

content

Canada's National Newsmedia Magazine

Winter, 1984

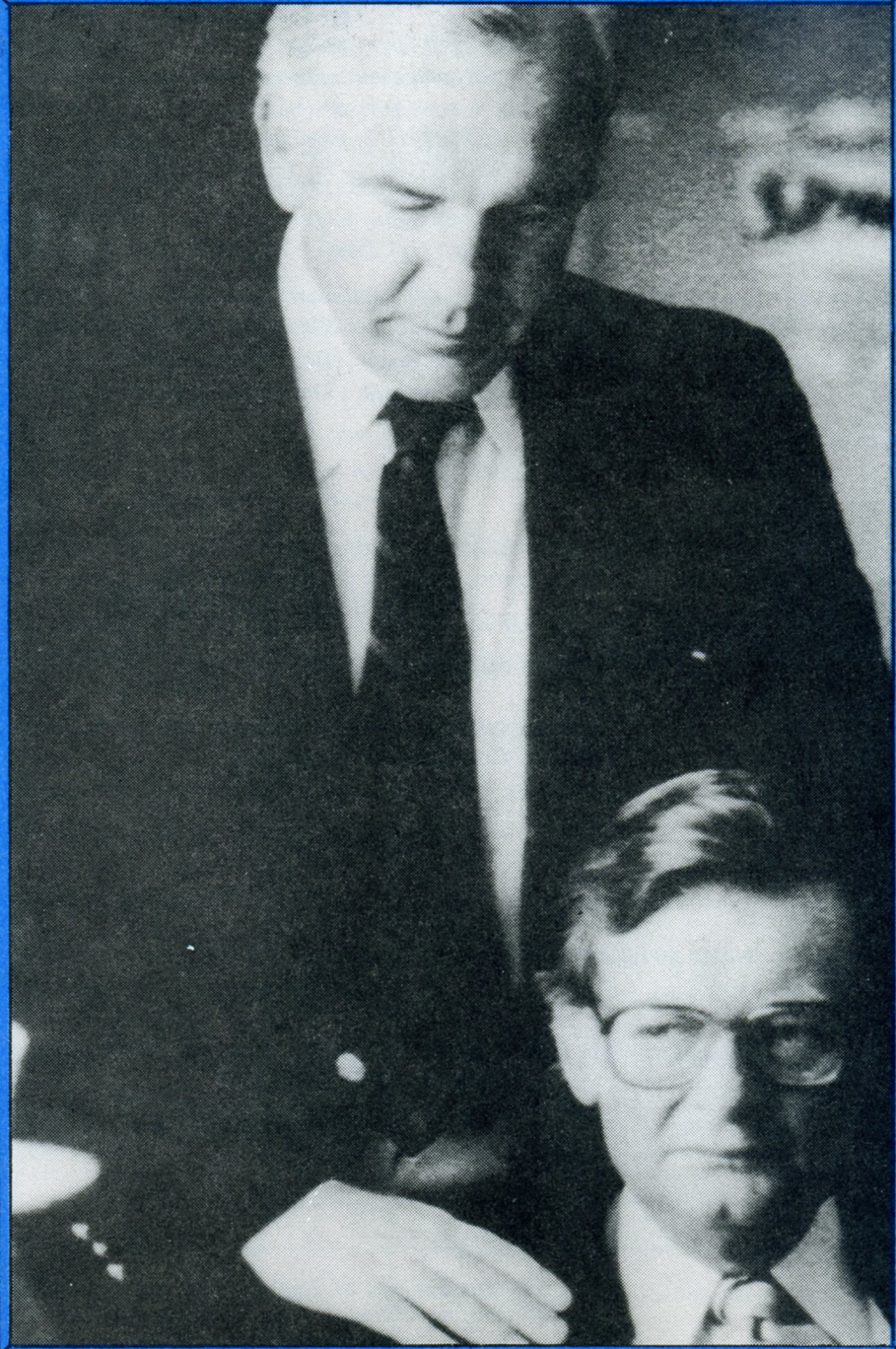
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ISSN 0045-835X

Second class mail registration pending.

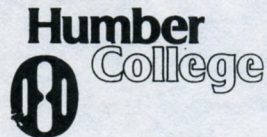
*CONTENT is published six times per year
by Humber College of Applied Arts and Technology*

Publisher: Larry Holmes
Editor: Eleanor Wright Pelrine
Technical Advisor: Don Stevens
Layout and Design: Don Stevens

Cover Credits

Giants on trial — Part 2 by freelancer Dave Silburt

Cover photograph of Ken Thomson and Southam's Gordon Fisher. *Canapress Photo Service.*



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Canada's Newsmedia Magazine

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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

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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 chooses 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 journalism 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 adamant 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 *Halifax 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 Cheshire 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 newspaper?’ Sure, said Creighton. How about selling us the *Calgary Albertan*? The *Journal*? Haw, haw, haw, haw...

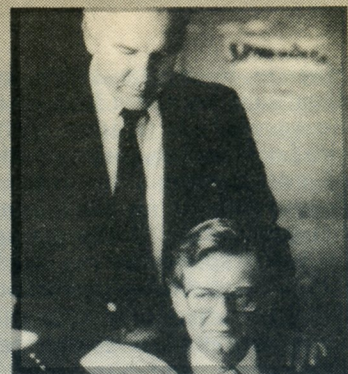
Well, that may not be exactly what Tory’s odyssey was like, but that’s the gist of it. Everybody, including Quebec publishers Pierre Peladeau and Jacques Francoer, turned him down. Even Southam didn’t want the *Journal*. Tory even went back to Creighton and offered to sell him the paper for a dollar, 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 Newspapers, 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. Fortright, 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-side, 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, heaved up on news content and promotion, gaye 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 discussion 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 doesn’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 *Macleans*. 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.

★ ★ ★

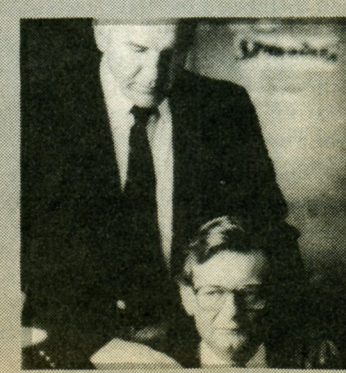
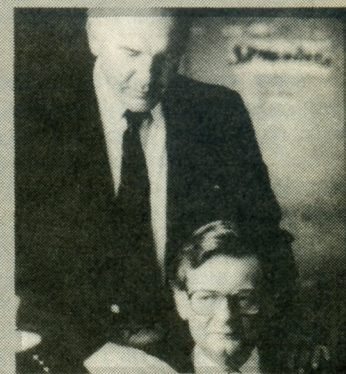
Jake Howard got some laughs, too. Especially commenting on the Crown’s theory that Tory induced Fisher to close the *Tribune* by saying he’d close the *Journal*.

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

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

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.

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, for 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.

Caribbean 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, Elsevier, 1981

Ref PE 1693 D4 1981

Abbreviations, acronyms, 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. Merriam, 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, Clarendon 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. Land, 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 agencies 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 categories 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 businessmen 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.

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 reminiscences 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 Apotheosis 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 sometime 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."

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 columnist, 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



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

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."

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 publishers 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

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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* readers 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 Reuters 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 night side 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 — 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 letters 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 prerogative 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 night side), 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 Bassett'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

The late Peter Dempson in his 1968 book about 17 years in the press gallery, tells stories of the blatant slanting of political news under Bassett's direction, particularly during election campaigns

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shame that I generally confined my own distress about our craft to either in-house complaints or to protesting with my feet, by quitting.

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 night side, and also a reporter to help. It bought the prestigious U.S. Heywood Brown award to Canada for the first time — to Frank Drea, now a reactionary Ontario cabinet minister, and to the night side 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

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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.

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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 Broadcasting 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 technoterm, 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

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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 overcome.

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 categories 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.

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.

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

- 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 establish 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,

FREELANCE WRITER WANTED

Quebec freelancer wanted to cover labor market stories (unions, unemployment, legislation, training, etc.).

Reply in writing to:

Box 99, c/o *content*, 205 Humber College Blvd.,
Rexdale, Ontario. M9W 5L7

Editor, Coopers & Lybrand; Membership, Sue Mifka, Communications 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 the *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. I. 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.

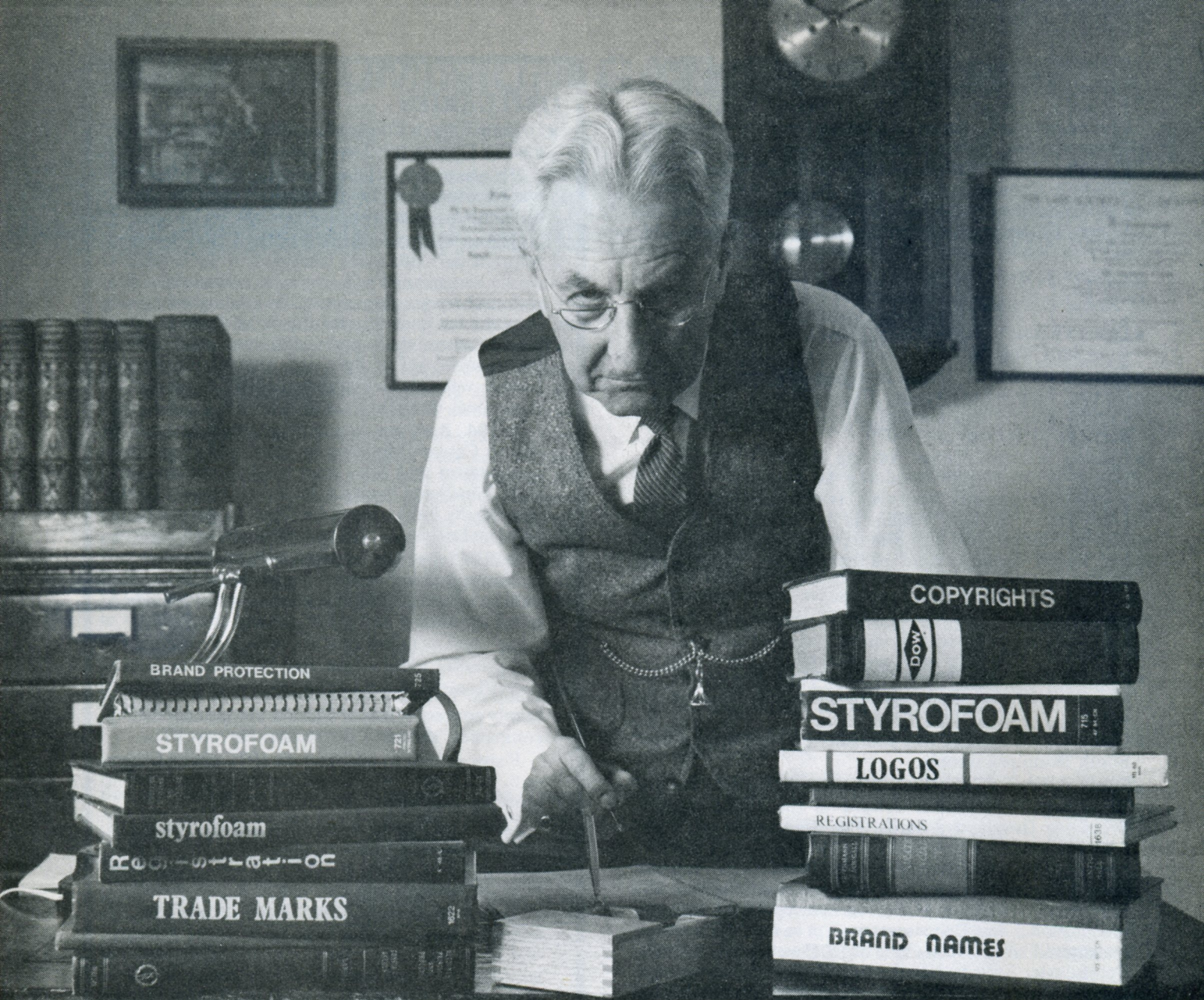
Fisher never lost sight of the difference between newspaper publishing and other business. He once expressed it in a single sentence: "Each day's issue of each paper is a separate adventure and a new creation."

- 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 enterprise selling equipment to the TV industry.



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