

content

for Canadian journalists

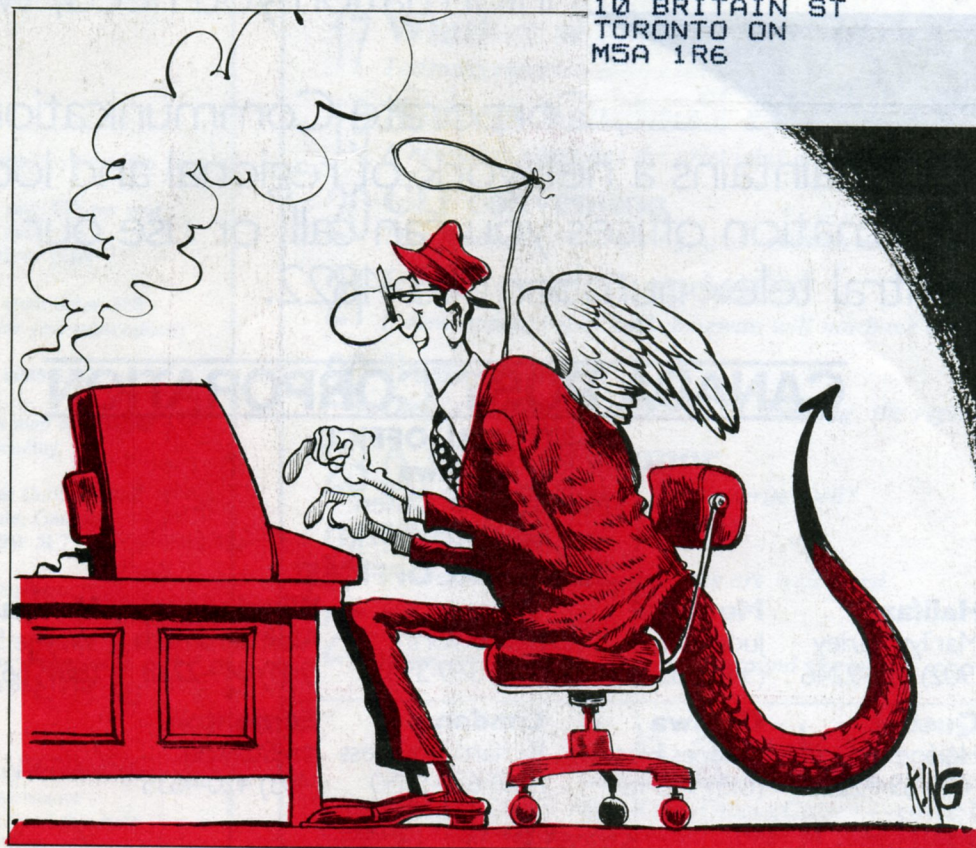
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March-April, 1985

Ethics in journalism

Questions of morality
The quest for principles
Fragile credibility
...and more

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Thanks

Illustrations this issue: Allan King, *Ottawa Citizen* — cover; Doug Marlette, *Charlotte Observer*, and American Society of Newspaper Editors (ASNE Bulletin) — 4; Chris Ballard — 8; Pam Pocius — 14, 15; Andrew Iwanowski — 16; John Marshall — various pen sketches.

Questions of morality: What are we about?

by Dick MacDonald

Columbia University's Melvin Mencher says the study of ethics has become journalism's latest growth industry. He's correct in noting that hardly a month goes by — in Canada, as well as in the United States — that editors, reporters, and academicians are not meeting to grapple with journalism ethics.

Writing in the *Bulletin* of the American Society of Newspaper Editors, Mencher wonders whether we're spending so much time looking at the errors of commission "that we have neglected to point out that the basic moral failure of journalism is the failure of many newspapers to do what they're supposed to do."

Too many newspapers, he suggests, "do not give their readers the information necessary for them to make decisions that will help them lead a meaningful life in their community, that will give them and their children access to good schools, adequate health care, safe streets, a voice in running things." (While discussing newspapers, his observations apply to the other media.)

The underpinning for such coverage is absent in too much of the press: Understaffing. Reporters and editors, says Mencher, are underpaid. Coverage is based on the traditional surveillance points, not at the actual sources of power. Too many media organizations are satisfied with what he calls bargain-basement news, the kinds of stories reporters can churn out quickly and often.

Mencher continues: "The people who lead newsrooms need to work on those who put out the newspaper, to show them what the morality of journalism requires....Most papers rarely question the power sources and interest groups in their communities. They never act on the fact that what these people and organizations do is usually designed to further their own ends....Adversarial journalism is a moral journalism. The press is duty-bound to be adversary to concentrations of power...."

"We could, if we tried hard enough,



eliminate the inaccuracies and unfairness in reporting and editing. We might put an end to 'ambush reporting' and to intrusions into the lives of our subjects. We could declare that no unnamed sources would ever be used. We might be able to eliminate all the unethical acts of which we are accused and for which we blame ourselves.

"Even then, we could still produce a journalism lacking moral justification. What we need to do most is to ask ourselves what we are about, and to try to do that, without apologies or regrets."

"To ask ourselves what we are about..."

That's what is important in the discussion of ethics in journalism — a continuing, pervasive process of self-questioning. There is no end to the debate, no deadline or cutoff time by which we must have produced a firm and final answer to the conundrum.

The fact that the discussion is under way is healthy in itself. It always has been there, of course, but recently has been characterized by a new intensity, even a sense of urgency, perhaps provoked by public pressure.

Oxford defines ethics as moral philosophy — concerned with the goodness and badness of human character or with the principles of what is right and wrong in conduct.

The troubling aspect of this examination of morality is that too often the exercise takes place in isolation from the practices of the craft, as if it is a consideration separate from the every-

day business of gathering, distilling, and disseminating information and ideas.

It is *not* apart from everything we do; indeed, what we may now be groping for is an applied moral philosophy as the environment in which we can do our work. Surely a commitment to ethical journalism is as much an attitude or a state of mind — a way of looking at the world — as it is the daily decision-making about what to cover and what not to cover.

All of which leads to this issue of *content* and its cover-story treatment of ethics. As the Friends of Content complete their first year of publishing the magazine, we like to think that virtually everything we carry is seen in the context of high and moral standards. Henry Overduin's lead piece directly addresses the ethics question, because it seemed appropriate to give a focus to the discussion, but discerning readers will find that the theme of morality in journalism permeates most other articles in this, previous, and forthcoming issues of *content*.

The late Borden Spears, in a Toronto *Star* ombudsman column, noted that since journalism deals with every aspect of human activity, a common, practical code of ethics for the press is as elusive as a creed for life. But many have tried, and the results range from the compressed Statement of Principles of the Canadian Daily Newspaper Publishers Association to a draft press code in Germany running to more than 1,000 pages.

There was yet another document cited by Spears and it said, in part:

"You will neither yield to any inducement nor bend before any threat which might seek to deflect you from total integrity in your professional service."

These words, typed on a sheet of paper and addressed to "my friends in the communication media," were given to a group of journalists by Pope John Paul. ☐

The quest for principles

*We must begin developing
applied journalism ethics
— translating values to conduct*

by Henry Overduin

Journalism ethics are still in the Stone Age. And about all we have discovered about media ethics is how to argue in circles. The circle goes like this:

Since we are professionals, we have codes of ethics. So, when our ethics are questioned, we appeal to our professionalism.

The other part of the circle goes: We are bound by ethical rules, therefore we are professionals. So, when our professional status is questioned, we point to our ethics.

And as long as we don't try to do both at once, the rhetoric can be fairly persuasive. But let's not fool ourselves.

First, let's get clear about our professional status. It is easy to argue, on both structural and attitudinal grounds, that we are far from being professionals. We lack an umbrella organization, rules of admission, rules for self-discipline, a specialized body of knowledge or theory, and our labor relations attest to the fact that we are, first of all, a trade or a craft. Superficial arguments for our professionalism will not do. We must dig for deeper grounds.

And we can. Because, first and foremost, our professionalism derives from our dedication to the values underlying our business, the mass communication of news. Those values — and let's not argue here over what they are — constitute the grounds for our professionalism. Nothing else. In the dark night of the soul it is the mirror on the wall that must, in the end, persuade us to persevere despite our mistakes and shortcomings and the structural flaws of the "system" or to quit or to compromise once again. In that sense we are individualistic, maybe even existentialists of sorts, as John Merrill would have it.

But, collectively, we deserve more than just the mirror on the wall to sustain us. We require an ethics, a set of well-reasoned normative principles of conduct for carrying out our task. Such an ethics that is applicable to the uniqueness of our craft is the flipside of the coin of personal conscience, as Clifford Christians, the noted U.S. media ethics scholar, has observed.

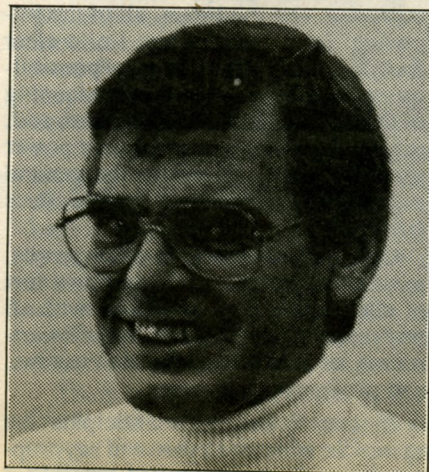
To seek applied ethics is one of our most urgent priorities. The 1980 Hastings Center report on the teaching of journalism ethics — written by Christians and Catherine Covert — made an eloquent plea for developing such an applied normative ethics. But very little has come of it.

Journalism ethics, as taught in most universities, are still stuck with case-study doldrums. And journalism ethics in practice, I fear, are all too often mere casuistry after the fact. It offers rationalizations, but does not help the cause of principled reasoning *before* publication or broadcast.

In practice, I suspect that just about the only "principled" reasoning that goes on before publication or broadcast will be legal reasoning. If the lawyers approve it, let's run with it!

Is it any wonder, therefore, that many journalism schools (about 30 per cent according to the Hastings study) include the teaching of ethics as part of the journalism law curriculum. Less than one quarter consider it worthy of separate treatment, with the rest subsuming ethics wherever they may arise, thus ensuring the topic will never get the kind of systematic treatment it deserves.

Is it any wonder, furthermore, that journalists use their codes of ethics as if they were legal precedents, or translate some of their ethical concerns into Newspaper Guild contract provisions.



Henry Overduin

The virtue of this legalistic approach to professional ethics is that you don't have to think any more. All you have to do is look it up.

And this legalistic approach appears to be in the ascendancy. When it comes to genuine applied ethics of the kind doctors and lawyers have — with self-questioning and self-criticism of basic values — "the media would rather punt than play," as one critic aptly put it.

Even our punting is dismal, and the league we are in is hardly respectable. Consider one common punting technique used by journalists under the gun of public criticism. Our reply, as in the case of the camera crew filming quietly while a man put himself on fire: "We're journalists. It's our business to record the facts."

It's the old Nuremberg copout, "We were just following orders."

Sometimes we add a twist, courtesy of the same gang. We say that we present the facts and let the reader decide. Eichmann pleaded something like that. He was in the transportation business, he told the court in Tel Aviv. He made sure the trains ran on time. Similarly, we sometimes seem to argue that we are in the information transportation business. We can hardly be responsible for what that information does, can we now? *Befehl ist Befehl!*

Well, so much for our ethical punting in the marketplace.

The working journalists, at least, have an excuse. They get their ethical feet dirty in the marketplace and under constant deadline pressure which leaves little time for reflection, let alone self-critical thinking. But what about us academics? How do we fare? Not much better, I fear, and with less excuse.

For what do we academics, teachers of journalism ethics, do? We take our students on an ethical shopping trip.

We take them to the storehouse of the philosophers and point out Aristotle's Middle Way on the shelves over there (good for justifying almost any kind of compromise if you're clever enough).

Or we point out the Utilitarian Way over there on the shelves with Mill's *On Liberty*.

The Utilitarian Way will justify almost anything depending on one's "long-term" analysis of the public good. As such, it also provides for a nice way to change the topic.

Let me not forget the shelves of Categorical Imperatives — on special this week with a free copy of the Charter of Rights in both official languages thrown in. The Categorical Imperatives do very nicely, thank you, when you want to get pompous and overwhelm the opposition.

Of course, there is always the old standby, an appeal to Judaic-Christian traditions of loving one's neighbor. However, if that's too old-fashioned for you, over on yonder shelf we have Rawl's veil of ignorance. It can yield some pretty nifty justifications of your judgment calls when none of the others fit the bill.

That's what we call teaching journalism ethics!

And, believe it or not, that level of philosophical reasoning about cases of journalistic ethical perplexity is probably the best of the lot. At least it gets us to principles, even though the principles are borrowed from the philosophers.

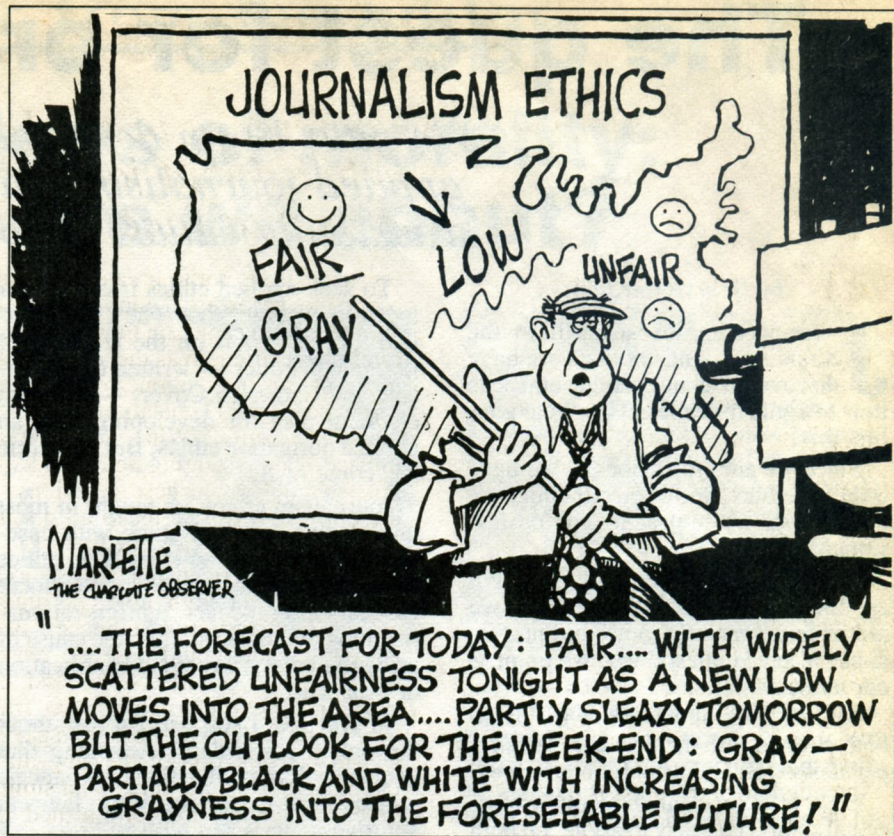
So what can be done?

First, I think, we must begin to recognize the importance of ethics to our profession. It is not mere window dressing of an uncertain professionalism. On the contrary, it is the very heart and soul of that professionalism. This will require that we move our discussions of fundamentals out of the press clubs and coffee klatch environments and into our professional organizations, such as the Centre for Investigative Journalism, the Ontario Reporters Association, and yes, maybe even the Guild, to mention a few.

Second, I think we must begin to take seriously the task of developing applied journalism ethics, as the Hastings report urged. It is a task that still waits to be done. It will consist of the identification and translation of values into principles of conduct. And this process of reflective analysis and synthesis needs to be guided by a commitment to reason, i.e. it will aim at being clear and claim inter-subjective validity.

Third, I think we must accept — at least within academia — that the development of such applied ethics demands, as a prerequisite, the articulation of a general philosophical framework for journalism.

I do not mean an economic-political framework, but a framework that addresses basic issues of ontology and



epistemology. What is news? What is news judgment? How are news judgments possible? Is news a form of knowledge? What is the purpose or end of a news judgment? What kind of community do we wish to serve, can we serve, given the economics — political realities of our society?

Those are the kinds of general and even abstract, but far from irrelevant, questions that we must address before we can begin to tackle ethical questions in earnest.

Fourth, I think that we should recognize, as the Hastings study pointed out, that developing applied ethics will comprise, at a minimum, all of the following: (a) a social ethic, i.e. a clear analysis of just what social responsibility means; (b) a general understanding of the ends or goals of journalism; and, (c) a commitment to reason, not power or self-interest, to ensure the general acceptability of whatever applied ethics emerge.

Our applied ethics, in other words, must be able to stand on their own feet of clay (a fate they will share with all professional ethics) in the critical courtrooms of academia, the newsrooms, and professional forums.

In conclusion, let's anticipate the cynic. So what, the cynic will say, suppose you get these applied journalism ethics, what good will it do? Will this

improve your media? Will it make your publishers any richer? Will it improve your news judgments? Will the Guild ever strike over one of the principles? Will it improve the laws of libel? Will you make acceptance of such ethics a condition of employment?

In reply, we will congratulate the cynic on his curiosity. And our reply to this, as to any cynic, must be to say: "We won't know until we try. Your questions are an argument from ignorance, and so do not constitute an objection."

We admit our own argument from ignorance — we won't know until we try — will not do as motivation either.

However, as already indicated, we do have a motivation. The search for applied ethics is motivated by our own — admittedly far from sure — sense of professionalism, our own dedication to and belief in certain values which motivated us to become journalists in the first place.

These are values which made us believe that by becoming journalists we could contribute to building a better world, whatever that meant, and have some fun doing it. ☺

Henry Overduin, a former news editor at the Montreal Star, is assistant professor of journalism at the University of Western Ontario, London.

Fragile credibility

A conference in the U.K. concluded that journalism thinks it is in a race against time

Professions experiencing spasms of self-doubt can usually convince themselves that the public interest is at stake. Scapegoats are sought for personal uncertainty and professional inadequacy — the government, the market, the community at large, or just a “few bad apples” in the barrel. Yet any proposal for radical change has senior practitioners rushing to protect the old ways — professional freedom is alleged to be under threat.

Like all professions, journalism claims exemption from any charge of special pleading. On both sides of the Atlantic, the journalist exists in holy wedlock with democracy. In America, the marriage bond is enshrined in the first amendment to the Constitution. The freedom of the press is the first line of defence for freedom of speech, itself the outer bastion of democracy, and the press has been elevated to the status of eyes and ears of the people.

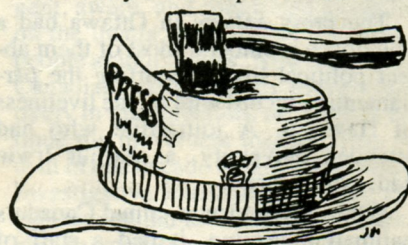
British journalism rarely enjoys such elevated status. It receives little protection under the law, indeed it resists attempts to give it any. Government displays a general contempt for its activities. The courts enjoy curbing it. The public derides its pomposity by buying its worst products in preference to its best. Free speech in Britain is frequently portrayed as a quite different, even conflicting, public good from freedom of the press.

The 1984 Ditchley conference (The Freedom and Accountability of the Media) rightly began by asking whether any professional special status was justified. The gathering, composed almost entirely of journalists, presumed, not surprisingly, that the answer was yes. The conference then asked itself how that status might be protected and even enhanced. Here it encountered as many opinions as participants, and the differences of trans-Atlantic circumstances — so often a source of fruitful interchange at Ditchley — became at times an inseparable barrier.

Considering the weekend's panoptic terms of reference, it was unfortunate that most participants took as their starting point a concern at modern journalism's tarnished image. Might this

emphasis lead, not to greater freedom, but to greater external control? Discussion tended to centre on how this threat might be resisted. Was the answer self-restraint, self-regulation, voluntarism? Might some mild legislation stave off a worse imposition? What would be the impact of new printing and broadcasting technology on these questions — the obligatory postscript to all discussions of contemporary media?

Neither American nor British journalists enjoy a high level of regard among their respective audiences. British participants could posit no reason for this state of affairs, beyond the move in popular journalism away from the “popular” broadsheet newspapers and in the direction of the new, lurid tabloids. Newspaper bingo and similar giveaway games had diminished the status of good journalism as a factor in the selling of newspapers. Similarly, the often whimsical treatment of editors by proprietors was demeaning to both the industry and the profession.



Most of the conference sessions were devoted to discussing the various mechanisms already in place to improve the reputation of newspapers and broadcasting media. Although these were different in America and Britain, they shared the aim of improving reader access and redress of complaints. America had progressed further in professional education, the establishment of codes of practice and of ethical behavior. Such discipline was increasingly supported by the introduction of the institution of newspaper ombudsmen, of whom 35 are now in existence, and which are probably more suited to the major titles able to afford them.

There is also a trend in the media to ferret out professional malpractice among journalists employed by competitors. In contrast, the voluntary News Council, the American counter-

part to the British Press Council, has not been a success, being undermined by the system of in-house ombudsmen. Nor are professional institutions or unions likely to take individual journalists, let alone publications, to task for ethical misbehavior.

British participants offered as their prize exhibit the Press Council. Funded by the press itself, it is composed of both newspapermen and lay members under an independent chairman. Although the acceptance of the discipline of the council is voluntary, the undertaking to publish the opinions handed down is almost invariably honored — though its spirit has occasionally been flouted. Not all the council's activities have met with success. Its code on cheque-book journalism has been flagrantly disregarded and journalistic standards do not seem to have improved, but under its new chairman, the Council has recently adopted a swifter procedure and more active, rather than reactive, policy.

There was less agreement on another Ditchley regular, freedom of information. Vigorous advocacy of the proposition was met with criticism from two quarters. One was from those who believed that decision-making might drift out of the hands of government and into the hands of special interest groups; the other from those who believed that the media had adequate access to information if only they would make use of it.

Whether in Britain or America, journalism clearly feels it is engaged in a race against time. The link between journalistic licence and freedom of speech has weakened to the point of incredibility. ☐

The foregoing is a synopsis of a report on a conference — The Freedom and Accountability of the Media — held by the Ditchley Foundation at Ditchley Park, Oxfordshire, England, June 1-3, 1984. Rapporteur was Simon Jenkins, political editor of The Economist. Conference chairman was Sir Zelman Cowen, chairman of the British Press Council and provost of Oriel College, Oxford. Participants were from Britain, Canada, France, the Federal Republic of Germany, Italy, Japan, and the United States.

Maturing professionalism

*For all its flaws,
Canadian journalism has made
some spectacular positive moves*

by Peter Desbarats

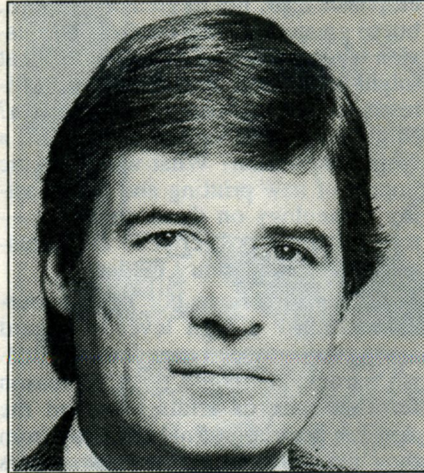
If I could really foretell the future, I wouldn't be running a journalism school, or spending my time at conferences. I'd be writing the most lucrative newspaper column in history, or working as a consultant for Thomson or Southam.

But that flippant response doesn't really get me off the hook. After almost 35 years in the business, including a grandstand view of it all with the Kent inquiry, and a little time to think about it in academia, I should have a few ideas about where we have been and where we are going. I believed for many years that there was such a period as a golden age of Canadian journalism. As far as I could tell it occurred about the time of my own entry into journalism in the 1950s, when newspapers had emerged from political ownership but before the rise of television and the growth of the chains robbed them of independence. Now I wonder whether those were merely golden years for me, gilded by my own energy and excitement.

It's good to remember the virtues of the past, but too much nostalgia makes it difficult to see the flaws in the old pictures, and to appreciate the virtues of the running videotape that we call the present.

I've been thinking about this ever since I visited, in Victoria about a year ago, a man called Arthur Irwin. He's in his 80s now, which means that Arthur Irwin began his career in journalism in the 1920s. Eventually he became editor of *Maclean's*, head of the National Film Board, a diplomat, and a daily newspaper publisher in Victoria, but the years that most interested me were his early ones in journalism, as a city hall reporter in Toronto, in the Ottawa press gallery, and as a young assistant editor at *Maclean's*.

Listening to Arthur Irwin was like rewinding the videotape of history back to the 1920s and then pressing "fast forward." As he screened his memories for me, it made me realize how explosively Canadian journalism has expanded during that one man's lifetime.



Peter Desbarats

In the 1920s, it's true that we had more competitive newspapers, but their finances were often precarious, and they were dominated by publishers who were in league with politicians or, in some cases, politicians themselves.

The press gallery in Ottawa had a few dozen members, most of them abject political hacks reporting the parliamentary record with all the liveliness of Hansard. A journalist who had attended university, as Arthur Irwin had, was a rarity.

When Arthur Irwin joined Canada's national magazine, it had a staff of three: editor, assistant editor, and secretary. The editor and his assistant worked in adjoining offices separated by a wall with a hole in it. There, on a shelf, rested the *Maclean's* telephone. Much of the content of *Maclean's* was purchased from American magazines; and the editor, for many years, was a transplanted British journalist, with a Canadian assistant. As Irwin talks about that, you can tell it still rankles.

It's only when you spend some time with a journalist who remembers Canada before the Second World War that you become fully aware of the changes that have literally transformed Canadian journalism and the pace of change has been accelerating. The world of Canadian journalism in the 1950s, when I started, was much closer in size and quality to Arthur Irwin's world of the 1920s than to ours in the 1980s.

Canadian journalism shares this history of rapid development with our other cultural industries. We all know that a tremendous expansion of theatre, music, ballet, film and book-publishing has occurred within the past few decades. Many of us have written about it. But because we're so close to journalism, we sometimes don't see the developments in our own field as clearly. They have been just as spectacular.

The most remarkable development in English-speaking Canada has been the birth of a national newspaper. Whether the *Globe and Mail* is still merely a Toronto newspaper nationally distributed, or something greater, is irrelevant. The important fact is that it has demonstrated the existence of a national newspaper audience for the first time, as *Maclean's* has reflected the birth of a national newsmagazine audience. For the first time in our history, this audience has achieved sufficient "critical mass" to sustain this type of publication.

I'm particularly conscious of the length of time this has taken. In 1869, my great-grandfather launched Canada's first national newsmagazine, in English and French, and fought to keep it alive for 15 years. Almost a century had to pass before the audience caught up with his dream. Now that it has happened, we know from the history of this type of development in other countries that the pace of change will accelerate even more. Across the whole spectrum of cultural activities, it feeds on itself, and multiplies. The more information that you produce, and the better it is, the more the audience demands, and the more selective and discriminating it becomes.

We seem to spend a great deal of time nowadays worrying about losing what we have gained, in journalism and other fields of cultural development. I suppose that's a natural reaction to the pace of development that we have experienced. Sometimes, it doesn't seem quite real, and we think that if we relax for a moment, the *CBC* will disappear, the concrete tent at Stratford will crumble, all the booksellers will go out of business, and the *Globe and Mail* will call all its correspondents home. Be-

lieve me, it isn't going to happen. There will be stops and starts, failures as well as achievements, stupid people in Ottawa as well as brilliant ones, but none of these minor factors will be able to divert or delay the pace of our national development in any important way. There are too many other factors at work.

Let me give you just one, from my own experience in the past few years.

Perhaps the most important part of the present journalistic scene in Canada is the newest — the journalists who are just starting, including those who are now in our journalism schools. Whenever I am tempted to be pessimistic about the progress of Canadian journalism, I compare the students in our own graduate school at Western with my own memories of the odds-and-ends who fell into newspaper offices about the time that I began. There were a few talented ones among us, of course, and some who were memorable for other reasons, but as a group, we simply couldn't have competed with today's young journalists. Not only are they better educated, in a formal sense, but they have a much clearer understanding of the world that they are entering and a more realistic grasp of the possibilities open to them. They also have their own brand of idealism and at least their share of talent. And at last, our larger media industries have started to recruit carefully among these new journalists in an employment market that has become increasingly competitive.

The end result of this process has to be an irresistible pressure for improvement within media industries themselves. I know that some older journalists are worried that we won't have jobs

for all the bright ones, or that the industry won't pay them enough, or that lack of opportunity for career development and personal growth will defeat them and force them out of the business. That kind of pessimism, however, is created by trying to imagine this new generation of journalists existing in yesterday's world. Of course they wouldn't have survived 20 years ago, nor would we have known what to do with them. Now we are ready for them, with jobs in relative abundance and with a variety of options unimaginable to an earlier generation. And they will take it from there, to make their own opportunities.

Slowly, ponderously, this huge machine that we call Canadian "culture" has started to move, and journalism is too big a part of it not to be carried along.

The question we now have to decide is whether we are just going to go along for the ride, or whether we're going to take part in it in our own right, as journalists.

One of the negative aspects of the journalistic character is a certain passiveness — the "I am a camera" mode that reflects change without participating in it. We all know that many individual journalists have moved beyond that in their work. A good deal of the CIJ convention has been devoted to assessing the impact of a more intelligent, aware, and committed journalism on the media, on political life, and on people as individuals. Now it is time for Canadian journalists to move collectively in this direction, or rather to continue the movement that has been evident in this decade within the Centre for Investigative Journalism, as well as in various smaller associations of journalists grouped together for various pur-

poses. And not merely to continue, for this movement to be approaching some sort of take-off point, but to play a more active and self-conscious role in shaping this movement and making it a more identifiable force in Canadian development.

I'm certainly not one of those who think that organizations are the answer to everything, but I would like to see the Centre for Investigative Journalism produce, in one way or another, something more recognizable as a national professional association of Canadian journalists. But no matter what form it takes, I think it's inevitable that we will see even more impressive development of professional identity and pride of profession among Canadian journalists in the next decade than we have seen in the past, that the schools of journalism and professional associations will play an even larger role, and that media industries will respond to these developments positively.

It can happen. Even 10 years ago, I would have said that these remarks could not be made, without sounding ridiculous, for another 20 or 30 years — that they would have to wait for another generation. Now the questions posed by a maturing sense of professional identity and responsibility are pressing on us. There is much evidence that we are not unprepared for this, and that we are moving collectively in the right direction. ⁽³⁰⁾

Peter Desbarats is Dean of the Graduate School of Journalism at the University of Western Ontario, London. The foregoing is drawn from a talk he gave at the conclusion of the 1985 conference of the Centre for Investigative Journalism, held in Toronto in March.

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Sanctimoniousness in the name of responsibility

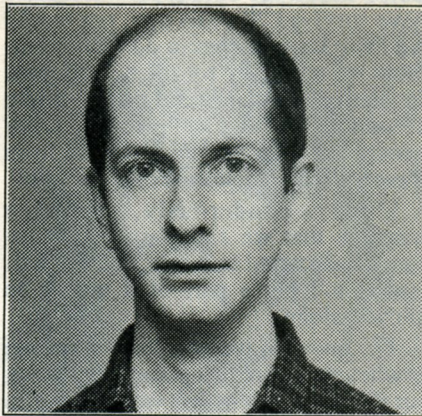
by Dave Silburt

The flyer handed out at the front door bore an impressive message: "We are here because we recognize the need for personal and professional integrity. We want to explore our social responsibilities and the impact of our work; we wish to foster an exchange of ideas and concerns with the people who are affected by what we do...." Indeed, the very name of the group fostered high expectations. But before the Media People for Social Responsibility were finished on Feb. 27, they had advocated one-sided news coverage, a public boycott of news media and damnation of women's magazines as little better than pornography. It was not an auspicious occasion for media criticism.

The two-hour evening forum at Toronto's St. Lawrence Centre drew a crowd of 88, including a fair number of journalism students. The panel included Max Allen, producer of the CBC radio program, *Ideas*; Kevin McMahon, a reporter for the *St. Catharines Standard*; Lon Appleby, a writer and TV producer and Cate Cochran, a magazine art director. Its chairman was *Ideas* executive producer Bernie Lucht. Its stated purpose: to advocate social responsibility in the media.

Max Allen led off with his views on media preoccupation with death, violence and war. He used headlines like *India Ablaze With Hate* (from the *Toronto Star*), *A Year Of Murder* (from the *Toronto Sun*) and other carefully selected examples to build a case that the media selects only the negative. "It looks like the aim of news is the creation of conditions for war," he concluded. "I contend that the news is a clever and effective social control mechanism, and you should be wary of it."

Allen ignored what is good in the media, selected what was bad, and used that to build a case that the media do a bad job when they ignore the good and select the bad. Free speech gives him the right to do this, but it's a damn shame that he could do it, unchallenged, before impressionable young people only beginning to come to grips with the concept of professionalism.



Dave Silburt

And he suggested more. He told the audience to advocate a boycott of all media, to destroy ad revenues and bring the media down — presumably to be replaced with something more socially responsible. His notions of what this might be focused on eliminating slavish adherence to two-sidedness. Some stories are multi-sided, he said, and some are distorted by giving a ridiculous "other side" too much ink. The forum was built on this last conviction, because there was nobody invited to sit on the panel who was inclined to argue with him.

Yet to his left sat Kevin McMahon, who thinks coverage of the Soviet Union is too one-sided. McMahon apparently took one of those PR tours of selected places in the U.S.S.R., and now decries assumptions about the Soviets which pervade the Western press. To wit: their government is evil and expansionist, and the people virtual prisoners. "We have been conditioned to believe that," he said. The late Yuri Andropov was over-villified as a ruthless man, and "the government of the Soviet Union is no different from any other great power," he told his credulous audience. He suggested that socially responsible journalists should "get the other side" from sources such as the Soviet embassy. He mentioned nothing of Soviet treatment of its own dissident journalists, jamming of foreign broadcasts, or Andropov's tenure as head of the KGB. He left out the other side.

Cate Cochran had some feminist objections to women's media image:

trivialized, sexist. Women as sexual playthings or good Suzy Homemakers, shown as role models. These objections are often made in connection with magazines deemed pornographic by feminists; Cochran was talking about women's magazines like *Canadian Living*, where she used to work.

But if the images are indeed irritating, as they are to her — and me — what are the socially responsible among us to do about it? Ban magazines like *Canadian Living*, as feminists advocate for pornography? Boycott them out of existence, as religious fundamentalists once tried to do to *Home-maker's* magazine for publishing feminist articles? If Cochran advocates such solutions, she wisely decided not to say so outright.

This forum buried a few good ideas in a morass of nonsense. It's true that the media have too many sacred cows. And I agree with Allen's and Appleby's idea that in many stories a reporter's opinions should shine through. That used to be called the "New Journalism," and its best practitioners participate in their story and report their thoughts and feelings — like Ben Wicks did from Ethiopia in the *Toronto Star* a few days after the media forum. Cochran's ideas, too, were progressive, if cliched. But the criticism was fallacious. There are many media outlets for healthy feminist views, and the aforementioned *Star* has been a socially responsible thorn in the side of the peace-through-devastating-firepower lobby, all along. MPSR's criticism was ill-founded.

And, I think, something of a smokescreen. These people have a vaguely familiar odor. Right now, down in the U.S., Republican Jesse Helms leads a group trying to buy CBS, ostensibly in the name of Fairness in Media, but in fact to stifle views that do not mesh with their right-wing outlook. The less-sophisticated MPSR, in the name of social responsibility, seems anxious to push the political left and suppress the rest. Where I come from, we have a name for such people, regardless of politics. Not journalists. Propagandists. ☐

Dave Silburt is a Toronto-based freelance writer.

Polls becoming entrenched; are they artificial news?

by John Schmied

"You can't educate (the public) unless you govern, you can't govern unless you win, (and) you can't win unless you listen to what they want and tell it back to them in your (own) accent." — U.S. political consultant William Haddad to Mario Cuomo.

While Mario Cuomo, whose successful gubernatorial campaign for New York State was run by Haddad, did not like public opinion polls because he felt compromised if he knew people wanted what he stood for, he was an exception in a day where polling is almost *de rigeur* by politicians.

President John F. Kennedy was a pioneer in their political use when, the night before he was to appear on a televised news conference, his aides would make random phone calls to citizens and ask questions requiring simple yes or no answers. Using the tabulated results, he would gauge his TV appearance accordingly.

From those relatively spartan beginnings some 20 years ago, the political use of polling has come a long — and some say dangerous — way. Politicians have been known to choose their constituencies by them; political parties use them to determine their most "appealing" leader; political bosses leak their results in attempts to influence the public; governments have been known to govern by them; and the media readily publish, even commission, them because they make good and easy news.

No doubt about it, political public opinion polling has knocked on our doors and has come to stay. But does it intend to act as our invited servant or uninvited master?

In an early-February conference entitled Polls, Politics and The Press, representatives from all three institutions met at the University of Toronto's Hart House to discuss the answer. They came up with a collective and qualified yes on both points.

The conferences' participants readily agreed the opportunity for abuse by those controlling the polls — manipulation of the public, intended or not — is a danger to be guarded against.

Manipulation can occur, and is attempted, when poll results favoring a person, party, or organization's objec-

tives are released. Because people have been suspected of consciously changing their voting intentions when certain facts have been made known to them, attempted manipulation by poll is most common in the political arena, said Michael J. Adams, president of the Environics Research Group.

While underlining the lack of empirical evidence which supports the claim, Adams suggested the normally Liberal-voting Quebec electorate's jump onto the Progressive Conservative bandwagon did not occur until poll results released in August indicated an undeniable change of Government would take place. Quebecers voted Tory, and the Conservatives knew they would, because they wanted to assure a French-Canadian voice in the new Cabinet.



Poll results released selectively, especially during election campaigns, are nothing more than blatant attempts to influence the public, suggested Adams, seconded by Prof. Paul Fox, political scientist and principal of U of T's Erindale Campus.

Selective releases "cheat" justice as well, said Fox, because organizations, and government in particular, conduct many more polls than are released. Those which are released, of course, usually support a government's position on an issue. Fox called for the publication of all polls taken on the public purse so that the public could see the whole picture available to the government and not just those parts deemed most beneficial to its objectives.

Sheila Copps, Liberal MPP for Hamilton Centre, was also a strong proponent for forcing governments to release all publicly-funded polls. Copps said such a policy would be a more realistic method of curbing public-opinion manipulation than would banning polls, either outright or just during election campaigns.

Adams also dismissed proposals to ban polls. If banned, he told the conference, unsubstantiated rumors would merely take their place — which would prove even more damaging to the democratic process — or the last poll

taken before an election call would simply hold most influence over voting behavior.

CBC-TV's Knowlton Nash said he is "distressed by the idea politicians can take and use polls to massage the public." While Nash agreed polls should not and could not be banned — "polls are an essential element of reporting today" — he expressed a greater concern of the effects of "bad" polls.

"There are too many smash-and-grab polls," he said, referring to phone-in polls, unscientific polls, outdated polls, or even intentionally-misleading polls which include loaded questions and biased questioners and respondents. The dangers of such polls are increased, he told the conference, when "they masquerade as real polls" because the public is led to believe they are true measures of public opinion.

To guard against the dangers (if unintended) or abuses (if intended) of such polls, Nash suggested all polls be conducted under accepted scientific practices, and be published with accompanying explanations of their methodology so that consumers can decide their legitimacy for themselves.

Clark Davey, publisher of the Montreal Gazette, echoed Nash's proposals by calling for the media to follow a 12-point checklist promoted by the Canadian Daily Newspaper Publishers Association for publishing poll results.

Davey warned the media against the urge to "create" news by conducting its own polls, thereby being in a conflict of interest situation when publishing the results.

In defence of polls, Fox said they can indeed prove beneficial as long as they are honest. The public learns interesting information useful to their own decision-making, in a way which is easily understood.

Pat Delbridge of Pat Delbridge Associates said polls provide citizens with the power to apply pressure on the politicians who seek the power of the polls themselves. Special interest groups in particular find polls an effective government lobbying tool, she told the conference. (50)

John Schmied is a graduate student in journalism at Toronto's Humber College.

Profile

Joan Hollobon: Master medical writer

by Dave Silburt

“I seem to want to ask you if you’re an RN, or if you have any — ”

“Nope.”

“Uh...did you ever take a degree in science, or anything like — ”

“I’ve never been to university.”

Dumbfounded silence. I mean, here is the *Globe and Mail’s* brightest light in medical writing, retiring at age 65 going on 20, one of the very few medical reporters in Canada whose writing reflects understanding of her subject, and she says she has *never even been to university!* Geez!

Joan Hollobon just sits there wearing a 200-watt grin. “Anyone can do it,” she says in precise British tones. “If they take the trouble to learn.”

Yeah. If they take the trouble. Unfortunately, most so-called medical writers, whose single claim to the job is that they run slower than their city editor, don’t. Instead, they regard science or medicine as just another assignment: If it’s green and wiggles, it’s biology; if it stinks, it’s chemistry, and if it doesn’t work, it’s physics. That’s all ye know and all ye need to know. This attitude accounts for the 50-50 mix of good journalism and half-true superficial nonsense that pervades science writing in Canada, except in a few places like the *Globe*. Which is why, despite the fact that the *Globe* will no doubt replace her with someone highly qualified, Hollobon’s retirement is a loss to the craft.

Hollobon is one of those people who just doesn’t come on like an old reporter, despite standing at the smart end of a 29-year career at Canada’s National Newspaper. She was born (don’t doze off here; the biography stuff will be brief) on the Isle of Wight in 1920, came to Canada in 1952 to work for the *Northern Daily News* in Kirkland Lake, Ont., later went to the *North Bay Nugget*, and joined the *Globe and Mail* to stay in 1956.

Hollobon inherited the medical beat from David Spurgeon in 1959 when he won a fellowship in science writing at Columbia University. (She later took



Joan Hollobon in caricature, by *Globe and Mail* editorial cartoonist Ed Franklin. The portrait was presented at her retirement party.

the same science writing program, before it died, so technically that ‘never been to university’ stuff is a lie. Sorry,

Joan.) And she got sore at the condescending attitude wafting through the newsroom, about a ‘mere woman’ on

the manly medical beat. So she bought a medical dictionary and, in her words, "plunged off the end of the dock."

Most retiring journalists are not shy, and she, typically, recalls her victories. Like being sent off for three weeks to cover the 1962 Saskatchewan medicare crisis against a platoon of Toronto *Star* reporters. "The *Star* had six people, two cars, and an aeroplane," she recalls — against her and a photographer. "But I never saw what the *Star* was doing. So I was in a total panic." Needless to say, as it turned out; the coverage stood up.

Then there was the time she spent four days with the inmates of a ward at the Penetanguishene, Ont., mental health centre, to research features. Recalling that, she deadpans lines like: "They were about equally divided between schizophrenics and psychopaths."

But Hollobon is a lot more than a gust of I Remember Whens. She was part of a nucleus of Canadian members of the U.S. National Association of Science Writers, who in 1970 formed the Canadian Science Writers Association. Only now, she says, is the CSWA making itself felt in its uphill battle for improved science journalism.

She has a lot to say about science writing in general, and medical writing in particular: "Physics is very precise. When you put up a spacecraft, you know exactly where you are. Medicine is simply not like that. It is not a precise science, and I do not think this is properly understood."

Example? She refers to the early 1985 spate of stories on children's reactions to whooping cough vaccines. "Now we have this big media thing about immunization and the 'terrible dangers' of vaccinations for kids. It is so one-sided."

Those vaccine stories would typically focus first on a rare case of a child suffering a severe reaction — brain damage, the works. Then it would quote or show doctors insisting that vaccines are still a good thing. That would be juxtaposed with a parents' ad hoc lobby group demanding all vaccines be optional, the decision to vaccinate resting with parents. To most editors, that seemed balanced.

Not to Hollobon. "I've got records in my files of diphtheria deaths. Right in this city. Scores of them. And hundreds of cases, in the 40s... people think these things have been eliminated, but they haven't." What the vaccine stories lacked was the strong point that an immunized population can only safely

carry a small number of non-immunized conscientious objectors, before epidemics start to break out. That's something good medical reporting could have made central to the coverage, and why she says, "It is important to have trained people doing medical and science reporting."

She does not, however, advocate a university science background as a requirement for medical and science reporters. Claims it isn't necessary, and can make a person too damn pedantic to be of any use.

And if it seems like a platitude that a reporter should know her subject matter, try this: imagine a reporter applying for a political writing job, saying, "I'm so ignorant of politics, that the politicians will be compelled to explain things to me simply, without jargon, and I shall pass on this blessed simplicity to the readers." Would an editor buy that? Never. But if you substitute science for politics in that, you're looking at some people's justification for the existence of scientifically ignorant science writers.

The difference here is that if a political reporter writes that NDP stands for Naked Democratic Party, an editor will probably notice. But if a reporter, on television for example, describes the spraying of pesticide contaminated

with dioxin as a "dioxin spraying program," editors may not notice the goof. This fact puts the onus for knowing the material squarely on the reporter of medicine or science. That is the kind of depth Hollobon brought to bear in the latter part of her career.

And that, I think, is the importance of Joan Hollobon, as she lopes off across the landscape. Not that this is a panegyric to her; she has made plenty of mistakes, and will probably admit to at least a third of them. And she is not gone; she'll be writing two days a week for the Addiction Research Foundation's *Journal*, contributing periodically to the *Globe*, and freelancing elsewhere.

But the thing to be learned here, if anyone cares to, is that when Hollobon "plunged off the end of the dock," she knew she was in over her head. And that is a far healthier attitude than thinking of medicine as just another beat, or that ignorance is bliss. It's the attitude that turned a scientifically illiterate 1959-model Joan Hollobon into the 1985-model master of medical writing. And it's why the light of truth at the *Globe* went just a little dim the day Joan Hollobon decided to call it quits. ☐

Dave Silburt is a Toronto freelance writer and frequent contributor to content.

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WHY

The press and the law

Publication ban depends now on judge's discretion

by John Racovali

An Ontario Court of Appeal ruling Feb. 13 means the reporter covering a sexual assault trial no longer has to tacitly submit to a ban on the publication of some of the evidence presented.

The appeal court ruled a subsection of the Criminal Code of Canada that deals with publication bans violates the freedom of the press provision in the Charter of Rights and Freedoms.

Subsection 442(3) said in part:

"The presiding judge, magistrate or justice may, or if application is made by the complainant or prosecutor shall, make an order that the identity of the complainant and any information that could disclose the identity of the complainant shall not be published in any newspaper or broadcast."

In short, the Criminal Code said the presiding judge was obligated to grant the ban when either the Crown attorney or defence lawyer asked for it.

However, the three appeal court judges unanimously decided to strike the italicized phrase from the subsection.

Now the ban depends on the presiding judge's discretion. The ruling gives the reporter and the employer a chance to argue against an application for a ban.

What's the procedure?

Stand at an appropriate moment, identify yourself and your employer, and ask for a recess, explains Rod Macdonell, co-editor of the Centre for Investigative Journalism's Bulletin in the winter issue.

The break will give you time to telephone your editor and consult with company lawyers.

Wrote Chief Justice William Howland in the appeal court ruling: "Justice is not a cloistered virtue and judicial proceedings must be subjected to careful scrutiny in order to ensure that every person is given a fair trial."

"The presence of the public, including representatives of the media, ensures the integrity of the judicial proceedings."

The ruling upheld an appeal by the

two Thomson newspapers in Thunder Bay, the *Times-News* and *Chronicle-Journal*, heard in the court last October.

The newspapers were protesting a publication ban last June 12 during the trial of a husband charged with sexually attacking his wife in the city. (See *content*, September-October, 1984.)

The presiding judge gave the papers a choice: report the husband's name but not the fact he was married to the victim (or anything that might suggest they were married) or publish the relationship but not their names.

They picked the second choice and appealed the ban. Their appeal was criticized by a Crown attorney in Thunder Bay who said the newspapers were pouncing on the sensational to sell copies, and a school board trustee who said they were needlessly persecuting the wife.

The co-ordinator of the city's sexual assault centre also warned that a successful appeal will have negative implications for rape victims across the country.

"The bottom line with rape victims is they don't want anyone to know (they've been attacked)," Doreen Boucher said, explaining the fear of seeing their names published or broadcast is yet another factor that will discourage victims from charging their attackers.

The director of the Centre for Sexually Abused Males said that almost 150 male victims across Canada have decided to drop charges against their attackers after the newspapers' successful appeal.

Why? "Because there is now no guarantee their identity will be protected from the press," Kerry Specialty told *The Canadian Press* Feb. 26 at a news conference in Toronto.

The lawyer representing the newspapers argued there is no proof that more victims will lay charges if they are guaranteed anonymity.

In an editorial published after the ruling, managing editor Mike Grieve said the *Times-News* and *Chronicle-Journal* aren't anxious to publish the name of every sexual assault victim in court.

The newspapers simply want the opportunity to argue their right to publish the details of exceptional cases, he said.

And that's what the newspapers did two days after the ruling, successfully persuading a Thunder Bay district court judge to rescind a publication ban he had ordered Feb. 4.

The next day, the name of an elementary school teacher charged with molesting four male students over a four-month period was published.

In reversing his decision, Judge Stanley Kurisko said publication bans will continue to be granted as a matter of course to protect the identities of victims. He stipulated that the names of the four boys, whose parents initially asked for the ban, not be reported. ☐


John Racovali is a general assignment reporter with the Times-News in Thunder Bay.

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A paean to quality

*Concluding his series,
our Journeyman suggests remedies
for the ills of the press*

by John Marshall

For the last 12 issues of *content*, this journeyman journalist has been dwelling on the past. In this postscript, it is appropriate to consider the shape of things that could be. Would that one could say, "things that will be," but considering the history of our craft and the attitudes of many of those who control it, there is little room for optimism this side of 2000.

As this is being written — Mar. 1, 1985 — the winds of no-change are trumpeted across nine columns of an inside page of the *Globe and Mail's* business section: "Thomson Newspapers profit rises to \$153,819,818." The 48-point, six-word head is on an item of only 13 lines. Hardly seems enough to be significant. But after all, Daniel was able to read the future of another empire in only four words from a one-handed graffiti writer.

The item in Lord Ken Thomson's *Globe* is aimed at investors. It is not emblazoned on page one where it might be noticed by the child labor who contribute so much to making such profits possible or by ordinary customers who get it from the kids at a continually climbing price. And it doesn't put the 1984 profit jump — from 1983's \$126,090,398, and the per-share profit from \$2.55 to \$3.11 — in the more-graphic percentage term. It's up by nearly 22 per cent! Compare that to government wage and spending curbs and the inflation rate. And reread all the publishers' editorials blaming *politicians* for inflation.

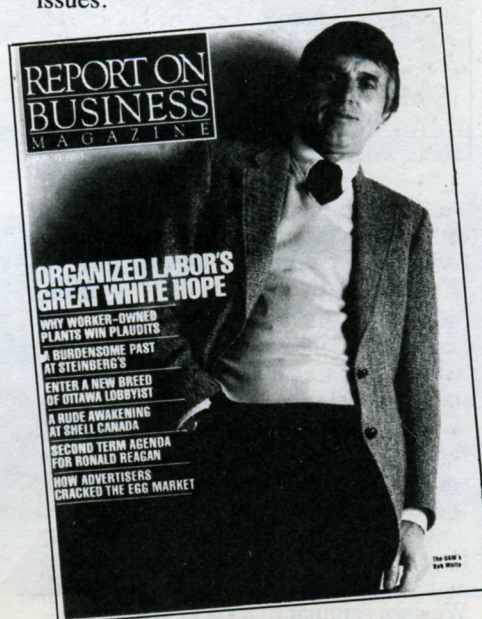
From June 30, 1983, to June of 1984, the Lord's employees who edited that press release and wrote the headline won a nine per cent pay increase. For the last half of that last fantastic profit-making year and to June 30 of this year, they were granted only six per cent.

So OK, looking at the potential for improved quality in Canadian journalism, to the extent that it can be mea-

sured by attracting and holding good people with good pay, we can see a continuing increase in improved quality of lifestyles — for owners.

Another good wind that can blow somebody ill symbolized in the Mar. 1 *Globe* was the slick first edition of the *Report on Business Magazine* bundled in with the usual advertising supplements. Its editor, Peter Cook, announced its reason for being — to provide coverage of the world of business and finance "with more depth than can be done in a daily journal."

The newspaper on that same day shot down that bit of magazine mythology. Most periodicals do break away from unnecessarily stultifying low-common-denominator copy editing, and some don't have to serve up the manure from the dailies' stables of sacred cows, but it is not axiomatic that they provide better journalism. That day's *Globe* produced a 43,000-word wrapup of the computer industry in a way no one subject was nor could be covered by its magazine unless it shifts to theme issues.



More depth isn't assured.

The longest piece in the magazine was a 3,500-word conventional history of Steinberg Inc. The daily's news pages that day provided more than 6,000 more rounded and livelier words about Hitler-lover Ernst Zundel's conviction. The magazine cover story was about the same length as *Globe* feature-page items and involved less leg work than many of them. Staff writers with articles in the issue have done the same kind and at times better ones in the daily.

So OK, we know that the *real* and legitimate competitive reason for the magazine is to provide coated-stock space for lucrative color ads previously going elsewhere — and we know there is no reason coverage of the business world or anything else in a daily newspaper format should not equal or better that which appears in a magazine.

But — editor Cook was expressing the attitudes by which too many newsrooms operate too much of the time, and why magazines and books (particular the latter) often produce more effective journalism. For example, to speak to the basics, I don't know how often I've heard over the years about some editor's "new" policy — that no story should be longer than (name your choice) inches; or how — in this day of access to instant capsulized broadcast news — fine in-depth pieces are relegated to the time bank so the so-called news (the non-significant stuff, the repetitive statements by politicians, police court sleaze, the predictable corporate PR bumpf) can get in.

There is a mind-set fitting into the procrustean box of editorial budgets cut small so that profits can be enlarged that says reporters must be mass-producers. ("Hey, Joe, I know you're on that big piece but wouldja take this guy on the blower and give me a fast couple of takes?") It's what prevents writers from getting enough time to do the kind of work of which so many are capable and which readers should be getting. That boxed-in mind set is

crafted by owners quite content with a quality of journalism that is just adequate, sometimes not even that. It also means production-line editors loaded with routine are unable to concentrate on advanced planning and coordination. Result — brushfire journalism.

There should have been editors as well as business types at a Vancouver session when U.S. consultant Christine Urban said what every working journalist knows, "This is not an industry known for tremendous forward thinking."

How often, even at metropolitan newspapers like the *Globe*, is a reporter called to go straight from home at the start of a shift to some event with no opportunity to pull the files, though the thing had been booked long in advance?

How often are copy desks allowed to accept stories and produce page-one heads that are patently absurd? One of many in my collection: "Cases of venereal herpes cited in 1 of 3 Metro Toronto youths." When I display that one in talks on media ethics to young people, they do what the editors should have done: laugh in disbelief.

News editors don't have the time senatorial magazine editors have for sober second thoughts, but they should be able to do a better job than that even if intoxicated and using crayons.

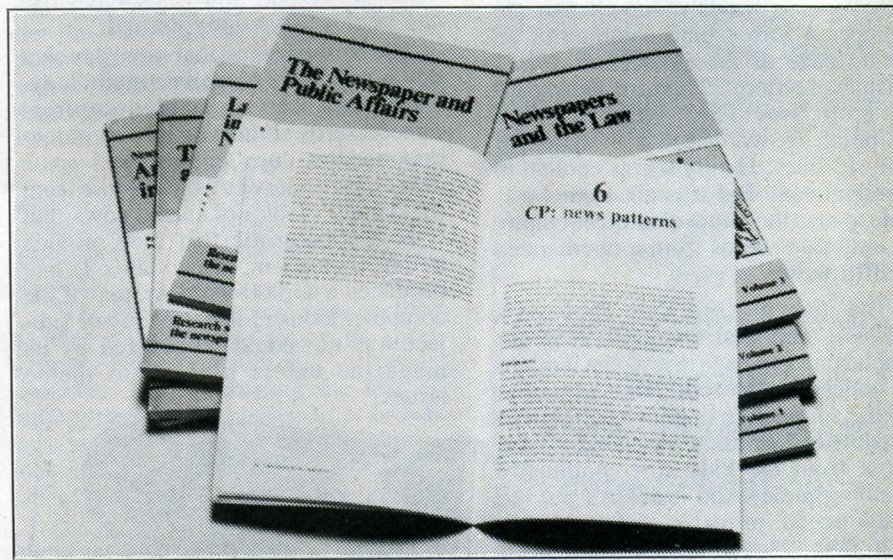
And most Canadian newspapers also do not do a professional job in the way they package the news. It was in the use of photographs and graphics that the *Globe's* magazine did demonstrate superiority (in the case of graphics, by emulating *USA Today*). Lord Thomson finances specially-trained designers for the magazine, but, like other owners, uses such specialists only for PR-promotion facelifts for newspapers.

It is notable that the thrust of the nine Kent Commission volumes that was most guiltily ignored by the dailies (virtually totally so in editorials and hand-picked op-ed pieces) were those discussing the quality of journalism and the ways and means of improving it.

Let's hope that by some time in the next century Canadian owners will start emulating their United Kingdom counterparts who are assessed to finance a training and testing system. They also should introduce apprenticeship systems, and — as Thomson and others are compelled to do in the U.K. — formal in-house training. (It took an embarrass-



Tom Kent's Royal Commission on Newspapers examined, perhaps above all, the quality of Canadian journalism. Its main report, above, was read by some people. Fewer seemed to realize the value of eight accompanying volumes of research material, below.



ing bulletin board display of memos by writer Peter Moon, representing The Newspaper Guild, to end inexcusable *Globe* foot-dragging about a joint agreement for just one inexpensive bit of in-house education.)

In 36 years in the business, the only training of significance I ever received was more than 25 years ago at one of the fine weekend upgrading seminars sponsored by the London Press Club, supported by the London *Free Press* and the University of Western Ontario (I paid my own way on my own time) and, a few years ago, at a *Globe*-paid Western seminar of a specialized informational nature.

The publishers' interest in quality should begin with greater support of journalism schools. I have a copy of a Ken Thomson letter of a few years ago rejecting a request for a bit of "walking-around money" (two or three hundred dollars) for two journalism students of Ryerson Polytechnical Institute who had free transportation to do an assignment in Britain. The billionaire said he'd get them a meeting with one of his British editors (wow!) but that, after consultation with his executives, he had decided the corporation had been sufficiently generous that year to Ryerson.

That "generosity" consisted of a

few hundred dollars. It hasn't changed much, considering the rate of inflation — particularly in the corporation's profits and growth (five more U.S. papers bought in 1984). It beefed up its annual donation to \$1,500. The Periodical Publishers Exchange, representing a few independent trade and business magazines, put the newspapers to shame (if that's an emotion they can feel). The magazines have given Ryerson a \$23,000 trust fund in honor of the late Albert E. Wadham. Southam Fellowships are an anomaly in the industry's otherwise puny support of anything significant to improve the quality of Canadian journalism.

So readers hoping for higher quality in the future have little in the way of philosophical commitments from publishers. As a group they have decreased their association's upgrading programs, they keep nickel-and-diming their news service co-operative, and the majority of them are in press councils only because they were scared into joining. There is a gradual evolutionary improvement, of course, ranging from the Montreal *Gazette's* gutsy investigative journalism to the *Globe's* expansion of its foreign and national bureaus, but that's the least we can expect.

The best hope for change, aside from another royal commission in 10 years or so, lies with the foot soldiers, not all of whom, fortunately, are hampered by the weight of a publisher's baton in their cultural baggage. Some are trying to improve standards and ethics through the Centre for Investigative Journalism (would that it had a more representative name) and organizations

such as the Ontario Reporters Association, the Media Club of Canada, *content* magazine, some press clubs, and even — to an unhappily limited extent — the editorial unions.

But as a group, as I know from sad experience, their involvement is more likely to be confined to company-cafeteria or neighborhood-bar bitch sessions. Few of them even bought or borrowed the Kent Commission books (some don't realize there is more than one) to judge for themselves their newspapers' coverage of them. An enthusiastic but not large number of *Globe* staffers turned up at a meeting I arranged to discuss the papers' reaction to the commission, and even fewer Toronto journalists (none from the *Sun*) attended two sessions in which they could present the working journalists' view to government officials assessing the Kent recommendations. Also, more of them could support *content*, the only Canadian publication they have that is devoted to constructive examination of the craft.

It's obvious that many could just as easily be in the business of pumping gas or selling stocks. It's just another job.

But damn it, it's not! It's a very special job. Admittedly, too often we are the equivalent of the cartoon apocalyptic cliché, the robed figure with the sign crying, "The world is coming to an end." We are programmed to trumpet the negative, not the positive; seek conflict, not harmony. Normally we are not encouraged to take an intellectual approach to our work of reflecting the community around us. But occasionally it happens. And when it does, we are respected for it.

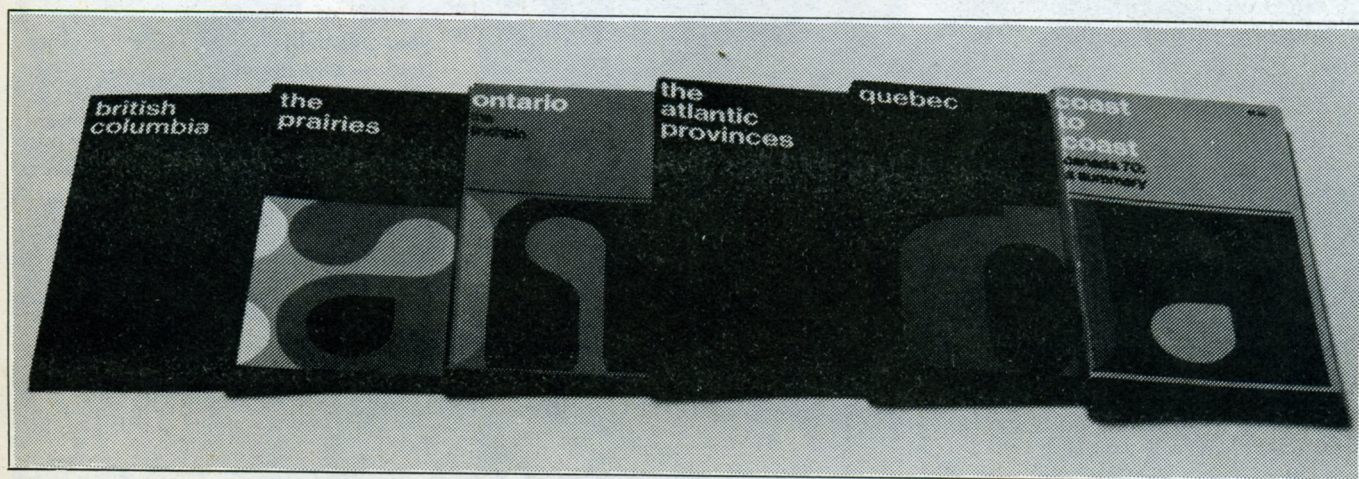
A prime example occurred in 1969, never reported until now.

Trudeau the Arrogant, the leader

with no respect for the press and who reputedly ignored it, gave his approval to Marc Lalonde, then principal secretary to the prime minister, to arrange a unique event. All Trudeau's regional-desk specialists would meet with a team of 11 editors and writers from, of all places, the notoriously pro-Conservative Toronto *Telegram*. This squad, with the aid of many other reporters, sociologists and computers, had conducted an unprecedented coast-to-coast survey of Canadian attitudes on many issues, but in particular on the explosive matter of Quebec's aspirations. It was thought, with good reason, that Trudeau's staff could benefit from picking the brains of those of us privileged to have been involved in this highly-responsible piece of journalism (500 interviews, a questionnaire survey of 5,000). In return, we would benefit from their knowledge.

That is the kind of respect and recognition gained too rarely by newspapers, too often now treated with scepticism or even outright antagonism. It's what should be aimed for in the future.

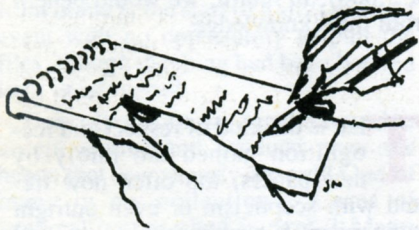
That East Block session, incidentally, was an off-the-record affair. More than that, we could not even mention publicly that it had taken place, and, somehow, no other news media noted the parade to and from Parliament Hill. It was a mark of the trust the Trudeau aides had in the *Tely's* negotiator for the meeting, political editor Fraser Kelly, that they went ahead with it. It took some nerve. Just imagine the possibility of a back-slapping banner line in the sometimes sensationalist Toronto daily: "Trudeau Consults Tely Team to Get Facts on Canada."



Substantive journalism: *The Telegram's Challenge of Confrontation* became a six-volume collection.

SOME RECOMMENDATIONS (the poor man's Kent?) from an angry old man that would give newspaper readers something closer to what they should be getting considering how much they and the advertisers pay for the product.

JOURNALISTS: Should, among other things, demand more newsroom democracy in editor selection and policy matters (as exists successfully in other jurisdictions), more legal representations (not just for protection from libel suits but in the instituting of legal actions against those who libel them), access to their papers' letter pages or other space (to reply to readers' or press councils' printed criticism or to disown



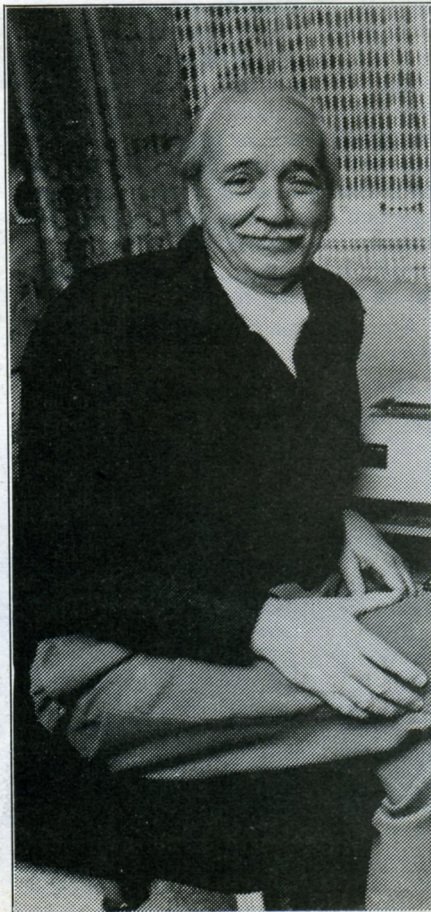
their own papers' published policies), the right to be "disloyal" (go public with criticism of their own publications when it is in the interest of the greater community as it was for U.K. civil service whistle-blower Clive Ponting), and they should develop a broader-based national voice, push their unions into areas beyond just bread-and-butter ones, and improve their own abilities to do the job (meaning everything from learning shorthand and how to search incorporation registries to developing, at the minimum, bilingual French-English capabilities).

And there should be the journalists' equivalent of a Hippocratic oath, only without any protect-the-craft obsessions.

EDITORS: Should, among other things, ask for reconsideration of that Kent idea for editors' contracts (for at least a modicum of independence from the business office), and an upgrading of their department's standards with budgets that would provide time-saving secretarial and research assistance for journalists (a role for an apprentice?), decent office space for reporters to do interviews or even for writing (what's so sacred about the distracting open newsroom?) more in-depth work for series and long-running coverage of va-

The Marshall Report

rious issues (that could go into good promotion, even revenue-producing book or booklet republication), more formalized upgrading training (in languages, law, shorthand, so-called investigative techniques, writing, media ethics), and increased editing staff to improve planning and trouble-shooting on those stories that now get in with out-of-context claims or unsupported mythology (like a *Globe* one that said



John Marshall

there is scientific evidence of telepathy or a *Toronto Star* one saying scientists found Filipino psychic surgeons were not frauds).

PUBLISHERS: Should, among other things, declare their conflicts of interest on their editorial pages (in some cases they even have to identify the real owner, *videlicet* Ken Thomson), hire more non-Anglo-Saxons including native Canadians (for — aside from ethical reasons — the improvement in balanced and knowledgeable journalism it will produce), provide equal opportunities for women at the management level (to utilize talent and to get out of the dark ages), provide sabbaticals for editorial staff (for good ultimate profit-making reasons from the value you get in return), retain libel lawyers who know their job is the difficult one of finding ways to get stories



into your paper, not the easy one of keeping them out (and who, like those at the Pulitzer-winning *St. Petersburg Gazette*, know how to go on pre-emptive attack against those with litigious reputations), drop the pseudo-science features (like the *Toronto Star's* astrologer who shoots herself and newspaper credibility in the foot every New Year's, and their suburban-section one who told me "scientifically" that Hitler — it was an easy con — loved children and possessed emotional security).

Most of all, we, your readers and your journalists, would like you to re-read — calmly and objectively — the Kent conclusions, both in the main report and in the research studies, if only to think what it was that prompted them. In particular, note their citing of your own words in your Canadian Daily Newspaper Publishers Association statement of principles which says in part:

"...the operation of a newspaper is in effect a public trust, no less binding because it is not formally conferred, and its overriding responsibility is to the society which protects its freedom." 30

This concludes the 13-part Journeyman series.

Whither wordsmiths: Lament for the language

by Jack White

*"Ill fares the land, to galloping fears
a prey, Where gobbledegook accumu-
lates and words decay." — Thurber*

A pharmacy offers all-day motozed delivery. A department store credit card provides personalized access to additional benefits and services. On sale are elasticized disposable diapers.

This "randomized" selection confirms that advertisers and retailers are not guardians of the language. Words to them are just sales tools.

Remember the commercial about the cigarette that "tastes good like a cigarette should"? In protest against the conspiracy of yammer and merchandising against literate speech, James Thurber devised this slogan for a

brewery: "We still brew good like we used to could."

What would he have done with "People are TTC-ing the better way"? Incidentally, which is the best way politicking? NDP-ing, PC-ing or Liberal-ing?

Who, then, are the guardians of the language? If the answer is the news media, somebody should be guarding the guardians. The "ize" have it with the media, too. Consider these examples, all from Canadian sources.

The Parliament buildings in Ottawa are being bilingualized. President Reagan sermonized about his mission to rid the world of the Marxist curse. British Tories tend to internalize their dissent. James Michener's *Poland* is a novelization of that country. A television program is advertised as Eternalizing the Pharaohs.

The "ize" progression goes on and on — conceptualize, deconditionalize, condominiumize, deinstitutionalize, privatize. In fact, "ize" has become routinized as the easy way out to maximize and optimize vocabulary. Even the illustrious Dr. Johnson, who believed language is the dress of thought, once slipped from grace. "Don't attitudinize," he admonished Lord Chesterfield in a letter.

Even more menacing for those who contend, as Thurber did, that the onset of utter meaningless is imminent is another growth industry, namely, making nouns into verbs. Words like headquartered, mandated, impacted, readied, and disadvantaged are probably here to stay. But surely there are limits. These examples seem to overstep them.

An art critic describes how a Toronto

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Coca-Cola

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Too many reporters have a Humpty-Dumpty approach in their writing

street got boutique, quipped, and trended into shopping plaza respectability. A columnist elevated his way up to the 22nd floor of the Royal Trust Tower. A large apartment building is located on the north side of Bloor just east of where Jarvis deadends. Senior policy officers background reporters. *Billy Bishop Goes to War* was workshopped at Theatre Passe Muraille. A young lady has been lifeguarding for three years. Courses are offered in parenting.

Why condemn Joe Clark when in his estimates statement he said \$400,000 was reprofiled? Reporters are nonchalanting their way through the language without anyone apparently gimlet-eyeing how they newspaper, radio, or television their words.

Theirs is the Humpty-Dumpty approach to language: "When I use a word, it means just what I choose it to mean."

Sports writers and commentators, of course, are beyond redemption. Thur-

ber's psychosemanticist can do nothing for their "elephantiasis of cliché and polysyllabic monstrositis."

"He's fresh in terms of his legs," one color commentator noted when a new quarterback came on the field late in the fourth quarter. And from American sources — not Howard Cosell: "The equilibrium is swinging" and "Joe Montana has escapability skill." Stengelese is rubbing off on a new generation.

Sometimes, in straining for effect, the metaphors become mixed. For example, "Llyod Moseby ignited a two-run rally in the ninth to ice a 3-2 victory."

And here's one for the morgue on Pete Rose's departure from the Expos. "The Expos have been wonderful embalmers, taking in the halt and the lame and the aged and prettying them up as red herrings to divert the fandom from the malaise that has ravaged the franchise for years."

"The harder we tried, the behinder

we got," ex-Houston Oilers coach Bum Phillips once sadly summed up a loss. Maybe the same goes for preserving language purity. The federal administration in Washington, concerned that bureaucratese was becoming so obscurantist that ordinary folk could not understand tax forms, social security notices and the like, appointed a committee to simplify the verbiage. Typically, they charged it with "the duty of laymanizing officialese."

We haven't yet gone the royal commission route in Canada on the language. Keith Davey and Tom Kent were too preoccupied with the impurities of publishers to care about the purities of the words that appear in their publications. What a pity there's no Canadian Thurber around to sick(sic) his psychosemanticist on those who fail to respect the language. ☺

Jack White is editorial supervisor with Hansard Reporting Services at the Ontario Legislature, Toronto.

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.

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Principles of research

by Stephen Overbury

There is no single method for gaining access to information. The processes, and appropriate sources, obviously vary from problem to problem, but there are certain principles that are common to all of them.

Begin by posing the question: "Why do I want this information?" This leads you to examine the context and kind of information to be gathered. For example, three different specialists asked to investigate family life among seventeenth-century Iroquois Indians would supply three different kinds of information. A sociologist would supply information about the social aspect of Indian life. A lawyer would no doubt give an account of the laws of the tribe. An historian might combine aspects of both kinds of information, along with other facts.

Your second question should be: "Am I ready to start my research?" Research is like reading: We bring meaning to the printed word, not the other way around. Having knowledge of a subject, we are able to understand what an author is trying to convey; otherwise, we could just open a textbook on advanced electronics and read.

Most of us, however, need an *overview* of a topic in order to understand it. Without this overview, it is difficult to formulate specific research questions. Sometimes acquiring an overview can take longer than the actual research. You may have to read several books and interview many experts before coming to grips with a subject. But sometimes an appropriate book or article in an encyclopedia — even telephoning one expert — can suffice.

Refining questions is an art in itself. Computer operators are very aware of this. A broad request to an experienced computer operator, such as: "List articles on the economy that appeared in Canadian newspapers in 1983," would never be acceptable. A badly worded question like this wastes time and money and doesn't isolate useful information. The question could be reworked to be: "List articles describing the effects of high technology on Quebec's economy from July to December, 1983." Refining questions is half the battle in any research.

STEPHEN OVERBURY

Finding Canadian Facts Fast

How to Find and Use Information About Almost Anybody or Anything — Quickly, Cheaply and Legally — Whether It's Any of Your Business or Not

Somewhere, at some time, an expert has answered part or all of your question. This narrows your research to *secondary* sources of information, and in nearly all instances this information is available either in print or by telephoning the source. Your goal, then is to locate indexes of published material and directories of experts and organizations. Most public libraries keep these reference sources.

In addition to limiting the amount of information you search for, you should learn to critically evaluate material by comparing your information with that provided by different sources. Also, try to discover if a writer or interviewee has a bias. Slanted material is not necessarily unusable — it may be used in context — but you must be aware of the bias in order to make good use of it.

A researcher would like nothing better than to be able to tap one omniscient source. Alas, this is but a dream. Research, as you have probably discovered, often involves following up a series of referrals. You gather a fact in one location, and this source leads you to another fact. And on it goes until a picture emerges.

The producer of CBC's *Marketplace* once hired me to interview homeowners who had found the controversial urea formaldehyde foam insulation in their homes. The idea originated from a

letter received by a homeowner who was suing her real estate agent. She had been told when she had purchased her house that it wasn't insulated with the foam, but in fact it was. The producer wanted me to look into similar cases.

I began by telephoning lawyers involved in this case and asked for referrals. They knew of a few cases, and, by following up each of them, I was able to document 30 cases in a few days.

A good researcher needs to be able to interact with people. Research is unquestionably a social skill; people who get along with others find it easier to access information than those who are antagonistic. The best approach is to put people at ease. To achieve this, be relaxed, well mannered, and conciliatory. An example comes to mind.

I once profiled Queen's Counsel Maxwell Bruce upon his appointment as head of Ontario's Residential Premises Rent Review Board. Bruce was then a director of Crown Trust, a Toronto firm giving real estate and mortgage loans. This meant that the new rent watchdog was a landlord with a potential conflict of interest.

Bruce appeared to be a nervous person, so I tried to put him at ease. I consciously raised topics for which he had a passion — he was very involved in environmental affairs, so we talked at great length about them. I didn't ask him directly about any conflict of interest, because this might have terminated the interview. Instead of taking an aggressive stance, I slipped in a seemingly innocent question, asking him whether he planned to drop any of his other activities. Bruce brought up the matter of Crown Trust himself and told me he had resigned his directorship to avoid a potential conflict of interest.

I could sense I had put him at his ease, and we parted on friendly terms. Later that evening he telephoned me at home to let me know that he still owned shares in Crown Trust and that he in fact had not yet resigned his directorship, but intended to shortly. I probably wouldn't have learned this in any way other than by winning his trust. ☺

Copyright 1985 by Stephen Overbury. Excerpted from *Finding Canadian Facts Fast*, published this Spring by Methuen Publications.

Tight budgets, interviewing, research among CIJ convention topics

by Dick MacDonald

Writing even a short story on the annual convention of the Centre for Investigative Journalism is as frustrating as being a delegate: You cannot possibly cover everything.

The better the program, the harder the choices was a common sentiment at this year's seventh CIJ convention, held Mar. 1-3 in Toronto. Topics ranged from tight editorial budgets to interviewing techniques, from freelancing to the explosion in business journalism, from pornography to municipal politics, from research methods to TV's discovery of African famine, from innovative private radio to the Ernst Zundel trial, from science writing to a half dozen other current concerns of Canadian journalism.

- Don McGillivray, of Southam News Service, said reporters need to "demystify economics" just as they attempt to make any other complex subject understandable for readers. Bewary of terminology, he said, for it often "conceals the true meaning."

- K.A. (Sandy) Baird, publisher of the award-winning *Kitchener-Waterloo Record*, said his role is "to provide the environment for good work." The paper, he said with some amusement, "won awards for doing the job I was taught we *should* be doing." He also said "most papers can do a helluva lot more than they're doing today."

- Someone in a session on "social conscience in journalism" said the press has to do a much better job of telling its story to the public. "If we in the craft don't draw attention to what and why we're doing right, few else will do so," he said. In the face of hysterical criticism — such as American politician Jesse Helms' pronouncement that the media pose a more serious threat to the United States than does communism — the press needs to be more assertive in letting the public know that good journalism *is* being done.

- Jean Pelletier, of *Le Journal de Montreal*, suggested "we find ourselves discredited for a large set of valid reasons...because of our errors, our lack of sensitivity toward people's privacy...." He noted that the Federation Professionnelle des Journalistes du Quebec, of which he is president, is

conducting a survey to help determine public perceptions of journalists' ethical misbehavior.

- Peter Herrndorf, former CBC executive and now publisher of *Toronto Life*, said the golden era of television journalism "is not only years ago (as in *This Hour Has Seven Days*). Some splendid work is being done right now...invigorating, exhaustive reportage...perceptive, passionate, and

compassionate."

- Elected CIJ president was Nick Fillmore of CBC Radio in Toronto. He'll preside over planning for the 1986 convention, set for Vancouver. And he'll be a party to discussions about a possible change in name for the organization — a change that presumably would more accurately reflect its concerns, activities, and membership. ☎

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No council for Saskatchewan; 'not cost effective'

by Kathy Fahey

Saskatchewan is the only province in the country whose daily newspapers do not belong to a press council. And with the new Tory government in Ottawa, that situation is unlikely to change — giving further credence to the notion that it was only perceived government pressure which had the country's publishers suddenly seeing the worth of press councils.

Representatives of Saskatchewan's dailies had been considering proposals to join the Alberta Press Council for a year and a half.

But according to Jim Foster, Alberta Press Council chairman, that idea was dropped when the Progressive Conservatives won the federal election in September.

"I suspect that when the Grits got turfed, they (Saskatchewan publishers) didn't feel quite the immediate pressure for a press council," Foster said.

Pressure had mounted in all provinces to form councils after the Kent Royal Commission on Newspapers reported in 1981, recommending provincial or regional press councils be set up. Jim Fleming, the minister responsible for the commission, later proposed a national Newspaper Act, which would enable the government to appoint a federal council to hear complaints in provinces where no press council existed.

Publishers in the Maritimes, British Columbia, Manitoba, and Saskatch-

ewan quickly formed their own councils or, in Saskatchewan's case, tried to join an existing one.

Preston Balmer, vice-president of Armadale Co. Limited, which operates the Regina *Leader-Post* and Saskatoon *Star-Phoenix*, summed up the industry's feelings when he said voluntary self-regulation was preferred over a government-imposed body.

But the legislation never passed and Fleming was dropped from cabinet shortly after introducing it in the House of Commons. The responsibility was passed to Judy Erola, then minister of consumer and corporate affairs, but nothing was done about it.

Although there never was any indication of party support for the legislation, the threat was there, and it did stimulate an interest in press councils that had never existed, said Fraser MacDougall, executive secretary of the Ontario Press Council.

But the threat isn't there any longer. John Pollock, assistant to Michel Cote, the new Conservative minister of consumer and corporate affairs, said in an interview the government has no plans to reintroduce the legislation.

Bill Duffus, publisher of the *Star-Phoenix*, said the change of government in Ottawa did influence Saskatchewan's decision to pull out of the deal with Alberta's press council.

"We've been waiting to hear if it (the newspaper act) would be one of the issues the Tories would be considering," he said.

And although the idea of a joint press council hasn't been rejected entirely, Duffus said "it's not exactly on the front burner in Regina and Saskatoon."

Both Duffus and *Leader-Post* vice-president Jim Struthers expressed doubt whether a press council was needed.

"Both Regina and Saskatoon are small enough communities and still foster the idea that if you've got a beef with the paper, you have a phone line right in to the editor or publisher, and we listen," Duffus said.

Struthers said he thought there would be relatively few complaints lodged,

and an organization formed to deal with them would not be cost effective.

A press council may not offer any further redress than a newspaper does already, Duffus said.

Bryan Cantley, editorial services manager for Canadian Daily Newspaper Publishers Association, said he hoped there would be some attempt to form a press council in Saskatchewan.

"It's a healthy form of monitoring — of redressing errors — and it allows people to go to an impartial body where they won't be intimidated," Cantley said.

But he said there wouldn't be any serious consequences if Saskatchewan doesn't form a council.

"It's not something that's going to be a major issue in the minds of the public." ☐

Kathy Fahey is a fourth-year journalism student at the University of Regina.

1985

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Books

Wayward Reporter

by Aileen Hunter

Wayward Reporter: The Life of A. J. Liebling, by Raymond Sokolov, Donald S. Ellis, San Francisco. \$15.50

If you enjoy words strung together with imaginative precision, print brushstroking scenes of vivid reality, then you'll love *Wayward Reporter*.

If you care about the craft of journalism you will not only love the *Wayward Reporter*, you will learn from it — integrity and ethics, style and skill, all for openers.

Abbott Joseph "Joe" Liebling has been called the reporter's reporter. Before Tom Wolfe, he was an active presence in his own writing — in the style of the New Journalism.

Sokolov, with his colorful, unpatronizing poly-syllabic language, is the ideal biographer of Liebling. He, too, has wit, style, and a genuine appreciation for his subject.

Liebling and *The New Yorker* are synonymous. It was here Liebling chronicled the 'lowlife' of New York — con men, gamblers, prostitutes, fighters and promoters, to become, Sokolov says, "the most important boxing writer in a century."

It was in *The New Yorker* column, Wayward Press, that Liebling was critical of his own trade and its publishing masters, of whom he said, "Freedom of the press belongs to those who own one."

It was here that Liebling committed himself to what other writers in *The New Yorker* called "the literature of fact." And it was on these pages that readers of *The New Yorker* experienced the full force of the Second World War in intimate, understated drama.

"The magazine's readiness to send a feature writer like Liebling to cover a shooting war," Sokolov writes, "was in itself a sign of Ross' brilliance and of his extraordinary instinct for the right way to use the staff of a magazine of entertainment to cover a war with seriousness and distinction." Liebling wrote about ordinary people and events.

"(He) treated war as if it had been Times Square with bullets," is Sokolov's wry observation.

An indication of Liebling's integrity shines through in the foreword to *Mollie*: "I know that it is socially acceptable to write about war as an unmitigated horror, but subjectively at least, it was not true, and you can feel its pull on men's memories at the maudlin reunions of war divisions. They mourn for their dead, but also for war."

Liebling had 15 books published — either collections of, or in the vein of, his columns. Earlier he had "tried his hand at fiction, with great zeal and modest results." Liebling might, Sokolov suggests, have enjoyed the public acclaim showered on Mailer or Hemingway, had it not been for his

"shyness in public and slyness in print."

Liebling's writing was not limited to 'lowlife' and war. He was a gourmand who "squeezed out the juices and sucked the bones of gargantuan meals he eligized later in *Between Meals*."

The New Yorker column Talk of the Town featured Liebling's interviews and obituaries in tribute to Camus, Hemingway, and other men of letters.

Sokolov parallels Liebling's personal life — more tragic than joyful — with his wide-ranging literary career. From his marriage in 1934 to Ann McGinn — "a wasted and beautiful Irish Catholic out of nowhere, she was every Jewish parent's nightmare in the flesh, and more. Ann McGinn was a schizophrenic" — to Jean Stafford, his third wife, a talented fellow writer for *The New Yorker*.

With rare sensitivity and finesse, Sokolov touches the nerve centres of Liebling's life, his suicidal addiction to food, his need for women, and, most particularly, Liebling's relationship with his divorced wife, Ann.

Until his death, December 28, 1963, Liebling apparently never stopped loving the tormented Ann, whose own body was recovered from the Providence River, May 14, 1964. 30

Aileen Hunter is a Vancouver writer and consultant in corporate relations, communications, and executive development.

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Now, who ever said stringers had to write well?

by Larry Pynn

Stringers — be they housewives looking for pocket money, or budding reporters waiting for their big break — can be a valuable source of information to newspapers.

They can also be a pain in the neck if they can't write.

As head of the Vancouver Sun's suburban news bureau for the past two years, I've co-ordinated coverage of council meetings in the municipalities surrounding Vancouver.

Ever tried to find a decent stringer in places like Pitt Meadows or Harrison Hot Springs?

The experience can make you age prematurely, and leave a few laugh lines at the same time. Here's a haphazard sampling of some of the more memorable lines I've encountered.

(Certain specifics have been deleted to protect their innocence.)

★ ★ ★

“Council is planning to replace its demolished Red Bridge (destroyed during a traffic accident) with the Kingsway Bridge which will be replaced by a new larger bridge to accommodate trucks and traffic in the area, pending a feasibility study.”

**Let's find the creep who caused the accident in the first place.*

“Council is resorting to its planning committee made up in this instance of council as a whole to resolve the smoldering issue of the city's Duprez ravine.”

**I've always said, If you can't resort to yourself at the Duprez ravine....*

Annual municipal elections are costly, so at the meeting of council, the chairman of the administration and finance committee gave notice that he would introduce at the next meeting a motion to change elections in the municipality from annual to biennial.”

**With any luck, they'll have a decision in a year...two at the outside.*

“Complaints against the activities at the municipality's dog control officer were to be answered at the regular council meeting, but in a surprise move she declined to address council, confining her comments to the effect she

would be taking legal action against her accusers.”

**Sounds like a real bitch.*

“The district's planning department has unveiled the background report to the official plan.”

**Pity no one's heard of the official plan.*

“The quality of life in this rural municipality was the focus of resident opposition to a proposed 500-unit housing project.”

**Isn't everyone against quality of life?*

“Although amusement arcades are precluded from operating in the city, and the city seems to be having its share

of arcade-relating problems, parents of school children petitioned council to remove video machines in small stores.”

**Wouldn't it be easier to ban school children?*

★ ★ ★

My personal favorite?

“First reading of a new business licence amending bylaw designed to give clout when dealing with businesses where drugs are sold came amid claims it was 'gutless'.”

**We wait lustfully for second reading. ☐*

Larry Pynn, as noted, is head of the Vancouver Sun's suburban news bureau.

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:

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Ontario Public Service Employees Union

Mailbox

Editor:

In the January-February issue, John Marshall writes about a debate we had at Humber College and mentions my "ludicrously extravagant statements...about Kent Commission recommendations...."

If the Kent Report were all John seems to think it was, why did the government in power from the prime minister through cabinet to MPs so completely ignore its recommendations, and fire one cabinet minister who tried to implement just one relatively inconsequential aspect of the report?

If the Kent Report was such a superb vehicle with which to rationalize daily print media in Canada, why didn't the new Conservative government begin implementing it immediately on taking office? Even more incomprehensible, why didn't the New Democratic Party make the fast and utter write-off of the Kent Report a campaign issue in 1984?

People blinded by the light of their own torches seldom see clearly.

Ludicrous or not, I hold to the light of my own torch.

What was grossly inaccurate, unfair, and downright insulting was John's writing that I "had printed a think piece by two editorial board staffers (none from newsroom types) which equated Kent's efforts...with something short of Ayatollah Khomeini's firing squads." That insults the integrity of every editorial writer on our staff during my 18 years as editor-in-chief. Our editorial writers wrote only what they believed in; if I insisted on a position other editorial writers couldn't accept, I wrote it myself.

John is also inaccurate in the bracketed comment about "none from newsroom." In my day all but one editorial writer at the London *Free Press* was "from newsroom"...John Elliott, Terry Honey, Norm Ibsen, George Hutchison, Cheryl Hamilton, Don Gibbs...The list is long. The exception was Rory Leishman's academic background; his integrity fully matched that of his colleagues.

They deserve John's apology.

William C. Heine
London

John Marshall replies:

Bill Heine's being cute — or modest — when he asks why old-line parties fled the Kent battlefield. After all, he was part of the powerful print media's frightening and unqualified propaganda bombardment of the politicians and

Readers' letters are welcomed. We reserve the right to edit for space. Address correspondence to: The Editor, content, c/o Humber College, 205 Humber College Blvd., Rexdale, Ont. M9W 5L7.

the public. And I think he should apologize to newsroom journalists for suggesting they all endorse the not-necessarily-co-opted but highly-debatable opinions of former colleagues who have been selected by publishers to reflect views, not news. I concede no error and no lack of respect for *some* editorial writers.

Editor:

I am writing at the request of the advisory committee to our journalism program on a recent problem with the union representing Canadian Press wire service employees.

For years, CP's Western Canada Bureau in Edmonton was a valuable participant in our field placement of journalism students. (*Journalism internships* — content, November-December, 1984.) There are two field placements — three weeks in the third trimester and three weeks in the fourth (final) trimester of the two-year diploma program.

At this time last year (winter), we got the bad news. CP Bureau Chief Graham Trotter regretfully advised that in future students could observe but not actually work as reporters. He indicated that the union representing CP employees had objected to field placements and that a directive to that effect had been handed down from Toronto headquarters.

In a subsequent meeting with our advisory committee (the journalism program's liaison with the media), he said that union members feared students might be doing work which should be done by full or part-time union employees. At least in Edmonton, CP did not pay any salary or honorarium to field placement students. We did not expect them to and this was not an issue.

The wire service union was not the first one to cause us a problem with field placements. Several years ago, we gave up sending students to CBC in Edmonton when there was an inconsistently applied "observe only" rule with the union representing CBC employees.

We are still looking into a report (about which we had no prior warning) from a student who said he was restricted by union rules at a local radio station during his field placement.

The journalism program and its advisory committee feel unions should be enthusiastic supporters of the field placement portion of journalism training; that they should welcome students, not impede them; and that interning students are not a threat to any employee's job, whether they are a union member or not.

Our advisory committee unanimously objected to the CP wire union's ban. I was asked to contact other journalism schools and associations seeking their support for our objection and soliciting information regarding their experience with wire service and other media unions on this issue. We have also written to the wire service union.

Adrian Kennedy
Program Head
Journalism Program
Cromdale Campus
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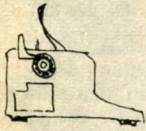
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 T.M.

Short takes



Some of the most interesting tidbits this time come from the West. At the Vancouver *Province*, premier labor reporter and columnist Rod Mickleburg suddenly handed in his resignation effective at the end of March, for no apparent reason. Said he was going to pursue his career elsewhere, whatever that means.

But the loss of Mickleburg is the least of the worries down there. In a major shuffle in early March, *Sun* publisher E. H. Wheatley was named president of Pacific Press, and immediately named *Province* publisher Gerald Haslam as publisher of both papers and vice president of Pacific Press — a move deemed genuinely weird by *Short Takes* spies in B.C. Haslam is a high-profile marketing type rather than a journalist, and now the editors of both supposedly competing papers will be reporting to him.

And that ain't all. Both *Sun* managing editor Bruce Larsen and *Province* managing editor Bob McMurray got promoted to editor of their respective papers, and were given responsibility for the editorial pages as well as the newsrooms. This leaves assistants to the ME at both papers as assistants to a hole in the air, and both editorial page editors feeling like they've got huge bull's eyes painted on them. Said Nameless Source: "It came as a total shock to everyone."

Everyone without pinstripes, anyway. Apparently this kind of "streamlining" was under consideration ever since Southam bought out Thomson's interest in Pacific Press in 1980. It comes after Pacific Press lost five million bucks last year. The official company line is that Pacific Press will still have "two independent editorial voices." But Haslam is credited with being the brain-trust behind transformation of the *Sun* to a down-market tabloid—which, taken in combination with the fact that the *Sun*, but not the *Province*, recently got a new computer system, is enough to give broadsheet lovers the heebie-jeebies. The official story of the computers is that once the *Sun* people learn the new system, the *Province* will get it too. But this stuff is enough to make a guy think back to the Great Southam and Thomson Newspaper Trial of '83, in which Southam president Gordon Fisher's testimony included plenty of bitching about the "management heartaches" at Pacific Press back when Thomson was an unwelcome partner. Getting Thomson the hell out of there streamlined things a bit, and this new move streamlines things even more.

★ ★ ★

From Esther Crandall in Saint John, we get the following: The reference to David Onnasis last time was wrong. His name is Oancia. Crandall's fault.

Connie Camp of Canadian Press is now city editor of the Saint John *Telegraph-Journal* and *Evening Times-Globe*. In the newsroom of Saint John's new community weekly, the *Citizen*, are Ana Watts of the Kings County *Record* and new grads Beverly Stairs and Jo-Anne Jefferson. The *Citizen*, a tabloid which uses a lot of freelance material, got started March 6. First issue was 60 pages, 65 per cent ads.

The two French-language dailies, one privately owned and publishing, the other government-backed and hopelessly hung up in red tape (how 'bout that?) are still battling for supremacy in New Brunswick, with politicians firing most of the ammo.

Caraquet-based *L'Acadie Nouvelle*, which began publishing with private money last year, circulates mostly in northwestern New Brunswick. It wants to expand, but the paper's francophone clientele is in scattered pockets around the province, so advertising prospects are limited.

Le Matin, organized by an influential Moncton group with more than \$200,000 so far in interest from a \$4 million trust fund set up by the New Brunswick government, does not now expect to publish before mid-summer.

★ ★ ★

From the Nation's Capital: a long take from Southam News. Big shakeup announced in all bureaus. Not only will nine correspon-

dents change location, but several international bureaus will be moved as well. Leaving Ottawa will be Southam managing editor Jim Ferrabee and national reporters Dave Todd and Patrick Nagle. Ferrabee becomes London correspondent. Todd goes to the new Central American bureau in San Jose, Costa Rica — the bureau was formerly in Mexico City — and Nagle goes to the African bureau in Harare, Zimbabwe. Les Whittington, now in Southam's Toronto bureau, will return to the Ottawa bureau. Jim Travers, who is now in Harare, moves to the new mideast bureau in Nicosia, Cypress. The Middle East bureau was formerly in Cairo. The current mideast correspondent, Duart Farquharson, moves to Vancouver at the end of 1985.

Ben Tierney, now in Vancouver, will become the new Asian correspondent, and the bureau moves from Tokyo to Hong Kong. Andrew Horvat, now in Tokyo, will take a six-month leave of absence to write a book on Japan, and will then be reassigned.

And now, the next episode in the continuing saga of Lowell Green...he has resigned as publisher of the *Sunday Herald* in favor of Marc Charlebois, but Green is still doing his radio show on *CFRA*.

Rumors of the *Herald* going biweekly turned out to be partly true: it is now publishing the *Ottawa Herald Shopper*, which is exactly what it sounds like. It comes out Tuesdays.

Lisa Van Dusen (of that family) has left Brian Mulroney's PMO press office to become press attache to Andree Champagne, minister of state for youth. Brother Tom Van Dusen, formerly of the *Ottawa Citizen* and CTV, is press secretary to transport minister Don Mazankowski. (Their Dad, Tom senior, was press secretary to John Diefenbaker, and a key Mulroney advisor.) The three other Van Dusens, Mark, Peter and Julie, are sticking it out in journalism. Mark and Peter are with *CJOH-TV*; Julie is with its Ottawa rival, *CBOT*.

Ed Broadbent's former press secretary, Rob Mingay, has gone out west with the Canadian Union of Public Employees. CUPE has also hired a top broadcaster away from CBC radio current affairs — Tracey Morey, now in CUPE head office PR department.

Maclean's Ottawa bureau is now at full strength. It was getting pretty thin as a result of the departures of Carol Goar to the *Toronto Star*, Susan Riley to the *Citizen*, and Mary Janigan to *Maclean's* head office in Toronto. The new Ottawa chief is, as mentioned last time, Roy McGregor. Other staffers are Micheal Clugston, Terry Hargreaves, Hilary MacKenzie, Ken MacQueen (formerly of the *Citizen* and CP), Micheal Rose, and Karen Nicholson.

Also at *Maclean's*, Marc Clark came aboard in January as assistant business editor, bringing with him the experience of extensive world travel, and credits including CP in Halifax, and the mighty *Globe*. Janet Enright was appointed assistant editor, front section, and Patricia Hluchy moved up from staff writer to assistant entertainment editor.

Lisa Burroughs left the photo department to be photo editor at the magazines *En Route* and *Executive*. Julia Bennett, a freelance editorial assistant for three years, is now a reporter/researcher. And Marcus Gee joined as assistant editor in the World section. He's got three years in Asia as editor/writer of *Asia Week* in Hong Kong, was a UPI stringer in Manila and Sydney, a general reporter at the *Vancouver Province*.

★ ★ ★

At the *Windsor Star*, Joe Fox moves from assistant metro editor to entertainment editor. Sandra Precop moves from op-ed page editor to the assistant metro editor slot.

Peter Reilly moves from night news editor to the op-ed page editor position. Sports editor Jim Cullen is now "executive sports editor." Gerry Redmond, who was night telegraph editor, is now sports editor.

Lisa Monforton, who was editor of the *North Essex News*, a local weekly, now is copy editor for *Windsor Week*, a weekly tab put out by the *Star*.

At the Toronto *Sun*, some UPC people landed on their feet. Bob McConachie, who was executive editor of UPC, is now assistant managing editor, news. Bob Carroll, who was national photo editor at UPC, is now assistant ME, photo. Allan Golombek, a general reporter with UPC, is now a general reporter at the *Sun*. Other changes at the paper: general reporter Michael Bennett goes to city hall, and Ottawa reporter Terry Collins is now working the city desk. And Claire Hoy, formerly Queen's Park columnist, is the new Ottawa columnist. The new Queen's Park columnist is Lorrie Goldstein.

At the Toronto *Globe and Mail*, national editor John Gray is now foreign editor. Assistant city editor Gwen Smith is now national editor. Assistant national editor Craig McInnes is now assistant city editor. Assistant news editor Melinda Marks is now assistant national editor. National desk Vivian Smith is now assistant news editor. The planned move of the South American bureau to Buenos Aires is off.

James Rusk has been appointed to the Peking bureau, succeeding Allan Abel, who'll take over the Montreal bureau. Rusk is the 12th *Globe* correspondent in China. And Dic Doyle was promoted to the Senate. The same Senate which he so frequently criticized. He'll sit as a Tory.

At the Toronto *Star*, Pat Crowe moves from the *Sunday Star* to the national desk, as copy editor. Freelancer Chris Hume is now a permanent part-timer in entertainment. Assistant entertainment editor Brian Gorman left to go out West.

Fred Kuntz moves from assistant national editor to assistant city editor. Alan Marshall moves from assistant foreign editor to assistant national editor. Peter Armstrong, formerly copy editor, is promoted to assistant national editor. And Mark Atchison goes from the national desk to the sports department.

Kathleen Kenna becomes Ontario reporter/photographer, replacing Frances Kelly. David Crane joins as an economics reporter, returning to the *Star* from running his own business. Pat McCormick becomes entertainment editor for the new Preview section. Therese Shechter joins the paper as a designer.

Saturday section copy editor Stratton Holland retired Feb. 28, cityside reporter James Gray resigned March 15 to "pursue other interests," and reporter Milt MacPhail died Feb. 13.

Martin Cohn goes from Queen's Park to the Ottawa bureau, and city reporter Bill Walker replaces him at Queen's Park.

Zones reporter Doug Ibbotson moves to cityside copy editing. Cityside copy editor Vivian Macdonald is promoted to assistant life editor. Kathy Muldoon moves from assistant life editor to assistant entertainment editor.

Art Chamberlain is promoted from copy editor to assistant city editor. Phil Johnson moves from news editor to assistant city editor. And William Bragg moves from cityside reporting to copy editing on *Star Probe*.

☆ ☆ ☆

Chatelaine magazine, in its continued exploration of innovative journalism, unveiled in its April, 1985 issue, its first annual best and worst dressed list. Among journalists who won plaudits was Lloyd Robertson of CTV. Others, like Pierre Berton and Larry Zolf, fared about as you would expect. One of the most badly treated was CBC's Barbara Frum, who is, according to the fashion experts, "overfeathered, overglittered, overdressed, overkilled." And they seem to think that these things define the word frump, as in the remark, "is there a silent p at the end of Frum?" This from a magazine featuring such articles as *I Molested My Stepdaughter* and *What Kind of a Lover Are You*. Clearly, Barbara Frum has much to learn about fashion and journalism from *Chatelaine*.

Speaking of magazines, we have news of one lost, and one gained. *Contrast*, the black community weekly, folded. But a new, unrelated magazine called *Topaz*, was scheduled for launch in March. The new mag is monthly, caters to the "working rich" and will be hand-delivered in places like Toronto's posh Rosedale area by liveried chauffeurs in a brace of shiny limousines.

☆ ☆ ☆

From the Who Says Politics And Journalism Don't Mix Dep't: Toronto *Sun* publisher Paul Godfrey is officially one of Ontario Premier Frank Miller's Thursday breakfast advisors now.

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.

Books: the proceedings of the University of Western Ontario's Encounter '84 conference are now off the press and available. It's about information, economics and power as they relate to the north/south dimension, i.e., as they relate to developing countries. A must-have for any reporter dealing regularly with news flow from outside the Americanized world.

Sunnybrae Books of Ottawa has released *Stop the press: I've made a little error—Notes on a career: 1932-82*, by Alixe Carter. The 236-page book retails at \$12.95 and by mail-order at \$14.50 from Apt. 405, 150 Driveway, Ottawa K2P 1E7. Carter started with Calgary newspapers and worked for a string of papers across Canada.

Lieutenant-Governor John Black Aird will officially induct five new names into the Canadian News Hall of Fame May 4. They are: the late Trefle Berthiaume, who presided over the rise of *La Presse*; the late Norman DePoe of the CBC; Betty Kennedy of *CFRB* Radio in Toronto; J.D. MacFarlane, formerly of the Toronto *Sun* and now a corporate type with real estate giant Royal LePage Ltd., and cartoonist Terry Mosher, a.k.a. Aislin (the name of his first daughter).

Winners of the 1984 National Newspaper Awards, jointly sponsored by Canadian newspapers and the Toronto Press Club: Richard Gwyn, Toronto *Star*, column writing; Dan Turner, Ottawa *Citizen*, enterprise reporting; Wayne Parrish, Toronto *Star*, sports writing; Peter Calamai, Southam News, spot news reporting; Ian Brown, *Globe and Mail*, feature writing; John Dafoe, Winnipeg *Free Press*, editorial writing; Jay Scott, *Globe and Mail*, critical writing; Guy Shulhan, Calgary *Herald*, spot news photography; David Lazarowych, Calgary *Herald*, feature photography; and Roy Peterson, Vancouver *Sun*, cartooning. Citations of merit went to Moira Farrow and Brian Power of the Vancouver *Sun* in enterprise reporting and to Peter Kohl of the Guelph *Mercury* in editorial writing. The awards will be presented at a dinner in Toronto May 5.

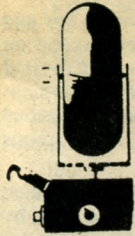
☆ ☆ ☆

UPC is dead—but in an unrelated development, a new newswire was scheduled to launch in March. Called the Canadian Cultural News Service, it is the brainchild of one Barry Brown, a Toronto freelancer and journalist-about-town. The idea is to carry Canadian-produced feature material only, with enough of an American hook in it to sell in the States, too. Any freelancer willing to work for about 10 cents a word, write brilliantly and do the first story on spec, or any editor wanting to buy their features, should contact CCNS at 416-865-1220. Their address is 573 King St. East, Toronto, 2nd floor, M5A 1M5.

☆ ☆ ☆

The Media and Population Issues is the theme of a seminar to be held May 22-25 at Carleton University in Ottawa. It is sponsored by the United Nations Fund for Population Activities, in co-operation with Carleton's School of Journalism, Radio Canada International, and *content*. Journalists from Canada will be joined by writers and population and development-subject authorities from Europe, Third World nations, and the United States. (See advertisement elsewhere in this issue.)

— Dave Silburt



An article by Michael Valpy in the *Globe and Mail* of March 21 brought home some truths about broadcasting — and not particularly encouraging truths, either. Valpy wrote about the “world information order” and noted that former United Nations secretary-general Kurt Waldheim used the 25th anniversary of *The Nation* newspaper (Kenya) to remark that “no less than four-fifths of the reports on world affairs are collected and distributed via New York, London or Paris...from four

major news agencies in the West.” Those are, of course, Reuters, AP, UPI, and Agence France-Presse.

This is a print journalist’s problem? Most broadcast news off the wire is rewritten from those four agencies. Most of our foreign voice reports originate with ABC, NBC, CBS, and the like. If a station decides to provide some balance, it turns to Radio Netherlands, Radio Deutchland, Voice of America, or a handful of private services. On television, the CNN mike flashes of the American-based Cable News Network keep popping up more every day.

Wrote Valpy: “Small news agencies sensitive to the Third World, such as Gemini and Earthscan, both based in the North, account for only a fragment of news reported from and around Africa...(and) PANA (the Pan-African News Agency) has been acknowledged by African journalists as a failure.”

There’s no denying that newspaper groups, The Canadian Press, and the networks have struggled to budget for more foreign coverage. While I could live with British, French, and American news coverage of events in Britain, France, and the United States, little has been done to plug the “coverage gaps.”

★ ★ ★

Members of the Ontario legislature now are battling for seats since Frank S. Miller replaced Bill Davis as premier and called an election for May 2. Did you see any of the coverage of Ontario’s leadership convention earlier this year?

Somehow, the artful Tories managed their timetable so well that,

in prime time for three days, it became impossible for potential voters to miss a point, policy, platform, or nuance. “When we came off the stage, moving with Carol,” leadership candidate Larry Grossman admitted, “I thought we weren’t going to make it” through crowds of delegates, campaigners, and an estimated 1,400 media folk.

Said Grossman: “My speech was intended to deal with policies in a substantial way. Somehow, once the convention became a media event, policy discussion was relegated to a back row.”

Offered competitor Roy McMurtry: “The first modern leadership convention was in 1967 when I was floor manager with Bob Stanfield. Brian Mulroney was working for Davey Fulton, who said he would support us but not walk anywhere. Even in that crowd, it was difficult for the two of us to orchestrate a meeting. The crowds! Some of the police looking after me really worried after the speech that someone was going to get hurt.”

Contender Dennis Timbrell brought in 40 rugby players, to lead a wedge through the mob. Everywhere there were TV cameras, but, “There were very few radio reporters worth their salt in the political sense, who liked provincial politics and were able to write about it. As for the print media, someone on the bus asked me about privatization of liquor stores, and I said I’d look at that — and the next day? *Timbrell would privatize liquor stores*.”

★ ★ ★

Private radio stations in some markets are trying to peddle their formats via billboards, TV, or anything possible, and “we’re becoming more aggressive as marketers,” as Michael Mangliardo of *CKEY* Toronto puts it. Yet, CBC-TV won’t sell time to competitors for radio listeners. “CBC programming tends to be skewed a bit more to our type of audience,” says Doug Ackhurst of *CJCL*, who can’t attract listeners through the local network outlet. The Canadian Association of Broadcasters plans to raise the issue at the May board of directors meeting.

The British Broadcasting Corporation should have such problems. It had been broadcasting *Dallas* for six years when Thames

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TV, the independent network, secured future rights and a lure for the estimated 14 million fans. Then, the government network suggested that it wouldn't broadcast episodes over which it had domain — a clumsy response for somebody asking for a 41 per cent increase in annual fees paid by TV set owners.

While we're talking of rich and poor folks, remember Jean Howard? Probably not. At 51 she was featured on Helen Hutchinson's *W5* item about bag ladies. The Toronto woman had been left with an "empty nest" when her family grew up and moved on. After it was reported that her daughter Debi died in a Calgary bus crash, she took to the streets. After the *W5* of January 20, a lively Debi telephoned from Alberta. Producers arranged a reunion, to be shown on a later telecast.

Global Communications meanwhile might be labelled both rich and poor. An increase in first-quarter profits over a year earlier amounted to \$2.3 million, up from \$1.6 million. A deficit of \$12.2 million has gone to \$9.7 million. However, president Paul Morton has warned that over the next few years, \$10-15 million will have to be invested in transmission, the transition from one-inch to two-inch videotape, and equipment in general. And the regional network has considered an equity issue to remain competitive....

Entertainment first, substance second? It has become a question both in Toronto and Montreal television. Radio-Canada, according to a labor arbitrator, discriminated against 40-year-old anchorwoman Louise Arcand when she was replaced on *Ce Soir*, the evening network news, by Marie-Claude Lavalee, who is 28. When Edmonton-born Joe Tilley moved from *CKRD* Red Deer through *CFCN* Edmonton to *CFTO* Toronto, entertainment (ex-sports) writer Earl McRae backgrounded the career and raised eyebrows with the question, "Yet another amateur announcer?" Whatever critics suggest, Lavalee and "Pistonfists" Tilley appear very competent on-air, thank you....

A cable-originated program, for the first time in the history of New York's Columbia University Broadcast Journalism awards, has been chosen as a winner. Entered in the public affairs category, *Hillside: a desegregation story*, from Suburban Cablevision of East Orange, New Jersey, received the Alfred I. duPont-Columbia University Award for outstanding achievement in broadcast journalism. The company is a subsidiary of Maclean-Hunter Cable TV.... For posterity, if a little late, the Canadian Cable TV Association honored its own recently. Among the second annual national Awards for Excellence: in current affairs, Speakout Productions' *Fight back: Vancouver transition houses* of Rogers Cable in Vancouver, and *Carling O'Keefe world championship bathtub race*, produced by Russ Greaves of Shaw Cablesystems in Nanaimo....

A further indication that Cable TV has matured and is looking to expand is the recent U.S. survey by Paul Kagan Associates of 1985 plans for spending by the 25 largest ad agencies. Network U.S. Cable may receive \$326 million. From all sources, revenues in 1983 of Canadian CATV firms was \$530 million (equivalent to advertising on Canadian radio stations) compared with \$833 million in advertising for private Canadian TV....

Pay-TV, obviously, is growing. Effective January 31, Superchannel and First Choice had 475,918 subscribers (up one per cent in a month); The Sports Network 516,432 (up 6.7 per cent); MuchMusic 511,694 (up 7.0). Because you probably would have asked, Cable News Network services 182,015 directly in Canada (up 7.8 per cent from December 31, 1984)....

Questions about the cable industry? Appointed the Association's communications co-ordinator is Ottawa native Bill Allen, graduate of Carleton University, Journalism, who is at (613) 232-2631....

Radio Canada International's Judith Sauve at (514) 285-2653 is trying to drum up interest in the 40th anniversary of our shortwave voice to Europe, Africa, the Caribbean, Central and South America and, recently, Japan. It's strange that while the Canadian government is reinforcing our military presence overseas, the budget for broadcasting this year is being cut. What happened to, "The microphone is mightier than the musket?"...

Who watches television most? According to A.C. Nielson's 1984 Television Trends report, Atlantic viewers average 27 hours and 19 minutes a week. Other figures are 23 hours, 58 minutes in Quebec, 22 hours and three minutes in Ontario, 21 hours and 57 minutes on the Prairies, and 21:50 in British Columbia....

Anyone have views to share on the changes in Canadian law and how they're going to affect us? The teeth have been yanked on customs regulations on pornography; what remains is the Criminal Code and common sense. And the federal ministers of communications and consumer/corporate affairs have referred the first serious reforms since 1924 in Canada's Copyright Act to a Commons committee.

RTNDA president Bob Beaton of *CJOB* Winnipeg has welcomed suggestions made at a University of Toronto law conference by Canadian Bar Association president Claude Thomson — the guy who unsuccessfully prosecuted in the 1983 Combines Investigation Act trial of Thomson and Southam — that "We must let the cameras and the tape recorders into the courtrooms." At the same conference, Stuart Robinson, national chairman of CBA's media and communications section, endorsed a legally enshrined "standard of care" for libel and slander suits. The way things have been going, the standard will be the trial of Socrates for slandering the gods of Athens. Pass the hemlock....

As this column was written, we had no idea which three broadcasters are to serve on The Canadian Press 19-member board, one of whom will speak for broadcasters on the six-person executive committee. A step in the right direction, however, has been the appointment as senior operating officer of Broadcast News of John Rae. One of the few newsmen to understand that newsmen are not automatically in line for promotion after they become news directors, Rae began with *CKPG* Radio/TV in Prince George, B.C., and in 1973 became news director of *CJBK* London, where he moved to vice-president of operations, later taking *CJBX* London and *CJOK* Sarnia into the tent....

Some personnel news in the wake of CP's purchase of United Press Canada: From the UPC Broadcast Wire, BN added: 33-year-old agri/business writer Don Duffy; 23-year-old Ryerson grad Alison LeBer (sports); Humber graduate Jacqueline Steffler, 23; Mohawk grad John McGrath, also 23 (sports); Elliot Lake and Oshawa newspaperman Malcolm McNeil, 29, and 27-year-old David Zelcer, who has spent seven years in Toronto and the NWT with CBC; 30-year-old Lesley Taylor and Catherine Mulroney, 25, respectively writing Ontario regional and general copy....



At this writing, Newsradio has not replaced Sam Bornstein as national reporter. Bornstein, elevated recently from Queen's Park bureau chief in favor of Michael Kurts, now writes speeches in the provincial government. Since he left, however, the audio news service has been active, providing newscasts between 8 p.m. and 8 a.m. to subscribing stations, no matter the time zone. And there are more subscribers: With the addition of *CKWX/CJAZ* Vancouver, *CFNY* Brampton, *CJWW* Saskatoon, *CJVI* Victoria, *CJGK* Yorkton, and *CKEC* New Glasgow, the head count is now 50 — some of whom plan to carry the Montreal Expos games, relayed by satellite....

Standard Broadcast News does not provide prepackaged newscasts to its 42 member/subscriber stations. "None of the stations are demanding it," reports Stu Morrison, "but we are in the service business: if stations wanted that type of service, we'd have to consider the change." Standard Broadcast News, however, is making use of the Electronic News delivery service. Through *CKNW* Vancouver, 14 stations of the WIN news service already receive SBN....

Outside the news and voice services, there seems to be few station staff changes to report. "because of the current economics in radio," says Bob Beaton, RTNDA president. "A lot of news people simply are sitting tight until the employment picture improves." The situation is particularly worrisome to campus dons about to discharge yet another year's graduates from broadcast and journalism courses. "The new, young people from various colleges are received well overall," says Beaton. "After all, most have an education and some experience in the trade. However, if there are no openings...." Still, Humber College graduate Elaine Giles has been hired by *CHOO* Radio in Ajax, Ont. Nearby, announcer Brian Decaire has moved into *CKAN* Radio news in Newmarket, where Anne Winstanley of Centennial College has also been hired. (30)

— Bob Carr

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The School of Journalism at Carleton University offers five programs: a four-year professional program for undergraduates leading to a Bachelor of Journalism degree with Honours; an intensive one-year program leading to the same degree for students who hold a degree in another discipline; a four-year research and theory program for undergraduates leading to a Bachelor of Arts in Mass Communication with Honours; a three-year program for undergraduates leading to a Bachelor of Arts in Mass Communication; and a one-year program leading to the Master of Journalism for experienced journalists or for students holding a Bachelor of Journalism degree or its equivalent.

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