

content

for Canadian journalists

January-February, 1985

CANADA POSTAGE
POSTES
64
FRÉDÉRIC
F60172

\$2.50

10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60
61
62
63
64
65
66
67
68
69
70
71
72
73
74
75
76
77
78
79
80
81
82
83
84
85
86
87
88
89
90
91
92
93
94
95
96
97
98
99
00

Investigative radio



0002001097 1283
SOURCE
91 RAGLAN AVE
TORONTO ON
M6C 2K7

Quest: Diary of a death



CANADA POST'S MEDIA HOT LINE (613) 995-4302

If you have any questions about Canada Post Corporation, phone the Media Relations Unit at (613) 995-4302.

This service for reporters provides fast, accurate answers and can speed through your requests for interviews with Senior Officials.

The Media Relations Unit is designed to help you get the postal information you need, when you need it.

Canada Post, Corporate Communications also maintains a network of regional and local information offices you can call, or use our central telex number 053-4822.

CANADA POST CORPORATION

NATIONAL OFFICE:

Ottawa

Jack Van Dusen
(613) 995-4302

REGIONAL OFFICES:

Halifax

Marilyn Farley
(902) 426-2246

Montreal

Judith Paré
(514) 283-4435

Toronto

Ed Roworth
(416) 369-3935

Winnipeg

Allan Skrumeda
(204) 949-2228

Vancouver

Wayne Sterloff
(604) 662-1388

Quebec

Hélène Barnard
(418) 694-2225

Ottawa

Frances Harding
(613) 993-1891

London

Richard Bowness
(519) 679-5050

Edmonton

Jim Stanton
(403) 420-4636

content

for Canadian journalists

JANUARY-FEBRUARY
1985

content is published six times yearly by Friends of Content in arrangement with Humber College of Applied Arts and Technology

Editor: Dick MacDonald

Directors

June Callwood
Kevin Cox
Katie FitzRandolph
Dick MacDonald
John Marshall
Gordon McIntosh
Kay Rex
Dave Silburt
John Spears
David Waters

content is published six times per year

Subscription rate: \$15 per year
\$25 two years
\$35 three years

Sustaining contributor: \$65
(includes \$15 one-year subscription)

ISSN 0045-835X

Second-class mail registration
pending

205 Humber College Blvd.
Rexdale, Ontario
M9W 5L7

Telephone:
(416) 675-3111, ext. 4503

Advertising: Mary Walsh
(416) 633-1773

C o n t e n t s

2 Beyond rip-and-read

Bare-knuckle broadcast reporting is the exception rather than the rule. The CBC has been an exception in what we call investigative radio.

6 Disfiguring the CBC

Viewers and listeners are the real losers in the erosion of public broadcasting in Canada.

10 The death of a magazine

At the end, according to the editor's diary, the million or more Canadians who read Quest didn't count for much of anything.

13 A long and winding road

Our Journeyman rebel with a cause reflects on morality in journalism and concludes it is not an abstract concept.

17 Podium

News organizations and politicians had signals crossed in the Jonathan Mann detention case.

18 Books

Peter Desbarats reviews Knowlton Nash's autobiography; Kevin Cox reviews Ted Bissland's account of the deaths and subsequent inquiry at the Hospital for Sick Children.

22 'New broom' executive

A "reform" slate now heads the Canadian Wire Service Guild.

23 80th anniversary

Standards and ethics were on the agenda for the Media Club's convention.

24 Mailbox

A few readers' letters; we welcome your comments.

25 Short takes

An information-packed four pages of miscellany.

T h a n k s

Illustrations this issue: Frank Edwards, *Kingston Whig-Standard* — cover; Dave Silburt — 3; Paul Smith — 4; CBC — 6, 18; Canapress — 7; Canada Wide — 8; Andrew Iwanowski, *Scarboro Mirror* — 14; Elisa Pollari — 16; Methuen — 20.

Beyond rip-and-read

*Bare-knuckle broadcast reporting
is the exception rather than the rule.
The CBC has been an exception*

by Dave Silburt

“Compensate me! Never mind the lawyer; this is between you and me, you understand? You compensate me!” The voice of Niagara Regional Police sergeant Ed Batorski boomed out at me through all four speakers, full of indignation, as I shifted down into second and cut off a Toyota. It was a little after 8:30 on a clear June morning last summer, and the highlight of the CBC radio news was another one of Gerry McAuliffe’s investigative stories on the Niagara Police. The cop had been taped while trying to reason with a guy who had subpoenaed him for reasons we need not deal with here. Batorski wanted \$130 a day from the guy, in return for his court testimony — a perfectly illegal demand, but the sergeant was willing to be reasonable: “You pay me for yesterday, eighty and fifty,” his voice continued, “and the next one — I’ll tell you what, I’ll give you a break. If I’m there all day, you give me sixty-five...” *Beautiful*, I thought, hitting third gear and turning up the volume on the big Delco stereo, to drown out the angry horn behind me. McAuliffe was at it again.

The guy the cop had been trying to browbeat was a hidden-tape-recorder freak, and McAuliffe, a reporter for CBC radio in Toronto, got the tape from him. It was used on one broadcast in a series that rubbed the NRP’s collective nose in all kinds of heinous misbehavior. Hardball reporting like that is rare enough these days, with the Thomson style of journalism spreading slowly and surely, everywhere. But in radio, investigative journalism is rarer still.

My main contact for this examination of the entrails of investigative radio was McAuliffe. Gerry is a shortish, bowling-pin-shaped guy with thinning hair, about 25 years of experience, one brown eye and one blue one, and no reverse gear. He is a suitable contact for anyone wanting to know about investigative reporting in any medium: his credits include such papers as the *Windsor Star*, the *Hamilton Spectator* and the mighty *Globe*, as well as Global Television and CBC’s *The Fifth Estate*.



And he is also the only reporter I know of (there may be some I don’t know about) who is regularly doing investigative radio reporting.

Gerry is not modest. With eight assorted Royal Commissions and official legislative inquiries, triggered by his stories over the years, hanging like stuffed heads in the hallway of his Milton, Ont., townhouse, there seems to be no pressing reason for modesty. But he points out, “We never set out to do an investigation of the Niagara Regional Police department. It just evolved.”

Indeed. And despite the naked fact that private broadcasters just don’t bother with that kind of reporting, the CBC is proof that it can be done in radio. “You’re not spending weeks and weeks doing an investigation and then running a series of stories, either,” McAuliffe told me. “I take a week or 10 days, and out of that will come a series of five stories.”

The Niagara cop series was a case in point. And then there was the Palamarchuk case. Peter Palamarchuk was 21 and strutting-drunk on May 15, 1979, when he lost control of his fire-breathing sports car while driving full-bore through Vineland, Ont. The car hit a 24-year-old woman and her two-year-old daughter on the shoulder of the road, tossed them two storeys into the air and dropped them, stone-dead, on their own front lawn. The woman was eight months pregnant.

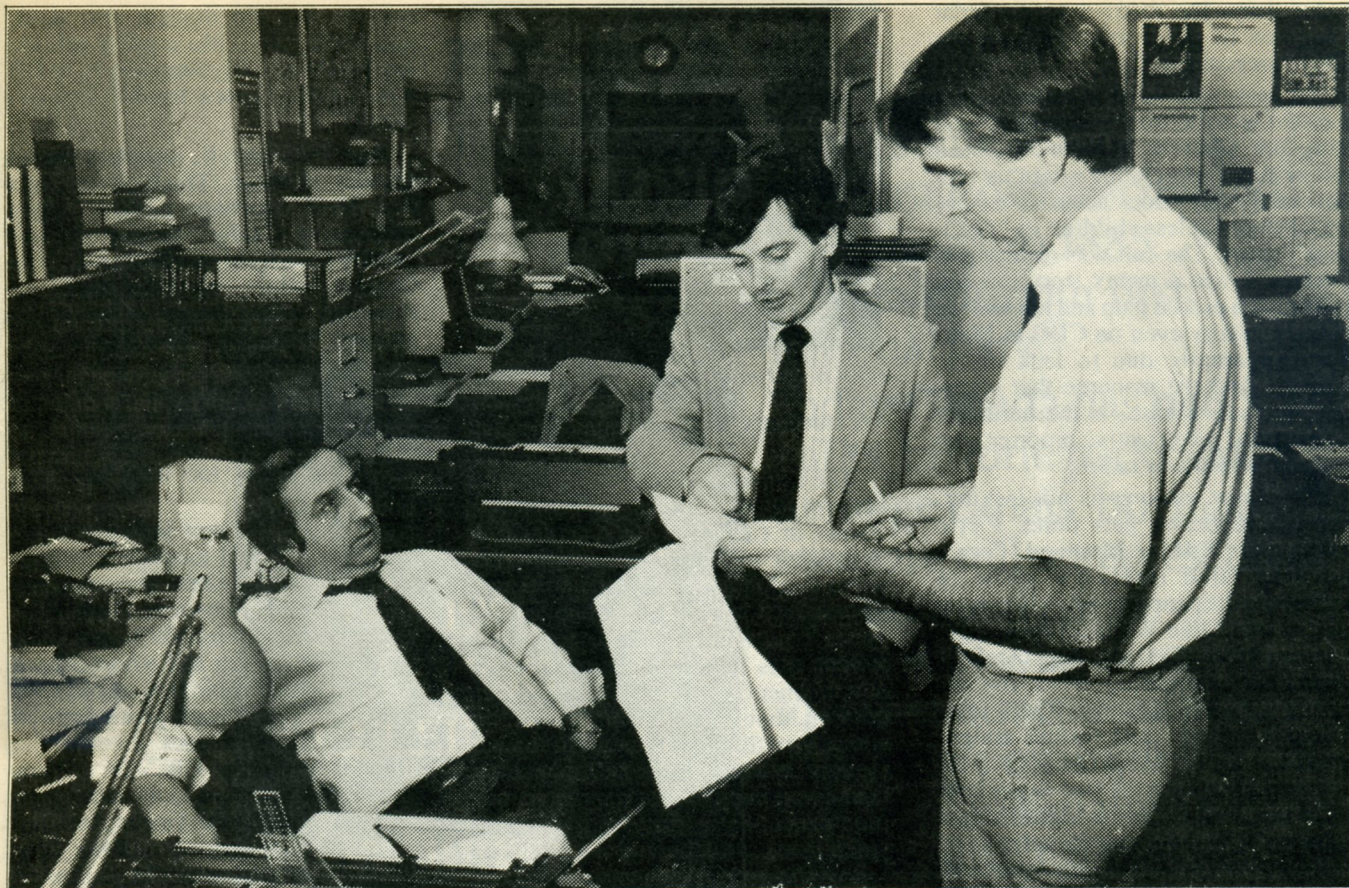
The judge gave Palamarchuk three years for criminal negligence causing death, and ordered his license jerked

until 1986. But in August of ’84 the same man, with the same blood alcohol level—nearly twice the legal limit—was pulled over for erratic driving about 10 kilometers from the 1979 death scene, and he had a valid license. His record was not revealed to the judge, so he was treated as a first offender and fined \$250. McAuliffe revealed the whole ugly story in a series of broadcasts which quickly set off a full investigation by Ontario Attorney-General Roy McMurtry.

So if the CBC can do this kind of bare-knuckled reporting on radio, why won’t the private broadcasters? The obvious point, and the first one raised by private station news directors, is expense. “Money is a limiting factor,” agreed Don Johnston, news director for Standard Broadcasting’s *CFRB* in Toronto, a station which, despite its soporific music (or maybe because of it) is king of the AM hill in Toronto. Johnston was president of the Radio Television News Directors’ Association in 1970/71, when he was news director of *CHML* Radio in Hamilton, and said he favors the *idea* of investigative reporting. “You have to weigh your own priorities,” he said. “I would like to be able to do more of it.” In a later interview, Peter Desbarats, dean of the Graduate School of Journalism at the University of Western Ontario, told me: “When a news director of a commercial radio station says he doesn’t have the money, I think maybe you have to look a little deeper than that. It may be that he doesn’t consider that to be part of his mandate.”

Which was true. Johnston went on to tell me how, as he sees it, radio’s number-one job is reporting on what’s happening now. “It’s nice to be able to do it (investigative reporting) when you have the time and the manpower, but it is not the main job,” he said. “Most staffs are just big enough to cover the things that are going on.”

Well, as far as staff is concerned, *CFRB* has five reporters, and CBC radio in Toronto has four. And as far as money is concerned, the CBC is publicly funded, all right. But just out of sheer cussedness, I checked the *Globe and Mail Report on Business 1000* maga-



CBC reporter Gerry McAuliffe, left, Ontario news supervisor John Gilmour, centre, and Bob Bishop, Ontario news editor.

zine to see how profitable Standard Broadcasting is. The most recent figures, for 1983, show that the company made \$5,782,000 profit on revenue of \$89,436,000 and had assets of \$90,318,000. And as Desbarats pointed out, "They consider that covering sports is part of their mandate, and covering the news that they do cover is part of their mandate, and they find the money for that."

McAuliffe is less kind. "It's all smoke and bullshit," he charges. "Peter Trueman (of Global TV) in his book, calls it smoke and mirrors, but it's worse than that. Everything is geared up for that six-week rating period. The day after the rating period, there isn't a nickel spent on anything."

So let's talk about money with John Gilmour, CBC Radio's Ontario news supervisor. "We don't have a lot of extra money," Gilmour told me. "We don't have the money to hire someone to fill in for Gerry when he takes three weeks to work on one story." They have one reporter at City Hall, one at Queen's Park and two others to cover whatever is hot. When one of these is cut loose to dig for a story that may or may not develop, the main expense is

the salary of a reporter who is not producing day-to-day stories. But the point is, they do it anyway. Gilmour puts it this way: "It's important to cover stories and tell people what is going on in the city. But I think as journalists we have an obligation to do more than the superficial."

So does Robert Beaton, news director at *CJOB AM/CKIS FM* in Winnipeg, and current president of RTNDA. He said that lack of time and resources may be the problem in small market stations, but you can't use that excuse to slide out from under newsdigging responsibility in larger stations, like his. *CJOB/CKIS* is owned by Western International Communications, with sister stations in New Westminster, Calgary and Hamilton, but Beaton said it functions independently, on its own profitability — which, like other major market stations, is good enough to support good journalism if the commitment is there. Last year the station dug out some juicy information about a local minor hockey league coach charged with sex-assault of league players. The hockey league organizers didn't know until they heard it on the radio, but the guy had a history of related offenses.

In another coup, Beaton said that during the Manitoba French language catfight, the Society of Franco-Manitobans claimed they were not getting public funds to support their crusade. But *CJOB* found out, using the Access to Information act, that their statement was what Winston Churchill would have called a "terminological inexactitude." The society was getting better than \$100,000 from the feds, to pay the pack of lawyers they had working out in the courts. "There are some very good reporters on my staff and at other stations, who dig these things out," said Beaton. "That's as good investigative journalism as sending someone out for a week to investigate the towing industry, or whatever."

Well, maybe. Those week-long investigations at CBC in Toronto are unique, even compared to some other CBC radio operations. Phyllis Platt, a current affairs producer at CBC radio in Montreal, seemed surprised to hear about McAuliffe's week-or-10-day investigations. "If Toronto regional is able to do that, I'm astounded, because we can't," she said. "We don't have the resources." After thinking about it a minute, she added: "We have done it a couple of times because we knew we

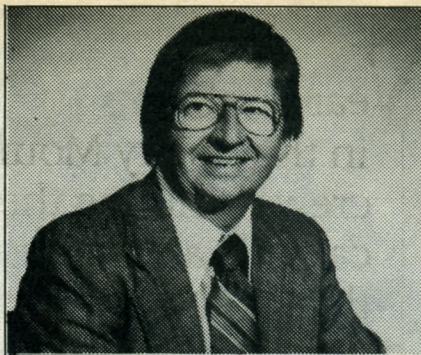
had a story. But to do it on a regular basis, or to do it speculatively, is almost impossible."

Her best example of an investigation they did was the story of the Northeast Kingdom Church, a Vermont-based cult of American Gothic religious fundamentalist sky pilots, accused of beating up their hapless children to "discipline" them. The cult was recruiting in Quebec. It was a meaty story, and all other media picked it up and ran with it. Yet it's a rarity even on CBC in Montreal, apparently due to lack of resources. And the resource that seems lacking in each case, is the hard-ass, experienced investigative reporter who chooses to work in radio.

Where that resource is not lacking, hardball reporting gets done. Pierre Pascau, of *CKAC* in Montreal, does a much-imitated interview show in which he calls people cold — live or on tape — and Mike Wallaces them right there on the air. He has a long career in journalism, including work for the BBC in London, England; Radio Luxembourg in Paris, and various assignments in CBC Radio and TV. He claims to have been the first to get hold of the racism issue in the Montreal taxi business — taxi companies catering to customers' requests for only white cab drivers. He was also the first to talk about the counterfeit and highly flammable Cabbage Patch dolls that infected the toy market just before Christmas. "We can't discover Watergates every day," Pascau said. "But the Cabbage Patch doll story is a very good example of what can be done."

With this kind of reporting getting done by *some* private broadcasters, it's easy to crap all over Johnston's idea that investigative reporting is too costly. But I think *CHUM* radio's Dick Smyth hit the private broadcaster's target a little closer to the bull's eye. *CHUM* is the leading contemporary AM station in Metro Toronto, and Smyth is the elder statesman of the news department, much noted for his often appallingly outspoken editorials. I asked him if he thinks the CBC has a different mandate from stations like *CHUM*.

"It sounds so bloody pretentious," Smyth replied in his *basso profundo*. "But if you accept the term mandate, yes, we have quite a different mandate." According to the good 'Dr. Doom,' as he sometimes calls himself, it is less a question of money than of how a station wants to spend it. "If I say we're going to spend \$50,000 investigating such-and-such a story, is the \$50,000 going to attract enough ex-



CFRB's Don Johnston

tra audience to justify the expenditure?"

The answer depends on your definition of justification. Allan Waters, owner of *CHUM* and its affiliates is, according to Smyth, a self-admitted news freak who readily spends gobs of money for things like the *CHUM* coast-to-coast, mid-day national newscast. So there is no shortage of money or commitment, only a deep-seated conviction that investigative reporting, which Smyth said is better done by television and newspapers, need not be part of radio. Allan Waters is therefore willing to spend big money on the national news, and pay a big buck to Dr. Doom for his knuckleball editorials, while the CBC — for reasons of public mandate — will instead pay a big salary to someone like McAuliffe, and then let him do his thing.

But I think there is another reason why radio stations shy away from investigative work. Fear of litigation. When the Toronto *Sun* fired its famous volley of blank cartridges at then-Indian Affairs Minister John Munro a few years back, it cost them plenty — and not just money. McAuliffe insists: "If any publisher or broadcaster needs justification for not touching those kinds of stories, that's all they need." Gilmour added: "I think a number of journalistic organizations have tried investigative journalism, and found it to be more trouble than it's worth."

This may partially explain why I felt like a whore in church when I tried to peddle a print version of the CBC stories on the Niagara Police. Gerry loaned me all his research material. Just dumped about 25 pounds of files in the back of my car, and invited me to start from there. But the reception was cool, and despite the fact that both the Ontario Provincial Police and the Ontario Police Commission were investigating the NRP, the print media never published much of the story, by me or anyone else. Maybe the story was too regional, or not solid enough to satisfy

editors...but the thought also skulks across the mind, like a guilty cat, that any potentially litigious story is, as Gilmour said, "more trouble than it's worth."

And let's face it, reporters are not popular anymore. Think of the *Globe and Mail* "garbage budget" story, wherein a *Globe* reporter exposed shoddy security at the plant printing the Ontario budget, when he found unshredded budget papers in the plant's garbage. When the *Globe* ran the story, revealing budget details, few people outside the media thought the paper had done a public service. Instead, most letters to the editor dumped all over the *Globe* for being too nosy and anti-government.

Think, also, of how little public outcry — as opposed to media outcry — there was when the new Mulroney government brought down its cloak of paranoid secrecy. McAuliffe had a few things to say about this whole pattern: "Our public credibility is so bad now, that I don't think people give a shit what the press says or does. Look at the situation with that CBC-TV cameraman who was kicked in the nuts covering the Volpe funeral. I mean, here they were burying a goddam mobster. How much public sympathy did you see for the cameraman and his nuts? Absolutely none. The whole argument was that the press had no goddam business interfering with the bereavement of the family. I think that tells you something about where Canadian journalism stacks up in the minds of most Canadians."

Right. Joseph Anthony Volpe, brother of slain mobster Paul Volpe, was fined \$500 for that kick, and there are plenty of people who would pay twice that to kick any one of us like a mule, on general principles. And in an atmosphere of potentially punishing lawsuits and public opprobrium, it's hard to think of any good reason to do investigative reporting on radio, TV or in print, except that the cost of not doing it is infinitely higher.

Because McAuliffe is right when he says, "I think the mark of a good newspaper, radio station or TV station is if they can look back at the end of the year and say, 'we forced an official investigation into that.'" And the other mark of success, I think, is when some public official caught stark-naked in the spotlight goes into a hate frenzy against the media, screaming, "The horror! The horror! Exterminate all the brutes!"³⁰

Dave Silburt is a Toronto-based freelance writer.

Near Banff
in the Rocky Mountains,
crews building the railroad discovered
caverns and hot springs. In 1885
this land was set aside for our first
national park.

**IN
1985,
WE'RE
CELEBRATING
THE
100th BIRTHDAY
OF
CANADA'S
NATIONAL
PARKS**

Today Canada has national parks, historic parks, and heritage canals, but many areas are still unrepresented. The national parks centennial is an occasion to renew our commitment to preserve examples of our heritage unimpaired for the benefit of all Canadians.

The centennial of Canada's national parks is also a time to discover the heritage that belongs to all Canadians. Make your own centennial plans to visit and enjoy Canada's heritage places.

Canada



**Parks
Canada**

Part of your Environment

THERE IS NO SUBSTITUTE FOR WILDERNESS



Parks
Canada

Parcs
Canada

Disfiguring the CBC

*Viewers and listeners
are the real losers in the erosion
of public broadcasting in Canada*

by Gordon Cullingham

It was a savage beginning of winter for the CBC. The frigid blasts cut deep and damaged tissue — some of it severely, some less so. Journalists came off pretty well, compared to the entertainment programs and their personnel. Most news and current affairs operations — radio and television, French and English, network and local — have emerged intact.

The big hurt is with drama, variety, and the products of independent producers. Other changes — some of them will be visible on the screen — will include more commercials, an abandonment of the plan to continue replacing foreign programs with Canadian ones, perhaps a more threadbare appearance on some shows, and the absence of switchboard operators at these vital evening and weekend times when we like to phone in and complain (or congratulate).

Many of the cutbacks will arrive slowly through 1985, so do not let that fool you into thinking that the cuts will be painful only to CBC administration. In the midst of all the fat-cutting much sinew will be lost — and some fat will remain. There are sacred cows protected by front-line program assignments, by unions, and by the realities of Canadian politics which will continue to flourish, if more discreetly.

One would like to think that there has to be something healthy about such purging of a system, in spite of the personal pain of the casualties — unless, of course, one suspects that this means the calculated turning-away by the Conservative government from a national public broadcasting system. I do not think it does, although this government could continue trying. But they will keep encountering the persistent truth that the CBC is just too important to Canadians for that kind of mindless failure to check the bathwater for the baby. More on that later.

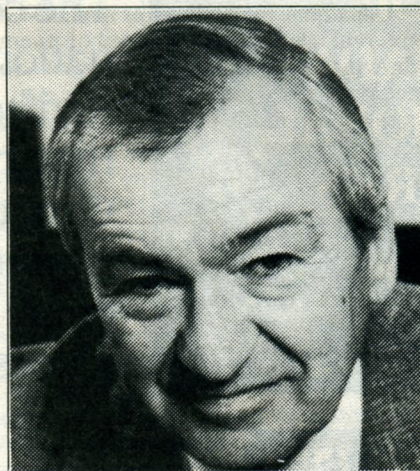
The details of the cuts are pretty well known by now, given the flurry of media coverage when the axe fell Dec. 11 last year. In human terms, 1,150 jobs are being eliminated, 750 of them through dismissals, 400 through retire-

“The Canadian broadcasting system should...safeguard, enrich, and strengthen the cultural, political, social, and economic fabric of the country.”

— Broadcasting Act, 1968.

ment, early and otherwise. In dollar terms, the government had cut \$75 million from the next year's budget, as well as eliminating \$10 million in intended capital expenditures.

The CBC had already been conducting a cost-reducing project, aimed at getting rid of what President Pierre Juneau called “a certain amount of excess capacity” and “non-essential expenditures.” That enterprise was in the process of liberating about \$35 million for “reinvestment in programs” when the government (Finance Minister Michael Wilson in his economic statement Nov. 8) told Juneau of the reduction.



Pierre Juneau

So there went that \$35 million and 40 more. That was not to be the end of the blow. As well, the corporation claims that the absence of any inflation increment will further reduce its spending power by \$12 million, and \$25 million will be required “to finance the retirement and settlement costs associated with the reduction of staff.”

Juneau broke down the dollar figures this way: \$30 million from “administrative and other non-program expenditures at head office” and \$13 million

from capital expenditures (separate from the \$10 million mentioned above), \$15.5 million from network programs and \$10.4 million from regional programs, IRIS teletext project cancelled (\$2 million), House of Commons service cut from two channels to one (\$1 million), and Radio Canada International (\$670,000). Program series disappearing will be *The Friendly Giant* and *Reach for the Top*. Some series will be reduced in length or unexpanded (e.g. *The Beachcombers*, *Seeing Things*.) Other forms of belt-tightening are reduced overtime, reduced travel, internal reorganization, and the abandonment of projects financed by Telefilm and involving independent producers.

The cuts themselves fell unevenly across the country. Toronto and English operations were hit harder than Montreal and French operations (more than 300 in Toronto; fewer than 200 in Montreal.) That difference may be explained by the fact that French-speaking Canada is much more dependent on the CBC for its television than is English-speaking Canada. Windsor was probably the broadcast centre that took the most severe beating in lost jobs, perhaps because of the hopelessness of the fight to gain audience from the Detroit stations.

In the city of Ottawa, head office and the broadcast operations are about equal in staff size, yet the six CBC Ottawa stations yielded many more positions than did head office (120 to 80). In fact, despite strong encouragement by the CBC for us to believe otherwise, it appears that while head office suffered a 12 per cent loss, the broadcasting centres across the country lost 15 per cent. But there were bound to be inequities in such massive and painful surgery done in haste (only five weeks after the Wilson announcement).

Those are the main points. Can the CBC live with them? Can we live with the new, spare (emaciated?), trim (gaunt?), co-operative (order-taking?), hungry (starving?), earnest (scared?), revenue-producing (commercial laden?), budget-conscious (“rip-and-read?” foreign dumping?) CBC? I sup-

pose there are opportunities there.

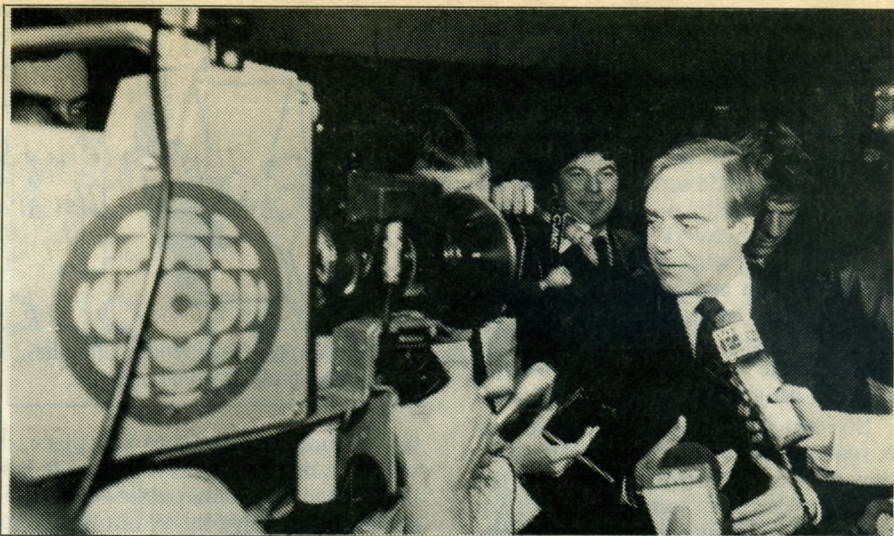
At any rate, to so claim is the standard and proper response of the recently humbled. And certainly empire-reducing is a tougher assignment than empire-building — a job that almost anyone can do (and in our system get paid more because the budget is larger). In that kind of financial chill, perhaps the system should work the other way around, and reward those who reduce, rather than expand, their budgets. (Horrors! Ugh!) Pierre Juneau seems to be ready to reverse gears and rationalize the assault. Indeed, he claims that "Canada now needs the CBC even more than when the CBC was created 50 years ago." (Pretty personalized history; if he were right, the CBC would never have been created.)

It appears to follow that the CBC now needs Juneau more than it ever did, for we see no sign of his leaving. If his departure — a not-unreasonable hope of the incoming Conservatives, given his Liberal past — has indeed been a government objective, this was surely an elaborate way to have gone about it. And if Juneau's failure to go early and quietly may have brought upon the corporation this agony, then the price of ego comes high. Nevertheless, those speculations aside, we have no choice but to take these developments at face value, and to assume that the CBC's future must be worked out from this new startline.

Who suffers in all this? There are really only two groups one can legitimately consider. That is, paramountly, the viewers and listeners; secondly, the staff, the dismissed ones, who, through no fault of theirs, are now the victims of a harsh government measure, and to some extent, of a CBC management that ignored their welfare in its headlong rush into unsupervised growth.

In a sense they are all one group. Many of the dismissed employees were committed proponents of public broadcasting in Canada and had a sophisticated understanding of the role of public broadcasting in this very non-U.S. country, with its great distances, sparse population, two official languages (and many others, including native), two founding groups, powerful provincial governments, and a history and social system that had accepted for generations an important role for the government in the lives of its citizens.

Every one of those points distinguishes this country from its southern neighbor, and makes patently absurd the simplistic assertion that we should have as purely a commercial system as the U.S. does. The price Americans



In the camera's eye: Federal Communications Minister Marcel Masse.

have paid as viewers for their commercial system is huge. Consider that they have essentially two programs to watch — one is PBS, the other is the commercial stations and networks, all of which offer the same indistinguishable service — an endless series of one program broken by station breaks and commercials, but including some crisp news programs so dominated by professional broadcasters you wonder where Americans went.

Canadians in major cities have about six real alternatives, some of them showing Canadians to Canadians. So not only does our system fit our circumstances much better, it offers us a lot more of what Americans thought they were offering themselves: choice.

"We take institutions like the CBC for granted most of the time and it's only moments like this that we may come to appreciate the treasure that we do have. If Canadians believe we have a distinctive and worthwhile culture, then we must fight to preserve the one instrument that can define and extend it to a wide audience...Where are you, friends of the CBC?"

— David Suzuki, freelance host of CBC-TV's *The Nature of Things*, and professor of genetics at the University of British Columbia, Vancouver, in the *Toronto Star*, Jan. 12 1985.

But it is cuts we have, and we viewers will share the pain of some of them, while we wonder why some other less visible ones were not made. Overtime will be reduced, but by no means eliminated, or even close to it. Much of that overtime is an understood part of the deal that was made with new employees in some unions, especially the technical ones, so it is hard to tamper

with. Overtime has also been a major income factor for employees in the Newspaper Guild jurisdiction in the news department. I have no way of knowing how much of that will be eliminated, for the entrenchment of the overtime tradition, and the hairiness of the triggering mechanism that sets it off (e.g., taking a phone call at home) make prediction impossible and hope naive.

It is equally difficult to know just what is called "production" or "programming" expenses and what is called "administration." Much of what most of us would consider administration is to be found in production operations. Lots of routine clerical and accounting work is done inside production units, and they are just as capable of waste as any other level doing those same functions.

There are also ways in which the CBC "mandate" could have been applied in the cutting process. One of them would have been to have paid careful attention to the statutory requirement in the Broadcasting Act to provide a *national* broadcasting service. Over the past decade-and-a-half, the CBC has built up a vast and expensive series of local operations across the country. These establishments are not just there to provide transmission of and inputs to network programs, as the act would require, but rather to produce local material for local audiences. This is an activity not mentioned in the Broadcasting Act, and one that the private stations love doing. It is mostly news, which they do well; in many, if not most, cases, outdrawing the CBC stations. In those situations, the CBC is merely duplicating, and in a very costly way.

That distortion was built up over the years as internal struggles in the CBC among program departments, and between regions and network centres, were won by the interests favoring local enterprise, with all its democratic appeal. This made sense if it meant the increased capacity of regions to produce for the network or for other regions. In fact, what it turned into was the full-blown and jealously-protected development of local production for local audiences — often to the detriment of the ability to contribute to national programs.

So right there was a grand reservoir of resources to be mobilized in the cutting process. It did not happen. This was partly because some politicians are keen to see local production and broadcasting remain untouched. In that case, it would make sense for those politicians to amend the Broadcasting Act so as to legitimize the diversion of so many resources into local broadcasting. Within the CBC, it is a tail-wagging-the-dog situation, with the local operations grown so large that in personnel they substantially outnumber the national broadcasters.

Another missed opportunity — although without the legal anomaly of the one above — is pointed out by independent producer Richard Nielsen in a letter to the editor of the *Toronto Star* Dec. 18. Nielsen notes that the programming cuts fell “almost exclusively on drama and entertainment programs; news, current affairs, and sports survived unscathed.” What makes this strange to Nielsen is that “CTV and local stations across the country provide news and sports services equal to or better than the CBC, so a decision was made to duplicate services with which we were adequately supplied and to cut back or eliminate (in the case of independent productions) programs that only the CBC can supply.” (I suppose for readers of *content* there can never be too much journalism on the air. But if you have a culture to safeguard, and only limited means to do it with, that bias might be reconsidered.)

Those two points really involve basic program policy and strategy, and this cutting did not take advantage of the opportunity to make some changes that would have been difficult and impossible before, but difficult and possible in this situation. Too bad. But then there is Minister of Communications Marcel Masse’s plan for a re-examination of the whole CBC mandate. He may employ in that process the three “consultants” he hired to watch (supervise?) the CBC cutting machine at work in the



fall. If such a review does take place, it will then be time for everyone who believes in independent public broadcasting in this country to get into action to preserve what we have — even if we cannot improve it.

Already we know that the disposition inside that department, and among the “consultants,” is not pro-CBC (and certainly not pro-Juneau). Those curious leaks that appeared in the *Globe and Mail* and the *Toronto Star* after the

CBC announcements were made, and Juneau still was not looking very bad, claimed that the CBC had originally planned to do all or most of the cutting in programs (in order to be seen to be hurting?).

CBC executives claim emphatically that this was not the case. They say that several “scenarios” were drawn up and presented to the minister. They were not plans and not options, but explanations of what could happen if certain routes were taken. Their effect was definitively to rule out — not in — those routes. Given this bad cess, it takes great faith in Canadians’ conviction of the need for public broadcasting to predict a useful future for the CBC. I have and I do.

In the meantime, the CBC will be going about the painful business of learning to run with a limp, for it can never settle for walking. ☺

Gordon Cullingham is editor of the Ottawa bimonthly International Perspectives, and a former member of CBC Current Affairs.

Doing a story about...

Jail guards? Welfare workers? Mental retardation counsellors? Medical technologists? Community college teachers? Ambulance officers? Government clerks? Supply teachers? Cleaners? Driver examiners? Meat inspectors? Foresters? Highway equipment operators? Museum workers? Nurses? Switchboard operators? Probation officers? Secretaries? Video display terminal operators? Psychiatric hospital staff? Scientists? Social workers? Property assessors? Children's aid society workers?

In Ontario, OPSEU represents 75,000 people who work for the provincial government, community colleges, hospitals, cultural institutions and service agencies. If you have questions about them, ask us:

John Ward,
Communications Director
Office: (416) 482-7423
Home: (416) 431-3095

Katie FitzRandolph,
Public Relations Officer
Office: (416) 482-7423
Home: (416) 967-5964



Ontario Public Service Employees Union

Here's a real press release.

You work hard all year pursuing the news, trying to make sense of press releases, bashing the keyboard, meeting deadlines. You do your job well — as well as you can. But sometimes you feel your stories could be tougher, deeper, more gripping. You need time to take a new look at your job, to compare notes. You need resources, new ideas.

Why not take three days this winter to sharpen your skills and freshen your professional goals? The time? March 1 to 3. The place? Toronto's Westbury Hotel. The opportunity? The seventh annual convention of the Centre for Investigative Journalism. It's a three day showcase of tips, techniques and critical thinking — with fellow journalists from right across Canada.

You'll have a choice of more than thirty-five panels involving some seventy speakers. You'll find helpful and challenging sessions on all branches of the news business: television, radio, dailies, community papers, and freelancing. Whether you want to review the basics or debate the toughest problems with the pros, the chance will be there.

Day One.

It all starts after lunch on Friday, March 1. An afternoon of panels and then a unique media event. You'll see a special film showing the best of twenty-five years of investigative television. You'll hear from some of the pioneers of the probing camera — Donald Brittain, Peter Herrndorf, Douglas Leiterman, Jack McGaw and Pierre Nadeau.

Day two.

Saturday's highlights include the annual lunch put on by the Women's Network of the CIJ. Kathleen Shannon, executive producer of the

National Film Board Women's Program, will be the speaker. At 4:30 the parade of panels will pause for the CIJ's annual general meeting, where the Centre's 550 journalist members will make decisions affecting the organization in the year — and years — to come. On Saturday night, you can help 'Rock the Boat' at a great party.

Here are some of the other speakers you'll meet at the CIJ's 1985 Convention:

Peter Calamai, *Southam News*
 Bob Collison, *freelance script-writer*
 Terry Corcoran, *Financial Times*
 Mike Duffy, *CBC-TV*
 Michael Enright, *Quest Magazine*
 Inger Hansen, *Information Commissioner*
 Jay Ingram, "Quirks & Quarks"
 Philip Jalsevac, *Kitchener-Waterloo Record*
 Zuhair Kashmeri, *Globe and Mail*
 Fredelle Maynard, *freelance*
 Don McGillivray, *Southam News*
 Linda McQuaig, *Globe and Mail*
 Peggy Miller, *prostitute spokeswoman*
 Heather Mitchell, *lawyer*
 Neville Nankivell, *Financial Post*
 Peter C. Newman, *author*
 Marjorie Nichols, *Vancouver Sun*
 Pierre Pascau, "L'Informateur"
 Peter Rayment, *Investigative Productions*
 Jim Romahn, *Kitchener-Waterloo Record*
 Rick Salutin, *This Magazine*
 Joe Schlesinger, *CBC-TV*
 Maggie Siggins, *author*
 Adam Symansky, *National Film Board*
 David Viennault, *Toronto Star*
 Tom Walkom, *Globe and Mail*
 Margaret Wentze, "Venture"
 Barrie Zwicker, *media critic*

Day Three.

The congress wraps up Sunday afternoon with a 'Parting Shot' from political columnist George Bain, Dean Peter Desbarats of the University of Western Ontario Graduate School of Journalism and Lise Bissonette, *Le Devoir's* editor-in-chief. Then you'll be headed back to your job refreshed and challenged. For once, you'll have a real press release.

Registration

CIJ members, \$75
 \$65 in advance.
 CIJ student members, \$45
 \$35 in advance.
 Non-members, \$140
 \$125 in advance.
 Advance registration rates apply until February 22.

For more information or to register in advance, contact:

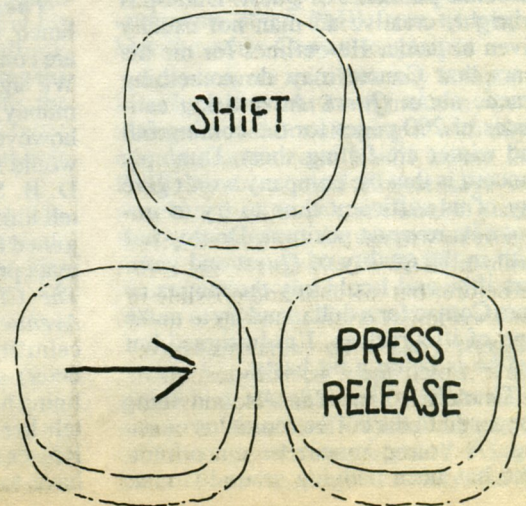
The Centre for Investigative Journalism at Carleton University, St. Patrick's Building, Room 324, Ottawa, Ontario K1S 5B6 or telephone (613) 231-3891.

For room reservations, phone the Westbury Hotel at (416) 924-0611.

The Seventh National Convention of
THE CENTRE FOR INVESTIGATIVE JOURNALISM

March 1, 2, 3 1985 Westbury Hotel, Toronto

Design: David Berman



The death of a magazine

*At the end, the million or more
Canadians who read Quest
didn't count for much of anything*

by Michael Enright

Last Nov. 6, the board of directors of Comac Communications Ltd. held a special meeting in Toronto to deal with a single-item agenda — the closure of *Quest* magazine. The company decided that because *Quest* would lose \$1 million in 1984, with a projected loss even greater in 1985, the magazine would have to be shut down.

While it had been exceptionally profitable during the early 1980s, it had seemingly suffered a sharp decline in readership, according to surveys carried out by the Print Measurement Bureau (PMS). Advertising revenues declined because clients were intimidated by the falling readership numbers. Neither Comac, nor its parent, Tele-Direct, a subsidiary of Bell Canada Enterprises, were willing to give the magazine time to turn things around.

I was the second and last editor of *Quest*. At the end of last summer, I began to understand that the money problems of the magazine were acute. But it was not made clear to me until early October that the magazine was in mortal peril.

In the month or so leading up to the death of yet another Canadian magazine, I kept a daily journal of events and conversations as they occurred. Here is that diary.

* * *

Wednesday, Oct. 10: Lunch with John Dunlop, the advertising manager and associate publisher of *Quest*. Dunlop is a bright, creative ad man not usually given to panic. He outlines for me his fears that Comac may do something drastic about *Quest*. Advertising estimates of 200 pages for the coming fall and winter are falling short. Dunlop's concern is that the company won't give any of us sufficient time to try to improve its revenue position. Dunlop has faith in the quality of *Quest* and wonders if he and I could buy the magazine from Comac for a dollar and try to make a go of it ourselves. I'm intrigued but feel he is being a bit hasty.

Thursday, Oct. 18: An odd thing happened in the coffee room this morning. A young magazine consultant, who has been hanging around Comac

for the past several weeks on some kind of contract work, breathlessly greets me with: "You're getting around pretty well for someone who's just been cut off at the knees." Either this jerk knows something or he is peddling rumors about the magazine's dangerous position.

Friday, Oct. 19: I have lunch with Hugh Rosser, my publisher and a long-time executive of Comac. Rosser is a gentleman publisher of the old school. He sees his job as the money maker. He leaves all editorial decisions to me and does not interfere. I tell him of the young consultant's cryptic statement. Rosser thinks he will be replaced as *Quest* publisher by Glenn Rogers, a Comac vice-president and publisher of *Western Living*. Rogers hates *Quest*. He has told people it is "too intellectual." Rosser raises for the first time the possibility that the magazine will die with the December issue. During the weekend I tell my wife, Janet, what Hugh said, and warn her that if Rogers is made publisher, I will likely be fired. I still can't believe the company will kill the magazine.

An editor's diary

Tuesday, Oct. 23: A long boozy lunch with Rosser and Dunlop. They are convinced that *Quest* will be closed. We again talk about trying to raise money to buy the magazine. There is, however, no guarantee the company would sell to us. Later that day I phone D. B. Scott, the managing editor, and tell him what has happened. Scott, who joined the magazine in June, is a consummate professional. He was the editor of *The City Magazine* and later started *Avenue Magazine*. He is exceedingly calm and logical as he always is, but I detect a burning anger, quietly underlining his voice. Later I phone Janet and tell her, in tears, what has happened. Rosser has sworn me to secrecy, but I have to tell somebody. I also make a

note to cut down on my drinking during the days ahead.

Wednesday, Oct. 24: I give a speech to a political science class at the University of Toronto about the relationship between media and the government. I find it hard to be optimistic about either. The class is somewhat puzzled by my candor. After my talk a young student asks, "Why are you so negative about Canadian journalism?"

Thursday, Oct. 25: Dunlop has announced he is leaving *Quest* to become ad manager for *Saturday Night*. This is a severe blow for us. I can't bring myself to go to his farewell party even though I am very fond of Dunlop. At the party, a drunken salesman from another Comac publication blurts out to my art director, Arthur Niemi, that *Quest* is dead. Niemi phones me at home to ask what is going on. I tell him only that a board meeting has been called for Nov. 6 to look at all the numbers and decide the magazine's future. He tells me he is going to start looking for another job. Niemi has broken his back in the past year to redesign the magazine. He is a dedicated art director with the highest standards and his work has brought us a number of international awards.

Friday, Oct. 26: I tell Rosser about the Dunlop going-away party and the gossip about the magazine. He is furious. I also speak to a writer in Winnipeg who has heard reports of the magazine's difficulties. It is becoming very hard to talk about *Quest's* future. It is also tricky trying to explain to writers why I am not making any new assignments. I promise myself that I won't lie on behalf of the company but I would try to observe my commitment to Hugh Rosser about keeping quiet.

Sunday, Oct. 28: My wife and I take the children to the African Lion Safari near Cambridge, Ont. D. B. Scott lives nearby, so we stop for a drink. Scott is furious about the company's actions. We decide to write a lengthy appeal directly to the board of directors. We believe they should have at least our side of the matter in front of them when they sit down to discuss *Quest*. "Let's



not make it easy for them," Scott says. We do not know how many staffers will be kept on by Comac. Scott is sure that he and I will be fired in any event.

Monday, Oct. 29: I take part in a committee meeting of the National Magazine Awards Foundation of which I am current vice-president. It is this committee's job to design the format for next year's awards and seminars. In 1984, *Quest* won more gold medals for excellence than any magazine in the country except *Saturday Night*, with which we tied. As things stand, I can't get too excited about next year's awards. I was awake most of the night again. All I am thinking about these days is *Quest* and sleep.

Tuesday, Oct. 30: Instead of going to work this morning, I bicycle through the Humber River Valley. It is high autumn, the weather perfect, and salmon fishermen are casting in the middle of the river by the weir.

Thursday, Nov. 1: The directors of the National Magazine Awards Foundation meet in the Comac boardroom. Paul Pare of *L'actualite* is the president, but he is away and I have to chair the meeting. As I look around the room, I think that a week from now the magazines these people represent will be alive and mine won't. And the decision will be made in this very room by men I have never met. I find it very difficult to concentrate on the agenda.

Friday, Nov. 2: This charade of silence is driving me crazy; last night I barely slept. The staff is being misled, largely by me, about their futures and the future of the magazine. Hugh and I have an argument about keeping the lid on. "It's all going to come out anyway, Hugh, before the official announce-

ment." Rosser takes the view, although he's weakening slightly, that we have to carry on as executives of the company. I tell him that we should tell the staff now and to hell with the company. For his part, Scott has already said he will give his opinion, to anyone interested, that the magazine is dead. Rosser, being the decent man he is, gives me permission to tell my editorial staff. The mood in D.B.'s office is a mix of anger, resignation, and bitterness. I try to tell the people who have worked so hard that what is about to happen is a business decision and not precipitated by anything they did or failed to do. We talk about job availability. I tell them how the announcement will be made on Tuesday; it is like discussing the formalities of a firing squad. Most of us just want to get it over with.

Monday, Nov. 5: The weekend was horrific. I spent most of it trying to avoid calls from the press. The *Star* and the *Globe and Mail* have been particularly heated up by the rumors. Hugh Rosser has received similar calls at his home. My assistant, Margaret Fulford, keeps most of the press at bay during the morning. Secretly, I am hoping the whole story breaks loose and Comac executives will have to explain publicly the decision they've made.

Rosser tells me that Edward Gittings, the Comac president, wants to see us both at 4 p.m. "I have no idea what he wants," Hugh tells me. "It could mean anything." A last-minute call from the governor? Not likely.

Gittings is obviously uncomfortable. A tall rangy man with gray hair, he tends to dominate a room simply by walking through it. This afternoon his voice is less than booming. "The board

just doesn't see any light at the end of the tunnel," he says.

I argue that the recent changes we have made in *Quest* have not been given a chance to develop. Gittings seems impatient. He says the company will not be issuing a press release or making a corporate statement of any kind. He, himself, will handle the press. This is an openly stupid decision, and I tell him so. "In the first place, a press release would get the company's side on the record, and in the second place, it would be a public expression of sympathy at closing the magazine."

Gittings is unmoved: no press release. I get the feeling the company would like to make the announcement in the middle of the night in some small town. He then talks to us about getting our stories straight in terms of explaining publicly why the magazine was killed. It is obvious that he does not want too much criticism of the Print Measurement Bureau and its surveys. What bothers him is that any critical comments about PMB from us might hurt the other Comac magazines.

I can't agree to follow any company line. I tell him that I will make my own statement without clearing it with anyone in Comac, and I will blame the PMB numbers. And Rosser says we should at least issue some kind of statement pointing out the dangers of living solely by the results of PMB evaluations. Gittings does not seem pleased by our responses. The meeting is short.

Tuesday, Nov. 6: What I thought would happen has happened. This morning the *Globe* has the whole story under the headline, "*Quest* magazine on the verge of going under." I don't know the writer, Mathew Fraser, but he

has managed to get most of the pertinent details. The piece says that most of the staff will be offered jobs within the company. The only two people about whom the president refused to comment were me and the art director, Arthur Niemi. Niemi is visibly upset by this. "It's nice reading about my future in the morning paper," he tells me.

At the office, people are standing around in little groups. No one is smiling. The board is to meet at 9.30 a.m. and there is very little to do. I answer some mail and make a few phone calls. Margaret Fulford spends her time fielding calls from writers and radio and newspaper people. Her line doesn't carry; nobody will have anything to say until after the official announcement at 2 p.m.

People on the staff wander into my office, drink coffee, smoke cigarets, and walk out again. The waiting is becoming difficult. I get the feeling that everyone who has ever written for *Quest* has read the *Globe* piece and is calling to ask, "Is it true?" D. B. Scott keeps everybody's feelings intact by saying appropriate things at the appropriate times. He and I go out for a hamburger and a beer at lunch.

At 2 p.m. the *Quest* staff assembles in the Comac boardroom, the same boardroom where the decision to kill the magazine had been made earlier. Naturally, there are not enough chairs. Hugh Rosser is sitting at one end of the long table. He is red-faced but calm. This is going to be very hard for him. He is uncomfortable but his voice is steady. He tells the staff he is proud of them all and of their efforts. He says he will always be proud of *Quest* and that we have nothing to be ashamed of. The room is quiet. People look at one another or at the ceiling. Later Scott tells Rosser, "You handled that very well." Rosser replies, "At least I didn't cry."

When he finishes, the president, Ted Gittings, comes in to talk about severance settlements and the company's new magazine called *Ontario Living*. He is formal and a bit uneasy. The whole process is taking its toll on everyone, including him. "A number of you will be offered jobs in the company and we will "be very fair with settlement payments for the rest of you."

A secretary asks, "Does this mean we'll all be gone by Friday?" Gittings replies that the firings will be made over the next two days, but, yes, most of the staff will be gone by Friday. People look at one another wondering who goes and who stays.

The meeting is over by 2.45. People return to their offices with packing crates to begin collecting their personal belongings. It has been agreed that Scott and I and our assistant, Margaret Fulford, will stay on an extra week to pay kill fees to writers whose work we have already contracted, and to return manuscripts that will never appear in *Quest*.

Wednesday, Nov. 7: We arrive at work this morning and find an interior decorator going over floor plans for our offices to redesign them. This leaves everybody with a bad taste. "The body's not even cold yet," says Scott.

So far, nobody has been told about the chances of staying with the company. The ad sales people are making phone calls and setting up job interviews. For the most part, employees wander around aimlessly trying to make jokes about their situations. The other Comac employees are sympathetic but tend to avert their eyes. It has been agreed that a wake of some sort will be held for the *Quest* staff, but the company has refused to pick up the tab. Rosser says he will pay for the food.

Thursday, Nov. 8: Throughout the day people are called in one by one and fired. They are told to bring their office keys with them. Initially, the company wanted to have its lawyer present for the termination meetings. But Robert Crawley, vice-president of finance, refused to go along. He is trying to make the thing as human as possible.

That night there is a gathering of *Quest* staff at a local bar. The mood is self-consciously light. But some are very bitter indeed, trying to ascribe blame. I leave early and take the subway home.

Friday, Nov. 9: The last day for most of the staff. Boxes are packed up in hallways. People say goodbye and make promises to get together before Christmas. A small group of *Quest* employees goes out for a last lunch together. When they return they find a man in the lobby scraping the name of the magazine off the glass doors with a razor blade.

Andy Maxwell, a jovial ad salesman, says to the guy, "Well, it's a dirty job, but somebody's got to do it.

The man with the razor blade agrees. "Yeah, originally they wanted me to do it on Tuesday."

POSTSCRIPT * * * The illness that finally carried off *Quest* had many components. Collapsing revenues, cost inefficiency, bad readership numbers. But there was something more, a polluted environment in which Canadian

magazines are forced to compete. The fact that we have any kind of indigenous magazine at all is something of a miracle. No other country in the world is flooded with so many magazines and periodicals from another country as is Canada.

So magazines cannot simply be looked at as ordinary money-making enterprises. They are a cultural force and everyone in the industry understands this. Sadly, statisticians and marketing experts and numbers-crunchers have replaced editors and journalists and experienced publishers as the final decision-makers. As with television, the survey numbers count for everything.

At the end, *Quest*, even by PMB reckoning, had a million readers across urban Canada. In earlier and less structured times, a million readers would have been a goal to be only dreamed of over a long period of time. But for a dying *Quest*, those readers didn't count for anything. It was almost as if they had never existed in the first place.

(30)

Michael Enright has been appointed managing editor of CBC Radio's national news operation. After Quest, he was briefly with the new Report on Business Magazine of the Globe and Mail.

For
concise, authoritative
information
about international
communications

MONTREAL

Brian Townsley
(514) 281-5215

TORONTO Grace Lake
(416) 364-8882

Teleglobe
Canada 

A long and winding road

*Our rebel with a cause
reflects on morality in journalism.
It is not an abstract concept*

by John Marshall

It was an unconscionably easy \$250. For about two hours of talking to a lawyer: Ten times as much as I earned weekly in gross pay for my first newspaper job in 1945; more, even, than some reporters get now in weeklies for five-plus, long days requiring more responsibility, talent, initiative and energy than was required for that \$250.

On the other hand, while those young journalists should be angry at the price tag put on their vital investment in the profitable media business, they at least might get satisfaction, even enjoyment. All I got from my aberrant dip into commercial flackery was guilt.

I was merely recycling knowledge from a previous adequately-paid and rewarding journalistic assignment. And I was breaking a resolution I had made when — disillusionment finally overpowering satisfactions — I quit the newspaper business in protest in 1980. I had no idea when I walked out of the *Globe and Mail* what I was going to do. Some kind of security guard job that would allow time to read or even write was in the back of my mind. But if I was going to practice any kind of journalism, it was to be only on work I could enjoy, and if there were to be any sacred cows, they'd be from my own herd.

As a youth, my first "journalistic" defence of my principles was a mere calf of a thing. It was a cartoon I drew at the wartime RCAF Rockcliffe base at Ottawa. It depicted a commissioned officer fishing from one of our squadron's Grumman Goose flying boats. A fish identifiable as an ordinary airman was rising to the bait, a Victory Bond on a hook. It expressed a lower-ranks protest about headquarters brass wasting man hours, equipment and fuel by using planes and crews for fishing junkets while asking us to back the war effort by buying bonds.

My visual editorial had a publishing run of one copy — for a hangar bulletin board. It was aimed at a subscription list of one, the commanding officer due on an inspection tour. He came, he saw, he pointedly ignored it. The flights, of course, continued. I tried to transfer to the army, unsuccessfully. So much for protests.

After four airforce years, I signed up in late 1945 for what turned out to be a 36-year tour of duty in the newspaper business. And in the end, I full circled back to bulletin board publishing. (At the *Globe and Mail*, they've called it the Freedom Wall on which the staff regularly releases frustrations with inept administration or news policies.)

I announced a meeting giving "privates" in the journalistic forces access to the Privy Council officials who were reviewing recommendations of Tom Kent's Royal Commission on Newspapers. They could voice opinions about, among other things, the actions of their commanding officers. These men, who called on their troops for obedience to journalistic rules of objectivity, truth and non-involvement in public affairs, had made their own opinions known about the Kent report — loudly, lengthily, politically and, at times, hysterically and with a lack of respect for facts.

I don't know if the *Globe* CO or his adjutants saw the item, but they did see the news report about the meeting. They pointedly ignored it. And, of course, nothing changed (except for the unrelated rush of the *Globe* and other Thomson papers into toothless press councils to forestall possible, if unlikely, government action to make them more accountable to the public). So much for protests. Shortly afterwards I did what I couldn't do in the service. I protested my disillusionment by quitting.

Using these anecdotes to book-end a journeyman-journalist career may

imply that I have been a practising activist, a malcontent, or, more aptly and scatalogically, a disturber.

Far from it. Youthful exposure to the inefficient and undemocratic military should make anyone a rebel for life. But until the '60s our Canadian social and educational milieu has encouraged in most of us a passive if carping acceptance of our political and economic environment. I was no exception, having been raised in the Great Depression which, like today's structured unemployment, taught lesser mortals to toe the line — or else.

However, with a press pass letting me see behind society's facade, I became increasingly aware of the need to expose the myths of our system, particularly in the use of the word "free" as in free enterprise and freedom of speech and freedom of equal access and votes — and free press. There were idols needing to be cast down.

Newspapers should and do attract iconoclasts. But their critical eye is rarely directed inward, though they are among the most influential institutions of society. No, the much-vaunted objective, print-journalistic probe is directed safely outward at others.

Unfortunately, even then, there is a selectivity, for some of those "others" are too close to home, or, rather, to boardroom, particularly considering some newspaper owners' conflicts of interest in their outside, even international, business investments and affiliations. (Lord Thomson and his executives are noted for their cross-corporate fertilization — banking, insurance, broadcasting, merchandising, petroleum, transportation, etc.)

Note Walter Stewart's *Towers of Gold, Feet of Clay*, his scathing assessment of our banking system, a great

running news story rarely touched by our news media. He says, "Our financial reporting has been generally free of the taint of critical analyses — it is more theology than reporting, more public relations than journalism."

Seymour Hersh, who gained his well-earned reputation in the United States exposing government iniquities, told a Toronto audience the news media should indeed be aiming its fire at private enterprise.

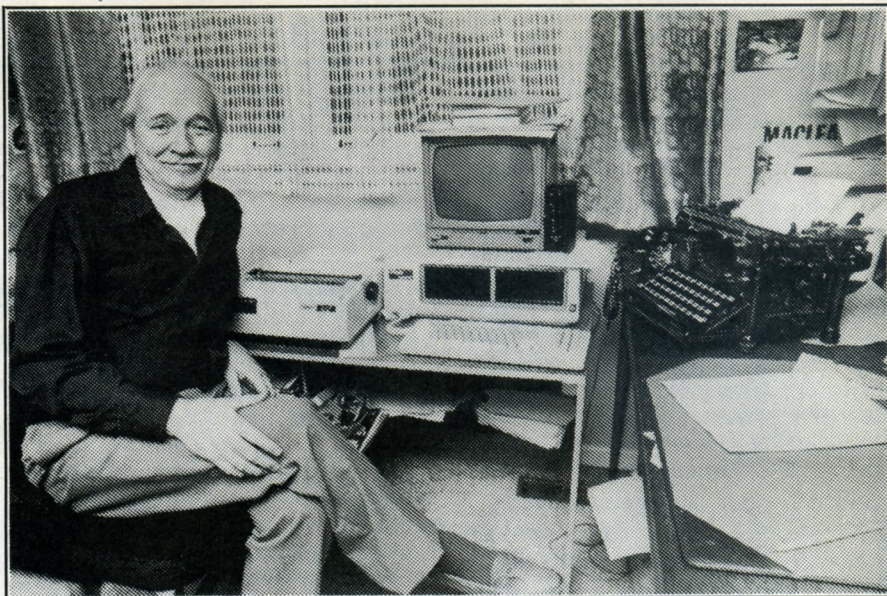
The man who's been able to reveal many of the CIA's anti-social secrets, asked who is going to penetrate the Chase Manhattan Bank and the Law Society — "This is what's needed."

I don't recall that part of his speech being covered in the Toronto papers. But then, neither was much of the wonderful material dug up by John Whitelaw just a few years back about the seamy side of The Street inhabited by the private bureaucracy. One of Toronto's best business reporters who broke some of the biggest stories, he did some freelancing to the *Globe* and *Financial Post* before, discouraged by their disinterest in details, he started his own newsletter, *Bimonthly Reports*. At last word he was working the same verdant field in New York. Hopefully, he's finding that his valuable work provides more than the poverty-line income it earned him in Toronto.

Not that I haven't seen improvements in the media — even in the private-enterprise coverage — in my 36 years of weeklies and provincial and metropolitan dailies. But there's an abysmal lack of it and even cover-ups in the more sycophantic newspapers, and our finest dailies have a dismal record.

However, most freely name the likes of Eatons and Simpsons in stories involving such bad PR as false advertising and labor problems. It was not always so. But then, neither were the laws. Also documented are the sometimes dangerous failings of automobile and drug manufacturers which are regularly forced to call back faulty products. But, often, what would be front-page news if it involved governments is buried with the truss ads or sloughed off in 20-second clips.

Much of what is done is a mere reflection of how society has changed, particularly since the advent of consumer power and citizens' activism. Like old-line political parties, the papers rarely initiate or lead the way, ex-



The old manual, the new VDT: Journeyman Marshall now is a full-time freelancer.

cept when it involves the conflicts of interest, inefficiencies and occasional malfeasance of politicians and civil servants. Too often it's been left to the alternate press — the old *Ramparts*, *Mother Jones*, and in, Canada, to a few scattered weeklies and periodicals like the late lamented *Last Post* and even the glossy *Harrowsmith* — to work the private-enterprise beat. The same thing generally applies to the ultimate issues of the nuclear-arms obscenity and third-world problems in both of which the banks, megacorps and their supportive politicians find such fertile financial fields.

No mainline journalists dig around in the garbage cans of the armament industry, the real estate developers, banks and manufacturers of acid rain, as the *Globe* did in fetid hunt for evidence that provincial budget security might be weak (if you go garbage picking and then reprint any documents you find). They wouldn't try that at Clarkson Gordon.

And of course we have no equivalent of the people's auditor-general to force the media into helping to make the non-democratic and highly-secretive corporate world more open and responsive to the public's needs.

Nevertheless, the newspapers' ethics have improved, even if they still have a long way to go. Comparatively minor things can symbolize the changes. Twenty-five years or so ago, we night editors at the old Toronto *Telegram* kept track of the PR freeloards, because day-shift guys running out of beer money at the Emerald Room or Press

Club would call in and ask where they could continue their activities at no cost. Sometimes frantic PR men who had not attracted enough bodies to impress their clients would call in, and we'd happily round up some thirsty troops. Freebies are not a thing of the past, particularly in sports and entertainment and travel, but more and more often the big dailies, at least, are insisting on paying their way.

It was once routine for a paper or even an individual reporter to solicit and get railway passes for personal use. There were lots of lesser perks — passes to the Canadian National Exhibition and to the rides there for the entire staff and their children. And I could arrange a private audience with the real Cisco Kid for two young sons. That wasn't quite the equivalent of a Michael Jackson today, but it was still an unfair advantage over non-journalist fathers; so was getting a summer government job for one of the boys through Queen's Park press gallery influence. There's some slight self-forgiveness in knowing I wouldn't try it for the second one years later.

And I still cannot apologize for successfully soliciting the intercession of the wonderful Phyllis Griffiths — one of the finest reporters and caring individuals I have known — to get a hospital bed for my mother, suffering from cancer, when her own physician, unable to get one, sought my help. Phyl, who made influential friends on every beat she ever worked,

dropped what she was doing and got a hospital administrator out of a convention session to do it. But there are a lot of other mothers out there.

My only classic freebie was an astounding one, a champagne junket to Hawaii via Chicago and San Francisco — from an airline (why advertise its name now?) flacking the start of Toronto-Chicago flights. The old *Telegram* saw nothing wrong with that sort of thing. I got the bribe when a first-choice editor was unable to accept it (first class all the way, huge hotel suites, special entertainment at lavish receptions, gifts of everything from shirts and wine to exotic flowers). I wrote a business-type story about the islands in payment, and no pangs of conscience accentuated the sweet pains of dissipation.

The standard brag is that we can't be bought for a free drink or a ride. But the old cliché about how one must not even appear to be bought applies, particularly when we insist — justifiably — that it be adhered to by others who serve the public.

The bad, good-old days aren't completely gone. Travel-junket stories are still being published without conflicts of interest being acknowledged. There are still automobile-flackery freeloards. Papers with business-office rather than journalistic moralities see such things as fringe benefits for poorly-paid staff and co-operation with advertisers.

But, again, there have been improvements, at times to a ludicrous extent where timid reporters have been constrained from accepting even ordinary social courtesies. One Toronto reporter, joining borough councillors for a meal during a meeting recess, was so impressed by no-freeloading directives that she picked up the entire tab. Her generosity was not appreciated back at the office.

On the other hand, I once defended what I contended was my objectivity, by bragging in letter-to-the-editor print about having let politicians pick up the tab for me. I had written a series for the Toronto *Telegram* that was seen by the New Brunswick opposition party and the anti-government publisher, Brigadier Michael Wardell, of the highly non-objective Fredericton *Daily Gleaner* as a biased endorsement of revolutionary legislation brought in by then Liberal Premier Louis Robichaud. A news story suggested it could only be so because I had been wined and dined by

nefarious government types and had not consulted opponents of the legislation.

In my letter I pointed out that I also had been a dinner guest of opposition Conservative members and also had accepted their hospitality in their caucus room, even helping them word some questions for the legislature. One of my treasured souvenirs is a column-long editorial fulmination by the brigadier that starts off with my name. He got that right.

The trouble was, the New Brunswick publishers were even more one-sided in their non-competitive operations in the '60s than they are now. They did not like being shown up by outsiders any more than they like being told in the '80s that a Saint John Board of Trade survey found its members put most reliance on CBC radio for news. And while there is no question of the comparatively high CBC news standards, you must have to make a special effort, even in the Irving family stranglehold, to produce a print daily that can't at least equal it.

There are, of course, some Canadian newspapers more principled and more dedicated to balanced news coverage. And in spite of the valid complaints about biased and bottom-line policies voiced by many of my much younger colleagues — generally much better educated and more knowledgeable than was my generation of media recruits — the newspaper product has improved.

To touch just on my local Toronto scene, there are the *Star's* fine, call-out-the-troops, in-depth studies of many important issues, and the *Globe's* outstanding science pages and its expansion of foreign and national bureaus. The *Sun* is to be commended for retaining a *Tely* tradition — the inclusion of at least some politically humanistic voices in its outpouring of right-wing rhetoric.

Newspapers, an eye on potential future subscribers, have long catered to youth with special columns and features. But the *Star* does the same for pension-age readers. Thirteen years ago its editors rejected my suggestion that they run such a regular feature, even though a series I had done on the subject attracted the most reaction I have ever received from any one assignment.

Commendably, they also carry a column debunking the phony psychics and astrologers that they and other newspapers still unfortunately dignify with unquestioning accounts of their claims. It was *Tely* editors who rejected a prop-

osal I made for such a feature — again, after a big-reaction series shooting down the believers in things that go bump in the night.

There are other improvements:

In working conditions (in part thanks to union activity or the fear of same); in the standards of front-line ethics expected of a reporter (I don't think now I'd pretend to be part of a mixed bag of gun-drawn cops in a house with a murderer at bay and hide a family portrait under my coat); in the increased employment and even advancement of women (though there is still a minimum of visible minorities of both sexes); in the intellectual level of news-column writing, if only marginally so (the *Star*, still patronizing its readers, or reflecting its editors' own lack of vocabulary, just last year inserted in a fine Gerald Utting piece the bracketed explanation, "lowest point possible," after the word "nadir" in a context that made its meaning obvious.)

So, from various points of view, writing history on the run is still worth considering just for the sake of a job, or even for those who seek special satisfactions. These include the not necessarily naive belief that they might be able to do some little thing of benefit to society, even if that is only in the fall-back position taken by royal commissioners, among other frustrated idealists, that there is long-term value in educating the public.

But it's tougher to educate the publishers. Which is why some of the best Canadian journalists work outside the established news media system, particularly in book form. Walter Stewart is just one of many.

One of my most satisfying assignments came as a result of leaving the *Globe*. The Ontario Public Service Employees Union, one of the leading labor groups in the area of public education, heard that this professional typewriter was on the loose. The result was a book, *Madness*, subtitled *An Indictment of the Mental Health Care System in Ontario*, on the reading lists of a variety of university and college faculties. And it received a gratifying amount of space and air time in my old stamping grounds, the news media.

It was gratifying, too, to find that being hot on the trail of a good story still pumped adrenalin to the necessary levels. This aging journeyman found it was not only possible to work some savage schedules (in one particular month of long-hour days I took only one weekend off) but that it was enjoy-

able. Each morning was greeted with anticipation.

In spite of the necessary self-applied discipline for the first few months of my escape from the posted work sked at the *Globe*, there was still an euphoric sense of freedom. It helped to stick on my home-office wall a quote from Karl Hess, that philosophically peripatetic U.S. journalist who went from socialist, to Nixon aide, to drop-out environmentalist. He said, "My definition of success is that, when you get up in the morning, the project of the day is yours."

Of course, it helped, too, to be free to critically assess the news media from the outside, and to do so in various public forums, not just with fellow victims at a press club.

It was enjoyable to meet London *Free Press* editor William Heine in debate and to be able to quote to the audience the ludicrously extravagant statements he had written about Kent Commission recommendations for poor U.S. readers who lacked even news reports to help them know the facts. He misled them into believing that the commission had suggested "dangerous controls which would flow directly from the prime minister through the cabinet to a press rights panel down to community-level committees and into the newsroom." He also had printed a think piece by two editorial board staffers (none from newsroom types) which equated Kent's efforts to make newspapers a mite more accountable to the community with something just short of Ayatollah Khomeini's firing squads!

I also was able to point out that it was the respected owner of the *Free Press* and its unbeatable cluster of broadcasting media, the late Walter Blackburn, who gave a warped description of Kent proposals to an Australian meeting of the Commonwealth Press Union. It prompted that uninformed body to cable a plea to Pierre Trudeau not to take over control of the press in Canada, because it would encourage Third-World governments to do the same!

There was the pleasure of a Toronto panel session at which Southam president Gordon Fisher characteristically faced the criticism and led the defence of the publishers' rejections of commission proposals. He did not really try to defend the most hysterical of publishers' rantings — by one of his own publishers, J. Patrick O'Callaghan



John Marshall, as portrayed by Elisa Pollari, an eight-year-old acquaintance.

of the *Edmonton Journal*. Among that man's more ridiculous assertions were contentions that commission recommendations would reduce the free press "to a shabby servant of government" and that "every phase of the newspaper, through its editorial performance, its profits, its ownership would be strictly and rigidly monitored and controlled." Another Southamite, Paddy Sherman, even quoted these inanities favorably in an International Press Institute house organ.

Fisher's contribution to the panel was considerably more balanced, and was a valuable one. But what I missed most of all was the opportunity to speak to anything Lord Thomson might have said. Understandably, considering the father-son Thomson record, he declined to participate. It is thin com-

pensation to have had his executive flunkies querying *CFRB* about some syndicated radio commentaries I did about his activities.

Freedom of the press — true freedom, not just freedom for those who control it — is an unquestionably necessary factor for our evolution to true social democracy. It's worth laboring for at the most junior level of the business, in spite of the "system crashes" that often make it frustrating. As a vocational adventure, I recommend it. But in spite of occasional flashes of envy and nostalgia, I find, in my case, that freedom from the press is a great feeling, too. (30)

In the next issue: the journeyman-journalist view of what's needed for an improved press.

Signals crossed in the Jonathan Mann case

by Peter Calamai

Foreign correspondents tend to live by two rules: Get the story and don't get hurt.

Freelancers add a third: Don't get expelled from your home base.

If a staff correspondent is thrown out of a foreign country, a certain cachet is added to his reputation and the pay-cheques keep coming.

But the cheques stop for a freelancer barred from his foreign base. There can also be a substantial loss of personal possessions.

This preamble brings us to the Jonathan Mann affair in November and the reaction of both the government and the media in Canada.

Mann spent six days in jail in Amritsar before being fined the equivalent of \$30 for entering the state of Punjab without the special permit required for all outsiders.

Mann knew a permit was needed. The 24-year-old former staffer for the Montreal *Gazette* and United Press Canada had been freelancing for CBC, NBC, and the *Globe and Mail* from New Delhi for nearly half a year.

But Mann went anyway, presumably weighing the risks of being caught (and the consequences) against the appeal of filing first-person copy on the reaction to Indira Ghandi's assassination.

Mann might even have calculated that he was likely to get off with a warning, as other transgressing foreign journalists supposedly had.

If so, the calculations were wrong. Detained Nov. 11 outside the Golden Temple (two colleagues fled at his urging), Mann was charged under the Indian Passport Act and Foreigners Act and faced a maximum three-year sentence on conviction.

Back in Canada, the media overreacted and External Affairs Minister Joe Clark made silly statements.

From the tone of the editorials and play of the story in the English-language newspapers, an outsider might have thought Mann was in the hands of Idi Amin's dreaded State Research Bureau or at least held by the Soviets in Afghanistan.



Peter Calamai

The Ottawa *Citizen* urged that Mann be released and sent "home" as a gesture of goodwill and political sense. Failing an outright release, the *Gazette* opined that India should simply deport Mann "so he can live like a free man in another country." Two days later, the *Gazette* repeated the same editorial message, saying Canada should convince the Indians to expel Mann "as a foreign national whose activities are deemed undesirable."

The French-language press seemed to have a better grasp of the realities.

In *La Presse* Nov. 14, special correspondent Jooneed Khan explained the rationale behind the ban on journalists travelling to the Punjab and noted that India had willingly accredited about 600 reporters, photographers, and camerapersons attracted by the assassination and anti-Sikh violence in New Delhi.

This was the only instance of telling the other side of the story that turned up in clippings gathered by the Parliamentary Library in Ottawa.

Two days later, in a piece signed by Guy Cormier, the Montreal paper pointed out that India is not Afghanistan. Polemics wouldn't hasten Mann's release.

"It isn't always good to become an 'affair'," the article concluded.

In Amritsar, Jonathan Mann might well have muttered "amen." To become an "affair" greatly increased the

risk of expulsion. Goodbye freelance income.

A few journalists realized this — the CBC's own foreign correspondents. Their spokesman, Joe Schlesinger, did not join other media groups in firing off protests after Mann's arrest.

Schlesinger only protested after Clark, a law school dropout, gratuitously convicted Mann and left the erroneous impression that Canadian diplomats were doing little.

We know the risks in our job, wrote Schlesinger to Clark, but we always assumed our government would do its utmost to help.

That's just what the professionals of external affairs were doing (although they fell down on keeping Mann's worried parents informed).

The CBC managed a detached professionalism in its news judgment. On television, the Mann story was the lead item on *The National* of Nov. 11 with his arrest, the fourth item Nov. 12 with an interview with one colleague who "escaped," a brief mention Nov. 16, and a happy ending Nov. 17.

CBC Radio used the Mann story on national newscasts on five days, with the freelancer himself reporting Nov. 17 that the "storm of controversy covered the tracks of those who were working to help me."

On Nov. 21, at Mann's request, Joe Clark released the journalist's gracious thank-you letter which noted criticism of external affairs' handling of the affair.

"The fact that I was released six days after my arrest for an offense punishable by three years in prison is proof enough of the wisdom and success of the course you took," Mann wrote.

When the next Canadian correspondent is detained in a democratic country for violating a national law, perhaps our editorialists and journalist associations should reflect upon the Mann case before launching themselves. And they might remember that freelancers don't want to be sent "home." ☐

Peter Calamai, a former foreign correspondent, is with Southam News in Ottawa.

History on the run

by Peter Desbarats

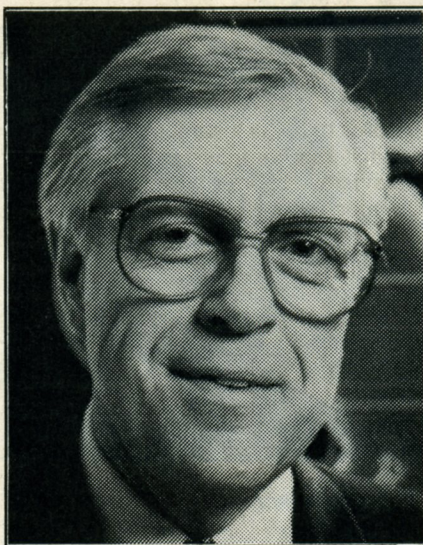
History on the Run: The Trenchcoat Memoirs of a Foreign Correspondent, by Knowlton Nash, McClelland and Stewart, 349 pgs. \$19.95

Most prominent contemporary Canadian-born journalists have had to choose, at some point in their careers, one of three options: to write about Canada for Canadians, to cover the world outside Canada for Canadian media, or to seek larger audiences, influence and salaries in the United States.

Because journalism is such an intensely personal art, rooted in an instinctive understanding of one's own society, the vast majority remain here. Those who leave forever — Morley Safer, Peter Jennings, and many others less illustrious — usually make an early exit. Between these two groups are the foreign correspondents who work outside of Canada for varying periods of time, but always attached to Canadian media. Among this small and select group, Knowlton Nash is pre-eminent today because of his length of foreign service, because Washington was his base during those 25 years, and because in 1978 he became anchor for *The National* on the CBC.

Among the foreign bureaus of Canadian news services, Washington is obviously the most important. A Canadian journalist in Washington doesn't have to struggle for exposure in Canadian media; the stories are plentiful and significant. But no matter how renowned that reporter becomes to the home audience, in Washington he or she is forever an outsider.

That sense of being on the outside, looking in, handicaps this book. Its main theme is Nash's personal history of American politics from 1951, when he left Toronto to become director of information in the Washington headquarters of the International Federation of Agricultural Producers, to 1969, when he returned to take charge of all journalistic programming on the CBC English network. One is forced to ask: Would an American read this book? Not likely, because it has all been written before, and more authoritatively, by Americans. In fact, Nash relies



Knowlton Nash

heavily on familiar American sources. What, then, does he bring to this material that would make it distinctively Canadian, and of vital interest to us?

On radio and television, it was enough for Nash to give us the facts, and he always has been superbly professional at that. When these events were occurring — Vietnam, race riots, the rise of the Kennedys, Watergate, and so forth — it was essential for us to know about them, and it helped to see them through Canadian eyes. As Nash claims in this book, Canadian reporting of U.S. events often was more balanced because Canadian journalists were "not as preoccupied as some of our U.S. colleagues with following a particular angle." But now we want to know what it all meant, not to Americans but to us.

Now and then, we get a first-hand glimpse. Robert Kennedy tells Nash, "You know, my brother really hated only two men. One was Sukarno (dictator of Indonesia) and the other was Diefenbaker." Nash unexpectedly finds himself taking part in a spontaneous off-the-record press briefing in President Johnson's office when LBJ "at one point came at me eyes boring into mine, grabbed my suit jacket lapels, and began a paralyzing lecture ... here I was in the Oval Office of the White House with the President of the United States about three inches from

my nose, shaking my lapels and shouting something about Vietnam." But for most of Nash's quarter-century in Washington, neither Canada nor Nash himself rated that kind of attention. As a result, the book is mainly American history written from off to one side, exactly where the young Nash stands in 1955 in a group photo taken with President Eisenhower and published in this book, part of his head clipped by the right margin.

In this respect, the book may reveal, inadvertently, a weakness in the foreign reporting of Nash and his contemporaries, and perhaps of Canadian journalism in general during those years. It simply wasn't sufficiently intellectual — and I'm not talking about some sort of academic cleverness. It was often highly professional in a technical sense but it didn't reflect a way of looking at Canada and the world that could be described as thoughtful, articulate or very distinctive.

In contrast to this is the picture that Nash paints of René Levesque covering the 1960 Republican presidential nominating convention in Chicago. (This must have been one of Levesque's last assignments before leaving journalism for politics.)

"Early every morning we would broadcast our reports and invariably René would be up late," Nash remembers. "With seconds to go before he was on the air, René would come bursting into the room...he'd slide into the chair behind the desk as the camera lights would snap on...I don't think he ever looked at his notes...he just talked, explained, gossiped, laughed sometimes, frowned sometimes, and altogether delivered a riveting, emotional and highly opinionated report on what was going on."

Was this purely a difference of personalities, or had it something to do with culture? "Riveting, emotional, and highly opinionated." The words not only don't apply to most Canadian journalism of the past few decades, but they would have been indignantly rejected as inappropriate by many of those in charge of journalism at the CBC. The result, despite some brilliant exceptions, has been rather bland.

Nash's book both illustrates this and,

indirectly, offers an explanation for it.

By far the best pages are those which fulfill the promise of the subtitle: "The Trenchcoat Memoirs of a Foreign Correspondent." These have the real smell of journalism in them, the sweat as well as the champagne, and should be required reading for everyone interested in the process of news, particularly on television. When Nash writes about journalism, he is informed, relevant, and even riveting and emotional at times.

We often tend to forget, in criticizing journalism today, how far we've come in a single generation. Nash's first real news job, at age 19, was with British United Press as Toronto night editor. Even by 1947 standards, his salary was low: \$16 a week. By 1951, he was earning \$60 a week as BUP's Toronto bureau manager. In 1958, when he left his comfortable job with the international farmers' organization to freelance in Washington for Canadian media, his work schedule would have exhausted a galley slave. Even as a foreign correspondent for the CBC in the early 1960s, he complained about "abysmal salaries" that the CBC paid — \$8,000 to \$10,000 a year to most correspondents. Nash himself continued to freelance for Canadian newspapers and magazines, and even to edit a newsletter for his old employers at the farmers' association. It's not surprising that there wasn't more time for the kind of thoughtful reflection that lifts journalism now and then above the mere providing of perishable data.

We can see from this book that Knowlton Nash (and myself, for that matter) belong to a transitional generation of Canadian journalists. By the standards of the old BUP newsroom, we are a generation that has achieved beyond its wildest ambitions, thanks to the maturing of Canada as a nation and to the development of its news media. We number in our ranks some distinguished journalists and many memorable ones, and Nash writes feelingly about the ones he knew at the CBC. But we have not accomplished, and probably could not have under any circumstances, in one lifetime, the leap from small-town provincialism to world-class journalism. That trajectory is still in progress.

Nash's memoirs, and the kind of expectations they raise for a book that would have something to say to Americans as well as to Canadians, make us realize how far we have come. (30)

Peter Desbarats is dean of the School of Journalism, University of Western Ontario, London.

Death Shift

by Kevin Cox

Death Shift: The Digoxin Murders at Sick Kids, by Ted Bissland, Methuen, 205 pgs., \$18.95.

A television reporter wonders why lawyers are arguing about an *in camera* session when the cameras had been in the hearing room all along. A Toronto *Sun* columnist ignores half the testimony in a diatribe against the commission and a Global Television reporter wrongly states that a major report fingered Susan Nelles.

Those were the lowest moments of the media at the Grange commission on baby deaths at Toronto's Hospital for Sick Children.

The commission was perfect for the media. The script read like an Agatha Christie novel; helpless babies being murdered in their sleep at a famous hospital, the arrest and discharge of a cute young nurse while detectives are stymied in their attempts to find a killer. All this was re-enacted on live television at the commission and the daytime ratings for Rogers Cable were bet-

NEED INFORMATION ABOUT WORKERS' COMPENSATION?

GIVE US A CALL:
927-3500

(Zenith-61700 to avoid
long distance charges)

Or drop in
any weekday:
2 BLOOR ST. WEST
19TH FLOOR
TORONTO
8:30 am - 4:30 pm



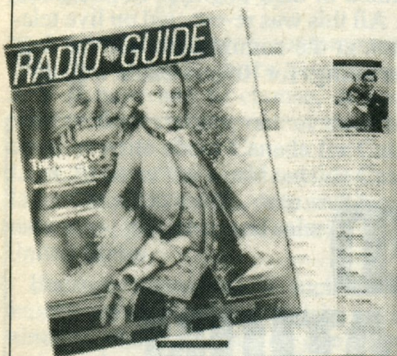
**Workers'
Compensation
Board**

**Commission
des accidents
du travail**

RADIO GUIDE

GOOD LISTENING DESERVES GOOD READING

Just \$1.25 a month



Daily Program Listings, Feature
Articles, Previews, Photos, Profiles

SUBSCRIBE NOW

YES, SEND ME

RADIO GUIDE

FOR JUST \$15
A YEAR

Name _____

Address _____

_____ Apt. _____

City _____ Prov. _____

Postal Code _____

Telephone _____

Send to:

RADIO GUIDE, Box 320, Stn. A
Toronto, Ontario M5W 2J4

ter than most of the soap operas. The public interest in the case was incredible; lawyers who had specialized in obscure admiralty law or divorces suddenly found themselves as media stars. It was inevitable that someone would attempt to capitalize on the situation by publishing a book. During the hearings it appeared that three such works were in the making, but only one, *Death Shift* by Ted Bissland of CBC Television in Toronto, has hit the book stores.

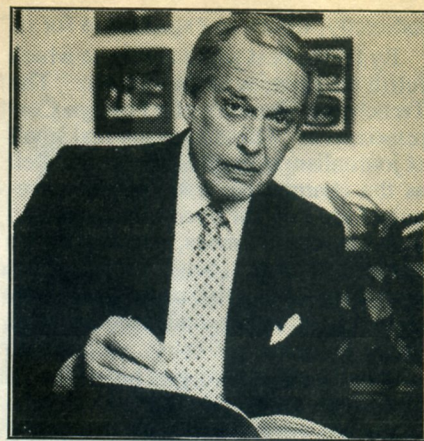
Death Shift appeared only a month after the hearings; despite the ready-made script and characters, it fails to deliver as a thriller. Bissland's book comes across as a journalistic account of the arrest of Susan Nelles, her preliminary hearing and the subsequent probes of the deaths and the hospital. The facts are there, the drama is not.

Anyone who followed the case knows what Susan Nelles and her nursing team leader Phyllis Trayner said about denying involvement in the deaths, what they did and saw while on the hospital wards, and what their colleagues said about them.

But what many people are curious about and what Bissland's book fails to deliver is a sense of the agony that the two nurses experienced, the frustration of the police at not finding a killer, the trials and tribulations of hospital staff trying to deal with anguished parents and still care for patients.

Bissland describes for the first time the almost heroic role of hospital resident doctor Colm Costigan, who first spotted the high digoxin levels in baby Kevin Pacsai in March, 1981, and then began reviewing charts and watching the pattern of baby deaths, demanding that tests be done for the drug. His superiors were reluctant to even examine the possibility of drug overdoses killing the babies. It was Dr. Costigan who finally persuaded senior doctors to call coroner Dr. Paul Tepperman and Dr. Costigan traced the pattern of deaths for the coroner. Many newspaper accounts have made a hero of Dr. Tepperman but it appears that the man who first cracked the case was Dr. Costigan. Ironically, he no longer works at the hospital and is employed at a children's hospital in Montreal.

To media watchers, Bissland's best chapter deals with the foibles of the media folk who crowded into three different hearing rooms over 15 months to cover the event. While the author is careful not to attach names to the reporters, he criticizes the local CTV station, *CFTO*, for sending inexperienced reporters to the hearings and failing to



Ted Bissland

cover the commission on a daily basis. This is probably what led to the unfortunate incident when the *CFTO* reporter asked why everyone was upset at an *in camera* hearing when cameras had been allowed in throughout the proceedings. Someone did explain later that *in camera* was Latin for behind closed doors. But the woman who followed that *CFTO* reporter called for a camera crew days later when an *in camera* suggestion was made.

Bissland is also critical of the pack journalism that occurred as many reporters huddled together and determined what their leads were for the next day. Reporters were quick to spot anyone who "missed the lead" and didn't follow the journalistic pack. Bissland said the journalists from the *Star*, the *Globe and Mail*, the *Sun*, and the CBC who faithfully followed the hearings didn't go in for that sort of thing.

In the end, Bissland's book, like the report of the commission itself, cannot tell us who killed the babies. It does tell us, as does the commission report, released two months after the book, that at least eight babies were murdered. And Bissland says both Susan Nelles and Phyllis Trayner remain as suspects in the public eye.

The book is useful for anyone attempting to untangle the more than four years of events at the hospital and it is a far better read than the commission report itself, tied down as the report is with all the agonizing detail of each of 36 deaths. The frustration with the work comes from its inconclusiveness — that may be inherent in the case itself — and the lack of personal contact, that may be inherent in any purely factual account. (30)

Kevin Cox is a reporter with the Globe and Mail who covered the inquiry into the deaths at Toronto's Hospital for Sick Children.

Don't get pruned

The subscription campaign run by *content* in the fall produced encouraging results — renewals and new orders alike.

But some people haven't brought their subscriptions up to date, and so the magazine's new management (Friends of Content) has started to prune the mailing list.

If you don't want to miss out on *content's* lively and thoughtful coverage and comment on journalism, use this form today. Don't get pruned.

Make cheque payable to: Friends of Content, c/o Humber College, Box 1900, Rexdale, Ontario M9W 5L7

Enclosed is my payment of \$15, as a contribution to *content's* future _____.

A contribution of \$65 (\$15 to *content's* subscription fund, along with an additional \$50 to become a sustaining contributor) _____.

Name (print or type): _____

Street: _____ Apt.: _____

City: _____ Province: _____ Postal code: _____

(Please attach current mailing label, if applicable.)

SOURCES UPDATES

SOURCES directory contains the names, addresses and telephone numbers of 2,720 contact persons ready to help you gather facts, background material and informed comment.

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

The following are updates to the most recent edition of **SOURCES** (Winter 84/85):

(Page 94, column 1)

CANADIAN CONGRESS FOR LEARNING OPPORTUNITIES FOR WOMEN/CONGRÈS CANADIEN POUR LA PROMOTION DES ÉTUDES CHEZ LA FEMME

New address and telephone number:

47 Main Street
Toronto, Ontario M4E 2V6
Office: (416) 699-1909

(page 94, column 3 & page 95, column 1)

CANADIAN CO-OPERATIVE CREDIT SOCIETY/LA SOCIÉTÉ CANADIENNE DE CRÉDIT COOPÉRATIF

Correction of heading error:

The following contact should be listed under *Nova Scotia* not Quebec:

Donald Gedge
Chief Executive Office
Credit Union Central of N.S.
P.O. Box 9200
Halifax, N.S. B3K 5N3
Phone: (902) 453-0680

(page 135, columns 1 & 2)

GENERAL MOTORS OF CANADA LIMITED

Correction of spelling error of contact & new telephone number:

G.A. (Greg) Pierce (not Pearce)
Office: (416) 644-6715

New telephone number:
Quebec & the Maritimes:
Paulette Charbonneau
Office: (514) 344-4160

(page 140, columns 1 & 2)

IMPERIAL OIL LIMITED

Revised contact:

Prairie Region:
Bert Weir is replaced by
Stuart Nadeau
Office: (403) 420-8757

(page 146, column 3)

LEVI STRAUSS CANADA

Delete from contacts:

Judy Scott
Advertising & Public Relations Supervisor

Add to contacts:
David Hunter
Director of Marketing Services
Janice Chung
Sales Promotion Manager
Phone: (416) 445-6850

(page 149, columns 2 & 3)

MEDIA CLUB OF CANADA

Revised contacts:

May Willmot is replaced by
Jean Southworth
Executive Secretary
Phone: (613) 236-3325
Esther Crandall is replaced by
Dorothy Turcotte
National President
Phone: (416) 945-8042

(page 176, column 2)

PUBLIC ARCHIVES OF CANADA

Should appear under the following subject guide heading:

Libraries/Archives (page 46)

'New broom' executive leads Wire Service Guild

by Eugene Ellmen

Industrial-style unionism — complete with election slates and campaign issues — has come to one of The Newspaper Guild's largest Canadian locals.

The Canadian Wire Service Guild (CWSG), or Local 213 of The Newspaper Guild, elected new national officers in December in a vote that unseated long-time president Bruce Wark, a CBC radio reporter, and Lee Clifford, of CBC Halifax, who, in addition to serving as a local vice-president, is also the international vice-president for Eastern Canada.

Representing about 1,100 editorial, office, technical, and support staff employees at The Canadian Press-Broadcast News, the CBC, and Reuters Canada, CWSG elections have often been ho-hum affairs in which many of the national executive have been acclaimed to office.

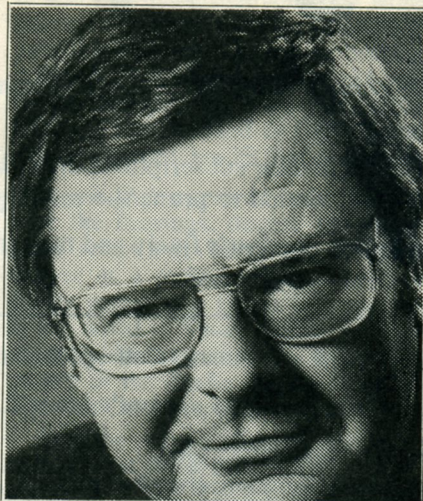
This year was different. Campaigning on the theme of the need for greater communication between the national office and individual members and officials in the union's far-flung news bureaus, a group of dissatisfied members at CP-BN and CBC began a campaign team called Action for Change.

Led by CBC reporter Paul Kidd, the team began thinking about the need for a reform slate — as opposed to the usual elections in which disparate individuals run for various offices — after Kidd was defeated for president in 1983 by Wark, the CBC's Ontario Legislature reporter in Toronto.

(Kidd is also a reporter in Toronto, but covers the Hamilton-Niagara area.)

Meeting almost weekly on Saturday afternoons through the fall at the Toronto Press Club, the group devised an election platform, wrote and published a two-color pamphlet, and rallied candidates to run for president, secretary, treasurer, and CBC vice-president. (All these positions are volunteer jobs at no pay.)

In a second pamphlet, the Action for Change team set out its campaign promises. Briefly, these were: implementation of a national newsletter, quarterly administrative reports to members on union affairs, an annual national convention of the CWSG, a new elected position for French-



Paul Kidd

language CBC members, and tightened election procedures.

The slate, with Kidd at the helm, consisted of Judy Creighton, CP lifestyles editor, for secretary; Dave Mauchan, BN editor, for treasurer; and Brian Koshul, of CBC Winnipeg, for CBC vice-president.

After the reform slate was announced, the incumbents responded with a pamphlet entitled *Experience — stick with it*. Their slate consisted of Moe Brown, CP foreign desk in Toronto, for president; Wark for treasurer (who had dropped down from the president's spot); Keeble McFarlane, of CBC, for secretary; and Clifford for the CBC vice-president's position.

The results were overwhelming for the Action for Change slate. Kidd defeated Brown 391-255, Creighton defeated McFarlane 458-198 and Mauchan won over Wark 361-291. The only cliffhanger, which was being recounted at press time, was between Koshul, who received 305 votes, and Clifford, who scored 302.

After the vote, Brown said the results showed people had a deep need for change. "Now I now how John Turner feels," he said. ☐

Eugene Ellmen is a business reporter at CP in Toronto and was a member of the Action for Change campaign team.

Get the

W

WHO

W

WHAT

W

WHERE

W

WHEN

W

WHY

Whether you're writing a news item or an in-depth story, phone Peter Earle at (416) 544-3761 for the **five W's** of Canada's steel industry. Or write Dofasco, P.O. Box 460, Hamilton, Ontario, L8N 3J5.

of Steel

DOFASCO

Our product is steel. Our strength is people.

Standards, ethics confront Media Club

by Esther Crandall

“People not understanding us, our professional and ethical problems, has an impact on the free flow of information.” So, journalists must improve their credibility by reducing “our errors, our sins and our short-comings,” Phil Record, associate executive editor of the Fort Worth *Star-Telegram*, told a gathering of Canadian, American, and Mexican journalists.

While the silent majority underwrites freedom of the press, “hostility is vocal and can incite others to hostility: the public is inundated with news, a lot of it inaccurate, so there is biased listening and reading,” Record said in Fort Worth, Texas.

Record, national president of the 25,000-member Society of Professional Journalists, Sigma Delta Chi at the time that he spoke in Fort Worth, was a speaker during Reporting in Three Countries, a conference held Oct. 17-21 by the Media Club of Canada. More than 27 other speakers and panelists dealt with such subjects as investigative reporting in two nations (Canada and the U.S.), media and the military, and communication among neighbors (Canada, the U.S., and Mexico).

With club member George Prentice, associate editor of the *Star-Telegram*, as organizer, the Media Club marked its 80th anniversary by holding the 1984 General Meeting in Fort Worth as a symbolic return to club roots. The original organization was founded in 1904 aboard a train travelling out of St. Louis, Mo.

While attendance fell far short of the hundreds which the club hoped to have in Fort Worth, those who were there noted that the 25 to 30 Canadian members who attended at their own expense represented all parts of Canada. Mexican journalists, and members of the SPJ, SDX Dallas/Fort Worth Chapter, which co-sponsored one day's events, brought the attendance to more than 100.

Record, speaker at the first luncheon, said he was tired of a lot of things in the news business: assuming the worst; failure or reluctance to check facts; freebies; needlessly intruding on people in their hour of grief because reporters think it is their right; in the U.S., hiding behind the First Amend-

ment; and, “just plain sloppy reporting.”

He said he was also worried about outright unfairness, pack journalism, the don't-worry-we'll-win-in-court attitude, and people “who are more interested in seeking glory than in seeking the truth.”

“Errors in three-paragraph stories and in obituaries are killing our reputation ... We can't expect to be loved but we can't retreat to the path of low risk or no-risk journalism,” he said.

During the investigative reporting workshop, Nick Fillmore of CBC Radio's *Sunday Morning*, said some U.S. publications, such as *Mother Jones*, the *Philadelphia Inquirer*, and the *Washington Post*, have a tradition in investigative reporting, but that is not the case in Canada.

Since the recession, Canada seems to be “in a fog” spending millions of dollars on such events as the Olympics, the federal election, visits by the Pope and

the Queen, but little on investigative reporting, Fillmore said.

While some reporters don't have the instincts to spot a good story and do investigations, others who are so inclined are let go or are not hired, he said.

“Between 15 and 20 per cent of some news staffs are unproductive because they are not given stories. I get upset when I hear some say there is not the time or the money,” Fillmore said.

Stories that reach U.S. and Mexico are too short, lack detail, and are few in number, panelists said during the communication workshop.

“I don't know what's going on in Canada, and I'd like to know,” *Star-Telegram* reporter Gilbert Bailon said.

“Most people seem to feel that what happens in U.S. is the most important in the world,” Bailon said. 30

Esther Crandall, a frequent contributor to content, is a freelance writer based in Saint John.



National Museums
of Canada

Musées nationaux
du Canada


**NATIONAL
MUSEUM**
OF
NATURAL SCIENCES

Keeping Track of the Natural World



Write to us for a list of fact sheets, bibliographies and a travelling exhibition itinerary. Our fields of study include zoology, botany, mineral sciences and paleobiology. Look for our books in your local bookstore. Ottawa K1A 0M8
(613) 996-3102

Canada

Mailbox

Editor:

It was with considerable interest that I read Anthony Westell's review of the textbook *Canadian Politics Through Press Reports* that I recently prepared with my colleague Donald C. Wallace (September-October, 1984). While I found myself in agreement with much of that review — especially the call for social scientists to be "more useful in helping (journalists) to define (their) roles and measure ... performance" — I must point out that we have been misquoted.

Professor Westell refers to the "systematic abuses that daily newspapers bring to their coverage of politics." In fact, the phrase we used was "systematic biases."

From our point of view, the distinction between "abuses" and "biases" is an important one. A major thrust of my writings for the past decade has been that news organizations, like all organizations, have biases that derive from their traditions and work patterns, as well as from the larger society. These biases — which are summarized in the review — are not necessarily abuses, but they are features of the coverage with which serious readers should be familiar.

Because the essay was designed as a consumer's guide, it did not attempt directly to prescribe roles for journalists or reforms for the system. It did, however, as Professor Westell rightly points out, imply that the media ought to challenge social values and propose alternative agendas. I do not disagree with Professor Westell's view that the primary role of the daily newspaper is

to report the world as it is, although I do advocate a more critical journalism as well. However, I argue that newspapers bring systematic biases to their reporting as well as to their analysis and advocacy.

In my view, reporting the world as it is represents a much more difficult task than Professor Westell implies in his review. The tendency of the news media to rely on official sources, for example, means that the "establishment's" world view rather than the alternative world views of other segments of the society will dominate.

Journalists must select from the many versions of events the one they will report as reflecting the world as it is. There is often little evidence internal to their work that they recognize the difficulties of that selection and the ideological biases they themselves have. The formulas they use — as I did in my brief newspaper career — often reflect convenience rather than "reality."

In an interesting analysis, Gaye Tuchman has distinguished between the "facticity" journalists strive for and the truth. It is perfectly consistent to say that important biases will remain even when reporters are meeting the highest standards of their craft. Consumers of news should know about such systematic biases as can be identified.

Fred Fletcher
Associate Professor
Political Science
York University
Toronto

Editor:

All of us interested in a free press are in your debt. Good luck.

Joseph A. P. Clark
Canada News-Wire
Toronto

Editor:

Enclosed is a cheque for a subscription to **content** and our contribution to help you keep it alive.

We need it!

D. H. Holden
Vice-president
Corporate Communications
MacMillan Bloedel Limited
Vancouver

Editor:

Enclosed is a cheque as a donation to keep **content** going. I've been unemployed and it's the best I can do now.

Alan Hensher
Los Angeles

EDITOR'S NOTE: *We could never begin to publish all the letters and notes which accompany subscriptions and contributions to the magazine's well-being. The foregoing are representative, however. Nor could we ever begin to personally thank all those who are supporting the magazine, so please accept this note as another expression of appreciation by the core Friends of Content. Clearly the most visible way of showing our gratitude is to continue publishing a magazine of quality.*

For computer information, Control Data is your source.

If you have questions about computers and/or the Canadian computer industry, the people at Control Data can provide you with answers.

We know what we're talking about — and you can quote us!

Control Data is this country's only manufacturer of large-scale computers. We're responsible for such "firsts" as the CYBER 170, the first, large-scale computer series designed and manufactured right here in Canada.

And computers are only one facet of our involvement in the industry. No other company supplies such a breadth of computer-related products and services.

Equally important, at Control Data we feel it's our responsibility to provide you with the computer information you need. Instead of telling you "no comment", we'll tell you what you need to know. Control Data. Consider us *your* source for computer information.

Contact:

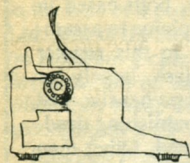
Control Data Canada Ltd.
1855 Minnesota Court
Mississauga, Ontario L5N 1K7

David G. Smith
General Manager, Communications
Office: (416) 826-8640
Residence: (416) 762-0843

Robert Tuomi
Manager, Corporate Relations
Office: (416) 826-8640
Residence: (416) 653-9208


**CONTROL
DATA**

Short takes



The sudden swallowing, in one Olympian gulp, of United Press Canada by The Canadian Press is sending ripples of angst and bad vibes through reporters everywhere. At least, *Short takes* assumes that it is. The press barons and various other Gucci people presumably approve wholeheartedly, citing business considerations, etc. Journalists who

were there when the *Winnipeg Tribune* and the *Ottawa Journal* went down may be having flashbacks, but the situation is not entirely analogous. CP president Keith Kincaid was quoted in the *Toronto Star* saying that 54 UPC employees would get jobs at UPC's patron paper, the *Toronto Sun*, or at CP.

UPC was propped up when the *Sun* took it over in 1978, but it hasn't made a nickel profit since. Playing second string to CP was bad enough, but according to published reports UPC also had to contend with customers who promised to defect from CP's Broadcast News service to UPC's new radio news service, and then instead stood pat with CP. The shots that finally croaked UPC were the *Star* dropping it at the end of the year, and the announcement that the *Montreal Gazette* would do likewise by March 1. Former Royal Commission chairman Tom Kent said it might not necessarily be a bad thing, and he's right. Depends whether CP uses the new resources to get better or as a good excuse not to bother.

☆ ☆ ☆

This year's Distinguished Visitor in Journalism at London's University of Western Ontario is Doris Anderson. A long-time editor of *Chatelaine*, she is a published author and has been contributing to the *Toronto Star*.

☆ ☆ ☆

A surprise at *Maclean's*. The *Toronto Star's* Roy MacGregor returns to *Maclean's* to head the Ottawa bureau, replacing Carol Goar who, as promised, returns to the *Star* to take over the National Affairs column.

Maclean's gets a new associate national editor in Andrew Niki-foruk, the widely published freelancer who was *Maclean's* Manitoba correspondent for donkey's years.

Peeter Kopvillam, formerly of *Quest*, which went belly up without warning in November, becomes assistant departments editor. Nicholas Jennings moves up from researcher-reporter to assistant editor in entertainment. Cindy Barrett becomes assistant Canada editor and takes over John Barber's old office but not his job. Charles Rowland joins the research staff, and Peter Giffen, who was wire room superintendent and also a freelance researcher, moves to full-time research. Researcher David Byrne left to go to Mexico, Ian Austen took up his new writer's post in Washington, and John Barber moved into Austen's old office for reasons that were never disclosed. Freelancer Bruce Wallace joins the Montreal bureau as a writer.

After four years, Doreen Guthrie leaves her position as front section editor, to join the *Globe and Mail's* new business magazine as managing editor. Replacing her is former associate editor in entertainment, Valerie Ross.

Hal Quinn, who has had various assignments since starting at *Maclean's* in August of 1978, including sports editor and staff editor, takes a breath of fresh air for a while as a senior writer.

Maclean's also welcomes Michael Salter as associate business editor. He was a staff writer for two years at the *Financial Post*, has freelanced for all sorts of things, including CBC's *Morningside*, and has five years experience in business reporting.

But the most interesting tidbit at Canada's National Newsmagazine concerns chief of research Arlene Arnason. She built *Maclean's* formidable research and fact-checking system practically from a standing start. Her credits include *Time* magazine, and made possible editor Kevin Doyle's goal of building the magazine into the *Time*-style newsmagazine that it is. And she is leaving. Maybe.

Arnason announced her intention to leave to start a career in freelance research and editing, as well as to maintain her sideline teaching magazine research at Ryerson Polytechnical Institute. But it seems Doyle persuaded her to make it a six-month leave of

absence, with the option to come back to the fold. That's where it stands now. Meanwhile, any publication wanting to avail itself of the kind of fact checking that keeps *Maclean's* accurate should try Arnason's new company, called Media Research. Her number is 416-483-0681. This may sound like a free plug, but it is in fact a *Short takes* service to readers.

Taking over as chief of research is Barbara Righton, who for the last two years has bestowed her editing, research and writing services on a freelance basis. And after three and a half years as Calgary bureau chief, Gordon Legge is off to join Shell Oil Co. in Calgary.

At the *Toronto Star*, Mike Walton jumps from editorial to the public relations department. Bruce Ward resigned from the Ottawa bureau. The *Star* has a new copy editor in William Harper, who is no relation to reporter Tim Harper.

Greg Quill, perhaps the best rock music writer who ever came down the street, is now in his rightful place on the *Star's* staff. Previously he was freelancing his music/entertainment writing to the *Star* and others.

From the Course of True Love dep't: Frances Kelly left the paper to go to Washington where she will marry the *Star's* Washington bureau chief, Peter Goodspeed.

From the Far-away Places With Strange Sounding Names dep't: reporter Stu Nicol left to join a paper somewhere in the Caribbean, and Kevin Scanlon left to tour Europe.

John Saunders, once of the *Toronto Star* and the *Montreal Gazette*, has left CTV News to report on labor for the *Detroit Free Press*. Elinor Reading, also once of the *Toronto Star*, is at the *Detroit News*. Saunders and Reading are married.

Last time out, I misspelled John Paton's name as Payton. Sorry. Anyway, he is now officially city editor at the *Toronto Sun*, Gord Walsh is officially assistant city editor, and former reporter Jeanie MacFarlane becomes an assistant city editor. Managing editor Bob Burt vanished and is reputed to be working for Larry Grossman.

And the *Sun* named John Downing as editor, to replace Barbara Amiel, who will continue writing columns from London, England.

At the *Globe and Mail*, ace medical writer Joan Hollobon retired at the end of January, leaving a helluva hole, even in the *Globe's* first-rate science/medical coverage.

Friend of Content Dan Westell moves to cityside reporting, and the South American bureau moves from Mexico city to Buenos Aires for the last year of Oakland Ross's tenure.

Matt Fisher joins the sports desk, giving up his freelance status. He replaces Nora McCabe, who quit to be a freelancer.

The *Globe and Mail* is sending a doctor to open a new bureau in Tokyo this summer — Dr. Thomas Walkom, that is, most recently an economics reporter for the paper's Ottawa bureau. (Walkom holds a doctorate in economics.) He'll bring to seven the number of correspondents in the *Globe's* six bureaus abroad.

At the *Montreal Gazette*, former CBC National reporter Don MacPherson joins as a general reporter. Lucinda Chodan, who hails from the *Edmonton Sun*, joins as an entertainment reporter. Katherine Mackle, formerly of CBC radio in Montreal, comes aboard as financial reporter.

At the *Windsor Star*, entertainment editor Jim Phillips left and is scheduled to surface as an entertainment editor at the *Globe*. He has yet to be replaced. Brian Fox, one of the most genuinely savage reporters since Mike Wallace, now covers Queen's Park in Toronto. No doubt the municipal pols back in Windsor are glad of this—depending, of course, on who or what the Windsor paper sends to work out on them in Fox's place.

Richard Brennan, of UPI in Toronto, and Hank Daniszewski, last seen leaving the *Brandon Sun*, join the *Star's* general reporting staff.

At the *Calgary Sun*, chief photographer Randy Hill was appointed graphics editor and Ray Smith was appointed assistant city editor.

At the *Vancouver Province*, humorist Eric Nicol retires after 25 years of writing a humor column. He will still write one column per

week for the Sunday paper. At the Vancouver *Sun*, Rich Littlemore joins the news desk and assistant features editor Brian Kieran leaves to sail around the world. Replacing him is Daphne Gray-Grant, from the *Western News*.

Meanwhile, the *Sun* newsroom is in chaos as reporters learn to cope with their spiffy new CSI (Composition Systems, Inc.) computer terminals, worth seven grand each. The *Sun* is phasing out the old Tel-Star computers, and the *Province* will switch too, after the *Sun* people learn the new system.

And back in Ontario, the *Brampton Times* picks up five-year veteran Liz Turcotte on the police/labor beat. Turcotte left the *Trentonian* in December, and is replaced in Trenton by John Bate-man, formerly of the Cornwall *Standard-Freeholder*.

From the *Short takes* spy in Ottawa, Donna Balkan: the *Citizen* has its new editor. Keith Spicer, former Official Languages Commissioner and editorial board member of the *Globe and Mail*. Joining the *Citizen's* "SWAT team" of investigative reporters is Susan Riley, formerly of *Maclean's*, the *Ottawa Journal*, *Ottawa Today*, and the *Citizen*.

Anne McNeilly comes to the paper from the Kitchener-Waterloo *Record*, and the *Citizen* also picks up former summer student Jim Davidson. Both on general assignment.

Former CBOT producer Bob Harvey returns to Ottawa after a stint in the U.S. He's working part time at the *Citizen* and also freelancing.

Reports of the death of *Goodwin's* magazine are greatly exaggerated. Editor Ron Verzuh decided to continue publishing the quarterly under a revamped editorial structure. Verzuh meanwhile has a new job heading the PR department of the Consumers Association of Canada.

Rob Mingay, English-language press secretary to NDP leader Ed Broadbent, heads west to work for the Canadian Union of Public Employees, which seems like a natural evolution.

Ottawa *Sunday Herald* reporter Susan Sampson is now assistant news editor; *Herald* "Homes" section editor Karen McCarthy is moving to the "Tempo" section. Rumors still abound that the *Herald* plans to go biweekly soon. The *Ottawa Sunday and Wednesday Herald*?

Oh, yeah. *Herald* publisher and CFRA open line host Lowell Green is back on the job and on the air. He got thumped as the Liberal candidate in Ottawa Centre in the provincial by-election, placing third.

From Esther Crandall in Saint John, we hear the following tidbits: David Onnasis returns to journalism. Formerly in PR at the University of New Brunswick, Onnasis has accepted a position in the editorial department of the Saint John dailies.

Saint John is getting a weekly paper, but it is not likely to provide competition for the port city's Irving press. Openly calling herself and publisher Michael Lucas "Pollyannas," managing editor Dorothy Dearborn said the *Citizen* will "not be out to attack the windmills of government," attack industry or cure the ills of the world. "We are not going to dig up dirt," she said at a news conference. Instead, the paper will examine news issues and will not be in conflict with other news media.

"Their mandate," said founder Patrick N. Rocca, referring to Dearborn and Lucas, "is to stress the positive role of the weekly, and I don't see them veering from that."

Dearborn is former editor of the *Kings County Record*, a weekly publishing in Sussex, N.B. Lucas has a background in advertising, and was president of Adcom, Inc., a consulting firm in Oshawa, Ont. Rocca is the developer of the \$100 million Market Square Complex in Saint John.

* * *

Censorship of news is still a long way off, even in Ontario. But for what it's worth, here is the latest news and sports on the censorship front. Much yelling in early November over the December issue of *Penthouse* magazine, which hit the headlines maybe 12 minutes after it hit the news stands, because it had photos of Japanese women tied up with big, thick ropes. The pics, which had previously been published in a photo magazine not regularly inspected by feminists, passed customs inspection but not women's. All kinds of hell broke loose on Thursday, Nov. 8, and by Tuesday provincial cops ordered the mags removed from stores.

Share your news

Short takes is compiled by long-time broadcaster Bob Carr and freelance print journalist Dave Silburt, both based in Toronto. They're both used to using the telephone to assemble the nuggets of information contained in this regular *content* feature. They cannot do the whole task, largely for reasons of time, yet we want to be as comprehensive and current as possible, within the confines of publishing deadlines. So your contributions will be welcomed. Other than items about people on the move—historically a popular element of the magazine—*Short takes* consists of information that might not, or not yet, justify longer treatment. With broadcast tidbits, contact Bob Carr, 494 Richmond St. East, Toronto, Ont. M5A 1R3, telephone (416) 366-6306. With print news of any kind, contact Dave Silburt, 1154 Alexandra Ave., Mississauga Ont., L5E 2A5, telephone (416) 271-5448.

Short takes has examined the contentious photos, and can authoritatively report that, sure enough, they are a vile, rotten thing to publish by some standards and not by others. However, by the time Queen's Park gave the no-no order Nov. 13, the question was academic, at least for that issue. Some stores had already yanked copies from shelves on their own, but most had already been removed, at \$4.50 each, by eager citizens of righteous Ontario, where most people are in favor of censorship and the rest have their porn smuggled in from Detroit.

And, yes, the new government seems to be dog-panicked at the thought of the news media reporting fully on what the Tories do in power. It's hard to blame them. After all, they now have to operate this huge, complex machine which up until now they have only had to criticize. So the feds under Brian Mulroney have clamped down a lid on the workings of this vast democracy that would do Ferdinand Marcos proud. News media are expected to get the story by calling the appropriate spokesthing, who will dispense the appropriate information like a mama pelican feeding her nestlings with regurgitated fish.

In a parallel development, the Tory election promise to make Cabinet documents subject to the Access to Information Act turned out to be a "terminological inexactitude," after all. Justice Minister John Crosbie said some months ago that the Cabinet system would crumble if these documents were made public. And I guess when the Minister of Justice, a Rhodes Scholar, says that the whole government would fall apart like a cheap toy if the public ever found out how it does business, you have to believe it.

When Pierre Berton arranged with McGraw Hill Ryerson publishers to publish a section from his book, *I Married the Klondike*, he got a surprise. To comply with Ministry of Education guidelines so that the material would be approved provincially, the sexless word "people" was substituted for the sexist—and accurate—word "men"; a reference to an Indian guide was changed to "native guide," and the brand name Grape Nuts cereal was changed to read simply cereal. Berton fought off the silly changes, but...

Meanwhile, in December, a Peterborough councillor called for a ban in the local county school system on Margaret Laurence books and J.D. Salinger's *Catcher in the Rye*. Helen Trotter called the novels disgusting and dirty.

These kinds of goofy censorship things are interesting to me. If any readers know of any similar incidents, I would like to hear about them. Please send your best press censorship stories, as well as any *Short takes*/print info, to Dave Silburt at 1154 Alexandra Ave., Mississauga, Ont., L5E 2A5. The best anecdote will be published in *Short takes*, and the winner gets a \$10 gift certificate good at The Bay or Simpsons. Really, I'm not kidding.

* * *

The Journalists World Winter Games will take place March 31 to April 5, in Quebec City. Details for those who would like to enter can be got from Pierre Jurtschyschyn in Quebec, at 418-694-1855.

The Kitchener-Waterloo *Record* won its third Michener award in November for stories on Revenue Canada, stock sales scams and quality control in farm supplies. The awards are named after former

governor-general Roland Michener and were presented by current GG Jeanne Sauve. Reporter Brock Ketcham lived up to his last name when he wrote about small Ontario investors being swindled with telephone sales pitches for unlisted stocks. This was done even in the face of a possible legal stomping by Gordon-Daly Grenadier Ltd., one of the stock dealers involved. The company got detectives on Ketcham's case and the detective agency, Monarch Protection Services, got its membership in the Toronto Credit Bureau jerked when they made unauthorized entries into Ketcham's credit files, according to a CP story. Great stuff.

Reporter Philip Jalsevac won for starting the heavy reporting on Revenue Canada's hamfisted tax collecting methods, and farm writer Jim Romahn won for investigations into quality control in various farm supplies companies.

— Dave Silburt

Mother, teach your children. If they want to go into radio news, be prepared for some shocks. As suggested in Dave Silburt's look at investigative radio elsewhere in this issue of *content*, most changes are purely cosmetic.

The talent's younger, the competition's prettier, but there are newsfolk even in Toronto still grossing \$15,000 a year. The information base is getting more shallow and people with portapacks often are the only broadcast reporters you'll meet.

As a result, a lot of broadcasters are voicing audiovisuals, joining executive training faculties, buying blazers to sit before the camera, or simply bailing out.

"In-depth and background has been left to the print media. Documentaries, specials and expanded newscasts have been taken over by television" may be something of an exaggeration... I quote from commentary by Brad Messer in *Radio & Records*.

Like many other markets, Toronto offers a lot of "news magazines" — lengthy, daily news packets each weekday, public affairs programs eight times each Sunday, not counting *CKO* chatter radio or such *CFRB* standards as Betty Kennedy, *Let's Discuss It*, prolonged news, and sportscasts. Most of the *Almanacs*, *Barometers* and *Hour Torontos* are pretty meaty.

At their best, radio news magazines prove that if you only have to do something once a day, you can do it well. This comes as no surprise to newspaper publishers.

Television has vaulted over radio. Toronto CBC and CTV stations offer two hours' information every morning. At suppertime, Global programs 90 minutes of news; everybody else (multilingual *CFMT* included, even if the news is not in English) has an hour. *CHEX* Peterborough interviews for an hour weekdays. Channel 47 has given Anne Martin two hours Tuesdays and Thursdays for *Matinee Magazine*.

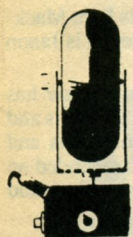
"While the public demand for information is at an all-time high... all but a pathetically small percentage of radio stations have ignored the obvious," writes Messer.

"Radio is still sucking the hind tit," was what Dick Smyth (*CHUM* Toronto) decided after he returned from RTNDA International in San Antonio, Texas. Gone are the legendary days when *CHUM* and *CKEY* news cruisers rocketed past each other to be first at the scene of a breaking story.

"A recent report saying that TV has stolen the immediacy banner from radio has caused reaction ranging from challenging the survey methodology to simply wanting to kill the messenger," Messer says. Sad but true. Is anyone out there still interrupting the music for play-by-play, for remotes from city council, even for church services? For at least the first two items, local cable TV makes the effort. Up the street from me, Berkeley Studios cranks out a weekly non-denominational program dubbed *The God Show* for radio stations which believe that if God is not dead, He at least belongs in the vacuum of radio.

Certainly, alarm bells were ringing when The Canadian Press bought United Press Canada. It was an octopus swallowing the oyster, though UPC produced few pearls. A lot of broadcasters had dumped CP and its sister service, Broadcast News, in favor of UPC; they have to deal once more with the news co-operative.

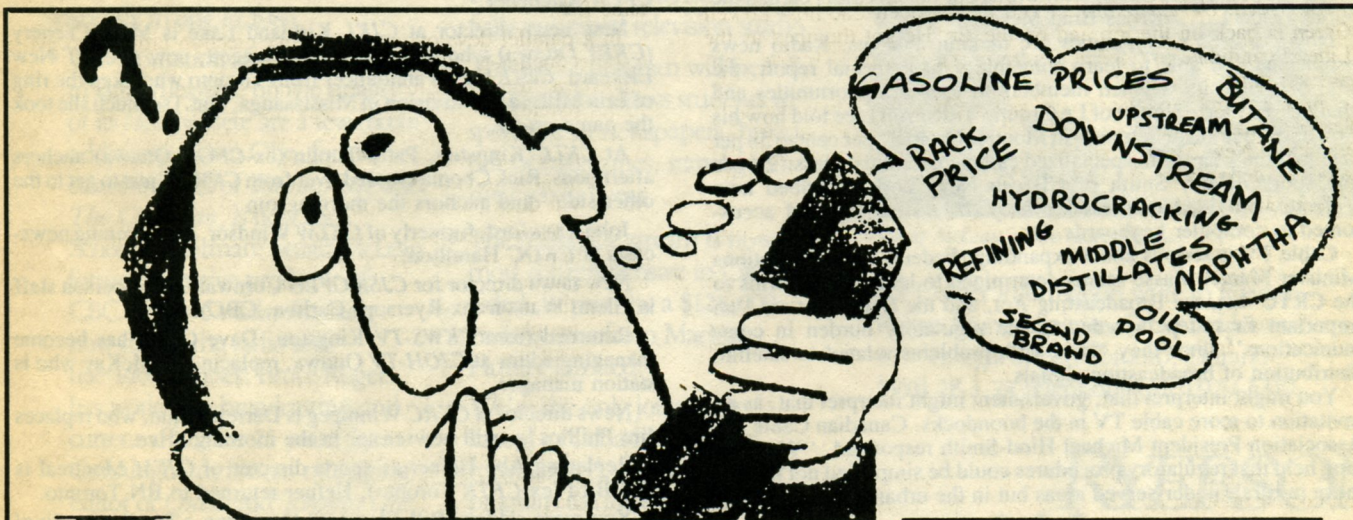
What's more disturbing, when you ask news directors if UPC will be missed, and why, is the almost unanimous response of "money." Radio stations which had been paying BN/CP \$50,000 and TV stations \$100,000, had shaved dollars off the budget with UPC to hire another reporter. If the wire service was going to be



visuals, joining executive training faculties, buying blazers to sit before the camera, or simply bailing out.

"In-depth and background has been left to the print media. Documentaries, specials and expanded newscasts have been taken over by television" may be something of an exaggeration... I quote from commentary by Brad Messer in *Radio & Records*.

Like many other markets, Toronto offers a lot of "news magazines" — lengthy, daily news packets each weekday, public affairs programs eight times each Sunday, not counting *CKO* chatter radio or such *CFRB* standards as Betty Kennedy, *Let's Discuss It*, prolonged news, and sportscasts. Most of the *Almanacs*, *Barometers* and *Hour Torontos* are pretty meaty.



A tough question about energy?

Imperial Oil can help. We have people across Canada who can assist you in finding answers to questions about the oil industry.

TORONTO:

D. Brian Hay (416) 968-4873
Greg MacDonald (416) 968-4885

ONTARIO REGION:

Richard O'Farrell (416) 446-4632

VANCOUVER:

Bob MacLean (604) 664-4011

EDMONTON:

Stuart Nadeau (403) 420-8757

HALIFAX:

Tim Taylor (902) 424-6934

MONTREAL:

Pierre Després (514) 287-7665

more expensive, could stations keep the added staffer?

"It's rougher for radio stations than it would be for TV," says Peter Ferguson, news director at *CKCO* Kitchener. "With 56 people in the newsroom and the (CTV) network, we probably could do without a wire service altogether. We only use maybe two, three items a day."

Some news people have evaded the net cast from a single source. At *CKPR/CJSD* Thunder Bay, news director Paul Cross carries the BN newscasts on FM radio and newscasts from competing Newsradio on AM. Nor has Cross been satisfied at that in seeking news alternatives. Each of the newscasts (at least in key time periods) is bracketed by local content. And, in a market of a quarter million, he generates quite a bit of local news with one sports editor and five full-timers—partly because full-time staff are free of national and international worries and able to chase local copy, aided by four part-timers.

Back to BN. With all its resources, all its technology and the solid support of CP, what is offered? New programs are being offered from producers of Sonic Workshop (who gave us the complete 18-hour history of the Rolling Stones), Creative Broadcast Programmes (whose programs include Live From Gilley's) and First Avenue Radio (with the Rock Report, Today in Rock History, etc.). No doubt it is what many stations want. When The People Magazine Minute was offered from RKO Radio Networks, more than 40 stations in 30 markets were on the phone.

But is it news? Asked what I'd like to see, I suggested some public affairs features, for instance, about high technology and changes in society. "We'd probably take them," was the response. Though BN has paid more for assigned coverage, it usually pays contributors \$2 for stories "filed and USED" (the caps for emphasis are from the January-February BN Report). As a matter of fact, there has been a recent increase in that stations now get a \$2 reduction in their BN charges whenever someone on staff contributes to BN (and for nothing extra, to sources of CP news.)

"Any newperson who has ever wanted to air a bulletin and been rebuffed by a DJ will back me up. Any news director who hasn't been able to get a budget for regular beat coverage will agree. If we treasure our now-challenged image as a first source of news, one prescription is less worry about image-making and more effort to actually deliver the product with which our predecessors earned the public respect..." writes Brad Messer.

Now, cable TV companies are making changes. Radio news people may be able to learn something. In a special report, the CCTA invited its wo/men members to look at opportunities and challenges. Pierre Hebert of Le Groupe Videotron Ltee told how his firm hiked market penetration in Montreal from 32 per cent to 58 per cent in three years with specialized channels for kids, classified ads and sports. Harry Smith of CBS in New York described how Videotex provided constructive help for a nine-year-old accustomed to computer keyboards.

Cable TV is serious about expanding. Federal Communications Minister Marcel Masse seems determined to let it. His reforms to the CRTC Act, the Broadcasting Act, and the Radio Act are "an important first step in reducing the regulatory burden in communications" since they "deal with problems related to satellite distribution of broadcasting signals..."

You might interpret that, government might interpret that, as an invitation to more cable TV in the boondocks. Canadian Cable TV Association President Michael Hind-Smith responded, "We have long held that regulatory procedures could be simplified not just for those in rural, under-served areas but in the urban areas as well."

☆ ☆ ☆

Now, on to the short *Short takes*:

Having flown Air Canada to Europe, Arabia and Pacific Asia in less than a week, *CHUM's* Dick Smyth is working with Clint Nickerson and videotape shot by Bill Atanasoff on a series of picturesque reports for *CITY-TV* Toronto.

The *CHUM* Group is waiting for CRTC approval for the purchase of *CKGM* and *CHOM* Montreal and *CKWW/CJOM* Windsor from Geoff Stirling's Maisonneve Broadcasting and Radio Windsor Canadian; Stirling wants to concentrate on his publishing company and the NTV network in Newfoundland.

Soon as the ground thaws, three new towers are going up for *CFJR* Brockville where the boost in daytime power from 1,000 to 5,000 watts will pump the signal as far as Ottawa-Hull, depending on the fluky effects of all that area limestone.

Gill Bracking, who quit *CKPR/CJSD* in Thunder Bay to study at Lakehead University, continues to anchor weekends.

Gone after three years at *CJOY* Guelph, reporter Kim Steffler will anchor late-night news in North Bay with *CKNC-TV*.

The long-discussed new North Bay radio station, *CHUR*, should be on-air in September or October.

They say Frank Sernak has left broadcasting for good. His replacement as news director of *CHOW* Welland is Joe Woodburn, formerly of Edmonton.

Also pursuing a new career is Larry Hall, replaced as news director at *CHUC* Coburg by Scott Hunter, home again after reading sports in Alberta with *CFAC*.

Latest woman to become news director is Frances Niblock of *CING* Burlington (ex-*CKMW* Brampton).

Co-anchor for *CKCO* Kitchener's Scan Newshour is Pam Mackenzie (from *CKVR* Barrie). Now on rewrite for Channel 13 is Janon Sims (of Canada AM).

Among changes in Toronto at *CKO*: John Gilbert's show has become more phone-in and fewer studio interviews; Erin Davis and Alan Richards replaced Ian Brownlee 5:30-9:00 a.m. Davis and John Anderson host a magazine show noon to 1 p.m.; extended an hour from 1 to 4 p.m. is a feature show hosted by Susan Flory and Murray Smith.

No longer teaching at Fanshawe College, Rick Wellwood provides news and comment at *CFPL* Radio in London.

In Hamilton, John Burns' title is assignment editor, replacing *CHML* news director Warren Beck who has taken to teaching at Mohawk College in the wake of production co-ordinator Brian Thomas. Beck, who began as a control room operator, had been with the station 26 years; Thomas, 16 years.

Everybody interviews one-legged runner Steve Fonyo. News-person Carolyn Boychuk of *CKDR* had a better idea when he reached Dryden, Ont. She took him out and met "the locals" informally. *CKDR* and its LPRTs raised \$20,000 for the Canadian Cancer Society with Fonyo as a focus.

At *CFTJ* Cambridge, former evening DJ Geri Smith now does afternoon news while Joy Malbon has left to read weekend news at *CFCA* Kitchener.

New news director at *CJKL* Kirkland Lake is Mark Cheney (*CKBY* Ottawa) who replaced Kathy Baggett, now at *CJTT* New Liskeard. *CJKL* has an announcer from Toronto who liked the ring of Erin Mills (a sub-division in Mississauga, Ont.) so much she took the name on-air.

At *CKLC* Kingston, Patty Timlin (ex-*CFGO* Ottawa) anchors afternoons; Rick Choma crossed over from *CKWS* "just to get to the other side" and anchors the morning run.

John Crawford, formerly of *CKLW* Windsor, does evening newscasts at *CKOC* Hamilton.

New news director for *CJSS/CFG* Cornwall's five-person staff is Glenn Watson (ex-Ryerson, Carlton, CBC).

Returned from *CKWS-TV* Kingston, Dave Guinn has become managing editor at *CJOH-TV* Ottawa, replacing Al McKay who is station manager.

News director at *CKRC* Winnipeg is Darrell Braun, who replaces Jim Phillips — still newscaster in the morning drive.

Replacing Abe Hefner as sports director of *CJFM* Montreal is Ted Bird (ex-*CFTR* Toronto); Hefner returned to BN Toronto.

You were asking: Bill Element? Operating a small recording/editing studio in Toronto, he freelances at *CJRT* Toronto on mornings...David Prentergast of *CKO*, *CKEY* Toronto? Sits in for Bud Riley on *CJRT*...Wendy Howard, long ago one of the "girls" when the call letters *CHIC* Brampton were meaningful? Newscaster on *CBL* with Metro Morning...Bob Kennedy (formerly *CHNR* Simcoe, *CHUM* Toronto)? After working overnights at *CFRB* as a freelancer, now doing morning news for Telemedia at *CJCL* Toronto.

Pamela Wallin, co-host of CTV's Canada AM, has been named Ottawa bureau chief for the network. She succeeds Bruce Phillips, who has moved to Washington as chief information officer at the Canadian embassy. Replacing Wallin on Canada AM is Linda MacLennan, who joined CTV as an alternate news anchor in late 1984.

—Bob Carr 50

Many of you know us, all of you should.

WE'RE RYERSON'S SCHOOL OF JOURNALISM

From one perspective, there are two types of media people: those who graduated from Ryerson and those who didn't. If you're an alumnus, we want to tell you about some exciting developments at your alma mater. If you're not, read on and discover why applications outnumbered available spaces six to one in 1984.

- The reputation of a school rests, in large measure, on the quality of its faculty. Here are a few recent additions: Don Obe, former editor-in-chief of *Toronto Life* and *The Canadian*, is now the School's chairman; Stuart McLean, former executive producer of CBC radio's *Sunday Morning* now directs the radio and television courses; Bruce Rogers has worked in broadcasting and current affairs for 25 years; Lynn Cunningham, former managing editor of *Quest* and *Toronto Life*;

Steve Petherbridge, former managing editor of the *Toronto Star*; Susan Dexter Young, former producer for the *fifth estate*; and Ross McLean, who has had a broad career in radio, newspapers, television and film.

- We've added a new radio lab this year, to complement our fully-equipped television studio.
- This fall, a program will be fully in place that allows students to specialize in newspapers, broadcast or magazines, starting in their second year.
- The magazine stream is now the most comprehensive in Canada, aided, in part, by a \$125,000 endowment from Maclean Hunter Limited.
- We're the only journalism school in Canada to offer a concentrated, two-year degree program to university graduates.



Stuart McLean in the new radio lab.

For further information write to Ryerson Polytechnical Institute, School of Journalism, 350 Victoria Street, Toronto, Ontario M5B 2K3, or telephone (416) 979-5319.

RYERSON



**This message is one of a series made possible
by a grant from Southam Inc.**



Behind every great brand name there's a very tough watchdog!

It has to be that way—because a name like STYROFOAM* is more than a word. It's a *unique* identity for the characteristics, performance and reputation of top-quality products. It's *our* name for *our* products...and we'll protect it. All the way! If we don't, and people get into the habit of calling other products by our name, the confusion will lead to all kinds of problems. So, please remember: simply calling beadboard, coffeecup foam or any other kind of foam by the best name in the business won't change the fact: Only STYROFOAM is STYROFOAM! Call it like it is...and keep our watchdog on the leash.



DOW CHEMICAL CANADA INC.