turkey.

The collector for the publisher's freebie was a loyal maintenance man factotum and a close buddy of Meakes'. He was shocked when I played Scrooge by not donating and encouraging others to follow suit. Jim was hurt, and misguidedly put it into words when the staff gathered for the joyful ceremony. He said that the gift wasn't for him but for the office he held (Something like a salute in the army, I guess). He fondly recalled his pleasure in donating money towards a gift for a previous publisher. (That publisher was a character who was known for coming up to a newly hired reporter and telling him he was fired, because he didn't like the shape of his nose.)

Of course there were other normal troubles, including some creeping budgetism which had its first impact on journalistic quality via the composing room. Efforts at imaginative layouts were an easy target when the shop super assiduously sought ways to reduce time costs. And he was the publisher's brother. Then there was the time I found him in our wire room apparently about to circumvent the editing-selection process by selecting some punched tape himself. This was the stuff that could be fed straight to the linotypes allowing one man to operate two machines. The resulting loud noises in this jurisdictional clash, and a push I gave him, had him running to his big brother. I didn't really win. Although he didn't do any more tape selecting, gradually the kind of local editing that should be done to improve the mass-produced wire product was being eliminated.

New technology was having its impact. Though sometimes we pretended it wasn't there. For awhile we even held off running the TV schedules on the grounds that, damn it all, they constituted advertising for the competition. We finally realized it was a service to our readers, and so we took to the air ourselves in an artificial talk show built around material from our upcoming weekend supplement. Alternating with George Grace, I acted as host. Once, as the station's only camera panned from the announcer to me, my fellow panelists had not shown up. I was frantically deciding I'd have to read the comics to the viewers, when the pranksters slipped out of hiding from the drapes behind their seats.

I liked my life in gregarious Sudbury with its nearby lakes and rivers. And, for the most part, I liked my job. It made me want tomake a career out of working at newspapers the size of the *Sudbury Star*, and it's still a good one for anyone interested in the editing side of the desk to consider. But I also had an itchy foot and realized I had a great more to learn about the craft. I decided I needed a post graduate course.

For my campus I selected the *Toronto Telegram*, because it was doing a lot of imaginative things in its fight for a bigger share of the Toronto market. Just after Christmas of 1956, with one of our two sons newly afflicted with measles and bundled up in blankets, we drove south for what I thought would be just an interval in the big city before heading back to a provincial paper.

That's not the way it worked out. But at least I kept learning and the itchy foot kept getting scratched — by a multiplicity of challenges within the weird and wonderful *Tely* operation.

Press Council says Garr's no liar

by Ann Cavanaugh

Allen Garr is not a liar. At least that's the verdict of the newly formed British Columbia Press Council.

Garr, a columnist with *The Vancouver Province*, was accused by B.C. Labor Minister Bob McClelland, of being a liar and a fabricator.

McClelland's charges related to Garr's July 12 column which *The Province* editors ran at the top of page one. The column dealt with the Social Credit government's dismissal of employees as part of its recent provincial restraint program. According to Garr, Socred "transition team hitmen" were sent to Human Rights and other government offices to give employees immediate dismissal notices, confiscate their government credit cards and government car keys. The government's intention was to inform employees before the media did: an incident which has occurred at least once since the rash of firings began.

In the same column Garr wrote: "an RCMP officer was reported tracking a man in the bush outside Terrace. He was hunting human rights worker, Ross Fedy ... Fedy was on a brief camping trip. The RCMP officer was armed with a dismissal notice and nailed Fedy Friday afternoon."

The morning Garr's column appeared on the front page, Labor Minister McClelland held up that edition of *The Province*, for all in the legislature to see, and pronounced Garr's story about Fedy's dismissal "a lie."

In his column, July 14, Garr admitted there was an error in the previous column. He said that although the RCMP was called to help locate Fedy, the dismissal notice was delivered by another government employee. "The main issue," said Garr, "is how the government is handling employees who have worked loyally in its service." As for McClelland's accusations, Garr told his readers; "you can take those statements and spread them under your roses."

Appearing before the B.C. Press Council, McClelland continued to insist the RCMP was "not involved at all in any capacity." But *The Province* was able to prove the RCMP had been asked to locate Fedy. McClelland pressed on. He told the Council that because of "the outright lies, entirely fabricated by the author" other members of the legislative press gallery had written stories, based on Garr's column, in a "pack journalism" manner.

McClelland said the corrected column had "nowhere near the dissemination of the first column" and pointed to an incorrect version in the August 30 edition of *The New York Times* as an example. To that, *Province* publisher Gerald Haslam replied: "To blame us for what *The New York Times* does six weeks later is stretching it."

Columnist Allen Garr, Managing Editor Dona Harvey.

Labor Minister McClelland

In its decision, the Council chastised both McClelland and *The Province*.

"Mr. McClelland's accusations that Mr. Garr wrote "outright lies" and that Mr. Garr's statements were 'entirely fabricated' are unfair and unfounded...the Council finds that Mr. McClelland's accusations of 'pack journalism' have no foundation in this instance," the decision read.

And to *The Province*, the Council said: "When a personal opinion column is given front page treatment, it can be reasonably construed by the reader as a news story. *The Province* policy, that errors of fact appearing in such columns can be corrected only in subsequent columns, is inadequate...a correcton of the admitted error should have appeared in *The Province's* editions of July 13."

The decision satisfied McClelland and *The Province*.

After an editorial board review of the paper's correction policy, managing editor Dona Harvey said: "We'll continue to run corrections in columns, but we'll make a conscientious effort to assess each situation and issue a for-the-record correction."

Allen Garr, however, was not satisfied.

Garr feels the Council contradicted itself by saying he followed "normal journalistic practice...but should have tempered his use of information not positively verified."

Says Garr: "Information not positively verified is not normal journalistic practice."

However Garr's story about Ross Fedy was second hand. Garr says it came from Charles Paris, Human Rights commissioner and Ross Fedy's former boss. Garr says he was unable to contact Fedy before the story was published.

Ann Cavanaugh is a free lance writer based in Vancouver.

Quebec Press Council hosts first conference of Canadian Press Councils

by Dick MacDonald

It's just as well that no one has suggested that press councils would be the panacea for what ails newspapers: a simple survey of the Canadian and international experience would dispel the notion, quickly and decisively.

More often than not, press councils have been examples of promises and expectations unfulfilled. They have not been as effective in monitoring and adjudicating press performances as some of their originators hoped. Too frequently, their ruling on readers' complaints have been mild rebukes to offending papers, and almost as frequently their findings have been ignored. Publishers have been almost guilty of violating basic journalistic standards.

Nor have the constitutions of most councils encouraged them to move into research, into what some would regard as relatively elementary areas of study, such as the social relationships between papers and their readers. And the thought of long-range examinations of the probable impact of the news media on people's lives by the end of the century is virtual anathema to most councils.

That all said, the picture is not entirely bleak. Indeed, if Canadian publishers and editors are as committed to the accountability principle as they'd have you believe by their actions of the past year, there may be some hope yet for press councils to emerge as workable mechanisms of redress and renewal.

With will and dedication, and adequate funding to do their jobs, press councils may be able to prove that they are, simultaneously, guarantees of the public's right to know and of freedom of expression and information. While doing so, they'll be able to affirm their autonomy and make it clear they are not, as some critics claim, mere window-dressing gestures by owners wary of perceived government intrusion on their fiefdoms.

The Quebec Press Council — le Conseil de presse du Quebec — has been working toward such a desirable goal for a decade. It is to be commended for convening, in October, the first Canadian Press Councils Conference.

The assembly, held in Quebec City, was called to commemorate the Quebec council's 10th anniversary and World Communications Year.

A year ago, such a meeting might have been held in a closet, at best, a small boardroom. But in 1983, with publishers, like so many Sauls on the road to Damascus, creating councils in almost every province, the conference drew more than 125 delegates, from the industry, from academe, unions, government, business, and even from the amorphous public.

Formation of councils across the country — except for Saskatchewan, whose papers may apply for membership in the Alberta group — undeniably was spurred by the federal government's proposals in the wake of Tom Kent's Royal Commission on Newspapers report. (At least these days most editors and publishers don't pretend that they weren't trying an end-run around former cabinet minister James Fleming's call for a National Advisory Council.)

Most of those at the conference did agree that press councils should be voluntary, independent, and representative of owners, journalists, and the public. A formula for arriving at an equitable membership composition was

- **Because everyone consumes the media, everyone has an opinion as to what the media are and as to what they should be. However, most people, far from having an ideal for a press council, don't have the least idea as to what a press council could be.**
- **There are those, especially among the press bosses and the journalists, for whom the ideal would be the absence of any press council ... both feel they are not accountable to anyone.**
- **Those who govern would like to see a press council which muzzles the media, without having to take restrictive measures, which are always unpopular.**
- **Certain owners would like a cosmetic council which would serve only to deprive the governments of apretext to regulate their commercial activities.**
- **Certain journalists would like a council which protects them against both those who govern and the owners, without exposing them to the criticism of the public.**
- **There remain the enlightened citizens informed about the realities of journalism, preoccupied with public welfare and free of ideological passion.**
- **I share the concern of establishing better social communications, while limiting government intervention to the minimum.**
- **The real press council is the tripartite council of which there are only 15 in the world. Only such an organism can ensure three fundamental and closely linked tasks: (1) to defend freedom of the press; (2) to condemn the failings of the media; and (3) to work toward improving their services.**
- **The press council, at least as I ideally conceive of it, is a superb institution which could be one of the most effective weapons to prevent the media being prostituted by plutocrats or being made service by bureaucrats. Briefly, to act in such a way that the press become truly democratic.**

These are excerpts from the remarks made at the first Canadian Press Councils Conference in Quebec City by Claude Jean Bertrand, of L'Institut francais de presse in Paris.The professor, author and media analyst has lectured in the journalism department of the University of Minnesota and the communications department at Stanford University.

not so readily agreed upon; indeed, Kenneth Morgan, director of the 30-year-old British Press Council, pointed out that in the early days of his organization the public had been excluded, a situation since rectified.

Not surprisingly, Morgan found endorsement for such remarks as, "the less government and parliament and the press have to do with each other by way of special law and special relationships, the better it is likely to be for society." He went on: "The right relationship between the press and government, and between the press and politicians in general, is a very wary and preferably rather distant one."

Since 1978, the British council has widened the field from which public members are chosen. They are no longer, said Morgan, identifiable with the establishment or the professional middle class. Literally anyone can be nominated. How well the system works, Morgan said, "is an indication of the public's concern with newspaper and magazine standards and, I think, its interest and confidence in a press council."

In 1978, the appointments commission in the United Kingdom had to select 10 new press council members from 43 candidates; this year, it is choosing seven new members from nearly 1,100 candidates.

A benchmark for a press council is that it must be expert and influential enough for its judgment to carry weight within the press. Despite the British council's increasingly public role and its increased influence, Morgan said there is a growing concern about the performance of a significant part of the U.K. press. "It is a concern which could, unless newspapers are responsive to it, lead to quite different involvement of the law and state in the setting of press standards than anything Britain has known in the past."

And he was specific: "Talk of a legislative right of reply, or the prohibition by law of chequebook journalism, of a state media commission replacing a voluntary press council, is no longer confined to the political fringe but has been seriously advocated from time to time recently by some politicians of all parties."

That sort of advice should be given some credence by Canadian councils, particularly those in their infancy. What Morgan was saying was that without vocal councils, councils with vision, and without newspapers that vigorously apply high standards to their practices, the existing unfettered climate may come to an abrupt end.

The "steam valve" function of press councils which Ontario chairman J. Allyn Taylor described in Quebec may no longer be adequate. Perhaps they need to become, in the words of Claude-Jean Bertrand of L'Institut Francais de Presse in Paris, agents of change and educators of both the press and the public.

Bertrand, professor, author, and media critic, told the conference that complaints dealt with by councils are "often futile with regard to the real sins of the press, sins of omission and distortion." While he said that councils are not doing enough to improve media quality through research and professional training, Ontario's Taylor said councils should stick to the role staked out, which to a large extent is case-by-case adjudication of reader complaints. (In spite of that limited view, the Ontario Press Council has initiated public discussions on such themes as ethics and pre-trial publicity.)

As is the case with most councils, the Quebec agency plays the role of an ombudsman or an arbitrator in disputes concerning the honesty, accuracy, and the free access to and free circulation of information. What distinguishes it, as outgoing president Aime Gagne explained, is that it studies complaints which involve all media, written as well as electronic, whether or not they are members of the council. The Quebec council has been building a body of jurisprudence derived from the case studies submitted to it during the past decade, in a sense to give a philosophical and ethical context to its individual decisions.

The October conference in Quebec City wasn't intended to arrive at a consensus, nor to produce resolutions. Indeed, differences of opinion among delegates — on structure and functioning of councils, to the more important basic premises on which councils are created — would have made general agreement possible.

But there will be a follow-up to the conference. The Quebec council's executive-secretary, Jean Baillargeon, will distribute a digest of the meeting's discussions. And it is expected that the Ontario council will take the initiative in organizing a second pan-Canadian conference for early 1984. Likely to be on the agenda is a suggestion for a loose federation of Canadian press councils, whose primary purpose would be information exchange, supplemented by organized contacts with councils in other countries.

Dick MacDonald, founding editor of ***content****, teaches journalism at Toronto's Humber College. Co-editor of The News: Inside the Canadian Media, he now is completing a manuscript of a biography-anthology of the late Borden Spears, former Toronto Star ombudsman and newspaper royal commissioner.*

The naked and the read or:

How I learned to stop worrying and love the newspaper chains

Preamble

August 27, 1980 will forever be known as Black Wednesday. It was the day the Ottawa Journal, originally owned by FP Publications until FP was bought out by Thomson Newspapers, closed — leaving the Southam-owned Ottawa Citizen as the only English language daily newspaper in Ottawa. It was also the day the Southam-owned Winnipeg Tribune folded, leaving the FP-cum-Thomson-owned Free Press the only English daily in that city. It was the day Thomson sold its 50 per cent interest in Pacific Press, the holding company that jointly publishes the Vancouver Sun and the Vancouver Province, to Southam; the day Thomson sold its 25 per cent interest in the Montreal Gazette, left over from FP's 1979 deal to close the Montreal Star, to Southam; the day the 90-year-old name of the Winnipeg Tribune was sold to Thomson for a buck.

It was the day journalists wondered aloud if it was all one massive and cynical deal to carve up Canadian newspaper markets like a roast suckling pig — journalism being the apple in its mouth. Black Wednesday generated the Kent Commission on Newspapers and the draft legislation of a Canadian Newspapers Act. And it generated eight conspiracy, merger and monopoloy charges under the Combines Investigation Act against Thomson and Southam and their subsidiaries: FP Newspapers Ltd., FP Publications Ltd., Canadian Newspapers Company Ltd., Vancouver Newspapers Ltd., and Replacement Sales Co. Ltd. On Sept. 19, 1983, the whole writhing mass landed in the lap of Mr. Justice William Anderson of the Ontario Supreme Court in Toronto.

by Dave Silburt

About the third day of the trial, Clarence Darrow came up behind me, tapped me on the shoulder and whispered: "There is no justice — in or out of court." Clarence comes around every now and then to remind me of this. Wednesday, August 27, 1980 was ancient history. Now, more than three years, one Royal Commission, hundreds of jobs, one piece of draft legislation and a cabinet minister later, the two fattest newspaper chains in the land were finally in court to answer charges stemming from Black Wednesday and various other allegedly nefarious doings. And the one thing that would not take place was justice.

The whole rancid story of the *Ottawa Journal, Winnipeg Tribune, Montreal Star* and Pacific Press would, of course, come out — in at least two versions. The public would at last learn the contents of all those documents taken by federal combines investigators in 1980 raids on Thomson's and Southam's head offices. The two chains would be stripped naked in public, and when all the legal eye-gouging was done, they might even be fined. But journalism was not to be freed from its chains here. Like all courts, this was called a court of law, not a court of justice. Justice is is in the mind of the beholder; courts dispense law.

Truth, however, is quite another matter. There would be plenty of that — two flavors, in fact, as two platoons of lawyers interpreted seven phonebook-sized volumes of evidence in whatever light favored their clients. The 230 documents would not contain much beauty, alas. All the noisome details a guy could stomach, but nothing pretty. Such was the premise of the long-awaited Thomson and Southam trial on Sept. 19, 1983: no justice, two kinds of truth and precious little beauty.

* * *

Let it never be said this show didn't have a stellar cast. To prosecute, the feds hired Toronto lawyer Claude Thomson (no relation to the newspaper Thomsons), of the law firm, Campbell, Godfrey and Lewtas. A lawyer for a quarter-century, he has a reputation for being good at his job. Big man, big voice. In his flowing black lawyer's robe, cuts a Darth Vader figure. Straightforward, unspectacular style; flashes of humor.

For Thomson Newspapers: Lorne Morphy, of the firm, Tory, Tory, Des Lauriers and Binnington. Tall, rangy, balding in appearance; somewhat reticent in manner. Purses lips and regards floor with eyebrows raised, when avoiding reporters' questions. A touch of Perry Mason in his courtroom delivery. Senior partner in his firm is John Tory, a Thomson director and unindicted co-conspirator in the case.

Also for Thomson: Sheila Block and John B. Laskin. Block is diminutive, agressive. Owns a particularly wicked smile. Laskin is the nephew of Supreme Court of Canada Chief Justice Bora. Formerly taught at University of Toronto Law School.

For Southam: Jake Howard, he of the rumpled cape and weatherbeaten face. Hails from Southam's corporate solicitors, Blake, Cassels and Graydon. Was counsel to the McDonald Commission into RCMP shenanigans. A trenchant wit, much given to cracking wise. Has six-inch fangs. Very likeable; very dangerous to other side.

For FP: John I. Laskin, Bora's son. Monotone delivery, workmanlike style. First time in court with cousin John. At least they're on the same side.

* * *

The situation at this writing: The Crown built a massive paper case of the aforementioned heap of documents, supported by testimony from a dozen witnesses, including journalists detailing life on competing newspapers. The Crown amended its original indictment, which alleged a single conspiracy covering Montreal in 1979, and Ottawa, Winnipeg and Vancouver in 1980; now they allege one conspiracy for Montreal in 1979 and another for everything else in 1980. The Crown then rested its case. And the defense came down on it like a bull finally getting hold of a picador. Defense attorneys blanketed court with motions of non-suit, taking two full days to say, "you have no case." The Crown takes as long to say, "oh yes, we do." Somewhat less time was spent on "oh, no you don't, either," and "yes, we do, too." The case was then adjourned for a week for His Lordship to chew the evidence over in his cud. Then he

would rule on how the case would proceed.

What case? Much of the documentary evidence seems to confirm journalists' worst nightmares. There was the handwritten note in Southam vice-president George Meadows' "reorg file," found by combines investigator Ray Moschuk during a September 9, 1980 raid. It said, "Thomson: 1) They get out of Ottawa, 2) They get out of Montreal, 3) They get out of Vancouver, 4) They get control of Winnipeg."

Well, that's what happened, all right. But was this note a putative deal or a dispassionate prognostication of what must eventually happen in those cities? After a disastrous eight-month strike, the once dominant *Montreal Star* was bleeding to death. *The Ottawa Citizen* was kicking the giblets out of the *Journal*. *The Winnipeg Tribune* was fighting a desperate holding action against the mighty *Free Press*. In Vancouver, the Pacific Press arrangement meant the profitable *Sun* had to carry the *Province* like a millstone around its corporate neck. There was only one profitable paper in each city. Nevertheless, Moschuk said Meadows told him, "it was all pre-planned."

Which may or may not be damning. According to Crown counsel Thomson: "The newspaper chains viewed markets in all four cities as a whole when dealing with one another." But hanging over the case is the K.C. Irving precedent — the 1976 Supreme Court of Canada decision overturning a Combines Investigation Act conviction against the Irving chain, after it acquired all five English daily newspapers in New Brunswick. Irving spat out the hook because the Crown had not proved the monoploy was detrimental to the public. And, as Ian Austen put it in *Maclean's*, "The Crown's task in this case is no less daunting." Meaning it was a lead-pipe cinch from the outset that the Irving thing would come home to roost.

To continue: The Crown's evidence shows letters and memos flying between FP and Southam like a swarm of locusts, long before any supposed deals went down. One such exhibit is a memo from George Currie, who became president of FP on April 1, 1978. The memo, dated April 11, alludes to a phone chat he had with Southam president Gordon Fisher, regarding a Fisher letter to Currie's predecessor, R.S. Malone. The letter had discussed — with the opposition, mind you — the idea of making either the *Citizen* or the *Journal* a morning paper. Read into that what you will, but know this: the letter had apparently been thoroughly lawyered so it would not run athwart the Competition Act. Quoth Currie in the memo: "He (Fisher) also told me he thought proposed amendments to the Competition Act would be quickly forgotten by the Government," adding parenthetically, "Jack Horner (then Minister of Industry, Trade and Commerce) confirmed as much at a recent private luncheon which I attended. Thus the existing legislation is likely to remain in force for some time and Gordon suggested this could provide the opportunity to resolve the Ottawa situaton without concern over new anticombines legislaton."

Great stuff! We have here opposing company presidents discussing the fate of opposing newspapers, in possession of an inside tip from a cabinet minister, and seemingly running scared of the anti-combines bogeyman. This will impress hell out of de Judge. Will it?

★ ★ ★

We whisk you now to October 6 at 11 a.m., during the questioning of one Edward Donegan, a Southam lawyer whose name appears on many of the Southam memos. He is telling of last ditch efforts to save the *Montreal Star*. Joint publishing with the *Gazette*, similar to the Pacific Press arrangement, was run up the flagpole to see if anyone saluted. Says Donegan: "He (George Currie) thought it would look better to the competition authorities, as he referred to them, if there were two papers." At which point, His Lordshiip inquires of the Crown: "Why do I care?"

So as to avoid letting the ensuing discussion color Donegan's testimony, the witness is booted out of the room, then Thomson tells Justice Anderson he's out to make a point about the final arrangement in Montreal, in which Southam got the option of buying the *Star's* assets — including the much-coveted presses — but which clearly specified that if a third party appeared, wanting to start a new paper, that group would get dibs on the assets. Thomson's point is there was no such third party on the horizon, the assets were useless to anyone but Southam and the third-party clause was included just to slide out from under possible combines beefs.

Responds Anderson: "Suppose they did put it in there for that purpose. Where does that take you?"

Howard comes out of his chair like a cork out of an over-agitated champagne bottle. "M'Lord, it's the most remarkable theory I've ever heard," he thun-

ders. "Of course my clients wanted to obey the law."

Thomson: "The Crown's theory is that it was window-dressing."

Howard: "The Crown's evidence is that it wasn't window-dressing."

Donegan is ushered back to the stand. Was it window-dressing?

"We were trying to structure the venture to comply with competition laws. I wanted to be able to say ... we had left open a reasonable avenue for competition."

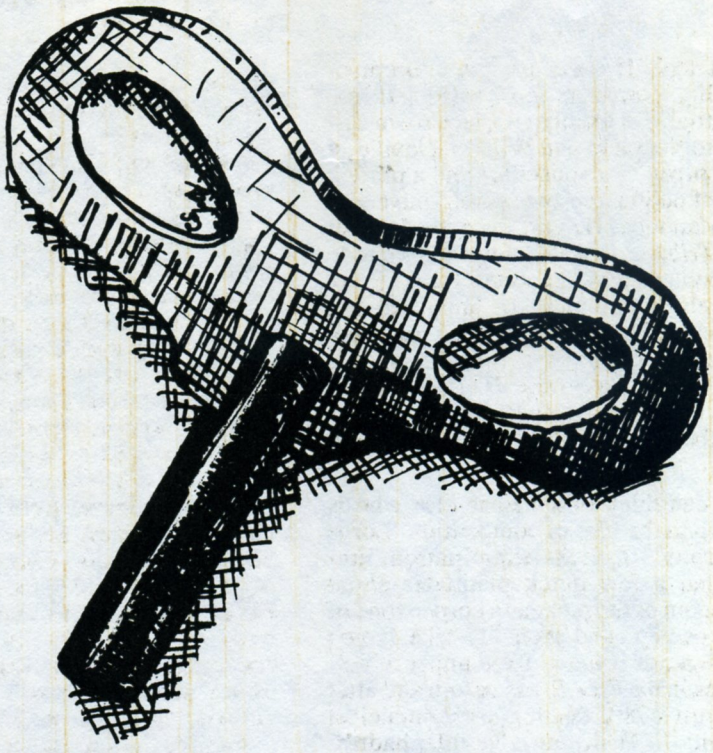
Competition in Montreal ended shortly after Southam gave FP an ultimatum on September 20, 1979: Close the *Star* in four days or you can forget any deals giving you guys a chunk of the *Gazette*. (Gord Fisher, according to testimony, was not exactly crazy about the idea of stepping into another Pacific Press style cow-plop.) According to the defense, minutes of an FP Board meeting show the decision to close the *Star* had already been made on September 19.

So the *Star* closed, FP got its option to buy a third of the *Gazette* and Southam got an option to buy the *Star's* assets, if nobody fell out of the sky and offered to buy the assets to start another paper. Was the third-party clause just window-dressing? Why do you care?

* * *

Do corporations like profits? Sure they do. A Southam document taken in the September, 1980 raids by combines investigators Raymond Moschuk and Dave Teal, outlined expected profits for Southam in the four cities after closing "The Deal — four parts." It estimated a take of over $20 million in 1983. Everybody likes profits. Freelance writers like them too. By the way, the document was in 16 pieces, held together with Scotch tape. Teal fished it out of Southam vice-president William Carradine's waste basket. Carradine's trial starts in January.

But FP was concerned with profits, too. One of their documents, written in the final year of the *Journal*, discussed propping up the failing paper as long as possible: "While we recognize that two evening papers may not survive in Ottawa in the long term, Southam profits would be contained in the next three years ... and FP would have a strong bargaining tool for Winnipeg or other markets." In testimony, Currie, who was sacked by Thomson Newspapers after they took over FP, verified the *Journal* "was a potential bargaining pawn." Well, we've heard that from him once before — at the Kent Commission. But another document, an analysis by the Canadian Consulting Group (management consultants), also referred to the *Journal* as "a trader for the future, until the Winnipeg situation resolves itself" — and it bears a note in the writing of FP director D.A. Price, saying "agreed."



Certainly, corporate types can agree with a Canadian Consulting group report on the *Ottawa Journal*, dated November, 1979, outlining the many drawbacks of newspaper competition. I quote: "It pushes up our newshole by 20-30 columns daily in order that we can compete on news, sports, finance, entertainment, living, etc. Cost: $250,000-$350,000. It pushes up our news staff by 15 people. Cost: $400,000. (Author's note: that's an average of a little less than $27,000 per year, per body, for those who produce what the press barons call "the non-revenue-producing columns.") We need a lot of color in our section fronts: $100,000. We need a good weekend supplement: $200,000." The analysis also refers to the need for a $400,000 promotional budget and an extra $100,000 expenditure on the paper's delivery system, "so it can cope with failures." Finally, the analysis concludes that the total yearly cost of competition is $1.5 million. This article is now recessed for 10 minutes so that you can go to the bathroom.

* * *

For your perusal, the following facts from the testimony are excerpted at random:

1) The defense contends newspapers were closed not to cut competition, as the Crown alleges, but to cut financial losses.
2) Ted Bolwell, former editorial director of FP Publications, testified he met Ken Thomson, the Lord of Fleet, in February, 1980, after FP was bought out by Thomson. He told Thomson if the *Journal* was to be closed, he'd like a chance to find backers to buy it. Thomson assured Bolwell he had no such plans.
3) Bolwell told the court that advance notice of the *Toronto Telegram's* impending death in 1971 allowed the *Toronto Sun* to be launched in the *Tely's* wake.
4) Shortly after the February meeting with Thomson, FP ofces were closed by the new owners and Bolwell was canned.
5) At 7 p.m., August 26, 1980, *Ottawa Journal* editor James Rennie gave a pep talk to the paper's editorial staff to tell them the future looked bright.
6) At 11 p.m., he was called back to work by publisher Art Wood, and told the next day would be the paper's last.

We now return to the main body of the article.

* * *

It took 15 days for the concept of quality journalism to intrude itself into the trial. On October 4, the Crown called to the stand one William Neville, a Winnipeg city councillor and a professor of political science at the University of Manitoba. He said since the death of the *Tribune,* it is not unusual for him to be contacted by a reporter "seeking not simply a comment on an issue but seeking to be briefed on what has taken place...and this is a function of less complete coverage." Previously, Neville said, reporters were tack-sharp on the issues, owing to heavy competition.

I can think of someone else who is sharp in the face of competition. Lorne Morphy, in cross-examination, unloaded a few quick platitudes about freedom of the press as a cornerstone of democracy, and then: "I take it you have never counted the number of columns in the *Free Press* before and after August 1980, dealing with municipal affairs." Well, no, Neville hadn't. Morphy's people had. Newshole up 44 per cent, op-ed page expanded, editorial staff up 10, including three former *Tribune* columnists, and the *New York Times* service added.

Morphy: "The *Free Press* has substantially increased the amount of news it has given to Winnipeg."

Neville: "I have to accept your word."

Next up was John Drabble, the *Winnipeg Sun's* civic affairs columnist, formerly an investigative reporter at the *Tribune*. In those heady days on the *Trib,* reported Drabble, "There was a great deal of pressure to beat the *Free Press* on a daily basis with more accurate or pertinent information. If you failed to live up to expectations, you were often removed from your beat." The focus of competition was enterprise stories, he added. "I can recall the tensest moment of my day was waiting for the *Free Press* to arrive." And if it contained something he had missed, there was a good chance his city editor would have him in a sandwich. Drabble also said there was heavy competition for the services of good reporters, both to improve the paper and to deprive the enemy of talent.

Without further ado, here is the gist of Morphy's cross-examination:

"Your duty as a reporter is to go out and get a story, right?"

"Yes."

"And you report the story to the best of your ability?"

* * *

Ever seen a Kung-fu expert work out on Mr. Average?

* * *

The Crown brought in a fellow named Mitchell Smith, a management consultant with the Toronto firm of Laventhol and Horwath. Smith's firm was engaged by the Crown to compute, from information available to the chains before the deals they say they didn't make were made, if they made them, what profits they might have expected to make if they made the deals they say they didn't make. His results: $14 million extra for Southam and $13 million extra for Thomson, annually. He said Thomson stood to gain an extra $2 million to $3 million annually from the closure of the *Montreal Star*, while Southam's monopoly paper, the *Gazette,* gained about $9 million. Sheila Block took exception to this, saying Thomson did not own FP when FP closed the *Star*. Smith said his analysis viewed FP and Thomson as one company: "The differentiation is of no value." To which Block reponded: "It is of some interest to us."

Smith's exercise in what-if-manship also toted up net gains of $3.6 million to Thomson for cutting its losses in Ottawa, and $2.9 million for Southam, for doing the same in Winnipeg, in addition to extra profits of $3 million for Southam and $7.3 million for Thomson in their respective editorial solitudes. Howard called the calculations hypothetical, which they were, and accused Smith of using magic, which he didn't.

Is it really profitable to have a monopoly? Yes. Is it legal? Yes.

* * *

And so it goes. Walter Stewart comes to the stand to say, sure, competition sometimes forces a story to press before it's ready, but competition is still the motivating force behind investigative journalism. Morphy makes him admit some good investigative stories have been done by non-competing papers.

The Crown calls Brian McKenna, a producer and writer of programs for "The Fifth Estate," who cuts his professional teeth at the *Montreal Star*. McKenna launches into a panegyric to the *Star,* saying it sent five reporters to cover the Riel rebellion. Jake Howard pops up, objecting, calling that hearsay evidence. General mirth ensues. Later, Howard pries an admission from McKenna that TV shows like "The Fifth Estate" are competition for newspapers.

* * *

The day the defense was scheduled to begin, there was a very heavy infestation of television reporters. The *CBC* alone sent a sketch artist, a producer, and reporter Barbara Keddy. They had all heard the defense was to file motions of non-suit, and they were there to Get The Story.

Some days earlier, the hard-core Press Gang — Rick Haliechuk of the *Toronto Star,* Lorne Slotnick of *The Globe & Mail,* Chisholm MacDonald of Canadian Press, Peter Moreira of the *Halifax Chronicle-Herald,* and ***content's*** demon freelancer — had asked Crown counsel Thomson what the prognosis was for the impending motions. He had said it's a standard legal maneuver, and is not expected to totally obliterate the charges.

But when Thomson counsel John B. Laskin finished his all-day harangue on the finer legalities of the motions, he was an instant celebrity. A half-dozen sets of perfect teeth and fifty-dollar hairdos set upon him immediately to Check The Facts. That night, the *CBC* news item lasted 90 seconds and ended with the very heavy observation that the motions, if successful, could see all charges dismissed.

"I've seen that kind of thing before, on a much grander scale," said Slotnick the next day. He used to work the *Globe's* foreign desk. "When Bobby Sands was fasting to death in Northern Ireland, TV crews from all over the world were there because everyone expected a huge conflagration as soon as Sands died. It didn't happen that way — but after he died, every rock that was thrown became that huge conflagration on the television news."

That day, the legal arguments for the non-suit motions became meaty, giving a clear window on what the defense would sound like when it got going. There weren't two TV reporters in court to rub together.

* * *

"If the agreement alleged in the particulars was carried into effect," said Morphy in his submission, "would it unduly limit competition in that marketplace? My respectful submission is no." Morphy's respectful submission centers on the concept of undueness. He and the other defense lawyers told court that in order for the law to apply, lessening of competition must not only be proved, it must be proved to be undue. And for it to be undue, it must actively freeze out anyone else who may try to enter the field.

As an example, Morphy laid a grocery store analogy on the Judge. When a grocery store buys out a competing store, competition is unduly lessened if the deal includes an agreement with the wholesaler not to sell merchandise to any other stores. But if a grocer just simply buys out his competitor, "Is it an agreement to lessen competition? Yes. An agreement to unduly lessen competition? No." Similarily, undue lessening of newspaper competition means you tie up all the presses, paper and ink. And in this case, said Morphy, "there is no evidence of that."

The written agreement in Winnipeg, which Morphy read aloud in court, specifies that Southam can come back in to publish at any time, only not with the *Tribune* name. No freeze-out after all; in fact, the existence of the *Winnipeg Sun* proves that.

And as for Vancouver, why, those papers have always been published by Pacific Press, and still are. The Vancouver allegation therefore makes no sense. "The purpose of the disposition of those shares (Thomson's shares of Pacific Press) did not have the object or design of lessening competition, but as Mr. Fisher so colorfully put it, to end a partnership of unnatural bedmates."

There is no evidence to suggest the closings of the two papers in 1980 were anything but independent decisions, court was told. To which Justice Anderson replied blandly, "One is left with a loose impression that there was a connection between events which was not entirely coincidental."

But, Your Lordship, Mr. Donegan testified as to why the two papers closed in the same day. Both companies had already decided to close their money-losers. Southam wanted the *Tribune* to close the same day as the *Journal* because if the *Journal* closed first, its employees would get a jump on job openings elsewhere. It was done, Your Lordship, for the workers. Besides, Fisher would have had a rough ride from Southam's Board of Directors if he had tried to keep the financially plagued Trib open while FP closed their bleeder. There was an agreement of timing, nothing else.

As a matter of fact, the timing was an exercise in honesty "so people would have a plain view, right up front, of what we're doing," said Morphy. He was, of course, referring to a deal the timing of which was so complex, according to earlier testimony, that the companies staged a dry run before Deal Day — so their executives could practise flying around the country with the necessary documents, like a big football play in the sky.

And merger? There was no merger here, no sir. In a merger, you join two working companies. What happened here was just one paper picking up the assets of another that had already closed.

Anyhow, the Crown didn't prove detriment to the public. "While Mr. Neville had a subjective view of municipal coverage (in Winnipeg), it doesn't come within what the law requires as actual detriment," Morphy said. Furthermore, "Mr. Drabble, Walter Stewart...all spoke highly of the professional journalism of the *Winnipeg Free Press*."

Added Jake Howard, "It is nonsense for the Crown to ask Your Lordship to find an offense for fear some offense may take place in the future...if at some time in the future — I'm horrified at the thought — the Thomson organization operates a monopoly in Winnipeg to the detriment of the public, then you can drag me back in here." But as the Crown's case stands, said Howard, there is no proven detriment.

* * *

Knowing something, or thinking you know it, is one thing. Proving it in court is something else again...

Reporter 1, setting down lunch tray: "Did you see any detriment?"

Reporter 2, looking up from sandwich: "I didn't see any detriment. Did you see any detriment?"

Reporter 1: "Nope, I sure didn't see any detriment. Did you see any detriment?"

Reporter 2: "Hell, I didn't see any. How about you?"

Reporter 1: "Nah."

* * *

Thomson Newspapers, said Morphy, had no knowledge of any 1979 deals between FP Publications and Southam — Hell, Thomson didn't even enter the picture until a year later. By that time, the *Montreal Star* was long closed; there was no conspiracy to join even if there had been one to begin with. Which according to FP, there had not.

* * *

"So tell me, Mr. Morphy, what's the most damning evidence against your client?"

Morphy purses lips and regards floor with eyebrows raised. "You tell me."

"Hmmm. How about those documents saying the *Journal* would be used as a trader?"

"Those are FP documents."

"Yeah, right. And Thomson, as the new owners, aren't responsible for their contents?"

"Nope."

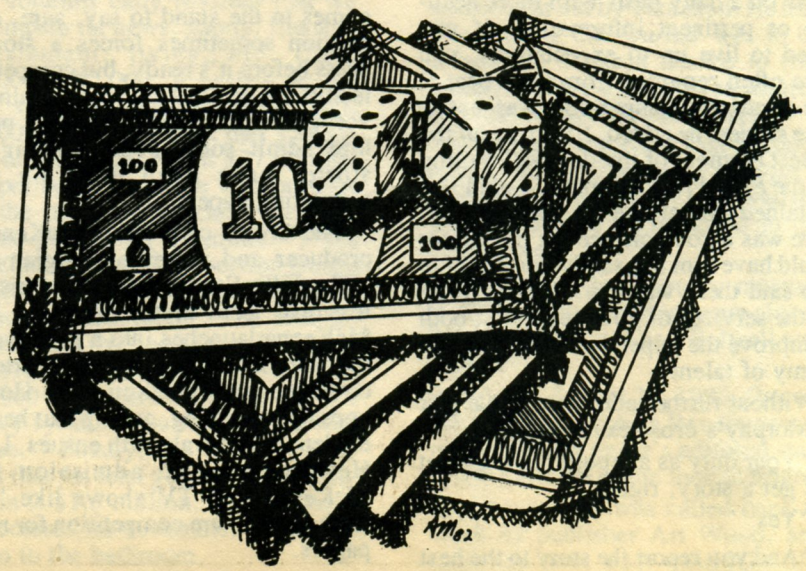
* * *

If there was a deal between Thomson and Southam in 1980, FP had nothing to do with it, and could not have aided or abetted it, according to FP counsel John I. Laskin. "FP did no more than notify its successor of its positions and prospects," said he. "Briefing your successor is not an offense."

As a precedent, Laskin cited a case in which two men were acquitted of aiding and abetting a gang rape. They were acquitted on the grounds that they only stood by and watched while others committed the rape. He cited the case as precedent because, in his respectful submission, the innocense of those two men is analagous to that of FP, which only stood by while Thomson and Southam did whatever it was they did to the newspaper industry.

How 'bout that?

Part 2 appears in ***content*** *H11.*



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.

The result is *The Hazards of VDT's* a 57-page booklet now in its third printing which has been sent to unions virtually all over the world. Its author, OPSEU's Health and Safety Co-ordinator Bob DeMatteo is in the process of revising and updating it for a second edition.

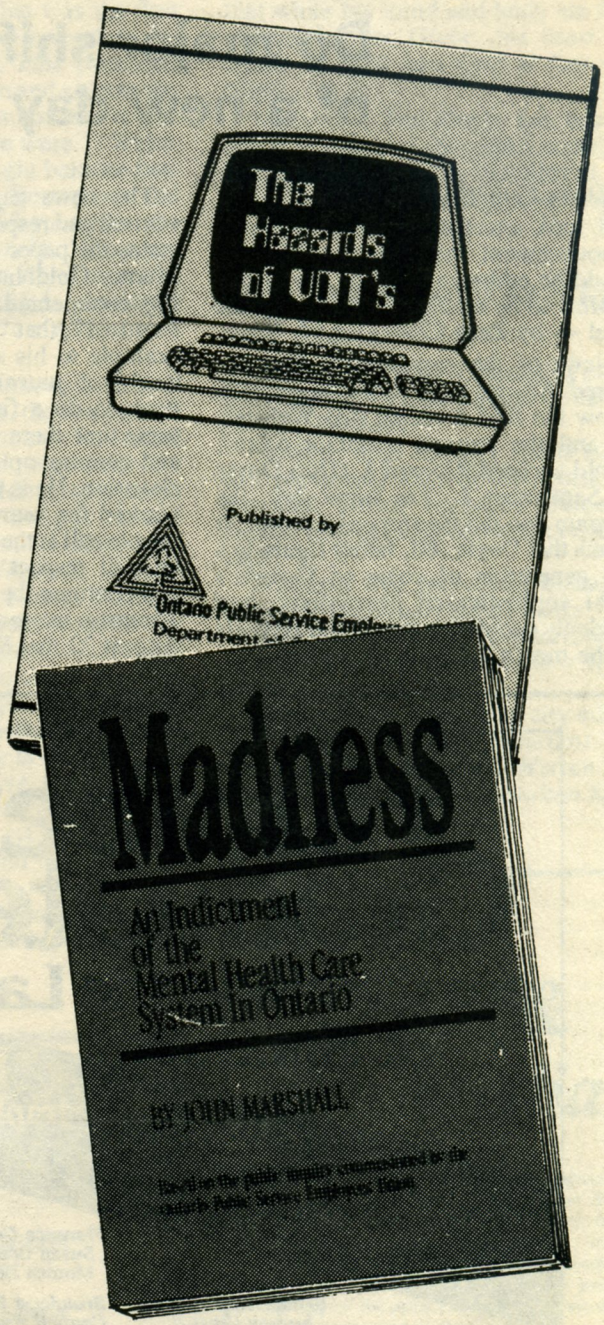
From eyestrain to potential radiation damage; from headaches to chemical hazards, it's all there.

When OPSEU members saw the human tragedies resulting from government policies which drive people out of mental health care facilities to save money, they asked their union to do something.

OPSEU organized a public commission to hear evidence in nine Ontario centres, and the real results of government policy became clear.

In *Madness*, the report of OPSEU's commission, the bankruptcy of the program of "deinstitutionalization" is spelled out in a gripping and readable style by author John Marshall.

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



Ontario Public Service Employees Union

1901 Yonge Street, Toronto, Ontario M4S 2Z5 Tel: 482-7423

If Zena Cherry says so, you know it's true

Do major shifts herald dawning of a new day at the Globe and Mail?

by Doug Fetherling

It took exactly two weeks for the announcement that Norman Webster would be editor-in-chief of *The Globe & Mail* to be confirmed at the highest level — by Zena Cherry.

News of the appointment first appeared August 9. A front page piece below the fold revealed that Webster, 42 and the paper's assistant editor, would succeed Richard J. (Dic) Doyle on September 1. The same day, the *Toronto Sun* ran the story as a rumor. It seems that Doyle, 60, father figure to a full generation of some of Canada's most sophisticated journalists, had suddenly decided to step down 20 years to the month after his ascension.

The news triggered expression of warmth and respect towards Doyle both inside the paper and outside. Professor Murray Goldblatt of Carleton University commented, in a letter published August 17, that "Doyle set a significant example to his staff and others in the world of journalism — challenging them to do a first-class job." At the same time there was wide-spread relief and genuine optimism over Webster's elevation. He is well thought of and has worked for years alongside many key people still at the paper; and it is felt that he will respect the paper's traditions and continue the good fight against the Thomson interests. But it was not until August 23 that Webster was perceived by posterity-in-waiting as having really made the leap. On that day he was identified as "the newly appointed editor-in-chief" in Zena Cherry's column, thus making official what before was merely true. A rather large cut of him appeared as well.

The occasion was a luncheon for Aurelio Peccei, the president of the Club of Rome. It was at this function, incidentally, that Norman Eric Webster, as Ms. Cherry called him, met Kenneth Roy Thomson for the first time. "Of course, I'd covered him in London when I was the correspondent there," Webster says. "I had the bureau during the period of all the terrible troubles he had with *The Times*, and I'd go to shareholders' meeting at which he presided; that sort of thing. But I never realy talked with him or met him until just the other day."

In addition to the London post, Webster, a slight, boyish-looking man with a sort of tweedy casualness, has occupied the Queen's Park column and the bureau in Peking; most recently, he had been overseeing the features department and also writing an excellent foreign affairs column on Saturdays, a chore he was renowned for dashing off at the last possible moment. "When they announced my appointment," he says with a laugh, "there was a little box saying that Webster had started out as a copy boy. That's true, of course, though my uncle (R. Howard Webster) owned the paper at the time. It's interesting, though, that I rose as his stake declined. He first owned the *Globe*

outright, then had only 20 per cent of FP, and then lost out (to Thomson) in the struggle for ownership." But though the family's involvement is now either salaried or honorary, there is a feeling that Webster's editorship will enhance the *Globe's* traditions, with some updating and expanding in new areas.

What changes are ahead? "The idea that I'll simply walk into the office and send out thunderbolts is absolutely mistaken," he says. "That's not the way the paper operates, and neither do I. But, say, a year from now one should be able to notice some changes." Newsroom gossip suggests the shifting around of certain middle management types. More definite is the prospect of following through on Doyle's dream of more overseas bureaux. "Africa is the leading contender. Others being considered would include Tokyo, the Middle East, and somewhere in Eastern Europe. There are pros and cons for all of those." But the betting is on Nairobi where the *Globe* had a shop in the 1960's. The city may not be entirely typical of Africa: there is a large Indian influence for one thing, though as Webster says, "Many Africans find it too European. But the communications are good and that's where most Africa correspondents are." He adds: "Kenya is a big important country in itself. It's still democratic and has a lot of the tribal problems common in Africa, and so on."

Webster is of course a champion of the national edition of *The Globe*. He praises the present domestic bureau structure as "maybe the strongest point of the paper. "'John Jones, *Globe & Mail* reporter.' I like the look of that on the front page," he says of national stories. But such coverage must be balanced by more attention to Toronto. "There has arisen a perception that we don't care about Toronto. We can't neglect our base." He hopes to find a new city columnist — to do "more than city hall — to take Metro as broadly defined and show a flair for people and events." He's less sure, however, of the long rumored and hoped-for Sunday edition.

"Before the recession hit, they not only had studies done but had the mock-ups, and would certainly have gone ahead if the timing had been right. Since then the plan has not been brought forward, and won't happen right away. But I'd like to think it's understood that it will happen one day." Originally, plans called for inclusion of the now-deceased section called "Lifestyles" as a companion to the Sunday paper; in any future Sunday plans, "a magazine would come later if we got over the first step."

Dashed expectations about a Sunday paper, however, were only one source of low morale at the *Globe* during the recession. "We simply had less money to spend," says Webster of the decline in advertising revenues. "There weren't so many trips, expenses were being watched, the number of columns came down. The paper even laid people off! It was startling. That was the first time anyone here could remember. So morale took a beating. This coincided with a Guild negotiation and an extreme element of tension. But now we're just about back to where we were." Webster hopes to find the right balance between offering directon from above and being accessible, and hopes that the latter particularly will help. He's even accessible to outsiders. "The secretary tries to do some screening, but basically anyone who telephones can speak to me if he wants to."

Within days of the announcement of Webster's appointment, the *Sun* carried a rumour that he would now be forced to end his association with *Saturday Night*, which his holding company, Dascon Investments, bought several years ago, installing John Macfarlane, the former editor of *Weekend*, as publisher over the editor, Robert Fulford. The rumour caused consternation for several days in the magazine community before people realized it was not accurate. Webster is quick to state his position. "There was the assumption that now that Webster is editor of the *Globe*, he won't have time to run *Saturday Night*. But the fact is, I don't run it and it doesn't take any of my time. The publisher and the editor really do run the magazine. What's more, the magazine is really owned by myself and my brother and sister. It was my idea originally, but now they're quite interested too. And they don't have any intention of getting out (either)." The only change Webster can see for himself "would arise from a problem of perception (that might make it necessary) for me to cease being the chairman" of the *Saturday Night* board as listed on the masthead. But he reiterates that while his mind and body are fully occupied at the *Globe*, his heart will reside at least part-time at *Saturday Night*.

Meanwhile Dic Doyle has become editor emeritus of the paper, contributing special pieces, or possibly a column, likely to run on page seven, opposite the editorial page.

New line-up at *The Globe and Mail:*

Geoffrey Stevens is managing editor and Timothy Pritchard editor of the *Report on Business*.

Stevens, until recently sports editor and previously Ottawa columnist and national editor replaces Cameron Smith, who has returned to the editorial staff.

Pritchard was previously managing editor of the *Report on Business*.

Paul Polango former general reporter and sports feature writer is new sports editor.

Shirley Sharzer is acting city editor, and Donald Hendry assistant city editor. Former city editor Warren Barton has moved to *The Hamilton Spectator*.

Reflections on the Tory Leadership Convention...

or 2,300 journalists in search of the same story.

Gremlins got to Donna Balkan's story entitled, "Reflections on the Tory Leadership Convention...or 2,300 journalists in search of the same story," in the August / September issue. The following is the way the story should have run, beginning from the point where the story got mixed up to the end. ***content*** *regrets the error, and apologizes to Donna Balkan.*

by Donna Balkan

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 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 representing 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 Satuday."

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.

"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 Mulroney'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 Mulroney's, which used white bond instead of newsprint) — and read like newspapers, editorial bias not withstanding. This was hardly surprising since they were largely written and 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 *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."

OMINIUM GATHERUM

HALIFAX

by Dean Jobb

- Changes at the *Halifax Chronicle-Herald* and *Mail-Star* newspapers: Reporter Don MacDonald has joined the Ottawa bureau, and will be replaced at Province House by long-time sports columnist Hugh Townsend. Sports editor Ken Jennex is taking over the newspapers' "Sportsweek" magazine. Bill March is editor of the Saturday "Novascotian" magazine insert, replacing Jane Purves, who assumed editing duties at the *Herald*.
- Sydney native Susan Marjetti is back in Nova Scotia after writing at *CFRB-Radio* in Toronto. She's now a newscaster for *CHNS-Radio* in Halifax.
- Stephen Kimber has signed a contract to edit the *Commercial News*, the Halifax Board of Trade's monthly magazine. He'll continue writing for other magazines and teaching journalism at the University of King's College, Halifax.
- Speaking of King's, next spring George Bain will step down after five years as director of the university's journalism program. Bain, who does regular columns for the *Globe & Mail* and *Maclean's*, wants to devote more time to writing, but will continue to teach a course. Journalism professor Ian Wiseman has been give a two-year leave of absence — he's off to Toronto as executive producer of *CBC-Radio's* "As It Happens."
- Who has retired after three years as the formidable host of the Halifax Press Club's Saturday afternoon trivia contest? Veteran journalist and CBC commentator Harry Flemming. The new quizmaster? Fellow trivia buff Ed MacLellan, a sports reporter for the *Halifax Daily News*.
- Jim Nunn, legislative reporter at *CBC-TV*, is the new anchor at "First Edition," the evening television news program on CBC Halifax. He replaces Frank Cameron, who has shifted to reporting after 13 years at the anchor desk. Cameron will continue to read the late local news at 11 p.m.

LONDON, ONTARIO

- Award-winning poet David McFadden has been appointed Writer-in-Residence at the University Western Ontario for the 1983-1984 academic year. McFadden worked as a reporter for the *Hamilton Spectator* and has also taught creative writing at the Kootenay School of Writing in Nelson, B.C. He is currently working on a novel, a book of short stories, and a long-poem series.

OTTAWA

- Andre Bureau, current president of Canadian Satellite Communications (CanCom) has been appointed chairman of the CRTC. He replaces John Meisel, who is returning to teach at Queen's University. A lawyer from Trois-Rivieres, Quebec, Bureau was vice-presdient of *La Presse* in 1972. Before joining the Quebec broadcasting firm, Telemedia in 1980, he was practising law.
- Denis Harvey has been appointed vice-president of the English-language *CBC-TV*. Harvey joined the *CBC* in 1972 and was assistant general manager when he left in 1978 to join the *Toronto Star*, where he was editor-in-chief and a vice-president. He has also held executive positions with the *Hamilton Spectator*, *Montreal Gazette* and *Canadian Magazine*. Harvey replaces Peter Herrndorf, who resigned to become publisher of *Toronto Life*. Herrndorf will remain available as a consultant with *CBC* until December 31.
- The Canadian Association of Broadcasters elected CAN West president Donald Brinton chairman for a second term. Other elected officers: vice-president, radio, Michael Arpin, president of regional stations for Mutual Broadcasting of Montreal; vice-president, TV, Robert Elsden, president of *CFPL* in London, Ontario; treasurer, Robert Redmond, chairman of Redmond Communications.
- Stuart Brandy has bought *Enterpriser Magazine* from publisher Alex Inglis.
- Susan Soucoup has been appointed media relations manager at the Conference Board of Canada.

MONTREAL

- Quebec City has its own Sunday edition of *le Journal de Quebec* with a circulation of over 100,000.
- Managerial appointments at the *Montreal Gazette*: James Arklay, advertising director; Joyce Hammock, retail advertising manager; former advertising director Bruce Stevenson is now marketing director; former assistant to the publisher Bob Richardson is director of operations. Garnet Mugford has replaced Ron Barnett as production manager. Barnett is now the director of operations at the *Hamilton Spectator*.
- Helpard Marketing has launched the first issue of *World of Wheels*. It will be sold on newsstands at $1.50 and have a controlled circulation in Ontario.
- A new sports magazine, with the emphasis on Canadian sports, will be launched in Jaunary by Presskativ Publishing. The first issue is expected to have a 52,000 circulation across Canada and will be sold on the newsstands for $2.50.
- The AIJPF (Assoc. Internationale des Journalistes de la Presse Feminine) is preparing for a congress to be held in Israel from May 13-16, 1984. For the first time, the Brussels-based association is headed by a Canadian, Lily Tasso, journalist at *La Presse*. The theme of the conference is, "The Role of the Women's Press in Health Education." AIJPF is open to all journalists interested in matters concerning women, the family and society.

ST. JOHN

by Esther Crandall

- Paul McNulty, news director, *CKCW-Radio* Moncton, entered the University of New Brunswick Law School in September under a Beaverbrook scholarship.
- Denis d'Amour, assignment editor, Radio Canada Moncton, received a scholarship to study law for one year.
- Huguette Young, Radio Canada reporter Moncton, is on a year's leave of absence to attend Carleton University.
- Newcomer Paul McFate replaces Steve Patriquin, at the *Kings County Record*, a weekly published in Sussex. Patriquin is now a photography instructor in the Communication Arts program at New Brunswick Community College. Victor Stanton, a free lance TV writer in Cambridge, Ontario is a journalism instructor and David Peachy, is a graphic arts instructor in the 2-year program at the community college.

- Carolyn Van Buskirk is a newcomer at the *Saint John Telegraph Journal and Evening Times-Globe*.
- Jim White, assistant general manager of the Irving dailies in Saint John, is now employed by J.D. Irving Ltd. The lawyer-turned-journalist would not say whether he resigned or was fired by Saint John newspaper publisher Ralph Costello.
- George Prentice, an assistant man. editor at the *Montreal Star*, when it folded, and news editor with the Saint John papers until he was fired in October 1980, has been appointed managing editor with the *Fort Worth Star Telegram* in Texas.
- New Brunswick Broadcasting Co. Ltd., owners of the Irving radio and TV station, *CHSJ* a CBC affiliate in in Saint John, has gone to Federal Court of Canada in two separate actions over the federal cabinet directive involving media cross-ownership.

  In a claim filed with the federal court last August, the broadcasting company questioned the validity of the July 29, 1982, federal cabinet directive which instructed the CRTC not to grant or renew broadcast licences where media cross-ownership exists in the same market, unless it would result in hardship for the owners or the public.

  The broadcasting company first challenged the directive in a statement of claim filed last February, just as the CRTC was about to hear *CHSJ-TV's* licence renewal application. In that statement of claim, the company said the federal cabinet directive was invalid and void under the Can. Charter of Rights. The company also said the directive deprived the company of rights under the Canadian Bill of Rights.

  The CRTC went ahead with the *CHSJ* application for licence renewal despite the first challenge, and in August granted a licence for 27 months instead of the 5-year period the station had requested.

  The *CHSJ* application for licence renewal was the first CRTC heard after the federal cabinet issued its directive. In its decision, the CRTC said the company was being given time to rearrange its affairs or to make other arrangements which would ensure that the people of New Brunswick are not deprived of the CBC network service.

TORONTO

- Geoffrey Stevens has been appointed managing editor of *The Globe & Mail*. He replaces Cameron Smith who returns to the writing staff. Stevens has been Ottawa columnist, national editor and sports editor. Other changes at *The Globe*: Managing editor Timothy Pritchard has been promoted to editor of "The Report on Business," Paul Palango is the new sports editor, Donald Hendry has been appointed city editor.
- William Littler, entertainment critic for the *Toronto Star* has taken a leave of absence to finish a book. He will be replaced by Gaynor Jones, of the University of Toronto Faculty of Music, who has been writing reviews for the *Star* since 1980. Other changes at the *Star:* Jim White, food editor, will be a regular on *CBC-TV's* "Marketplace." Former Sunday editor Lou Clancy becomes city editor replacing Mary Deanne Shears, who has been appointed assistant managing editor in editorial administration. Gerry Hall, assistant city editor and travel editor, becomes the new Sunday editor.

  Two years after launching an early morning edition, the *Star* is now offering home delivery both in the morning and afternoon.
- Philip Hacker has been appointed business development manager for *Homemaker's* and *Madame au Foyer*.
- Judi and John Mcleod recently fired from the *Brampton Daily Times* (see ***content*** No. H7) are working for the *Toronto Sun*. Judi is a staff writer and John was recently hired as a copy editor.
- Comac Communications has acquired three "city" magazines: *Vancouver, Calgary, Edmonton* magazines plus *Alaskafest* magazine from Pacific West publications for approximately 2.5 million.
- Changes at United Press Canada: Bob McConachie becomes executive editor; Marie Grebenc becomes national editor; David Jones, Toronto bureau manager; Doug Payne becomes broadcast editor in charge of the new radio and television service for UPC; David Tucker, chief sports writer becomes sports editor; Ken Whitehurst becomes communications and operations manager.
- Mark Smyka has been promoted from news editor to associate editor of *Marketing*.
- David Schatsky is officially the new host of "Radio Noon" on *CBC-Radio*. Schatsky had been hosting the program on a temporary basis since Bruce Rogers left the show last June.
- Georgie Binks has joined the news team at *CBC-Radio* 740 as municipal affairs reporter. She replaces Jay-dell Mah who takes over the City Hall beat.

VANCOUVER

- Peter Speck, publisher of the *North Shore News* and *Sunday News* has been appointed vice president of the B.C. and Yukon Community Newspaper Assoc. The *North Shore News* plans to publish every day in February. The tabloid now publishes twice a week and distributes 54,000 free copies.
- Publisher Eric Cardwell of the *West Ender* has brought out the *East Ender* to cover the other side of town. Total circulation is 104,000.
- Due to outstanding readership and advertising, *Citibusiness*, a new business newspaper, is now publishing twice a week.
- Founder and former publisher of *Pacific Yachting* Gerry Kidd is the new publisher of *Elder Statesman,* a monthly for senior citizens, which has a paid circulation of 40,000 in Western Canada.
- Beginning in March, 1984, *Western Living* will expand to include Manitoba and Sasktachewan.
- Gerry Warner, former reporter for the *Kamloops News* is now the news director of *CKRW-Radio* in Whitehorse, Yukon.

WINNIPEG

by Edmund Oliverio

- The Manitoba Community Newspaper's Association's 1983 award for best all-round rural newspaper was won by *The Carillon*. It is published by Derksen Printers, and its editor is Peter Dyck. Other top award winners are: The Morris *Scratching River Post* (Best Christmas edition); The Carman *Valley Leader* (Best Editorial); The Pembina *Times* (Best Feature Story); Dauphin *Herald* (Best Advertisement); Stonewall *Argus* (Best Education Story); and the Dauphin *Herald* (Best News Story).

- Former Manitoba Ombudsman George Maltby has been named Chairman of the Province's first press council. The *Winnipeg Free Press, The Brandon Sun, The Portage La Prairie Daily Graphic* and some members of the Manitoba Community Newspapers Association initiated founding of the organization which is to be in place by the end of the year. The *Winnipeg Sun* has chosen not to participate.

- The Media Union of Manitoba took its first step towards organizing employees at the *Winnipeg Sun* in October as bargaining agent for 30 mailroom workers. The union already represents mailroom, editorial, advertising and circulation employees of the *Free Press*.
- Doreen Millin of Ottawa joins co-host Bill Guest of the *CBC-Radio* show, "Information Radio." She replaces Agatha Moir who left the show to do freelance work. Lee Major joins the afternoon show, "Information Radio" replacing Guest. Leslie Hughes continues on the show.
- Brian Gory of The *Globe & Mail* has taken a six month leave to relax in Vancouver. Peter Carlyle-Gordge a *MacLean's* correspondent has taken a one-year leave of absence to visit England. He will be replaced by Andrew Nikiforuk.
- The Secretary of State is funding a conference on the media and visible minorities slated for February 1984. This is a follow-up to a similar national conference held in Toronto in October, 1982.
- Publisher Sidney L. Bursten of *The Downtowner* has resigned to go it alone. He will be replaced by Christopher M. Guly.
- 520 Corydon is the new address of *CKJS-Radio*.
- The first AM station to go stereo in Manitoba is *CFRW*.
- The Manitoba Community Newspaper Association has moved to 204-254 Edmonton St., Winnipeg R3C 3Y4. Telephone: (204) 947-1691.
- After 25 years in the Winnipeg community newspaper, field Margot Chester has retired. She began working for the St. James *Leader* in the 1950's and later became editor of the St. James-Assiniboia *News*, and editor of *The Times*. For the past several years she was editor of *Metro One* as well as editor-in-chief of the Reliance Group of Community Newspapers. Replacing her at Reliance is senior editor of *The Lance*, Wes Rowson. Melanie Chandler becomes *Metro One's* editor.

OBITUARIES

- Veteran newspaper reporter Frank MacEwan, 70, died October 2 after a long illness. MacEwan was born in Detroit and worked at several U.S. newspapers before joining the Canadian Army in 1939. After the war, he joined *The Globe & Mail*. He also worked with the *Toronto Telegram* and the *Hamilton Spectator*. Until his illness forced him to retire, he was an information officer at Erindale College in Mississauga.
- De B. Holly, radio announcer for 40 years, died of complications due to diabetes. He was 69. Born Leslie de Blaviere Holly in Saint John, N.B., he attended King's College in Halifax, and joined *CHSJ-Radio* in Saint John. Shortly after W.W. II, Holly joined the *CBC*. For the next 25 years he was host of the morning program, "Sounds Classical." Amid protests from listeners, the *CBC* cancelled the program. Instead of retiring, Holly joined *CHFI* to host "Classics 'Til Dawn."
- Two weeks after he retired from *CKEY*, popular radio broadcaster Joe Morgan died. He was 76. In recent months, Morgan had a cornea transplant and a minor stroke. Born in Hamilton, Ontario in 1907, Morgan left school before Grade 5 to educate himself. At the age of 17 he landed a job as a reporter for the *New York World*. Returning to Canada in 1948 to care for his mother, he was editor of *The Thoroughbred of Canada* (now *Canadian Horse*) for 8 years. He became a broadcaster at *CKFH* in 1955. After 11 years, he switched to *CKEY* as newscaster. Morgan's newscasts were known for their strong, often abrasive opinions, and his distinctive voice.

REVIEW

Bylines, by Bernard Weinraub (Doubleday, 1983. $23.95, hard cover).

by Fran Murphy

"The passionate, real story behind the news..." of "the people who make the news and report it" screams the blurb from *Bylines*, reporter Bernard Weinraub's first novel.

With these promises in mind, the novel begins with a suicide brought about by an aborted attempt at making love by the managing editor of the New York *Star*.

That sexual prowess, or the lack of it, is what is most important to these people "behind the news" becomes evident as Weinraub introduces a myriad cast of newsroom characters — most of whom were in their own love nests at the time of their editor's death (the middle of the afternoon).

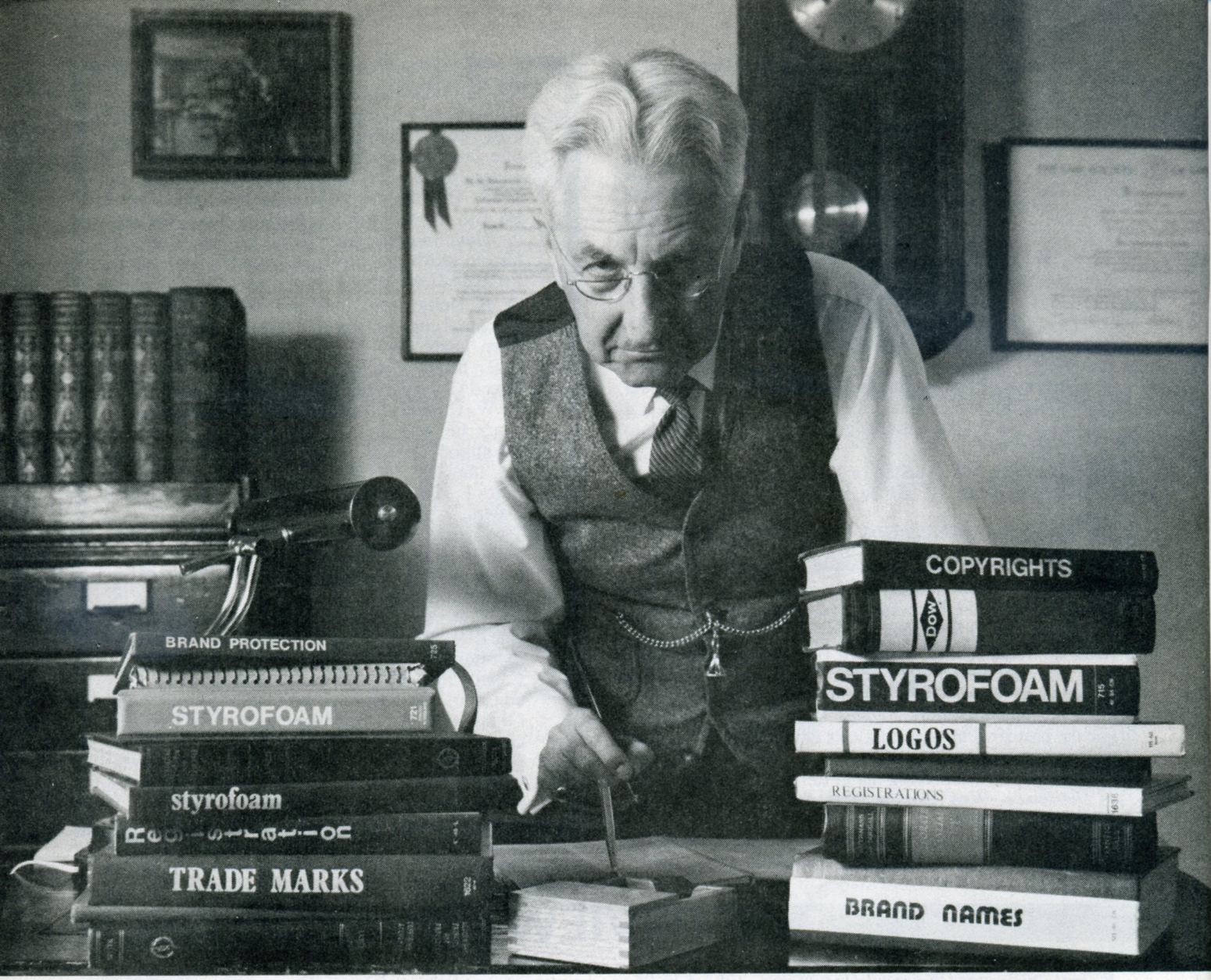
All of these characters are vying for the late managing editor's job. There is the likeable but alcoholic deputy managing editor, the abrassive, bullying city editor, the assertive, black Washington D.C. bureau chief, the polished and worldly foreign editor, and your token female national editor.

To help tell these editors apart, the author relates in great detail their individual sexual likes and dislikes. There is so much sex going on between reporters, editors and secretaries during the day, it's a wonder the paper ever gets out.

Why these people want the editorship of a dying newspaper is never fully explained. Yet all of them decide that the only way to win the job is to get The Big Story. To this end, the author tells a good yarn about politics in Washington, the FBI, Hollywood, and (yawn) a Senator having an affair with a member of the family that owns the newspaper.

This tale is told through a sea of stilted dialogue (everyone "waits a beat" before speaking), expletives (never deleted), and repetitous phrases. In the course of 4 pages, for example, the phrase, "the two men" was used 7, count them, 7 times.

Hopefully, Weinraub, who is a reporter for the *New York Times*, Washington bureau, is a better journalist than a novelist. If *Bylines* was intended to resemble a big city newspaper, such as the *New York Times*, it misses its mark. It is just too contrived and gussied up to be credible.



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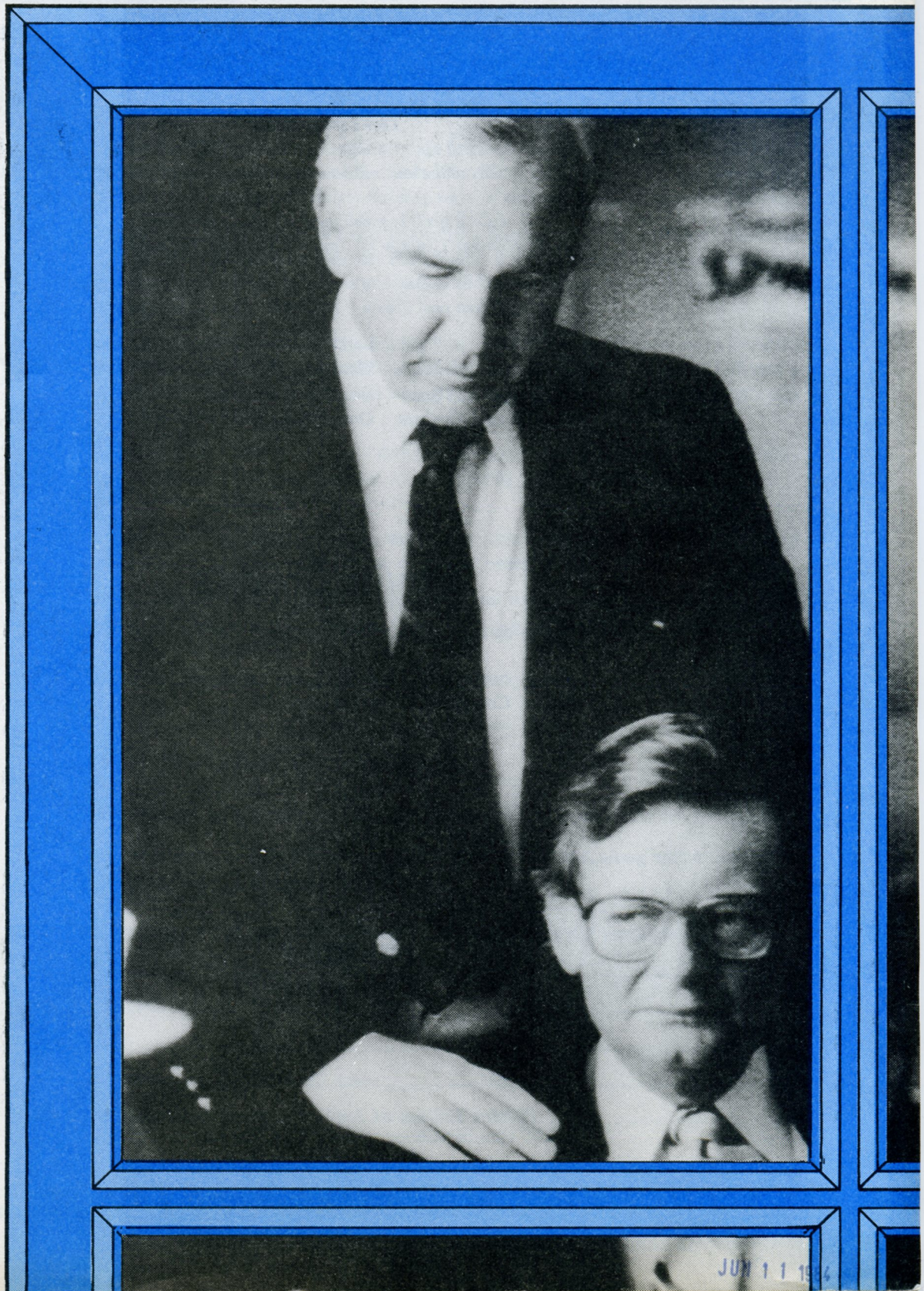
Canada's National Newsmedia Magazine
Winter, 1984 No. H11 $2.75

Privacy Act — a tool for journalists — p. 4

No conspiracy and no detriment. Southam, Thomson and the Combines Law face life — p. 8

Bibliography of basic reference books — p. 15

Canada, a TV game for Ted Turner? Liss Jeffrey saw it all before CRTC ruled — p. 28



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The Privacy Act — a potential tool for journalists

by Tom Riley

The growth of technology along with the sophisticated uses to which computers can be used today, especially in the rapid transmission, dissemination, retrieval and storage of data, has created a climate where people are becoming more and more concerned about the protection of their private lives.

At a time when the state has the capacity to pry and enter into all corners of one's life without the individual even being aware of it, privacy has become an essential human right.

In the year 1984, Orwell's **prognostications have taken on deeper** meaning. His novel, *1984* has become the by-word for the abuse of individual rights and total surveillance and control by the state. These trends have pointed out the need for some form of protection of the privacy of the individual.

With the enactment of the Privacy Act, Canada has moved towards providing a limited means of protection of privacy, in the guise of the protection and handling of personal information, on an individual, kept in Federal government files.

The first move towards this Act was made in 1978 when the Canadian Human Rights Act was proclaimed law. Under Section 4 of that Act, a person was allowed access to his or her personal file with certain rights of inspection and correction, along with certain but limited information practices the government department or agency has to follow when dealing with personal information.

The rights were expanded in 1983 when the new Access to Information and Privacy Act (c-43) became operational on July 1. Journalists might be interested in using the Privacy Act to determine what kind of files the federal government might have been keeping on them over the years. As many journalists deal with federal officials or departments in one way or another this would be an interesting avenue to pursue.

The new Privacy Act replaces Section 4 of the Canadian Human Rights Act. The rights guaranteed for the citizen are extended with more extensive "fair information practices" set out in this law.

The Privacy Commissioner's powers are extended in that he can enter all personal information data banks (with the exception of any personal information found in Cabinet documents and all such information excluded from the Act). The Commissioner can also take an individual's case to the Federal court and argue his case in the event that the individual is denied information or there is an injustice under the Act.

After the Privacy Commissioner a final appeal goes to the Federal court — a right that did not exist under the Canadian Human Rights Act. The Commissioner may, after investigating a complaint, recommend release of a document or correction but may not order disclosure. This power remains with the Minister.

The Privacy Act is often confused with the Access to Information Act and vice-versa. The Access to Information Act, or Freedom of Information as it was called when groups were lobbying for such a law, and as it is known in the U.S., means, simply, the right to ask for access to Government records. This can encompass anything from a report, a briefing in a department, statistics on employees, consumer reports, product safety reports, records of negotiations between unions and management, to how much Cabinet Ministers are spending on air travel in private jets.

The Privacy Act deals with the protection of *personal information*. This means that the individual not only has the right to ask for his own personal file but also the right to have that information treated in a confidential manner by the particular government department.

This means, as reflected in the Privacy Act, that you give information for example, for Income Tax purposes or Family Allowance to the relevant department, the officials concerned must use that information only for the purpose for which it was gathered. They cannot, for example, send this on to the RCMP. If the RCMP does get authorization under one of the exceptions to this rule in the Act, then the Privacy Commissioner must be informed.

The Privacy Act also means that if an agency refuses to inspect or correct information requested by an individual then that individual can request a

notation of objection be put on file. If this is not accepted, then he can appeal to the Privacy Commissioner.

Furthermore an individual can walk into any government office and ask to see his personal file. However, if it involves any sensitive information, then a formal application would have to be made.

The Privacy Act means that a second individual cannot gain access to personal information on another. Only the individual concerned may see his own information with the exceptions as specified in the Act when a government official may see it.

"An Index to Personal Information Register," available in libraries in metropolitan areas and post offices in over 2,000 rural areas, has been published listing the types of personal information banks contained in each department. The index states clearly that the personal information may only be collected for a specific program. Information on the individual may not be passed on to another department, except as mentioned above, without the consent of the individual. If it is passed on, the Privacy Commissioner is to be informed and the Commissioner could decide to inform the individual who would then have a recourse to complain.

Under the law, personal information is to be destroyed when it is no longer needed for the particular government program. Much of the information is to be kept two years so the individual, who might have been the subject of a decision affecting some aspect of his life, is given the opportunity to see on what information the decision was based.

There are exempt data banks apart from the excluded data banks (Cabinet documents mentioned above). There are two types of exemptions — mandatory and discretionary.

Mandatory means that the official must withhold release of the information whereas discretionary means that there is a discretion for the official to decide if the information in question can or cannot be released.

The mandatory exemptions are: information obtained in confidence from foreign, provincial, or municipal governments or their institutions or organizations; confidential information obtained by the RCMP in performing police services for a municipality or province.

The discretionary exemptions are: information which could injure the conduct of federal-provincial relations; information which could injure the conduct of international affairs; information concerning the defense of Canada or her allies or the detection, suppression or prevention of subversive or hostile activities; information obtained in the course of a lawful investigation; information injurious to law enforcement or the security of penal institutions (this could be the most controversial exemption in light of the proposals under the new Security and Intelligence Bill, C-157); information which could threaten the safety of individuals if released; information protected by solicitor-client privilege, legal advice; information for security clearance if disclosure of that information could reveal the source of the information.

Other information exempt is; data about another individual (if the information is prohibited from release under another statute this becomes a mandatory exception); information from prisoners or persons on parole or under sentencing (if certain harm could occur); and medical information about an individual if it was thought the release would not be in the best interests of the individual. In the event of this occurring, the personal information could then be given to the individual's doctor who would then decide if release should be granted.

Individuals can bring a complaint to the privacy commissioner on the following grounds: a) they believe that personal information about themselves was improperly used or disclosed; b) they were denied access, in whole or in part, to personal information about themselves; c) they believe that the necessary steps to correct errors or omissions in information about themselves are not being taken; d) they consider that the time limit for complying with a request for access has been unreasonably extended; e) they were not given access in the official language of their choice; f) they are dissatisfied with some aspect of the "Index on Personal Information"; g) they wish to complain about any other matter related to the collection, retention and disposal of personal information, the use and disclosure of personal information, and requesting or obtaining access to personal information.

The Privacy Commissioner, upon receipt of a complaint, then initiates an investigation, but there is no time limit in which he has to complete it. However, as he has the right to enter any premise, see any document, call witnesses and examine any records he choses as well as to take a case to the Federal Court if he decides a precedent of law is in question, then it is thought by many that he will be quite effective in his office and be an advocate for the citizen.

For the individual to apply for one's own records he or she can go to any library in a city or post office in the rural area and decide by going through the *Index*, what government agency could have the type of information that the person might want to see. A personal information access request form is then filled out and sent to the appropriate department. There are no fees involved and access, for the moment, is free. The act does give the authority to charge fees (as is the case under the Access to Information Act where it costs $5 just to apply, and can cost enormous amounts for time used of a civil servant after five hours as well as photocopying costs.)

The department has thirty days in which to reply and either provide the information or deny access. The department could ask for a time extension if it is a major request or in some way interferes with the operations of government but the person must be informed and an appeal can be lodged.

The strength of this Act is going to lie to some degree in how the Privacy Commissioner performs his job. The precedents set by his office in both recommending release of personal information and checking that the government departments are following the fair information practices called for by the Act will be important.

In the final analysis, the strength of the Act will emanate from the citizens who use it and the bureaucracy who must learn that an information Armageddon has not arrived just because the individual can now see his or her own file.

A new information era has arrived for Canada. Although these laws will by no means solve the problem of big government versus the average citizen, they are at least a start in the direction of accountability.

The Act calls for Parliament to review the legislation within three years to make any amendments. These first three years should indicate what changes are essential to the strength and effectiveness of both Acts. There will be a permanent parliamentary committee set up in the next session to oversee the law. This will be an ideal opportunity for the concerned citizenry to use the weapon of political persuasion, to identify problems to politicians, and to demand change.

The Privacy Act exists for the average citizen. Those who have advocated privacy know that the law will be as effective as it is used. They also trust that it will serve the citizen well.

Reporting the frozen north

Victor Granholm is a freelance reporter-photographer in Hearst, Ontario, and an assistant editor-producer of NorAct, a quarterly published in Hearst.

by Victor Granholm

Andre Quenneville, staff reporter since 1979 for the weekly *Kapuskasing Northern Times*, works out of its Hearst bureau 100 kilometres to the west. It's a small, angular second-floor room at the rear of the College de Hearst overlooking the Mattawashkwia River in this sawmill town of some 6,000 mostly French-speaking residents. Brightening up the otherwise drab decor is an overhead lamp (complete with an empty Ilford film cassette tied to the end of the bulb switch) suspended by a long wicker-loop chain; a pair of small stereo bookend speakers holding up various desk references; one wall plastered with movie ad PMT's salvaged from old *Times* flats; and the remaining walls dotted with movie ad posters.

No fancy VTD's here, just an old manual Underwood on a corner table, next to a beat-up old stereo receiver (for background music) and a Radio Shack answering machine.

A 1978 journalism graduate from Sudbury's Cambrian College, the 25-year-old, bearded, chain-smoking Quenneville was a third-place winner in the Canadian Community Newspaper Association's 1982 news story competition for a feature on how chemical insecticides and herbicides used by Hearst and Kapuskasing provincial foresters to combat spruce budworm had been linked to Reye's Syndrome in New Brunswick.

Unlike many fresh-out-of-school reporters, who take a job at any of the north's 10 or so urban (usually chain-owned) dailies or dozen-and-a-half (mostly independent) community weeklies just to pay their dues before heading south after a year or two, Sudbury-area native Quenneville is an ardent believer in investigative community journalism and the value of northern journalists working for northern papers.

A compulsive digger and prober who edited the Sudbury weekly *Le Voyager* for a year before moving to Hearst, he talks freely of what it means to be an investigative reporter in a small, distant milltown, 260 km northwest of the nearest city, Timmins.

For one thing, there's the north's distances. Quenneville's 'beat' extends some 270 km, from Hornepayne, southwest of Hearst to Fauquier, east of Kapuskasing. Having a car is vital, and the telephone is a northern reporter's main salvation, he says. "If there's anything important or newsworthy that happens within that area and I miss it, I feel bad. You could go crazy... It's physically impossible to cover everything — it's a bottomless pit."

Other hazards include burn-out from long hours and few staff to cover all the stories; boredom from the constant repetition of having to find a new angle to recurring community events; the gearing up for production on a weekly basis; and, in particular, overfamiliarity with news sources who often assume reporters are PR agents and who view negative articles as an attack on the community. "The question of loyalty comes up," Quenneville says, "and they assume the reporter has to be first and foremost loyal to the community, and it's hard to shake them up... My loyalty is to my editor and to myself."

Yet such a reporter must like and care about the community he or she lives in, though that doesn't necessarily mean 'kissing ass,' he notes. "People have to accept you, not just tolerate you," whereas in a larger city, the reporter may never even meet his sources and can more easily do hit-and-run reporting. "A northern reporter has to face the consequences of his reporting on a daily basis more so than on a large paper."

In such a milieu, a reporter can very well wind up getting involved in the news process. Quenneville remembers his first month on the job in Hearst covering the '79 federal election for what is now called the Cochrane-Superior riding (a federal Liberal stronghold). The chief electoral officer at one point in the evening became totally confused in tallying the riding votes. In desperation, he asked reporter Quenneville — who while waiting had been keeping his own tally — for his results, which turned out to be correct. Quenneville even used that incident in his lead.

The onus for such small-town reporters is on dedication and commitment. "You have no choice. You can't assume that because it's a small town that the reader is dim-witted... You have to assume the reader is an intelligent human being, so you have to give him an intelligent story."

How well a community (or district) paper informs its readers, he stresses, depends largely on its reporters' expertise. Many think of community journalism as a sort of 'no-man's land' or 'necessary evil' that is beneath them, and it's true much time is spent covering boring events. Yet, more and more are realizing they must combine covering traditional local items with federal-provincial policies since many major decisions affecting small northern communities are made at those top levels.

Coverage priorities for most papers, however, remain basically the same: government decisions affecting the area directly, town council, the school board, hospital, tax rates, transportation services, and the staple of all community papers — "the big, all-consuming, dreaded monster," as Quenneville says resignedly — sports. "Tons and tons of sports. A paper will even knock off a major story on the front page for a big sports story, though there's nothing wrong with that."

The reporter often winds up wearing many hats — investigative, sports and beat reporter, features writer, photographer and darkroom technician, paste-up, and, on some papers, even an advertising rep, all wrapped up into one. (Especially on non-union papers, as most northern ones are).

And of course there's the isolation, the lack of contacts with other reporters. Still, "I've grown to enjoy it," Quenneville says. "We're not alone here, but my competition is few and far between."

Caught up as northern 'community' reporters are with nuts-and-bolts community coverage, usually grossly underpaid, often inexperienced and unencouraged, facing constant deadlines and limited resources, to what extent can they do investigative pieces? Are they able to inform their readers on broader concerns such as environmental issues, forestry and mining industry impacts, land use planning, or women's and native issues?

Broader issue coverage, veteran Sudbury area freelancer Mick Lowe points out, requires newspaper space, money, expertise by reporters and an editor that takes the time to read reports. "Usually it's easier for a reporter to go to a cop-shop briefing or to court to get stories," he says. Nonetheless, reporters who stay in the

north for years become conversant in broader development issues, though such items aren't always "sexy" and require discipline to write — and read.

In general, Lowe believes women's issues don't receive a fair deal in northern papers; that Native concerns get higher profile than do women's issues, but only when confrontation or violence is threatened — "when things really come to a head" — and that there should be more coverage on land use plans. Media don't cover those on a day-to-day basis, only "when the shit hits the fan," he says. Mining, for instance, gets coverage when there are strikes or accidents. Otherwise, there are few background stories or 'total picture' stories.

Cambrian College journalisn professor John Goodwin notes that young reporters may be enthusiastic, "full of piss and vinegar" and willing to do a good job, but may be working without a good editor, direction or encouragement. And because such papers aren't paying top dollars, they're not getting the cream of the crop, but rather people who need a job and will work under such conditions.

These reporters face a trade-off: whether to view their work with missionary desire to go out and dig, or to view it as a job where their commitment depends on how much the publisher will pay them. "There's probably not enough (investigative coverage) being done on an over-all basis, but individually there are quite a few people doing it."

Though papers usually cover the issues going on at the time in the community, such as land planning or environmental task forces, he doubts most would have the resources to do a major piece. Nor will they likely raise such issues if they're occurring at the time.

Don Curry, journalism teacher at North Bay's Canadore College and ex-editor of the New Liskeard weekly *Temiskaming Speaker*, says that though there are some good northern weeklies, all could do better at tackling broader issues. The *Speaker*, for instance, is more soft-featurish than it is hard news. "It always depends on the editor," Curry says. "The leadership comes from the editor, and if he's not interested in it (investigative coverage), he's not going to do it."

But some may wonder how many want this. A *Northern Times* reader survey indicated the paper's most popular items were the weekly grocery specials, sports, births, deaths and classified ads. Likewise, a survey done in October 1982 by *Le Nord*, a francophone weekly covering the Hearst to Smooth Rock Falls district, indicated that 50 per cent of its readers were satisfied with the paper as is, 30 per cent felt local news was insufficient, 15 per cent wanted more crosswords and 12 per cent wanted more sports. Perhaps most significantly, 65 per cent wanted no improvements.

Faced by constant council and school board meetings, births-and-deaths and "all the basic things a newspaper is supposed to keep track of," *Northern Times* general manager Wayne Green says, there's often little time to do in-depth stories on broader issues. Though some readers are interested in these, usually such items appear in the *Times* as a news story first and may then be followed by an in-depth piece. The *Times* has done its share of 'backgrounders' on issues such as transportation and municipal planning, Green adds, "but we might find it convenient or beneficial to do something which another smaller community weekly couldn't do."

Much depends on the philosophy of the individuals running the particular paper. "I've seen the whole scale," Green recalls, "from the publisher who loves to run an editorial running down the largest advertiser he has, just to prove he's an old hard-nosed newspaperman, to the publisher who literally won't spend a nickel on content and fills his newspaper with whatever's available that comes in the door, even to the pre-typeset canned stuff about how great Carnation milk is, or something."

Most newspaper people would likely agree on the more obvious antidotes to improve northern papers: better pay, incentives, resources, training and more research time for reporters; bigger budgets and more staff for editors; and publishers more committed to journalism than to the bottom line.

Yet there's no consensus on the merits of hiring northern community-based reporters versus imported ones. Reporter Quenneville believes northerners or local people would be more likely to stay in the community and therefore with that paper longer than would a transplanted southerner, "though there are some exceptions." But *Times* editor Wayne Major disagrees: "You don't need local people to have a good paper. A good paper will get people with the background." (As for the oft-repeated clamor for more editorial staff, Major replies, "The fewer you have, the better you do with them.")

Manager Wayne Green agrees that, though "there's something to be said for knowing the turf," some of the best reporters at covering district news grew up in southern Ontario. But they'll only stay, Canadore's Don Curry adds, if they're working for a good paper with pay at the going rate, which is why many diploma grads work a year or two and then go south — "never to come back."

Suggestions for improving northern papers include: better editorial pages not rushed together at the last minute, more time and effort on photography and improved coverage of women, Native people and youth (in particular, youth employment, freelancer Mick Lowe stresses).

"We don't have enough better-educated, well-read reporters," *Times* editor Wayne Major points out, adding that for some papers the only prerequisite for an editor is a camera and a car. He remembers one now-extinct Kapuskasing weekly which required only Grade 12 typing from its editor.! In lieu of publisher-initiated improvements, he sees the need for a growing newspaper guild movement, such as that in southern Ontario. "If readers want a better paper, it's for them to get on the backs of the publisher to pay better," he said.

A community paper must make sure it has dedicated, well-trained staff willing to spend more time on investigation and stories of much broader scope, reporter Quenneville argues. "The worst problem plaguing northern papers is that they don't keep reporters long enough. Whose fault is it? Is it the publisher for hiring someone off the street, or recent southern Ontario journalism grads? Over the last two years, the *Times* has lost three reporters. They didn't have the guts or stamina to stay here."

And papers must allow for controversy. In most cases, Quenneville says, a community paper thrives on controversy, providing the publisher isn't afraid of controversial issues. Done with credibility and accuracy, this boosts the paper's standing in the community. "The paper doesn't have to pander to muckracking by unscrupulous management to uncover a scandal, as has happened in some places."

A paper must also decide whether it is publishing ads or stories. "A paper that truly believes it's a newspaper must come to the conclusion that news is what this game is all about," he argues.

Still to change, however, is the view that community journalism is simply a vocation and not yet a profession. "It's still viewed as the last bastion of a romantic profession," Quenneville concludes, "where the journalists take it very seriously and forego a lot of our free time to follow an ideal."

No conspiracy and no detriment

by Dave Silburt

Fine, clear Sunday in November. Autumn colors are rampant in the trees now — daubs of flame, frozen against an adamantine sky. The morning stillness is broken only by the pellucid song of a cardinal, and by the musical laughter of children as they beat the mortal crap out of a little boy with glasses...and those leaves, come to think of it, are rotten at the edges. And after seven weeks of staring into the hairy armpit of Canadian newspaper publishing, it's obvious some things look a whole lot better if you stand back and squint.

But it's too late; this trial may be revolting but it's fascinating. Heading back to it, like a Good Christian Soul watching a pornographic movie at a drive-in, a guy shakes his head, says "tut-tut," and raises the binoculars for another look. The last episode ended with a gang rape. This one begins with a massacre...

Of the charges, that's what. When the defense set off motions of non-suit as soon as the Crown rested its case, the only people who seriously believed the whole trial could get blown off its rails were the television reporters, who showed up only when they read in the paper something new was going down.

But on the other hand, the idea that the motions were mostly legal posturing was swallowed whole by guys who should have known better. The regular Press Gang consisted of the *Toronto Star's* unflappable Rick Haliechuk, big Peter Moreira of the Halfax *Chronicle-Herald*, a bemused Chisholm MacDonald of Canadian Press, some guy named Silburt and the *Globe's* black-bearded Lorne Slotnick, looking like the Mad Bolshevik. When prosecutor Claude Thomson (funny coincidence, but no relation to the Newspaper Thomsons) told us motions of non-suit were a standard legal maneuver, the implication that they could only chip away at the Crown's eight charges may have been wishful thinking — easily sold to a bunch of idealistic reporters — or it may simply have been Putting Up a Brave Front. After all, no lawyer is going to tell the press his case is as fragile as a Russian promise.

Either way, Justice William Anderson's verdict on the motions came as a hard dose of reality — except maybe to Haliechuk, who had predicted some charges would be tossed out. Of the eight charges, only three survived: Count one, alleging conspiracy to unduly lessen competition in Winnipeg, Vancouver and Ottawa, was allowed to stand against Thomson and Southam but not against FP. Count three, alleging conspiracy to unduly lessen competition in Winnipeg by Thomson and Southam and subsidiaries, remained. Count five, alleging a merger in Winnipeg to the public detriment by Thomson, Southam and subsidiaries, stood. All the rest of the charges — conspiracy, merger and monopoly in Montreal, merger in Vancouver and monopoly in Winnipeg, all allegedly to the public detriment — rained down in pieces on Claude Thomson's head.

Regarding FP's alleged involvement in count one, Anderson said, "I have found no evidence which will pass the test of judgment," that is, nothing solid enough to hand over to a jury if there had been one.

Regarding count two, alleging conspiracy to unduly lessen competition in Montreal, Anderson said all evidence showed the *Montreal Star* was indeed losing its shirt while George Currie sought all possible alternatives to keep the *Star* going. The decision to bury the corpse showed up in fair and accurate minutes of a Sept. 19, 1979 board meeting, a full day ahead of Southam's ultimatum to close the *Star* or forget about buying a third of the *Gazette*. The Sept. 19 minutes reported, at the top, the decision to close the *Star*, then lower down said Southam turned down a joint publishing deal because it would have forced non-union *Gazette* departments to merge with unionized *Star* departments, effectively ripping off Southam workers for their seniority. Therefore, said Anderson, "The *Montreal Star* did not close by any agreement with Southam." He said to conclude such from the last part of the minutes without considering what was reported at the top, "simply denies common sense."

Claude Thomson's argument that Southam bought and paid for the death of the *Star* was, Anderson said, "a tour-de-force of advocacy." But he added, "Mr. Thomson, like the Israelites of old, was in a position of having to make bricks without straw." And with the formidable John I. Laskin raining so heavily on those bricks, De Judge had little choice but to stomp them to mud: "Any other conclusion on the evidence would be perverse." The *Montreal Star* died of an overdose of competition. Just like count two.

Count four, operating a merger to the public detriment in Montreal, toppled when count two fell on it. Dominoes. For the law to apply, Anderson explained, the lessening of competition — that is, the closure of the *Star* — must flow from the merger, which was allegedly the buying by Southam of the *Star's* assets. And it didn't. (In fact, the evidence showed the *Star* closed mainly because its unions struck it to a bloody pulp. Southam president Gordon Fisher just didn't feel like letting the Star's union members climb out of the mess on the backs of his own employees, for some obscure reason...but I already said that, so let's leave it alone.)

Count six? The Vancouver merger? Sure, there's evidence of a merger — Southam buying up Thomson's shares in Pacific Press. "There is, however, no evidence of a present lessening of competition" between the *Province* and the *Sun*, Anderson said. He added, "I am not able to say there is no evidence upon which it could be found that a lessening of competition is likely." But such lessening must be demonstrably to the public detriment for the beef to stick. "It is clear that mere lessening is not enough." Count six? Off with its head!

Count seven, operating a monopoly in Montreal to the public detriment, needed to find public detriment in the operation of a monopoly in Montreal, not just in the closing of the *Star*, for the law to apply. "Detriment cannot be presumed, as the Crown would have it,

from complete control alone — let alone substantial control only.''

Same thing on count eight, the Winnipeg monopoly charge. Sure, there was a monopoly in Winnipeg (then, not now) but no evidence it would be detrimental to the public, *Winnipeg Sun* columnist John Drabble's opinions to the contrary notwithstanding.

So Lorne Morphy and company would be back in court Monday morning to defend Thomson and its subsidiaries on counts one, three and five; Jake Howard and his trenchant wit would do the same for Southam. But John I. Laskin had just talked FP out of court and himself out of a job. Anderson observed dryly, ''Perhaps you'll be able to make up costs on the success factor what you lose on the per diem.'' Court was then adjourned and everyone went home for the weekend, leaving Laskin's grin hanging in the courtroom like the remains of the Chesire Cat.

* * *

''...The blood-dimmed tide is loosed, and everywhere
The ceremony of innocence is drowned;
The best lack all conviction, while the worst
Are full of passionate intensity...''

William Butler Yeats, The Second Coming

The defense got underway with John Tory, deputy chairman of Thomson Newspapers and senior partner in the Tory, Tory, DesLauriers and Binnington law firm, called to the stand by Morphy of the same firm.

Tory testified when Thomson Newspapers bought FP on Jan. 31, 1980, the $164.8 million price tag was not broken down to individual prices for newspapers — but he said, ''A zero evaluation was put on the *Ottawa Journal.*'' Which may have been millions too high; if a profitable business is a license to print money, the *Journal* was a license to burn it. Said Tory: ''No firm opinion was made on the *Journal's* future, but its prospects were gloomy.''

The number-one priority therefore became selling the *Journal* to Save Those Jobs, according to Tory's testimony. This was because Thomson Newspapers' other number-one priority, making money, would not work: projected losses by March, 1980, were $4.5 million. So an ''informal executive committee at Thomson,'' including Ken Thomson himself, sent John Tory off to find a buyer.

'Psst,' Tory said to Maclean-Hunter. *'Wanna buy a newspaper?'* And Maclean-Hunter said no. So he said to Conrad Black, head of the Sterling chain, *'wanna buy the Journal?'* And Black said no. *'How bout you, Martin Goodman? Would Torstar be interested in the Ottawa Journal?'* It would not. *'Well, what about you, Doug Creighton? Would the Sun chain like to buy a newpaper?'* Sure, said Creighton. How about selling us the Calgary *Albertan? The Journal?* Haw, haw, haw, haw...

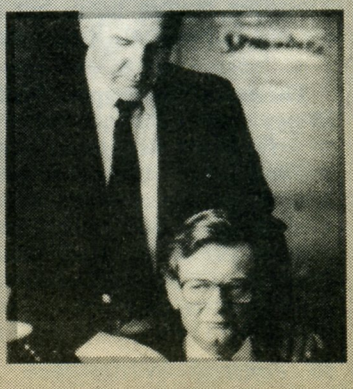
Well, that may not be exactly what Tory's odyssey was like, but that's the gist of it. Everybody, including Quebec publishers Pierre Peladeau and Jacques Francoer, turned him down. Even Southam didn't want the *Journal.* Tory even went back to Creighton and offered to sell him the paper for a dollar, but Creighton refused, although he later bought the Calgary *Albertan.* Yet the defense's point was that with selling, as with giving, it's the thought that counts. Later, the court would be told, in final submissions, that Tory's efforts to sell the *Journal* show Thomson was totally committed to keeping the paper alive. And when you think of it that way, it's a shame that a guy like Ken Thomson, who would be willing to sell a financial Black Hole like the *Ottawa Journal* to some lucky stiff for a mere buck, should have to pay for his magnanimity with a horribly expensive hellride through the courts. A goddam shame.

* * *

The flooglebird, it is said, flies in ever-diminishing circles. So, apparently, can newspapers. To expound the theory, the defense called one James Nelson Rosse, professor of economics at Stanford University in Palo Alto, California, director of Stanford's Centre for Economic Policy Research, a man with 20 years experience studying the economics of the daily press, author of many books on the subject, including (deep breath) one called *Monopolistic Competition and Economies of Scale.* By the time excerpts from his curriculum vitae were read out, it was obvious there was much danger of the floor giving way beneath this guy.

Thomson Newspapers retained Rosse in 1982 to perform autopsies on the *Montreal Star, Ottawa Journal* and *Winnipeg Tribune,* to determine if two newspapers could have survived in those cities. His conclusion: they could not.

Why not? Because, Rosse explained, in all but the very largest cities, there is an inevitable downward spiral: where there are two papers, one is dominant and the other junior in circulation. The mere fact of the smaller paper being smaller means it commands less ad



revenue by virtue of its smaller circulation, and "that feeds on itself," Rosse said. It erodes profit and circulation further, causing further loss of ad revenue. The paper spins downward in ever-diminishing financial circles, finally disappearing up its own bottom line in a cloud of red ink. A flooglebird of newspapers.

Rosse discussed, at length, advertising markets as they relate to newspapers, and how other media "enroach" (sic) on the advertising turf of newspapers. He said many media, including television, radio and direct mail, consistently "enroach" on newspaper ad markets, and this "enroachment" forces two competing papers into the kind of head-to-head competition for ads that results in a downward spiral for the smaller one.

Each time Rosse mispronounced the word *encroachment*, Moreira and Slotnick winced perceptibly; MacDonald looked as if he had swallowed a fly. Meanwhile, Rosse testified that in the old days — 1929, when half the papers in Canada had direct competition — one paper in a two-paper town could line up on the conservative side, the other on the liberal side of the street. Today, he said, only one paper in six has competition; with so many other media scrambling for ads, "there is no longer any profit in distinguishing yourself as conservative or liberal." And in the light of television, "there is no particular profit in the entertainment value of newspaper style." Asked by Claude Thomson if a money-losing paper is sometimes kept alive purely for competitive reasons, Rosse said, "I really could not give much credit to that."

Here was an American economics professor delivering his analysis, paid for in 1982 by Thomson Newpapers, laying the Roy Thomson Ethic on us: if there's no profit in it, screw it. Here was a man who could spot a rogue decimal point at five miles with one eye tied behind his back, a man with more academic qualifications than you could run and jump over, who could not pronounce the word *encroachment*.

...I don't know much about newspaper bottom lines, but if there was one to this trial, Rosse was it.

* * *

Thomson Newspapers Profit Rises 28 per cent (CP)

Thomson Newspapers Ltd. of Toronto says its profit for the first nine months of this fiscal year climbed 28 per cent from the same period last year, and the company is still on the hunt to buy more newspapers in the United States.

They hadn't broken the law.

They hadn't even bent it.

Thomson, publisher of more than 140 daily and weekly papers in Canada and the U.S., reported January-September profit of $85.8 million, or $1.73 a share, on revenue of $509 million, up from $67.07 million, or $1.35 a share, on revenue of $492.3 million in 1982.

— From the Toronto Star, Nov. 9, 1982.

But we're going straight to the testimony of Southam president Gordon Fisher now, so all that stuff about Thomson is totally irrelevant. I don't even know how it got in this article.

* * *

The most striking thing about Gordon Fisher is that he seems to be a nice guy. Forthright, calm, very eloquent and soft spoken on the witness stand. Sure, his renowned success in business and yacht-racing tells one and all he has the competitive lust it takes to win. Nothing wrong with being a winner.

Both Fisher and cousin St. Clair Balfour, chairman of the board at Southam, sat through virtually the whole trial as spectators — and mostly on those bun-busting wooden pews, not the red leather wing-chairs the press regulars got. The two of them would sit side-by-each, exchanging the odd comment *sotto voce*. Balfour would look positively satanic, with those bushy, upturned eyebrows of his taking on the appearance of horns — then he would grin like a pixie, and suddenly he's just a nice old guy who wears Hush Puppies with his tailored suits. And Fisher, watching the proceedings with a stony Mount Rushmore face, would smile, his eyes would crinkle up at the corners and suddenly it's instant Grandpa. While the publicity-shy Ken Thomson appeared for only a half day, watching steely-eyed, obviously uneasy at the presence of reporters, Fisher hung in there throughout. Fisher is also the man who, when he decided he had to close the *Winnipeg Tribune*, went down there, stood on a desk in the newsroom, and did the deed himself.

His take-charge attitude prevailed on the witness stand; even with the Crown attorney going after him like a rabid badger in cross-examination, Fisher would not be hurried, bullied or baited. Only once did he betray irritation, while being pressed by Claude Thomson for the real reasons why the *Ottawa Journal* was closed — as if Fisher would break down and confess: *yaz, yaz, I urged John Tory to scratch this gawdawful flea out of Southam's corporate beard in return for my doing the same for him in Winnipeg...*

What he did say was: "I am not disposed to argue with you, Mr. Thomson, but some people would believe the death of a newspaper is in some peculiar way tied to the loss of millions of dollars." There was a hard edge to his voice then, but it never happened again.

So when Gordon Fisher gave his version of events surrounding The Day The Press Stood Still, it was with an air of integrity, honesty and forthrightness. Then again, I could be wrong...

* * *

Therefore, let's can the crap and look at what he said. The Trib's troubles were hardly new; it was in bad shape since the 1970s. By the fall of '75, it was clear the Trib was being beaten stupid by the *Free Press* but, in Fisher's words, "To fold our tent and quietly slink away didn't seem the best response to the problem." That's how the GRIT program, standing for Greater Revenues In the *Tribune* was born. Southam could not have known at the time that their plan to plough a million dollars immediately into the paper's resurrection was a foredoomed exercise in noble futility, thanks to the Downward Spiral of Rosse. They retained a market consultant, redesigned the paper, heavied up on news content and promotion, gave away classified ads and pedaled subscriptions for half price. The plan could as easily have been called GROW, for Gargantuan Revenues Out The Window. Over the next five years, the tab rose to $1.5 million, but

circulation gains made by the Trib were not, as expected, at the expense of the *Free Press*. The *Tribune* remained junior, and suddenly it was 1980 and the downward spiral was in its final stages.

Against that background, Ken Thomson's organization came into the picture and Fisher started talking to Thomson's chief *capo*, John Tory, rather than FP president George Currie, who was about to get the bum's rush. The first meeting between Tory and Fisher was on March 3, 1980, and was a mutual grope. One of the things Fisher wanted to check out, he said, was the rumor Thomson only bought FP to get its corporate gloms on the *Globe and Mail*. If true, it offered an interesting solution to the war against the *Free Press*: buy the goddam thing. Only it wasn't for sale after all, though Tory tried to interest Fisher in buying the *Ottawa Journal*.

It was an offer Fisher considered, he testified, "To see if there was anything we could do to prevent the death of a newspaper in the nation's capital."

But there were other things bugging Fisher. Southam had previously dealt that share option on the *Montreal Gazette* to FP. Now the option belonged to Thomson Newspapers. It belonged to Ken Thomson. Fisher said he told Tory, "I hoped he wouldn't exercise it." In fact, he did a helluva lot more than hope: he offered a $6 million "incentive" to Tory not to exercise it.

And why, Claude Thomson wanted to know, would you do a thing like that? "Because I didn't want him as a partner." Oops. Fisher immediately said he was not happy with what he had just blurted out, and by way of explanation, added: "It is not normal for us to have minority shareholders." Southam, he added, is comprised of *newspaper* people, and they prefer to avoid such partnerships.

* * *

Speaking of partnerships, one of the topics of dicussion between Fisher and Tory was Pacific Press, wherein they were now 50-50 partners. "We discussed whether there should be a change in ownership structure." Consistent with Fisher's crack about not liking a partnership with Thomson — though he hadn't exactly retched at the thought of climbing into the sack with FP in '79 — he described how unsatisfactory the 50-50 deal was: "In management terms, it was nothing but a heartache." Since neither Thomson nor Southam wanted to play second-string, and since Thomson had other B.C. interests, and since Southam had been in Pacific Press since Creation, it was quickly deemed appropriate for Thomson to sell out to Southam. End of partnership which, as Fisher testified, was unnatural for Southam.

Back up a minute. Wasn't there a document dated March 5, 1980, and tagged Crown exhibit 145? And didn't that document, written by Fisher about his March 3 meeting with Tory, say in part, "I didn't discount the possibility we might accept a minority position in *Pacific Press* as part of a package that would involve rationalization in other markets...?" And just what, the Crown wanted to know, was meant by 'rationalization'? Sounds almost like a reference to killing off competing losers. Is that what it meant?

Not at all, answered Fisher. Rationalization only meant keeping both papers in a given market alive by entering into a Pacific Press style arrangement. "We had discussed a Pacific Press variant as a possible solution in those markets." You Know. A partnership.

The partnership idea was rejected, said Fisher, because "The losses of the losers were larger than the profits of the winners," and because it may have been against federal competition laws. He did not say that partnerships in Ottawa and Winnipeg were rejected because they would have been a kinky and unnatural act.

* * *

He did say the Crown's notion the death of the *Tribune* was achieved by offering the *Journal* as a 'trader' was silly. Early in the trial, Claude Thomson read from FP documents including a report to George Currie from his hired management consultant, suggesting the dying *Journal* would make a good 'trader' against Winnipeg or other markets. But if Currie had been so crass as to offer, Fisher said, "I would have smiled at him and said, 'George, you have a problem in Ottawa.' The only way he could offer it as a trader was to acknowledge it was dead." Somehow, the way Fisher described it, the imagery was perfect — Currie making the offer, then Fisher rocking back in his padded leather chair, laughing hollowly, little puffs of smoke coming out of his nostrils with each heave...

* * *

Fisher testified that since the *Free Press* in Winnipeg was not for sale, and since a partnership would be impractical if not illegal, the only solution was to close down the *Tribune*. It had already been decided that in B.C. it would be Thomson selling to Southam; Tory had confided to Fisher he wanted to sell the *Journal*, or close it if there was no buyer. Then in July 1980, before leaving for a holiday in Australia, Fisher told Tory he would recommend to the Southam executive committee that the Trib be closed. But Fisher assured court the transactions were all disconnected, not contingent. In fact, he said he specifically told the Executive Committee to decide the fate of Winnipeg without thinking about any other markets. I will now take a brief recess, and ask the reader not to think of giant maneating crabs swarming out of the Pacific and squashing everyone west of the Rockies to hamburger.

* * *

Besides urging the Southam executive to decide on the *Tribune* on its own merits, Fisher in those days also urged Tory not to close the *Journal*, he testified. Though he did not say whether begging on bended knee was deemed appropriate behavior for a responsible businessman, he did say the *Journal* was not severely holding back *Citizen* profits, so Southam looked for ways to convince Thomson to save the *Journal* but found none, alas.

Similarly, "I didn't have one single argument to advance to my board of directors why we should continue to publish in Winnipeg," after all those years spending money to save the Trib. So the decision was made to close both papers and move the Vancouver and Montreal share options the same day.

Why on the same day? Said Fisher: "We were looking at four transactions, the sum total of which was going to smell like the devil." But since the problems wouldn't go away, and since it was better to have one large mess than a bunch of little ones, here's why a same-day deal: "I wasn't prepared to let Southam Newspapers hire Thomson ex-employees when I knew they were going to have to hire some of our own."

This was a recurring theme. Not willing to sell the Trib to just anyone with a fistful of cash, Fisher said, "If someone had been foolish enough to buy the Winnipeg *Tribune* from us they would have failed, and would have had the obligation (to the employees) that was ours."

On August 27, 1980, Gordon Fisher met his obligations on top of a desk in the *Tribune* newsroom. Ken Thomson did his thing by remote control, and was later quoted regarding the *Journal* closing, by Allan Fotheringham in *Maclean's*, saying: 'Each one has to find his own way in the world.'

* * *

Now, let me explain. There was this meeting of Southam's Executive Committee on July 30, 1980. We know this because minutes of the meeting exist, and are part of the Crown's evidence, marked exhibit 191. Seems such minutes were usually prepared from notes taken at the meetings by Southam Vice-President of Finance and

The inducer didn't know he was inducing, and the inducee didn't know he was being induced. That's what I call an immaculate inducement. Jake Howard

Secretary-Treasurer, Brian Shelley. Except the federal combines investigators who raided Southam HQ in 1980 never found a notebook from that particular meeting. They did find a document, now called exhibit 207, which bears among other jottings the words "destroy book," in Shelley's handwriting.

Y'see, that meeting was the one where Fisher recommended the *Tribune* be closed and its assets sold. It's also the meeting where Fisher told the executives to decide the fate of the *Winnipeg Tribune* without thinking of other markets. "It struck me as unusual," Claude Thomson said to Fisher, "in the light of the note that said 'destroy book,' and I have to ask you whether or not someone destroyed a book containing notes of a meeting."

Nope, answered Fisher. The note Shelley wrote to himself was a reminder that Revenue Canada sent him a letter saying it was OK to trash some six or seven-year-old financial statements. Nothing to do with the meeting itself.

Thomson: "Do you have any explanation why we found no notebook of the July 30 meeting?"

Fisher: "I think it was decided there would be no notes."

Which is undoubtedly a truthful answer, any way the Judge wants to take it. But, pressed about the lack of a notebook, Fisher added that the meeting was a short one, called at short notice to discuss a few specific things, so it was decided, as he said, "there would be no notes." And sure enough there ain't.

What there are is minutes. Though the minutes' pedigree cannot be established for lack of notes, the minutes are evidence relating to a meeting at which, at the risk of belaboring the point, Fisher told court "I charged the Executive Committee to decide on the Winnipeg situation on its merits."

Funny, though. The minutes do seem to connect Winnipeg with Vancouver and Montreal because they say in part: "The president and Donegan (Southam lawyer Ted Donegan) outlined a proposal to cease publication of the *Winnipeg Tribune* and to acquire a greater interest in Pacific Press Limited and Gazette Montreal Limited."

'Course, that seeming connection could be a mistake. After all, whoever typed up those minutes was working without notes.

* * *

Final submissions began Nov.10, almost two months after the trial started, and took a week. Leading off, Claude Thomson told Justice Anderson, "There would have been no transfer of share interests in Montreal and Vancouver if the *Tribune* had not closed." He pointed to the minutes of the July 30 Southam meeting, arguing the deals were linked, notes or no notes.

And he added: "Fisher knew the only way the *Ottawa Journal* would close, therefore helping the *Citizen's* earnings...was if the *Journal* closing was decided by Tory. Tory knew the same thing: the closing of the *Tribune* would be of benefit to Thomson. It is one thing for Fisher to know the *Journal* is in trouble; it's quite another thing for them to communicate to one another the highly confidential and gratifying information that they are about to give up."

The nub of the Crown submission here was that Tory, by admitting to Fisher that the *Journal* was on the verge of Rossification, induced Fisher to give up in Winnipeg and let the *Tribune* Rosse itself to death, too. Later, Jake Howard would have a few things to say about inducement.

Meanwhile, the Crown continued, much weight should be given to the fact that exhibit 206 — William Carradine's homemade jigsaw puzzle — was torn up in many more pieces than other trash in his wastepaper basket. "The document would not be that significant," allowed Thomson, "if it were simply there as a confiscated document."

"What, if anything, do I make of the fact nobody called Mr. Carradine," Anderson wanted to know.

"I submit you are entitled to use your common sense about that," Thomson answered, adding, "You're entitled to infer what you will from the fact Mr. Carradine is still a senior official with one of the defendant companies."

Sure he is. Was Carradine promptly axed because of the torn papers? No. Has he been convicted of a crime yet? No. Are reporters allowed to make inferences? No.

* * *

Would Gordon Fisher lie to his files in the March 5, 1980 memo tagged exhibit 145? No. Therefore, the Crown said Anderson should consider item 145 a touchstone when evaluating testimony. The document says, "I was encouraged by a general willingness of Tory to discuss rationalization in markets where we had unresolved problems" — and, Thomson said, if "rationalization" meant Pacific Press style partnerships, that would have been illegal too because it was a way to eliminate head-to-head competition.

"I am not going to suggest Mr. Fisher or Mr. Tory told lies in the witness box," Thomson said. "But you're entitled to consider to what extent their testimony is colored by their firm conviction they were not trying to break the law."

And Ted Donegan's testimony? "I'm not suggesting Mr. Donegan was telling lies, but you can be sure he was not going to volunteer anything against the interest of his client," Thomson said, alluding to how slippery Donegan seemed in cross-examination, before finally saying 1980 discussions included all four cities.

Regardless of Fisher's testimony, the four cities were tied together, Thomson continued. "What Mr. Fisher is saying is he went to his board much as a judge would charge a jury, and said, 'There may be benefits to Southam (from other markets) but I say put that out of your mind'."

Regarding the note by Brian Shelley: "I read at the top, 'Destroy book.' I read at the bottom, 'We have all of Montreal, Vancouver, Ottawa, they have Winnipeg.' I know they had combines concerns. It's up to your Lordship to decide if you want to make anything out of it."

Re conspiracy: "Their communication was so frequent, the content so intimate, their exchange of information so confidential, that what they thought was an independent arrangement was in fact a conspiracy."

Re merger in Winnipeg: "The

acquisition was so intrinsically tied to the closing that what was acquired was control of, or interest in, a business.''

Then it was Morphy's turn.

★ ★ ★

First, Morphy made a few comments about Reasonable Doubt, to be sure everyone involved could grasp the concept. Anderson told him, ''I intend to read the section to myself as I usually do to a jury.''

Regarding Fisher's and Tory's testimony, Morphy said the Crown had a suspicion but had specifically said Fisher, Tory and Donegan were not liars. ''If these men's evidence is not untruthful, we are left solely with the Crown's suspicion.'' *Touché.*

Since the overall Thomson strategy, Morphy found it necessary to remind us, was to maximize profits to justify what FP cost, and since Thomson and Southam had joint interests, there was nothing wrong with discussing mutual interests with a view to being responsible businessmen. ''It was not inappropriate for Fisher to say to Tory what the world already knew: 'John, you've got problems in Ottawa.' And it was not inappropriate for Tory to admit it.''

If a signal was given to the tune of 'I'll close the *Journal* if you close the *Tribune*,' why in hell did Tory try so hard to sell the *Journal*, Morphy asked rhetorically. I mean, Fisher ups and tells Tory he's gonna tell his board of directors to close the Trib. ''How does he respond to that? He goes out and keeps trying to sell the *Ottawa Journal*. Completely inconsistent.''

No sir, the Crown's case is all wet. Tory's attempts to get rid of this money-losing paper doomed by the Downward Spiral, which they were committed to closing if nobody bought it, proves Tory was out to save the paper if he could, rather than just cut losses by closing it himself.

''The Crown has a theory,'' said Morphy, ''but the evidence dosen't follow the theory.''

★ ★ ★

Ted Donegan, Morphy reminded the court, was no liar. ''Mr. Donegan is known to us as a senior member of the Bar. M'lord, no solicitor, whatever his loyalty to his clients, distorts the truth.''

Continuing in that vein, Morphy added that any witness who would come back to court after a 90-minute lunch break and ask to correct the record on something he said earlier, as Donegan did, must be so heavily into the truth that his credibility goes without saying. And Donegan said the deals were not connected.

★ ★ ★

The crux of the matter, Morphy said, is whether any loss of competition caused by the closures was undue. He even quoted a judge whose name I forget, but who could easily have been quoting Roy Thomson when he said, ''The closing of a losing business is due, not undue.''

Morphy continued: ''If editorial lessening is a proper consideration — and in my submission it is not — there has been no suggestion the readers are getting less.''

If editorial is not a consideration, Morphy seemed to be saying, then we can hark back to the testimony of Professor Rosse, who said relevant competition is for ads, with newspapers, TV, radio, direct mail and others all pulling each other's hair out over the ad market...and any lessening of such competition is not undue unless it leads to virtual control of the advertising market. Which in this case it did not.

Ads. In the Kent Commission report, the funniest editorial cartoon is by *Vancouver Sun* cartoonist Roy Peterson, whose brutal caricatures illustrate Allan Fotheringham's columns in *Maclean's*. It shows a freckled newsboy hawking The Canadian Daily News — and the screaming headlines are all ads: ''Zellers Disco fashions,'' and ''Bananas $.33/lb.,'' all over page one. Rosse took hours to tell us where it's at in newspapers; Peterson did it with one cartoon.

★ ★ ★

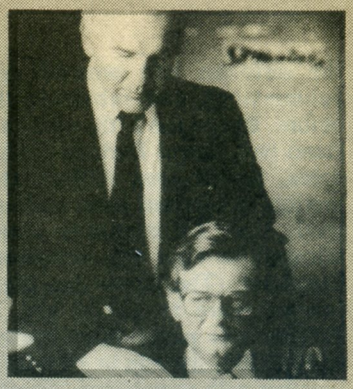
Jake Howard got some laughs, too. Especially commenting on the Crown's theory that Tory induced Fisher to close the *Tribune* by saying he'd close the *Journal.*

Said Howard: ''The inducer didn't know he was inducing, and the inducee didn't know he was being induced. That's what I call an immaculate inducement.'' That brought the house down.

But before he quit, Howard used his wit to describe the theory of multi-media competition, critical to the defense: ''Two humans are marooned on a desert island with just enough mangoes to feed themselves, and all of a sudden a raft floats by with about a dozen monkeys,'' he began, adding that if the humans represent broadsheet newspapers, the monkeys represent TV reporters. ''The monkeys aren't human,'' he explained, ''but they're competitors.''

★ ★ ★

November 17 was about the fourth time the CBC showed up at the Great Newspaper Trial. Both the Crown and



the defense had wound up their submissions and rebuttals the day before. But on the 17th, while a human steno pad named Barbara Keddy took notes, lawyer Don Affleck argued a motion, postponed from earlier in the trial, that TV cameras should be allowed to film the documents for broadcast. (The *Globe and Mail* had a lawyer there to say, "Me, too.") Affleck was particularly interested in exhibit 206, the one in 16 pieces stuck together with scotch tape, which would make far-out visuals on the evening news.

"Here we are talking of the rights and fundamental freedoms that are the basis of our law," he said, arguing on behalf of a news organization that exercised its freedom to report on the trial maybe four times.

Sailing into the Charter of Rights, Affleck argued the CBC should have access to the evidence by way of freedom of expression. Much later, watching the news on TV — tack-sharp thanks to a jolt of strong Colombian coffee — I would hear Keddy report that earlier in the trial, His Lordship barred television reporters from the documents. I would think of Rod MacIntosh, the court registrar who, on Anderson's orders, personally made the documents available during recess and after court to reporters who wanted to check their notes. I would think of MacIntosh pounding a fist on the desk when Keddy, during one of her infrequent visits, insisted he let her take a document out of the ring-binder, and I would wonder if he was watching too.

But now, along with the few other journalists who sat through the whole mind-numbing trial, I was fading fast. The last thing I remember as I headed for my fire-engine-red Sunbird and the long drive home, was the echo of Affleck's voice, full of rectitude, saying: "To deny the medium of television its unique tool — that is, its ability to transmit visual images — is to effectively deny freedom of expression with respect to that medium..."

That wasn't quite the end of it. On Friday, December 9, 1983, Anderson delivered his verdict. On Thursday, he had dismissed the CBC motion, telling them freedom of the press meant freedom from censorship, not freedom to try a case on the six o'clock news. And on Friday he acquitted Southam and Thomson of all remaining charges.

That was that. The big, bad newspaper chains had their days in court, and they had been exonerated. The trial had gone on in full view of the public: even Thomson's mighty flagship, the *Globe and Mail*, hadn't skewed Lorne Slotnick's copy on the trial. While TV sketch artists furiously scribbled their horribly twisted drawings, His Lordship reviewed the evidence, pausing here and there to politely crap all over the Crown's case.

"So far as the 'trader' theory is concerned, it is attributable to Currie," he said. "Whatever part it may have played in the thinking of Currie, in my view...it played no part in the thinking of Tory and Fisher."

Anderson refused to find the 16-piece document incriminating, saying Southam VP George Meadows might simply have torn the damn thing up because it was confidential. As for the other documents: "If they are susceptible to two inferences or interpretations, there is no reliable inference that can be drawn." Presumption of innocence. Not guilty.

Outside the court, Claude Thomson wondered if maybe the onus of proving guilt beyond a reasonable doubt was too much; maybe combines cases should be tried like civil cases, with the need to prove only to a reasonable probability. But less than an hour earlier, in court, Anderson had said even if reasonable probability had been all the Crown needed, the case would still fail.

So, at 3:31 p.m., Dec. 9, the verdict was in, and Fisher and Tory were out on the sidewalk, in the building snow squall, telling mobs of reporters how nice it was to be vindicated and how they hoped there would be no appeal — apparently mindful that the Crown was already awaiting permission to appeal some of the charges lost to the non-suit motions.

And the fact of the matter was, Anderson had just laid the wisdom of Solomon on us all, because those people had not broken the law. They hadn't even bent it. That was the problem.

As I slouched toward the parking garage, the sight of a clutch of newspaper vending boxes reminded me again of that Roy Peterson cartoon — the one depicting a newsboy selling papers with ads all over page one. Only this time I didn't laugh.

August 27, 1980, Black Wednesday

- **Thomson's Ottawa Journal folds**
- **Southam's Winnipeg Tribune closes**
- **Thomson sells its 50% interest in Pacific Press to Southam**
- **Thomson sells its 25% interest in Montreal Gazette to Southam**
- **Name of the Winnipeg Tribune, around for 90 years, sold to Thomson for one dollar**

- **September, 1980 — federal Combines investigators raid Southam and Thomson head offices**
- **September 19, 1983 — long awaited trial of the giants**
- **November 17, 1984 — CBC lawyer Don Affleck argues that TV cameras should be allowed to film for broadcast all documents entered as trial exhibits**
- **Thursday, December 8, 1984 — Mr. Justice Anderson dismisses CBC motion. Freedom of the press means freedom from censorship, he says, not freedom to try a case on the six o'clock news**
- **Friday, December 9, 1984 — Southam and Thomson acquitted of all remaining charges**

A bibliography of basic reference books

Contrary to some commonly-held views, libraries, data banks and similar resource centres have not been devised only as places to store information. They are meant to be used.

Although they shouldn't have to be reminded, journalists can find a wealth of information in any library.

The point is, we don't necessarily have to know everything there is to know about a subject, but at least we ought to know where and how to look for the information needed for a story.

This bibliography was prepared initially for use by Journalism students at Toronto's Humber College, but it seemed sensible to share this collection of source material with those already in the field.

I am deeply indebted to Cheryl Salkey, reference librarian at Humber College, ofr her considerable assistance in compiling the bibliography.

Dick MacDonald

Encyclopedias and Yearbooks

World Almanac and Book of Facts. New York, Newspaper Enterprise Assoc. Annual

Ref — AY 67 N5W7 1983

The most useful and comprehensive of the American almanacs of miscellaneous information. Up to date and reliable. Contains statistics on social, political, financial and other subjects. 24 pages on Canada.

Corpus Almanac & Canadian Sourcebook. Don Mills, Corpus Information Sources, 1983. Annual.

Ref — FC 2 C67 1983

The most comprehensive of the Canadian almanacs. Volume one has general information on Canada — the geography, people, media, business, employment. Volume two provides detailed information on the Canadian legal system, federal, provincial and municipal governments. Includes a review of the year's events.

Canadian Almanac & Directory. Toronto, Copp Clark Pitman, 1983. Annual.

Ref — F 5003 A213 1983

Reliable information on commerce, culture, education, tourism, transportation and federal, provincial and municipal governments. Useful for addresses and brief information.

Canada Year Book. Statistics Canada, Ottawa, Canada. Supply and Services, 1980-81. Annual.

Ref — HA 744 A214 1980-81

Official data and a review of economic, social and political developments in Canada. Useful appendices include a review of federal legislation, Canadian honors, diplomatic representation and commissions of inquiry.

Britain 1980: an official handbook. London, Her Majesty's Stationery Office, 1980. Annual.

Ref — DA G30 A17 1981

Official information and a review of the government, defence, social welfare, economy, the press, overseas relations, etc.

Europa Year Book. London, Europa Publications, 1979. Annual.

Ref — JN 1 E85 1981

A world survey, with a wealth of detailed facts on all principal international organizations and every country; general and statistical surveys on the government, political parties, religions, the press, media, finances, industry, etc.

Middle East and North America. London, Europa Publications, 1979. Annual.

Ref — DS 49 M5 26th

A survey and reference book, similar to *Europa Year Book*. Excellent general surveys on the area, i.e. oil, arms, trade, religions, and recent events fallover by individual surveys on each country. Who's Who supplement.

Far East and Australasian. London, Europa Publications, 1979. Annual.

Ref — DS 1 F3 1979-80

Similar to *Europa Year Book*. General and country by country surveys.

Carribbean Year Book. Toronto, Caribook, 1987

Ref — F 2131 C3

Excellent source of information on the West Indies. Includes information for business executives, and on airlines, exporters, shipping, etc.

Encyclopedia of the Third World Kurian, George Thomas, New York, Facts File, 1982

Ref — HC 59.7 K87

Three volumes cover many countries with detailed information on population, government, human rights, foreign policy, economy, media with a bibliography of sources. Excellent coverage.

Statistics

Titles in addition to Encyclopedias and Year Books.

Canadian Facts & Figures. Edmonton, Hurtig, 1982.

Ref — C2475 HC 115

Uncatalogued Statistics Canada, *Statistics Canada Catalogue*. Ottawa, Annual. Index to the annual, monthly and weekly statistics published by the official government agency. Statistics on manufacturing, commerce, price, employment, education, health and population including the Census of Canada.

Historical Statistics of Canada. Urquhart, M.C. and Buckley, Kenneth A.H., eds. Toronto, Macmillan, 1965.

Ref HA 746 47

Detailed historical statistics on Canada from 1847 to 1960, by year. Data is from official government sources. Sections on population, wages, government finances, price indexes, manufacturing, etc. A supplement covering 1960 to 1980 has recently been published.

Ontario Statistics. Ontario Ministry of Treasury and Economics, Toronto 1982. Annual.

Ref HA 747 OS A52 1982

Handbook of social and economics statistics, gathered in one source from federal, provincial and industrial sources.

U.S. Bureau of Census, **Statistical Abstract of the United States,** U. S. Bureau of Census, 1978, Washington, 1978

Ref HA 202 U5 1978

A standard summary of statistics on the social, political and economic organization of the U.S. A convenient volume for reference and a guide to other sources.

Biography

Canadian Who's Who. Toronto, University of Toronto Press, 1983, Annual.

Ref FC 25 C35 V17

The standard reference source of contemporary. Canadian biography: biographies of eight thousand prominent Canadians in all walks of life. Published every two years from 1922; annually since 1980.

Who's Who in Canada. Toronto International Press, 1980.

Ref F 5009 W62

Biographies of men and women of current national interest in Canada; portraits included. Editor allows payment for inclusion of biography. List of obituaries.

Who's Who. London, Black, 1980. Annual.

Ref DA 28 W6 1980

A biographical dictionary of prominent British persons in many fields; published annually from 1849.

Who's Who in America. Chicago, Marquis, 1982. Biennial 1899,

Ref E 176 W642 1982-83

The best known and most useful dictionary of contemporary American biographies. Includes best known men and women in all fields.

Current Biography. New York, Wilson, 1940. Monthly with yearly accumulations, 1940.

Ref CT 100 C8

Lengthy biographies of persons of various nationalities, professions and occupations, who are currently prominent. More popular biographies than in *Who's Who*. Articles are documented, with portraits. Obituary notices.

Who Was Who in America. Chicago, Marquis, 1973. V 1-5 (In progress).

Ref E 176 W64

Sketches removed from *Who's Who* on account of death of the biographée. Historical volume covers 1607 to 1896; VI-5 covers 1897 to 1973.

Who Was Who. London, Black, 1981. 6V

Ref DA 28 W65

Biographies removed from **Who's Who** on account of death. Volumes cover 10 year span from 1867 to 1980.

Wallace, W. Stewart. **Macmillan Dictionary of Canadian Biography.** Wallace, W. Stewart, Toronto, Macmillan, 1978.

Ref FC 25 M24 1978

A concise one-volume dictionary of Canadian biography of all periods and classes, excluding living persons. Includes scholars, explorers, artists, authors, people from business and science.

Dictionary of Canadian Biography. Toronto, University of Toronto Press, 1966 V 1-4 9-11 (in progress).

Ref FC 25 D4812

A scholarly work designed to supply accurate and concise biographies of all noteworthy Canadians, exclusive of living persons, Biographies are organized by historical period, with volumes published covering 1000 to 1800, and 1801-1900.

Atlases

Ontario, Ministry of Citizenship and Culture. **Mother Tongue Atlas of Metropolitan Toronto, V.1, 1971 and 1976.** Toronto, 1982.

Ref P 40.5 D452 C36

Population, age, sex, marital status, education, labour force activity figures and maps for Metro Toronto, comparing 1976 and 1971 census data. Volume II will compare 1981 and 1971 census data.

Abbreviations Dictionary. De Sola, Ralph. New York, Elsvier, 1981

Ref PE 1693 D4 1981

Abbreviations, acronymns, initials, nicknames, short forms, signs, symbols, etc. Appendices include 2.p — coded abbreviations, numbered abbreviations, nations of the world, etc.

Webster's New Geographical Dictionary. Springfield, Mass., G.S.C. Merriom, 1980.

Ref G 1035 W42 1980

A pronouncing dictionary of geographical names, with gazeteer information, e.g. location, area population, history, etc. Cross reference for alternate spelling of foreign language names and former names.

A Dictionary of Canadian Economics. Crane, David. Edmonton, Hurtig, 1980.

Ref HC 112 C73

Canadian economic and business terms, common words found in banking, labor relations, public finance, etc. are covered. A useful list of abbreviations such as CPI, CLC is included.

Sippl, Charles J, and Sippl, Roger J. Computer Dictionary and **Handbook.** Indianapolis, Howard W. Sams, 1980.

Ref QA 76.15 S512 1980

Bits, bytes, records, microprocessors and 22,000 other terms are explained clearly. Appendices include essays on personal computers, language, word processors, etc.

Dorland's Illustrated Medical Dictionary. Philadelphia, Saunders, 1981.

Ref R 121 D73 26th

Definitions of medical terms, diseases, drugs in current use, including pronunciation. Frequently revised.

Quotations

Stevenson, Burton Egbert. **The Home book of quotations classical and modern.** New York, Dodd Mead, 1967

Ref PN 6081 S73 1967

Quotations are arranged alphabetically, by subject, giving source. Also has a word index which indexes the quotation by leading word of quotation.

Magill, Frank N. **Magill's quotations in context.** New York, Harper & Row, 1967.

Ref PN 6081 M292

Quotations and phrases from Canadian authors and from non-Canadians on subjects distinctly Canadian. Arranged by topic with author index. Includes nicknames of cities and towns.

Dictionaries

Murray, James A. H. ed., **Oxford English Dictionary.** Murray, James A. H., ed., Oxford, Claredon Pr., 1933 12V and supplements.

Ref PE 1625 08 1961

Commonly referred to as the O.E.D., this is the great dictionary of the language. Its purpose is to show the history of every word from the date of its introduction into the language, giving differences in meaning, spelling, pronunciation, etc. of the last 800 years. Supplements include recent words, scientific terms, colloquialisms and slang.

Associations

Directory of Associations in Canada.fb1Land, Brian, ed. Toronto, Micromedia, 1982.

Ref AS 40 D5 4th Ed 1982

Listings of 8000 non-profit associations active in Canada with address, officials, and titles of their publications. Coverage includes societies, institutes, federations, clubs, unions, foundations, research institutes etc. Also indexes by subject.

a3National Trade and Professional Associations of the United States. Colgate, Craig, ed. Washington. Columbia Books, 1982, Annual.

Ref 2 10351 G8 1976

5000 U.S. trade associations, labor unions, professional scientific or technical societies are listed. Similar to *Directory of Associations of Canada.*

Sources: The directory of contacts for editors, reporters and researchers. Toronto, Sources, 1983. Annual.

Ref AS 40 S6 Fall 1983

Information on associations includes a brief description of the association, contact person, and logos. Subject index.

Government Information

Canadian Parliamentary Guide. Ottawa, Pierre G. Normandin, ed. 1983.

m020.*Ref JL 5 A32 1982-83*

Biographies of members of Parliament of the Federal and Provincial parliaments and high officials; names of the Press Gallery, Canadian representations abroad etc. and general election results.

Organization of the Government of Canada, Ottawa. Queen's Printer, 1980.

Ref JL 95 07 1980

Arranged by department, agency, etc. for each, there is an explanation of its history, responsibilities, programs, ministers, etc. Organizational charts.

Index to Programs and Services, 1982. Ottawa, Queen's Printer, 1982. Annual.

Ref JL 86 P8C33 1982

A guide to the programs and services of 104 federal departments, agencies and Crown Corporations by department and by subject. Current and up to date.

KWIC Index to Your Ontario Government Services. Toronto, Ministry of Government Services, 1982. Annual.

Ref JL J70 A352 1982-83

A guide to the Ministries and branches, with a brief description of their services, and addresses and phone numbers. Also indexed by subject.

Telephone directory, Government of Ontario. Toronto, Ministry of Government Services, 1982. Annual

Ref JL 270 G6 1982

Telephone numbers, by Ministry and Branch, and alphabetically by name of personnel.

Telephone directory, National Capital Region, Ottawa, Queen's Printer, 1982. Annual

Ref JL 73 G622 1983.

Federal departments and branches, with personal names and phone numbers for Ottawa.

Telephone directory, Ontario Region. Ottawa, Queen's Printer, 1982. Annual.

Ref JL 73 T46 1982.

Federal departments and branches, with personal names and phone numbers for Toronto.

United States Government Manual. Washington, Office of the Federal Register, 1978. Annual.

Ref JK 421 A3 1978-79

Similar to the *Organization of The Government of Canada.* The official handbook of the federal government describing the departments and agencies and their programs and services. Personnel names included.

Community Services

The Province of Ontario, Its Social Services. Toronto, Ontario Welfare Council, 1980.

Ref 1980 HV 109 064 T6

Social service programs offered by the federal and Ontario governments and by private and volunteer organizations. Information on the agencies and their services relating to children, handicapped, legal aid, housing, old age, etc.

Directory of Community Services in Metropolitan Toronto. Toronto, Community Information Centre, 1983.

Ref HV 110 T6Cb 1983

Private, volunteer and government agences in Toronto, with their services, clients and contact people. Agencies listed by subject such as civil rights, children, ethnic services, education, hospitals, etc.

Canadian Council of Social Development. Directory of Canadian Human Services, 1982-83. Ottawa, 1982.

Ref HV 105 D57 1982-83

A list of organizations throughout Canada that are active in social development. 14,000 separate organizations are listed by province and catagories such as alcoholism, drug abuse, education, housing, volunteer groups, etc. Brief information including address, phone number and directors.

Business

Canadian Business Handbook. Newman, Dorothy N. Toronto, McGraw & Hill Ryerson, 1979.

Ref HF 3227 NM4 1979

An excellent source on Canadian business, with information on stocks and bonds, banks, law, taxes, financial statements, etc. Handy for basic facts.

Blue Book of Canadian Business. Toronto, Canadian Newspaper Services International, 1982.

Ref H6 4090 B58 1982

Profiles of leading Canadian companies, describing history, sales, management philosophy, social responsibility with biographies of executives. Also has a listing of the top 500 Canadian companies.

Directory of Directors, 1983. Toronto, Maclean Hunter, 1982.

Ref HC 4090 Z5F5 1983.

An up to date list of Canadian businesmen with their executive positions, directorships, and addresses.

Financial Post Canadian Markets. Toronto, Maclean Hunter, 1982.

Ref HC 111 F562 1983

Profile of cities and towns across Canada, with marketing and demographic information, e.g. retail trade, average income, mother tongue, level of schooling.

Literature and History

Reader's Encyclopedia. Brent, William Rose. New York, Crowell, 1965.

Ref PW 41 B4 1965

An excellent source to identify writers, artists, musicians, etc. of all nations and all periods, titles of literary works, characters, musical compositions, works of art, etc. Brief articles.

Story, Norah. **Oxford Companion to Canadian History and Literature.** Toronto, Oxford, 1967. Supplement, 1973.

Ref PW 41 B4 1965

A comprehensive guide with short articles on Canadian history and politics, biographies of famous men and women and accounts of books written in French and English. Supplement covers from 1967 to 1972.

Colombo's Canadian References. Columbo, John Robert. Toronto, Oxford, 1976.

Ref F5010 C64

A single source of information on Canadian subjects for the general reader. Subjects include art, culture, food, journalism, religion, sports, society and biographies: 50 categories in all. References are both current and historical.

Politics

Canadian Annual Review of Politics and Public Affairs. Byers, R. B., ed. Toronto, University of Toronto Press, 1981. Annual.

Ref FC 609 C35 1979

A concise and convenient record of the year's events and an appraisal of important developments, written by Canadian experts. Essays on parliament, the economy, external affairs and provincial affairs. The first place to look for the person who writes on current affairs or to sort out the events of the past year.

Law

Milligan's Correlated Criminal Code Selected Federal Statutes. Toronto, Butterworth, 1982.

Ref KE 8804 C136 1982

A useful guide to the criminal code with a subject index, designed for a better understanding of the law and procedure. Selected federal statutes such as the Canadian Bill of Rights, War Measures Act, Narcotic Control Act are also included.

Music

Encyclopedia of Music in Canada. Kallman, Helmut; Potvin, Gilles and Winters, Kenneth. Toronto, University of Toronto Press, 1981.

Ref ML 106 C36 E52

The first compilation of its kind, this is a comprehensive source of information about all aspects of music in Canada, both current and historical, popular and classical. Its subjects include Glenn Gould, Tom Connors, "O Canada", etc.

Pharmacology

Compendium of Pharmaceuticals and Speciaties. Ottawa, Canadian Pharmaceutical Association, 1983.

Ref RS 141 23 C62 1983

Drugs available in Canada are listed alphabetically by trade name. Information includes use, precautions, adverse effects, overdose, dosage. Supplements include cross reference index by brand to generic name and illustrations of drugs.

Press

World Press Encyclopedia. Kurian, George Thomas. New York, Facts on File, 1982. 2 Volumes.

Ref PN 435 W6 1982

This encyclopedia provides — country by country — The State of the news media: number of newspapers, TV and radio stations, censorship, profiles of influential papers, news agencies, etc.

Editor and Publisher — International Yearbook. New York, Editor and Publisher — 1980. Annual

Ref PN 4709 E42 1980

A complete listing of newspapers published in the U.S., with a listing of daily newspapers throughout the world. Syndicated service, equipment suppliers, associations, press clubs, etc. are also included.

REVIEW

Cream of the Crop

by Doug Fetherling

It's almost a foregone conclusion that old newspapermen, in their autobiographies, write best about their first jobs in the business. So great is the pull of nostalgia that it imparts a warm glow to what was probably a brutish experience; yet the long backward glances have such clarity that they impose a discipline on the writing. There are many examples of this phenomenon, including several in the current batch of media-related books.

Barry Broadfoot, for instance, was a newspaper or wire service reporter for more than 25 years until he quit the *Vancouver Sun* in 1973 to work on *Ten Lost Years*, the first of his books on oral history. His career included time at several organizations now long dead or merged out of existence, such as the *News Herald* in Vancouver and the *Bulletin* in Edmonton. But neither these nor the *Sun*, where he worked during a storied period, gets much attention in *My Own Years: Recollections of People, Places & Peregrinations* (Doubleday, $22.95), at least compared with his earlier days in Winnipeg. Broadfoot worked first on the old *Winnipeg Herald* and then on the *Tribune*, where he rose from copyboy to reporter, passing through the intermediate stage of picture-chaser, as was the custom then. *My Own Years* is an unusual combination of oral history and memoir, a hybrid that underscores the episodic nature of newspaper reminisences without doing much to aid reflection.

Love for the first-born is also a characteristic of *You Can't Print That!* (Hurtig, $16.95) by the harmonica-playing dean of the Ottawa press gallery, Charles Lynch. The exclamatory title is enough to pinpoint Lynch within the tradition of Robert Casey and Gene Fowler. By bulk weight, the majority of the book is devoted to the political scene. But curiously for one so well regarded in that area, Lynch doesn't seem particularly cogent or even revelatory about anyone but John Diefenbaker, about whom it's probably difficult to write badly. The best textured and the most evocative writing comes instead at the beginning when Lynch recalls starting out at 16 on a weekly in New Brunswick, proceeding through papers in Halifax, and elsewhere, and then finding himself as a war correspondent in Europe. He writes lovingly of such people as Andy Merkel of CP and Tony Cole of Reuter; in fact, his best writing is always of others, including the very young Lynch the author used to be, before he acquired the streak of egotism that pervades the second half of the book.

Some of the positive traits of Lynch's Book also appear in the memoirs of Floyd S. Chalmers' *Both Sides of The Street: One Man's Life In Business and the Arts in Canada*. (Macmillan, $24.95). The prose is utilitarian, but one should read Chalmers' description of being a Toronto reporter in an era that began, for him, on the *News* in 1915, and saw him moving like a moth from morning through evening, always scribbling in the City Hall press room, in theatres, on playing fields and of course in police court where one's "scant sex education was augmented." In a few pages, he captures a lost world of journalism when a city like Toronto had six or eight dailies, all of them small businesses by today's standards and all dedicated to eclecticism.

The other aspect of Chalmers' book of interest here is in dealing with his long tenure as an executive at Maclean Hunter, particularly his various squabbles with editors, leading to such brief sensations as the *Maclean's* walk-out of 1964. Chalmers presents his case calmly but firmly. Something of the other side of the coin, though, can be seen in Charles Templeton's anecdotal memoir called *An Anecdotal Memoir* (McClelland & Stewart, $19.95), which in one vignette details the interference from above when Templeton was *Maclean's* editor in 1969. He also deals briefly with his days at *The Toronto Star* and at CTV.

Yet it seems to me the most intrinsically interesting and perhaps most useful of the new media books is *Barefaced Cheek: The Apothesis of Rupert Murdoch* by Michael Leapman (Musson, $24.95). Murdoch continues to be active in so many venues that a resident of one country is not likely to understand his impact on the next. His father, Sir Keith Murdoch, built up a considerable press empire in Australia, but after his death, all that was left was the *Adelaide News*, which Rupert took over when he was 22 and fresh out of Oxford with his left-wing associations still intact. From there he acquired other papers and eventually founded the national daily, *The Australian*. At various times he has bid unsuccessfully for the *Observer* and the *Express* in Britain, and was, of course, happy to take *The Times* off the hands of the present Lord Thomson even though he privately dislikes its establishmentarianism. That the same person could own *The Times* and the *News of the World* and the *Sun* may seem incongruous, as might the fact his American holdings include the *National Star* and the *New York Post* as well as the *Village Voice*. The inference is simply that he believes in covering himself at both ends of the market, the other way publishers believe is covering themselves by buying into cable.

As for Murdoch the personality, he emerges as cocky and crafty and anything but a cream puff, capable both of charm and its opposite. Told that a long-service employee had died in the night, Murdoch replied, "Well, it wasn't from overwork." ***content*** readers will be drawn to several Canadian angles, notably the way Thomson and Murdoch got together and also the story of Edwin Bolwell, once of *The Globe and Mail, The Toronto Star*, etc.

According to Leapman, Bolwell was "an interesting choice" as the first Murdoch-appointed editor of *The New York Post*, because he aimed somewhat higher than the *Post* was accustomed to. Indeed, writes Leapman, it was Bolwell's middlebrowism that spelt his doom rather than his "short temper and unpopularity with the staff" — qualities which Murdoch seemed to admire. But then Leapman doesn't seem to have talked with Bolwell or with Murdoch or with many of the others he writes about here. But second hand and unanalytical as it is, the book does help sort out a tangled story.

Two other new titles, both about television, deserve mention. *The Evening Stars: The Rise of Network News Anchors* by Barbara Matusow (Thomas Allen, $20.95) is a history of American network news and, in particular, its relation to politics. It's pretty familiar stuff but Matusow, who's worked directly or indirectly for all three networks, nonetheless shows evidence of being able to think, read and write, and does the job as well as anyone.

The News Business by John Chancellor and AP Washington bureau chief Walter R. Mears (Beaverbrooks, $17.50) is a commonsensical little book designed for the use of students and those contemplating an apprenticeship.

The little paper that grew and grew and grew

by Michael Swan and Janet Camilleri

"Every *Sun* person has been to a party when people say 'Oh, you work for the *Sun*, that's interesting,' Gordon Stimmel, editor of the *Sunday Sun's Showcase*, relates. "But there's always the person who says 'Oh, that rag'."

"My experience has been that they've talked to me for a while about everything — psychology, philosophy, aesthetics, then they say 'And you work for the *Sun?*', and I say 'I think you ought to re-examine the *Sun* and stop going on stereotypes that you've had about tabloid journalism'."

Re-examine may be too kind a verb. Many people who deign to pass judgement on such matters have rarely examined the *Toronto Sun* past page three.

The assumptions about tabloid journalism among readers of broadsheets are simple enough. Broadsheet readers believe that tabloid journalism is bad journalism; that it is "racy", and its news stories value impact over accuracy, that opinions are meant to be more inflammatory than serious contributions to political debate, and that tabloid journalism is more a tool of marketing than an organ of the truth.

But the size of a tabloid proclaims the real first principle of tabloid journalism — readability.

Ed Monteith, editorial director of the *Sun*, recalling his days on the old *Toronto Telegram:* "Working on a broadsheet we were frustrated, because we used to fill pages with columns of type just to get rid of them. We didn't care very much what they said, as long as we were able to get them off the floor. So we used to say to ourselves, "My God, we should be doing a better job for the reader, we should be editing this stuff so we don't waste his time."

Time is of the essence among *Sun* writers.

"It's a fast instant read if you have five or six minutes somtime this morning to read a newspaper," Gary Dunford, columnist, explains. "Now to read the *Star* these days...I clear an evening for it myself. It takes 15 minutes just to unload the Shoppers Drug Mart sections out of the real paper. But the *Sun* you can open up on the subway, nothing falls out on your feet."

The *Sun* always, it doesn't matter what feature you're writing, they want a news lead on it," says one *Sun* reporter. "Like the way the *Star* starts off a story saying 'Little Billy walked along the street today and a tear crossed down his eye'. You read the *Star's* lifestyle section and you can get down to the eighth graf before you ever know what the hell they're talking about. Pick up the *Star* and you look at that. Soft leads.7

While other media scorn the *Sun*, the paper has become the last haven of the hard news lead. Writers at the *Sun* have had to learn to present the most information in the least space.

"It's harder to write 10 inches than 15. There's an art to getting a big story in a small area," says Steve Payne, a *Sun* general reporter.

The *Globe's* writers may strain to produce literature, but at the *Sun*, reporters are practicing journalism. They are delivering information to readers in a simple, standard form that is easy to understand. They are writing to standards that Pulitzer himself would have approved.

In its reporting the *Sun* is like the penny papers of James Gordon Bennett and Joseph Pulitzer, more than 100 years ago. They attracted people of all political stripes, people who were poorly educated or for whom English was a second language by inventing the hard news story as we know it today. With simple and direct writing and a dedication to reader service, these men invented the journalism the *Sun* practices in its news columns.

The ultimate result of the style established by Bennett and Pulitzer was Associated Press style; impersonal, abbreviated and mechanistic. Using this style, the *Sun* has created new newspaper readers, as did the penny press of the 19th century. But the personal journalism in the *Sun's* opinion columns has also found a loyal readership in a large impersonal city.

This discovery has led to an enormous commercial success and a news package that is openly as much entertainment as it is information.

The *Sun* recently reported a profit of 7.8 million dollars to its shareholders in the same year that it retired all of its bank debt and increased its dividends. With two satellite papers in the west, a nationwide wire service (U.P.C.), a syndicated feature service and plans to expand into the U.S., the *Sun* is no longer an upstart paper. It is one of the biggest media concerns in the country, and given that Maclean-Hunter paid more than 27 million dollars last year for a 50 per cent share in the company, it is going to get bigger.

A new owner, a new editor (Barbara

Amiel) and more money won't change the *Sun*. And that's not only because of a ten year hands-off agreement Maclean-Hunter signed before buying the *Sun*.

"In terms of news, you don't muck around with what works," Barbara Amiel says in response to a suggestion that the *Sun* might become a different paper under her direction, or under the ownership of Maclean-Hunter.

"The *Sun* has changed, but it hasn't changed in a lot of basic ways," Doug Creighton, publisher of the *Sun*, claims. He adds that no basic changes are planned as long as the paper is making money.

Not only are publisher and editor satisfied with the paper as it is, but general reporters are proud of the paper's commercial success. Steve Payne echoes his publisher's sentiments.

"Why interfere with something that's making money. If you've got a car that runs well, why tinker with it on the weekend?"

What works for the *Sun* is a mixture of news and entertainment with a high proportion of entertainment.

"When we started, we were going to be entertaining and informative. And we were going to be entertaining first, and informative second. And as we got more reporters and better informed columnists, well, I feel that we've become more informative. I think it's about fifty-fifty now," Ed Monteith, the *Sun's* editorial director, explains.

"The dual nature of entertaining and informing are kept," Gordon Stimmel states. "The news informs and that is its primary function. But even with serious stories, we bend over backwards to make it human. Humanizing the news has always been a prime function of this paper."

Sun reporters find the prejudice against news as entertainment absurd. They see the staid *Globe and Mail* as the incarnation of what most irks them.

"The *Globe* has such soft headlines. They back into a lot of their stories. Their leads are fifty words long. People look at it and say 'Gee, they must be telling the truth because they're so boring.' That's the Canadian way, isn't it?" Peter Howell, *Sun* labor reporter and columnists, maintains. "The *Sun* always goes out on a limb with a big screaming headline and that inflames people. They think, 'This son-of-a-bitch better be right'."

The stories in the *Sun* may be shorter than those in either of the other Toronto papers, but that makes them no less accurate, or pertinent. And the *Sun's* preference for local news is not a crime against journalism.

"If Chad's blowing up, or Angola, we don't put it back on page 84 because we want to run a rape story on page three or something," Ed Monteith points out.

Sun reporters understand and respect the traditional primacy of local news in a city newspaper.

"Some journalists become self-indulgent beasts. They're fools," says reporter Steve Payne. "If a murder happens on somebody's street they want to hear every bloody word you can get in there about it. Other papers ignore murders, sexual stories, doggie stories, ghost stories, at their own peril."

But at the same time as the news values of the *Sun* are as old and traditional as Lord Beaverbrook, the *Sun* is pioneering a kind of personal journalism that is revolutionary.

In a randomly selected issue of the *Sun*, we found that more than one third (318 column inches) of the total copy (903 column inches) was either opinion, personality or service columns. Another one third of the copy was generated by the *Sun's* own newsroom and the remainder was wire service copy. The emphasis on opinion comes from a philosophy of close identification between the readers and writers of the newspapers.

"What it tries to do is take away the myth aspect of journalism, that these

are saintly creatures who are writing the news," Peter Howell says. "We're people, and that's been one of the appeals of the *Sun*. That the guy on the Queen streetcar, who is in a union, can say, 'Geez, I agree with that guy, or I don't agree with him — they got a little picture there of him."

Writers at the *Sun* spend a lot of time just talking to readers. Visiting Mark Bonokoski, the *Sun's* Jimmy Breslin-style columnist, at 11:30 one morning, we found he had already taken between 20 and 30 phone calls and had that morning received about 25 letters addressed directly to him.

"We get called upon a lot of the time to really go above and beyond just working. To speak at benefits for this and that, to play softball for charities, to judge contests. I mean, you're always going to get called on a lot."

The *Sun's* columnists are probably the most famous journalists in the country. Certainly Peter Worthington, and Barbara Amiel, are the most visible editors-in-chief any Canadian newspaper has ever had.

"The *Sun* is made up of so many things, but what it's made of most is people that the readers can identify with," Barbara Amiel explains. "They need to know a Worthington, or they need to know that they can walk into this office or pick up the phone and talk to me. This is a paper of people. Who's the editor of the *New York Post?* How many readers would know automatically? It doesn't make any bloody difference, does it? But here you write those five editorials a week. I was talking to Alan Fotheringham, I was saying, 'It's pulling everything out of me,' and he said, 'Daily journalism is like making love to a nymphomaniac. Just when you think you've finished, you've got to start all over again.' No, the *Toronto Sun* won't survive if it removes itself from accessibility to the readers and its very clear personality."

Sun's Doug Creighton — next — the little paper that grew all the way to Houston

The *Sun's* personality is dependent upon the public personalities of its journalists. Journalists as personalities are the exact opposite of traditional journalists who play the role of disinterested observers at public events.

In 1937 the American Newspaper Publishers Association and the American Society of Newspaper Editors defined what they saw as the true function of a journalist.

"We do not deny that causes require champions, and that progress springs from the genius of advocates. Equally important to society, however, are those who report the controversial scene. It is the newspaperman's job to do that, not as a partisan, but as an objective observer."

Garth Turner, business editor and columnist for the *Sun*, ranked first among the *Sun's* columnists in readership surveys last year. That 75 per cent of a newspaper's readership would always or occasionally read any one columnist is remarkable. While enjoying this impressive statistic, Turner has reversed that central principle outlined by the pubishers and editors of 1937. He has become a participant in the events he writes about.

"I would be proud of the kind of stuff I would be most harshly criticized for by other journalists who feel that their calling in life is not to get involved with the readership but simply to pronounce to the readership. I'm thinking of 1981, when mortgages were 22 per cent and people were dying, and we gave people the opportunity to voice their outrage. We even arranged to have a meeting so

they could all come and yell. And I said, 'If people want to go to Ottawa and voice their opinions, I'll go with them.' So we did. We ended up with a thousand people. And I was very roundly criticized for that. 'Grandstanding' as it was called. Particularly by the CBC reporters. In fact, even on the national news, it was called a cheap publicity stunt for this newspaper. Well it wasn't. I was really concerned with what was happening to people. And I was in a unique position to help them voice their concern. Now that wasn't news, that wasn't reporting the news, that was kind of making the news at the same time. And for that I was also criticized, but let me tell you, that was good, and I have no regrets."

Curiously, Turner, whose most proud moment as a journalist involved leading a protest on mortgage interest rally, maintains the value of the disinterested journalist in theory.

"I'm a member of no political party, and I don't think that journalists should be."

Turner's approach is making print journalism as a medium vital to a large segment of our population. It cannot be denied that the journalism of personalities works.

The *Sun* has 605,000 weekday and 740,000 Sunday readers over the age of 18, compared to 840,000 weekday, 1.3 million Saturday and 619,000 Sunday *Star* readers. But as Marvin Naftolin, the *Sun's* director of advertizing sales, points out, about half of the *Star's* audience is more than 50 years old.

Unless the *Star* picks up new, young readers, the *Sun* will eclipse the *Star* and become the largest circulation paper in Canada while the *Star's* reders grow old and die. Should that happen and the *Sun* become the country's dominant paper, its mixture of hard local news and celebrity columnists may be the standard of the future.

"Page six writes about itself as if it was a separate person, so we can make fun of the other columnists." explains Dunford. "I think that's one of the reasons Columbia (Journalism School) studies us. You'd think in your heart it shouldn't work. Has the person who reads Dunford this morning really read Amiel and the other five columnists, so he knows what Dunford is even talking about? Apparently. We run lots of items that you'd put in a news-letter maybe, but not in the paper. But we put them in the paper for some reason and reading the *Sun* in the morning is like being in the world's biggest public club. It's like a soap opera and you have to buy this morning's instalment to find out what happened in the lives of these 40 characters."

A soap opera is a far cry from the public's right to know as the ultimate ideal of journalism. But the *Sun* can reasonably argue that it has met the public's need for information in snappy, easy to digest news stories about the events and politics that effect peoples lives most — local news. If the public is interested in international news, and they don't show any signs of it, there's not much difference between the UPI wire the *Sun* carries and the combination of AP and Rueters in the *Globe and Mail*, except that the *Globe* rewrites it.

The *Sun* is giving the people what they want, while other "self-indulgent beasts" of journalism are deciding what the people should have. As Ed Monteith says, the *Sun* talks to its readers as equals.

The *Sun* interacts with its readers. Every *Sun* writer spends some time each day talking to readers.

The *Sun* encourages its readers to set the news agenda. The paper genuinely does care about the things they care about. But if the *Sun's* readers are the ultimate editors of the paper, setting the agenda, generating the columns, what do the readers gain by reading it? Is there any value in providing a city with a mirror for its collective narcissism?

Celebrity journalism, and a journalism of personalities, suggests a top 40 radio station in print, where columnists are D.J.s, events are forgettable tunes, and issues are bands on a hot streak. But real journalism brings the world to the reader and the world is more than a successful formula. Real journalism feeds the imagination of its readers, it doesn't feed off it.

Sun staffers in newsroom. Still a happy family?

In which Marshall finds Bassett a 'damnably appealing eccentric'

by Marshall

The *Toronto Telegram's* old newsroom on the long-gone Melinda St. was a cluttered curiosity shop of a place: ancient lift-top desks, branded with cigarette butts and coffee-cup stains, jammed into rows on the institutional linoleum that covered the creaking wood floor. There were eight-foot-high windows that swivelled on their wooden frames letting snow enter in the winter and the occasional starling and swarms of insects in the summer. The thump or whoosh of arriving or departing copy cartridges in vacuum tubes snaking to the composing room and even under the streets to City Hall competed with the clatter of ancient typewriters, the rasping of police radios and the frantic shouts of, "Boy-y-y!" (There were no copy persons then.) In counterpoint was the deep bowel rumble of the presses shaking the very fabric of the old building. The place was a firetrap — and a man trap. It trapped me, at least.

When I moved there, after 10 years about two years of post-graduate lessons in the "big time" then returning to the amenities of a smaller community and the very real satisfactions to be found in some good provincial daily.

Two days into 1957, and only a few minutes into my new job, I was given my first insight into just one reason why the Tely could be a good place to work. And why, though the opposition paid more and the Tely was often representative of all that is wrong with newspapers (so were the oppositions), I remained until its owners killed it for a whopping profit 14 years later.

I had arranged to start work on Tuesday, the day after New Year's. I felt a twinge of disappointment when assignment editor Jack Holland told me that on my first week I was skedded to work Saturday. After all, this was my first job with a five-day week and I'd been looking forward to getting most weekends off. But Jack quickly explained. "We thought you'd like to start with a full week's pay. Yesterday was a holiday and we skedded Monday as your day off instead of Saturday."

Yep, the Tely was a people place, both in its personnel policy and its staff. They used any excuse for parties, which ranged from impromptu events welcoming or sending off someone just changing desks, to huge affairs involving the chartering of a Toronto ferry or part of Fort York.

But I also remained at the Tely, because it was an invigorating learning place much underrated by its detractors, who were usually academics who equated great gray swaths of type in the *Globe and Mail* with excellence, particularly if it consisted of imported American newspaper content and corporate press releases. They ignored the irreverent Tely's many achievements, which included: a book review page superior to any others, in-depth but lively op-ed pages, a United Nations bureau, an extensive Canadian- viewpoint staff coverage of foreign affairs equalled only by that of the CBC, and a rewrite desk unmatched elsewhere — until the *Star* raided it for talent. The Tely's innovations forced competitors, even the insular *Globe*, to improve.

It's many "firsts" included a consumers' "Action Line" column; a special youth-oriented section called "After Four," a coast-to-coast survey of national attitudes called "Canada 70," which was republished in a six-pack paperback set by McClelland and Stewart; a stable of columnists representing a broad political spectrum; the country's (possibly the continent's) first formally organized investigative team of reporters; and "Today's Child," which found homes for entire families of children up for adoption. It's in this kind of ferment that you learn newspapering.

On the other hand, the Tely was also correctly labelled sensationalist. Within a few weeks of my arrival, I realized I was on a publishing pendulum that made dizzying swings from responsible innovation to irresponsible yellow journalism.

I was exposed to the most basic level

of it when — before being promoted to night editor — I spent a valuable educational month at the horseshoe shaped "rim." (On any paper, an introductory session there is vital to learn a paper's tempo, temperament and techniques.) The Tely's was a highly professional one — where some veterans still wore green-celluloid eyeshades and made pencil stubs useable to the last elision by extending their length with tightly-rolled pasted newsprint.

Slot-man Frank Eames one day had me write the banner line for a gold heist in Quebec. (With head to head street box confrontation with the *Star*, screaming banners often were changed every edition whether or not the news warranted it, sometimes switching ludicrously back and forth as editors on both papers, doubting their own judgements, matched those of the opposition.) Frank accepted my line, but minutes later said it had been rewritten by "JDM." That was the memo-symbol for Doug MacFarlane, who regularly burst out of his editor's command post onto the crowded newsroom floor to take over from news editor or city editor (which he used to be) with the same kind of alacrity that saw publisher John Bassett, maybe in tux, come booming in from a banquet to a nightside newsroom desk to hammer out an editorial.

Worried, I asked what was the matter with the head that I had written. The laconic Eames just showed me JDM's version. "But it's wrong," I protested. "That's not what the story says."

It was flashier, more dramatic, the kind of exaggerated eye-grabber that sold papers in those days of sweet reader innocence. And to hell with accuracy.

And yet, it had been MacFarlane's reputation as one of the best newspapermen in Canada that had inspired me to apply only to the *Telegram* when I decided to learn a lot more about being a journeyman journalist. The *Telegram* once had been top of the old WASP Toronto heap but had become a doddering journalistic anachronism bravely flying the Union Jack on its masthead, symbol of all that its earlier editors held to be true and honest in the way of the British crown, Loyal Orange Lodge, and Family Compact Ontario. The man who helped to change all that was MacFarlane, who had exploded into the paper in 1949 as city editor the same day well-connected Bassett, publisher-to-be, arrived as advertising director.

Though MacFarlane's stamp was on the sensationalist aspects of the paper, its more significant flaws could be traced directly to Bassett — to some whopping management errors such as his editorially-fine but abysmally-planned Sunday edition, and to his financial and political opportunism. The latter was intensified by his loyalty to business and Tory friends (who helped him get the most lucrative television license in the country) and to the paper's other owners, the corner store merchants, John David Eaton and sons.

It was typical that when a man leaped to his death from an Eaton's executive-floor window, the report was censored in the first edition as having occurred at "a downtown building." In the next edition the news was further censored — the reference to "downtown" was removed.

That's a minor if graphic example of the press being free, not to the public, but to the owners. The trouble was, few if any of Bassett's senior editors effectively fought back, and in fact, as is the case at so many papers, their second-thinking of what they thought he wanted could sometimes over-reach what he actually would have required.

In 1964, after I had switched to the reporting side of the desk, I encountered this phenomenon when I had the unenviable assignment — the kind we called a policy story — of covering the International Typographical Union's tragically misguided strike against the three Toronto dailies. Some newsroom employees not only crossed the picket lines — our Newspaper Guild could not support the ill-conceived strike — they even worked beside imported strikebreakers doing the printers' jobs with no apparent problems of conscience.

When I was given the assignment I told Bassett I hoped he would treat me not as one of his employees but as he would any outside reporter covering the story. And he did, until the day when the strikers told me they had all received individual come-on-back lettters from the company. I went into the always-accessible Bassett (other publishers hid behind the spokesperson they had picked to represent all three papers) to ask for a copy of the letter. In his usual tone of voice — a near bellow — he said the letter wasn't news, and I didn't need it.

As I started to debate the point, MacFarlane entered, and much to my amazement sided with Bassett. I switched to some other questions. But, getting ready to leave, I resorted to that valued tool of a reporter — persistence, the wear-the-bastard-down technique. I said I thought the letter was news and that I'd have to get it from the union. MacFarlane, sitting across the T-shaped landing-field desk from me, again said I didn't need it, but Bassett hollered, "Oh God damn it, all right." And he told his secretary to give me a copy.

Night editors, who at times seemed to have had more autonomy than more senior dayside deskmen, had a fair amount of contact with the publisher. It ranged from the ridiculous (a well-liquored call from a party with John David Eaton to ask for Gina Lolobrigidas' measurements) to all sorts of dictated "Bassett Musts" for dayside editors. And there were the real concerns of the hands-on news buff who happened to be one of the owners.

One night half of an old three-storey Toronto apartment building collapsed without warning. By a weird series of coincidences no one was in any of the demolished units, but the potential for a high death toll was very real. Both MacFarlane and Bassett were on the phone worrying about coverage. I was too damned busy to give either of them more than curt reassurance. Using the startling amount of perogative granted to Tely night editors, I not only was throwing in the full night staff of three photographers and six reporters (more than even the morning paper had nightside), I was calling in dayside troops on overtime. The news editor came to the office and in an indication of the kind of Tely team work that I've seen nowhere else, took on the joe job of organizing a telephone team hunting relatives of those listed as residents of the building. Bassett went to the scene, his pyjamas flapping from under his coat.

The next day MacFarlane's Assessment Notice (a valuable daily mix of commentary, bricks and bouquets) apologized for the way he and the publisher had wasted my time on the phone.

We were always fascinated by our hands-on publisher — sometimes proud of him. There was the day he defied a threat of an organized boycott of the paper from a member of the Jewish community (a vital circulation target and one which had named Bassett man-of-the-year) if Rabbi Reuben Slonim wasn't fired. He was writing humane but controversial pieces about the Palestinian problem sometimes even at variance with Bassett's own views.

And when the publisher, a damnably appealing eccentric, was running as a federal Conservative candidate he gave an unsolicited paid leave of absence to reporter Don Stevenson, an NDP candidate, who had been going to use some of his vacation time to campaign. Bassett repeated the unpublicized gesture in a second election in which he, himself, was not running.

On the other hand, he also used his paper and some members of its staff for his own political ends. Leon Kossar, of the all-important "ethnic" beat (a legitimate source of news and a potential for sales) was pressed into being a front man during candidate Bassett's ludicrous patrician rounds of immigrant areas in his Rolls Royce.

The late Peter Dempson in *Assignment Ottawa*, his 1968 book about 17 years in the press gallery, tells seedy stories of the blatant slanting of political news under Basett's direction, particularly during election campaigns (sadly, with no personal real word of regret). He does not detail how he and other Telymen at Ottawa were sometimes used as Bassett's personal messengers for politically-oriented chores. Unfortunately, I recall none of them ever blowing the whistle as *Toronto Star* now *Toronto Sun* reporter Clare Hoy did during the 1974 federal election when he aired his criticisms of his own paper's biased coverage on television. He was fired for it, and sued for it, though he eventually won an out-of-court vindication.

More of this kind of "disloyalty" that, in fact, is true loyalty (to the community rather than to one's bosses) is badly needed — in any area, but especially in journalism. It's to my own shame that I generally confined my own distress about our craft to either in-house complaints or to protesting with my feet, by quitting.

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Then there was the one frustrating incident when, still a *Globe and Mail* staffer and with the cross-country *Canada AM* audience beyond the cameras, I was starting to say what I thought about the publishers' biased approach to the Kent Commission on Newspapers when a fault in the Ottawa studio feed put me off the air.

Out of the strange Tely mix of crap and credibility, I found the night desk experience there one of my best learning experiences in the newspaper business.

We learned to ignore the bosses when necessary. We'd been told never to cooperate with *CHUM*, Toronto's brashest radio station, apparently because someone there had once said something touchy that either JDM or Bassett didn't like. (There's no one more thin-skinned than print media people.) But on the night desk we needed every news nose we could get, so we happily traded tips with the station's very active night people.

And when dayside editors showed little or no enthusiasm for an obsession our hard hitting and hard drinking labor reporter had with exposing a scandal behind a tunnel excavation disaster, he got the encouragement from the nightside, and also a reporter to help. It bought the prestigious U.S. Heywood Broun award to Canada for the first time — to Frank Drea, now a reactionary Ontario cabinet minister, and to the nightside reporter who helped him, Harry Allen.

You learned too, how to cope with the erratics like Drea. Such as, on the day he had the big scoop on some labor gangsters and he defiantly accepted their invitation to dinner. They wanted to get him too drunk to write it — and succeeded. In the middle of the night we put him to sleep in the handiest washroom — the women's — then finally awakened him with a generous application of cold water. Still, his booze-benumbed fingers wouldn't cooperate with his brain. He couldn't make a typewriter work. So Allen sat at the machine while Drea slurringly dictated the story in perfect detail without referring to a single note. Great page one stuff.

And there was Fred Edge, a former assistant city editor who'd come back as a self-assigning feature writer. It was a fearsome experience to have him come in with a belly full of booze and his arms full of starter pistols, rifles, daggers, bayonets and other lethal weapons and dump them all over my desk. (He was showing how easy it is to buy such things.) I had to talk him down from an enthusiastic knife throwing demonstration, but only after he'd

knocked splinters out of window frames and walls. I got him lured upstairs to the photo section and was breathing a sigh of relief when the booming echoes of his .303 rifle echoed down Melinda Street. He was firing it into the sky from the roof.

You learned to take responsibility, too, the hard way. A sacred operation was any Royal Tour — yep, in caps. But one night our all-star tour team was in Quebec city with the regal visitors when a violent storm began sinking fishing boats all over the Gulf of St. Lawrence. I wanted photographer Frank Grant and reporter Andrew MacFarlane — AND our chartered tour airplane — to shift to where the real news was breaking. I made the plea to Laurie McKechnie, the senior editor with the tour team. He wasn't going to ok that; I'd have to ask the top man, JDM, he said.

I got MacFarlane at his home and told him what I wanted to do. "Do you think the story is worth taking our two top people and the plane off the tour?" he growled. I replied in the affirmative. "Well why are you calling me? It's your decision." And he hung up.

Another night, I got into a long-distance bidding session against Associated Press for the purchase of sensational films of a youngster in the swirling Niagara River, who had miraculously survived going over the falls. I needed guidance. How much could I spend? Again, I was told the decision was mine. I chickened out when bidding, stretching part way through a weekend of back and forth calls, reached about $1,000. That seemed a high price more than 20 years ago to a person making maybe $10,000 a year. To split the cost, I brought United Press in on my side (which was difficult because the big wire service's night editor didn't have the decision-making authority a Tely man had.) My overriding concern was to see the Toronto opposition without a single picture. I won. The only time full-page pictures have thrilled me as much was when, many years later, and at another paper, they were ones I had taken myself, a special satisfaction to a writer.

There was subsequent irate criticism from the disappointed head of the Tely's news and photo syndicate who said I should have gone for the bundle without UP and that we could have made a fortune on the pictures. The legitimate (in hindsight) complaint cut no ice with the beaming editorial brass. They, too, just wanted to beat the local opposition.

Running a Tely night shift was very much like previous jobs at smaller papers. It had the same kind of responsibilities and some of the satisfactions, but more exciting resources, including the right to call on telegraph companies for quick cash for reporters I could send across the continent on my own hook and on my own air-travel credit card. As early-shift night editor (and I remained four years on a swing shift by choice) you closed the final edition and then became primarily an assignment editor. On the midnight shift, the job was largely one of copy handling and a preparation of briefing for the city editor. On both shifts you learned to be an amateur psychiatrist as you handled the problems of the potential suicides and others, who become troubled when lonely city nights close around them, and who seek help from anyone who'll listen. Too often, we also found ourselves breaking the news of tragedies to next of kin. If you're lucky, you have the right kind of psyche, you become compassionate instead of calloused.

And you learn much of what we think of as digging for news as an unnecessary invasion of the sometimes too-dazed-to-object sensitivities of others. (Freelance photographer Ron Laytner, hungry for page one and wanting tears to punch up a picture of a child in a fire-charred room, handing her a blackened doll — "Here, look at your dolly. It's dead. Your dolly's dead." And tough police reporter Bert Petlock, long hardened by what he'd seen in the front lines, storming back into the newsroom with the story and shouting — "You let that sonofabitch in here again and I'll kill him.")

As a swing-shifter, I had the best of three worlds — that of the assigning hands-on night city editor, that of the copy editor (and later this included a Friday night of lay out and doing heads for the inside news pages), and that of the reporter, one evening a week. I was lucky. I got involved in some exciting stories, ranging from an airline crash in the heart of New York City, to a night when an arsonist went crazy and I alerted the firemen to one of his fires shattering my kneecaps in the process. A long and painful recovery followed, but it didn't squelch a moving desire to move around to the writing side of the desk permanently — to where a journeyman journalist could be in the real world, not experiencing it all second hand.

And when I made that move, it ended any thought I had of returning to the smaller newspapers. Particularly when the majority of them were controlled by owners who would not provide the kind of budgets that would let writers produce the kind of work that the advertisers and the readers should receive for the excessive amounts of money they contribute to publishers' profits. It is, unfortunately, a philosophy that still generally applies.

Is Canada a miniature TV game for Ted Turner?

by Liss Jeffrey

On January 24th the C.R.T.C. met in Hull to consider who will be licensed to provide 'specialty programming services' to Canadian cable T.V. audiences. For those concerned with the fate of news in Canada, the hottest item is the one that did not appear on January's agenda.

Five applications proposing a diverse variety of all-news services were submitted to the CRTC. All have been rejected.

Unless there is a dramatic — and unlikely — change of course by the regulators, Canada will soon get a 24-hour video news service, courtesy of Ted Turner's Atlanta-based Cable News Network (CNN). Of course, there is a price to be paid for all of this.

Despite the resounding silence that has so far greeted these developments (with the notable exception of the *Financial Post* October 29 issue) not everyone is happy. Global News anchor Peter Trueman says "If the CRTC adds this decision to the mess of Pay T.V., and the chaos it created with cable in the first place, someone ought to put a bomb under it and get rid of it. The CRTC has done nothing to save Canadians from the U.S. influx."

It may seem premature to embark on a post-mortem for the fledgling notion of a 24-hour Canadian news service before the hearings are even underway. After all, second-guessing the CRTC is a risky business. But most of the major players — including Rogers Cablesystems Inc. president Colin Watson, and Rob Burton, spokesman for rejected applicant the Centre for Investigative Journalism — agree that it's a safe bet that Ted Turner's CNN will be offered in Canada. Baton Broadcating vice-president Joe Garwood, also an unsuccessful applicant, doesn't rule out the possibility. Baton insists that its all-news application will stand unamended, despite the fact that the CRTC refuses to hear it, and Garwood prefers to "wait and see what will happen."

What are the stakes? Simply stated, the licensing of an American service will make it impossible for a Canadian service to get off the ground. That is unless the CRTC makes perfectly clear (in the proposed two year transition period) that it intends to keep the Canadian all-news option open, and reserves the right to disallow an imported service. Even this step may not go far enough. The reason is economics — it costs an estimated $27 million to mount an all-news operation even vaguely resembling Turner's CNN. Some of this cost may be offset by hoped-for advertising revenue, but no one who has worked out the costs is counting on it. The difference for Turner is that (although CNN is reportedly not yet in the black despite ad revenues, cable system payments, and delivery into 21 million U.S. homes) he has the entire American market in which to recover his costs. Canada, as a result of its high cable penetration, is the icing on the cake. In might call this a form of cultural 'dumping.' The issue, then, for a Canadian all-news service is not when but if.

None of this is news to the CRTC commissioners who are currently wrestling with the massive problems of the troubled Pay TV industry — problems they had a hand in creating. Then why does it seem so inevitable that a U.S. all-news service will be allowed into Canada? To find the answer it's necessary to decipher recent statements and documents issued by the CRTC and its political master, the Department of Communications. Taken together these clues signal a shift in priorities. They also entail trade-offs. Government is placing its faith in the cable industry; a 24-hour news service is merely a pawn which can be sacrificed.

Following the advent of Pay TV in Canada last February, the CRTC has been under pressure to move onto the next wave of satellite cable TV: specialty programming services. For the viewer, this latest technoterm simply means special-interest channels. Those who frequent taverns with satellite dishes, or own one, are already familiar with U.S. specialty services such as the infamous Playboy Channel, ESPN(sports), MTV(music videos) and Turner's CNN.

There are other relevant technoterms, tiering, universal, and discretionary. Every cable subscriber pays for a basic number of channels. If you want more options, you pay for a 'converter', which offers tiers of additional channels like PBS. To get Pay TV you write another cheque to the cable company, which then splits the money with the Pay TV operator. This is discretionary: add on the federal tax and the bill comes to about $31.00 a month. The cable companies would like to expand the subscriber's choice (and thus their revenues) by packaging the Pay channels together with

specialty services and offering these tiered services to the consumer for a few dollars more. Universal is a scheme developed by those who reasoned that if all cable subscribers paid a little extra, on a mandatory basis, then the cruel economics of Canadian broadcasting could be ovecome.

Every one of the all-news applications called for some form of this mandatory payment. This is why they were all rejected by the CRTC. The applicants, who argued that the initial CRTC statement did not unequivocally rule out the universal option, were outraged. Says the CIJ's Rob Burton: "The cable operators have succeeded in monopolizing the ear of the CRTC and the cabinet, and it seems to me that any sense of balance appears to be conspicuous by its absence. They're having a love-in." The CRTC did propose a Consultative Committee to study the controversial question of universal which, because of the economics, has been the subject of dispute for as long as Pay TV has been a factor.

Television in Canada is a creature of policy and regulation — the trick to this game is that the regulators try to keep up with evolving technology while constantly searching for the public interest in the face of intense commercial pressures from the U.S. and from private Canadian broadcasters. Satellites changed the equation only insofar as this new method of signal delivery magnified the structural problems of Canadian broadcasting. For those with long memories, the situation looks like a replay from the early days of television. In the absence of clear-minded policies, Canadians living in border cities (most of us) developed a taste for American TV. When policies finally came, they were attacked by the private sector (which could make more money by simply importing U.S. programming) and widely ridiculed by the public.

With the onset of the satellite age the regulators' great fear is that Canadians will decide that they do not have enough choice, and will tune into American signals raining down from the open skies. All efforts to ensure that some Canadian content is available to the viewer will have been wasted. Worse, the regulated cable and broadcasting industries complain that their revenues will be seriously undermined. The cable industry argues that it must be allowed to compete in order to keep viewers — and must, therefore, be allowed to offer the new American services. When Communications minister Francis Fox announced much touted and frequently leaked Broadcast strategy last March, he had apparently accepted these arguments from the cable industry. Fox reasoned that if Canadian viewers can be given this incentive to stay wired to their cable TV, at least there will be some Canadian programming options available. Once viewed as the villain, cable suddenly found itself in the unlikely role of saviour of the system.

But the problem is that the new Broadcast strategy would have it both ways — while placing a heavy emphasis on economic objectives, there is an intention to carry out the cultural mandate of the 1968 Broadcast Act. That act stated that: "The Canadian Broadcasting system (not just the CBC) should be effectively owned and controlled by Canadians so as to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada."

Despite the many criticisms that can be legitimately levelled at the Canadian broadcast news media, over 50 per cent of prime time viewing of Canadian content is news and public affairs programming. And despite widely recognized problems of central Canadian bias, the news have outperformed other catgories of programming in the flow and exchange of cultural and regional information and entertainment. The CRTC stated in its "Policy Statement On Canadian Content in Television," "For if Canadians do not use what is one of the world's most extensive and sophisticated communication systems to speak to themselves — if it serves only for the importation of foreign programs — there is a real and legitimate concern that the country will ultimately lose the means of expressing its identity."

Minus the rhetoric, can an argument be made that news should be a special case, even among specialty services? I think so. Swamped with information from our giant southern neighbour, there are many issues on which the two countries have distinctive viewpoints: energy policy; Trudeau's peace initiative; the invasion of Grenada; or of Canada, for that matter. The list goes on and on. Currently, Canadians receive a steady diet of the American viewpoint, not only from magazines, wire services and available U.S. networks, but also from NBC, ABC and CNN on domestic news broadcasts. At best, these reports are filtered through editors in our own newsrooms. Why do we need a channel devoted to CNN? If there are Canadians who have indicated a willingness to do the job, lets give them a hearing a not foreclose the option of a Canadian news channel?

Cable, whatever the economic arguments, is a method of distribution and packaging. It's impossible to prejudge the all-news applications without a hearing as to their merits. The Baton applications, which proposed partial use of Turner's CNN, initially seemed strongest. The Centre for Investigative Journalism suggested a more imaginative proposal, certainly labor intensive, but legitimate concerns were expressed about its ability to perform financially. Broadcast news, the only other non-regional application of the five proposed, called for an enhanced version of the alphanumeric service already provided to many cable subscribers. Tangled in the motives and objectives of these various services lies one important fact: if the CRTC refuses to hear them, and does license the cable companies to carry Turner's CNN, then the possibility of a Canadian 24-hour service, perhaps a combination, perhaps a better idea that has not yet been developed, all these possibilities are eliminated.

What does the future hold? After the CRTC hearings January 24, a decision will be released in the spring. At this time a list of foreign services which cable is allowed to import into Canada will be published. The principle that the CRTC has adopted is that there must be a form of linkage: that means that for every discretionary service cable offers, they will be allowed to import a U.S. service drawn from the list. At the same time, the Consultative Committee will consider the implications of offering a form of universal channel — which they call the 'omnibus channel.' Then the CRTC has called for a two year 'transition period.' But prior to the start of this 'transition' (before we become wedded to the idea) CNN should not be placed on the list and thus allowed onto cable until the Consultative Committee has made its recommendations.

The Consultative Committee should listen carefully to arguments as to why the Canadian perspective on the news may be a case worthy of special treatment. There are of course problems with this argument, but the point is worth a hearing. Above all, the regulators should not allow themselves to be blackmailed by their perceptions of technological change into accepting valid economic goals by foreclosing on the window of opportunity for a Canadian news service. It's hardly a sensible argument to propose that the advantages conferred on the Americans by their better economies of scale should be allowed to outweigh arguments for Canadian means of national expression. There's a price to be paid for short term gains: further dislocation for the entire information economy.

OMINIUM GATHERUM

HALIFAX

by Dean Jobb

- Comings and goings at the Halifax *Chronicle-Herald* and *Mail-Star* newspaper, staff reporter Stephen Thorne has left after three years to take a job with Canadian Press in Halifax. Former city hall reporter Peter Moreira is back on general assignment after six months spent travelling and studying. Alan Jeffers has moved from the editing chair, joining Hugh Townsend in reporting on provincial affairs.
- Roger Snowden, a reporter with CHNS-AM in Halifax, has become assignment editor, allowing station news director Dave MacLachlan to concentrate on management.
- New boss at Halifax's other daily: veteran business reporter Lyndon Watkins has taken over full editorial control of *The Daily News,* but will continue to edit *Atlantic Business* magazine. David Bentley, president of Great Eastern News Company, the newspaper's publishers, will look after the business side. Columnist Al Hollingsworth has been named publisher of the weekly Bedford-Sackville *News,* which has reappeared in the Halifax suburb where the company first began publishing in 1975.
- Hal Harbour, formerly of C100-FM in Halifax, has joined Dartmouth's new FM rock station Q104, offering "upbeat and offbeat" news every morning with deejay Brother Jake Edwards.

TORONTO

- Barbara Sheffield, information coordinator of the Ontario Arts Council was elected president of the Toronto branch of the Canadian Public Relations Society. Other 1984 officers are: vice-president, Virginia Kells, president VIPR communications; second vice-president, Maureen Kitts, Sesquicentennial Celebrations; treasurer, Lily Corewyn, ITT Canada; secretary, Bruce Stock, North American Life; chairman of the board, James Tannian, Texaco Canada.
- Sharon Dunn CBLT-TV has taken a year's maternity leave.
- The joint organization of the 1983 TV Day Committee and the Canadian Association of Broadcast representatives have named a scholarship in the memory of the late Clark Todd. The scholarship for "overall excellence in broadcast journalism" will be presented in the fall of 1984 to a graduating student from Ryerson.
- Sherrill Cheda, executive director of C.P.P.A. has resigned to become Registrar at the Ontario Arts Council. She is replaced by Dinah Hoyle.
- John Rode at CHUM-FM has resigned. He will be replaced by Gord James and Rich Hodge. Hodge will also continue as sports reporter.
- More changes at CKEY: Overnight newscasters Fred Cripps and Dave Prendergast, advertising manager Harvey Clarke have been let go. Rick Hallson moved from CJCL to be the new program director and Gene Stevens is the new advertising director. Dan Williamson, formerly with CFTR takes over the afternoon show and Chris Mayberry is the new sports voice.
- Bob Ricci of Reuters Los Angeles bureau is the new chief of financial news in Canada. Former senior reporter Judi Crossaw has joined Reuters New York.
- Bill Cameron who recently left CITY has become a journalist/producer for the Journal at CBC.
- Earl McRae formerly at CJCL has joined CBLT-TV channel five sports.
- Former reporter for the Hamilton Spectator Judy Nyman has joined the Toronto Star as a reporter.
- Ben Gordon, actor writer and film buff will host CBC-TV's "CBC Late Night". Clive Denten has been named the consulting film historian.
- Newsweek has launched its Canadian-printed edition. Printed by RBW with an initial circulation of 60,000 by mid-1984. The magazine hopes to use domestic advertising and to eventually estabish a Canadian editorial bureau.
- Toby Sykes has been named PR director at Ragge, Beech and Assoc.
- The Toronto Press Club has a new home at 5 Wellesley St. East, Toronto.
- After 25 years as CBC publicist, Gladys Houck has resigned to freelance.
- The International Association of Business Communicators (IABC) Toronto Chapter has elected its 1984 Board of Directors. The members of the board are: President, Susan de Stein, Manager, Communications, Publications, Ontario Hospital Association; Vice-President, Ruta Skelton, Coordinator, Publications, Ontario Hospital Association; Past president, Sharon Paul, Director, Corporate Communications, Abitibi-Price, Inc.; Secretary, David Brightling, Manager, Member Services, Royal Canadian Yacht Club; Treasurer, Inga Eichenbaum,

You said it...

Dear ***content:***

There are a number of aspects of ***content's*** coverage of Ann Pappert's study for the Canadian Association for the Mentally Retarded that disturb me.

First, I prefer to see subject and writer slug it out, if absolutely necessary, with no editorial interference. Thus I saw nothing wrong with Pappert's long letter in your August / September issue, taking Dave Silburt to task for his article. And although I think writers get an unfair advantage when allowed to write a letter in the same issue, even that was not unreasonable. What was peculiar was the italic editor's note, and answering charges that weren't made. Silburt, at least, said he was satisfied to let his story and Pappert's stand or fall on their own merits. Prudence should have led you to do the same.

One other thing. The media community might have been better served if ***content*** had analyzed the Dawson coverage itself rather than waiting for an opportunity to snipe at someone who did.

D. B. Scott, Cambridge, Ontario

Editor, Coopers & Lybrand; Membership, Sue Mifka, Communicaions Assistant, American Express, Inc.; Program, Dagmar Kanzler, Ontario Manager of Communications, Katmavik; Professional Development, Janice Denike, Public Relations Officer, royal Bank of Canada; Public Relations, David Esler, Consultant, TPF&C; Communications, Sue Coates, Writer/Editor, Union Carbide Canada Ltd.; and Senior Delegate, Leslie Lynch, Coordinator, Communications, Gulf Canada Ltd.

SAINT JOHN, N.B.

by Esther Crandell

- Donald Richardson, *St. Croix Courier*, St. Stephen, N.B., is on staff with the Saint John *Telegraph-Journals*.
- Back in circulation after a four-year absence is Barbara Carrier, now at tne *Evening Times-Globe* in Saint John. Carrier was communications officer with Metro Social Services in Toronto until 1979.
- Lyndon Watkins, former Atlantic Bureau Chief for the *Globe & Mail* and continuing as editor of *Atlantic Business*, a quarterly magazine, is new publisher of the *Daily News*, Halifax. Watkins is buying out the interest held by Patrick and Joyce Simms who, along with David and Diana Bentley, were partners in the *Daily News* operation.

WINNIPEG

by Edmund Oliverio

- Andrew Allentuck, former staff writer for *Financial Post* and *Maclean's* has been appointed *Winnipeg Sun* business editor.
- Cathy Linton is editor and publisher of *The Voice*, a new South Winnipeg weekly.
- Sarah Hurman moves from *CKY* to *CBC*. She won the top Winnipeg TV Reporter Award in the Third Annual Winnipeg Broadcast Awards. The big winner was *CBC* with 11 awards for both radio and TV. Next was *CKY-TV*, winning five awards. *CKY* won the Best News Program Award for the third year in a row, and also won Best TV Interviewer (Barbara Mills for her report on teenage prostitution.) Best Documentary went to *CBC* for a report on battered wives. Scott Oake of *CBC* won the Jack Wells Sportscaster Award while the Best Radio Interviewer was Agatha Moir of the *CBC*. The Best Documentary Writer was Rick Alexander for "Echoes," *CBC*.
- Brian Blomme of *CBC's* "24 Hours," has moved to CBC Sports in Toronto where he will produce documentaries of the Olympic Games.
- The new evening news package at *CKX-Brandon* is hosted by Mark Evans and Holly Doan. The producer is Drew Craig.
- June Mooney and Jackie Fontaine are editing *First Citizen*, a tabloid for Manitoba native people. It is an independent paper competing with Indian Affairs' *Manitoba News*.
- Wade Williams is editor and publisher of *Carib Star*, which made its appearance as Manitoba's Number 24 in a list of ethnic newspapers published in the province.
- Bibiana Yee has been appointed Manitoba correspondence of the Western Canadian edition of Sing Tao Jih Pao. The daily is a Chinese newspaper based in Hong Kong published simultaneously in eight editions around the world.
- CBWT-TV's *24 Hours*, for the first time in four years, has pulled ahead of CKY-TV *Evening News* as the most-watched news in the city. Commanding 34 per cent audience share as compared to 27 — a complete reversal — it's the payoff after two years of unpopular decisions in format, editorial policy and on-air personnel.

OBITUARIES

- Graham Spry, a Companion of the Order of Canada, died in Ottawa last December. He was 83.

  His was a varied career including being a reporter, war correspondent, broadcasting lobbyist, diplomat, oil company executive and scholar.

  Often called the "father" of the CBC, Spry and some of his colleagues struggled to create both a public demand and a government commitment to a national broadcasting system. He established a small organization known as the Canadian Radio League, which enlisted the support of 68 newspapers. With the financial aid of Spry and Alan B. Plaunt, the League was able to establish the CBC, by an act of Parliament in 1936.

  In 1942 Spry was appointed personal assistant to British Cabinet Minister, Sir Stafford Cripps. This appointment took Spry from briefing sessions with U.S. President, Franklin Roosevelt to an ill-fated mission to India where he tried to persuade the Moslem League to live under one Indian parliament.

  In 1946 he was appointed Agent-General for Saskatchewan in London — a post he remained with until he retired in 1968. Spry leaves his wife, Irene, a noted economist and historian, and son Robin.

- Philip S. Fisher, who moved Southam Inc. from a family concern to one of Canada's largest publishing companies, died last December. He was 87.

  Fisher retired as chairman in 1971 after 47 years with Southam. His son, Gordon, is the current president and chief executive officer.

  During his time as president, Southam enlarged its group of daily newspapers, entered the field of trade journals and business publications and expanded its printing business and investment in broadcasting.

  Born in Montreal in 1896, Fisher attended McGill and went into the service during W.W. 1. After the war he joined a real estate company, switched to a securities firm and finally to administering the estate of his father, Roswell C. Fisher. In 1920 he married F. N. Southam's daughter, Margaret, who died last November.

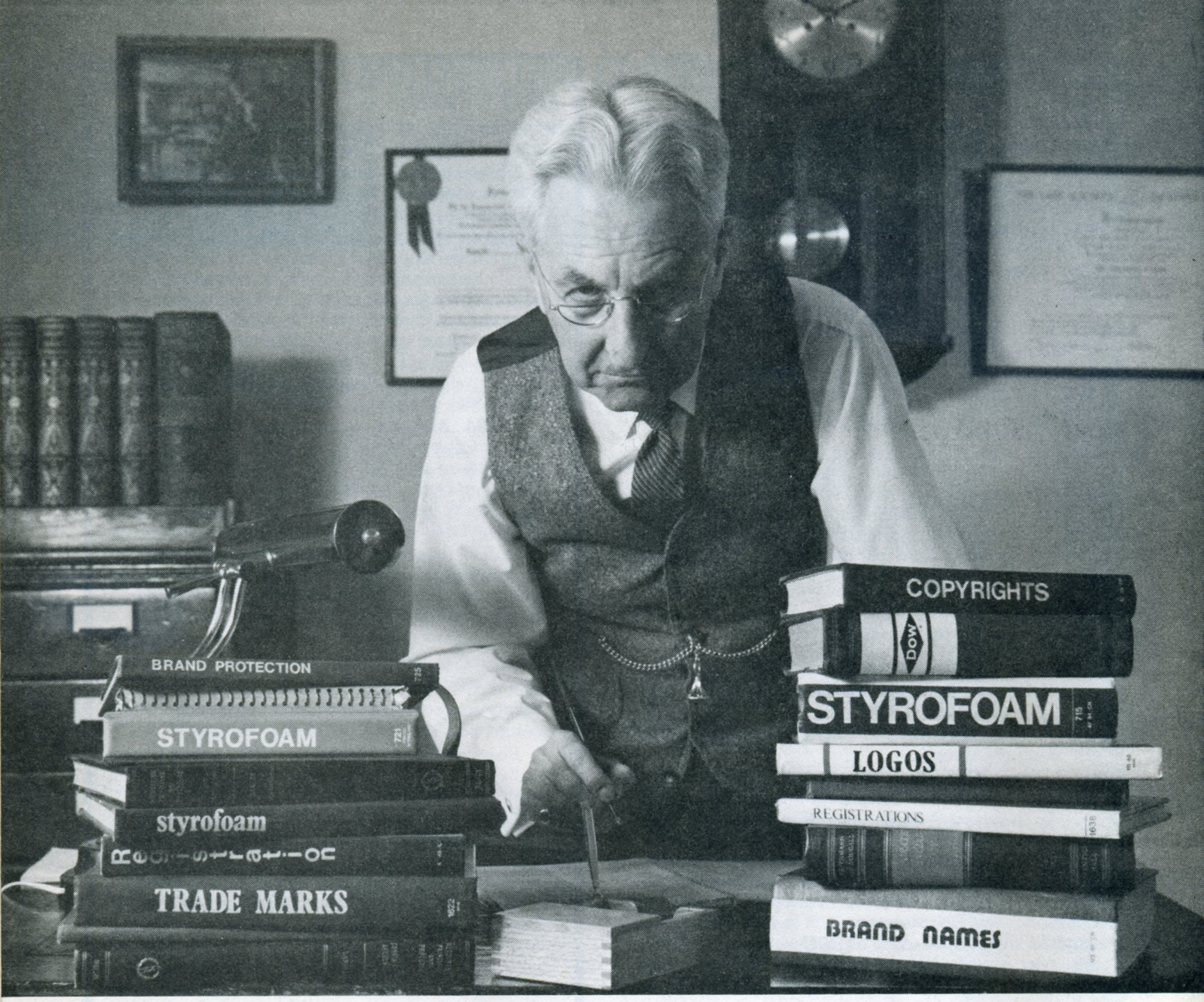
  Fisher never lost sight of the difference between newspaper publishing and other business. He once expressed it in a single sentence: "Each day's issue of each paper is a separate adventure and a new creation."

- Spencer Wood Caldwell, founder and former president of the CTV television network was killed in an automobile accident near his farm in Caledon East, just north of Toronto. He was 74.

  Caldwell began CTV in 1960 with eight stations across the country from Halifax to Vancouver.

  Called a "real promoter" by friends and foes alike, Caldwell went head-to-head with the CBC, competing for viewers and advertising revenues.

  Born in Winnipeg, Caldwell began a broadcasting career that spanned six decades. He also built S. W. Caldwell Ltd., a two million a year enterprize selling equipment to the TV industry.



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