

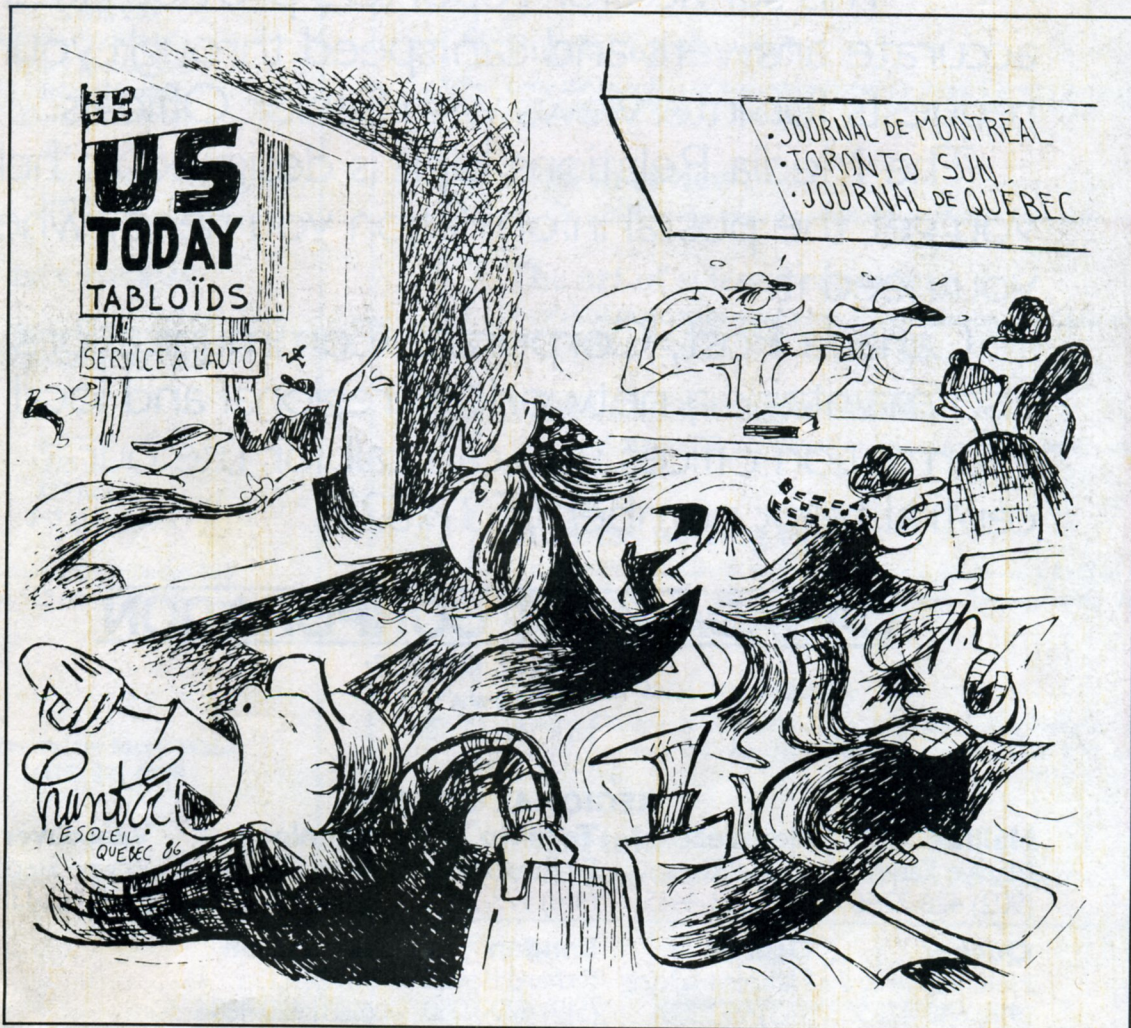
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January-February, 1986

The Quebec press Americanized





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The U.S. press of Quebec

*With changes of the past
two decades, is the only key
difference in the language spoken?*

by David Waters

For some time now, I have been attempting to sense the texture of journalism in Quebec today, to compare it with what I knew to be the situation almost 20 years ago, and to decide what progress there has been (if any), and if so of what kind? After all, there is always some progress isn't there? We have not broken faith with Darwinism yet, have we?

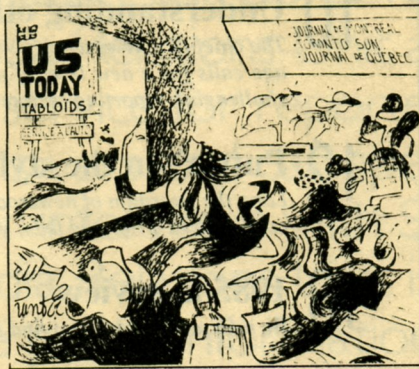
In preparing this article, I have looked at the shelves of data that have accumulated in my cubby-hole of an office, and have given up on the idea of sifting through it all in search of a few sociological nuggets with which to celebrate or denigrate the changes of the last two decades. I have also decided not to try to compare the quality of what we were typing into the media funnel then, with what everyone is blipping through the media word processors today as we enter the glorious second half of the 1980s.

Nor there is much point in quantifying and qualifying two worlds, both rampant with troubling inadequacies, in search of a few notable differences? And would I truly understand them even if I could delineate them accurately? I'm not sure I could, because their real meaning, or at least their causes, lie as much outside the world of journalism as within it.

As part of my attempt to try to understand the temper of Quebec journalism today, I attended, about a year ago, a meeting convoked to discuss the role of editorial pages and their writers in mainstream Quebec journalism. The meeting, whose host was the Fédération professionnelle des journalistes du Québec and held in a conference room in a modern Hilton-style Montreal hotel, had been provoked by a recent cause-célèbre in Quebec journalism.

The cause-célèbre? Well, Jean-Claude Leclerc, an editorial writer at *Le Devoir*, had written a caustic editorial against the low welfare assistance provided by the Quebec government to the young unemployed of the province. And in passing he had deliberately besmirched as "welfare bums" the

reputation of a number of corporations who had substantial contracts with the Quebec government. The late David Lewis would have approved. The "establishment" (and yes, Virginia, there is one and it includes those who run *Le Devoir*) was not amused.



In a subsequent edition of *Le Devoir* both the publisher and the editor-in-chief repudiated the editorial, and put Leclerc's future as an editorialist at the newspaper on hold. Their actions resulted in union counter-actions, a fair amount of public protest, and a long-drawn-out arbitration procedure.

The meeting I attended drew a small crowd of 40-50 people, nearly all with a professional interest in the editorial functions of contemporary journalism. It is with some distress that I report that the mood of the meeting exuded a comfortable pew acceptance of the status quo in the editorial life of Quebec's newspapers, with, of course, the usual polite caveats that everything can suffer improvement. One of the panelists suggested, to knowing nods, that the Leclerc controversy was not one of the issues, but rather a "personality" contre-temps between inside members of *Le Devoir's* establishment.

The meeting droned on, discussing such professional concerns as how to get government information which officialdom likes to keep from prying eyes, and whether the editorial as we have come to know it in the larger dailies will survive for long in a contemporary world increasingly dominated

by the likes of *USA Today* which eschew editorials in favor of outspoken columnists. It was a meeting made up of polite panelists and an equally polite audience.

Where, I wondered, were the angry young journalists of yore? Where were the voices, who had a chance here, to challenge the complacency of the media establishment, and to demand greater journalistic liberty on behalf of the underprivileged who have never had an equitable share of the powerful pulpits of mainstream journalism — something Leclerc appeared to be trying to rectify in a modest way?

To be fair, perhaps the spirit of protest had burned itself out at one of the earlier rallies held to discuss the silencing of Jean-Claude Leclerc.

At any rate, this meeting seemed to take for granted that the on-going arbitration proceedings had shelved the issue in an acceptable way, and would no doubt deal with it eventually and, of course, fairly. One would have to be malicious, surely, to doubt the outcome.

(The 10-month arbitration process eventually lumbered its way to a solution acceptable to both principal parties. What the young unemployed, whose cause sparked the controversial editorial in the first place, thought of it all, I do not know. They were not at the meeting I attended in that expensive downtown hotel and no one discussed their cause, or whether indeed they needed the kind of caustic use of free speech that Jean-Claude Leclerc had apparently tried to give them. In their absence, we went about our complacent business and our relatively complacent concerns.)

Upon reflection, that is where it seems to me Quebec journalism is today. It has complacently adopted the middle-class, professional standards and concerns (and solutions to problems) of North American journalism generally. Consequently, it is

also mildly troubled, like the average well-fed American journalist, by a recurring if occasional case of heartburn, and by the presence in the background of an ill-defined angst whose haunting shadows will not quite leave the comfortable and profitable banquet rooms of contemporary journalism. With but a vague sense of guilt, it ponders essentially to reassure itself, and in the process it poses a serious challenge to nobody.

There was a time when some of us thought that a new breed of journalist in the late '60s and early '70s wanted to pose a challenge to journalistic traditions, and that the results of the struggle to implement new approaches would indeed be significantly beneficial.

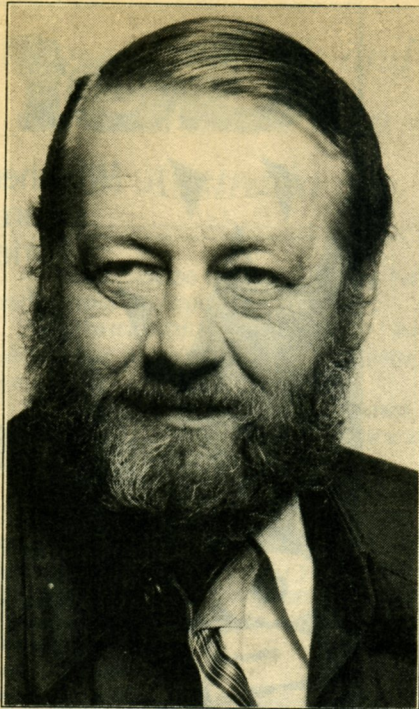
Back then, Quebec journalists seemed to be far ahead of their English-speaking Canadian counterparts in their organized assault on the problems of journalistic standards, practices, and institutions.

That assault has now, in my view, been effectively halted, despite the fact that "professionally" Quebec journalists seem to be better organized than ever before.

To a certain extent, it may be that those who were in control of the mainstream media simply succeeded in absorbing that earlier critical thrust and challenge, draining it of its limited potency.

But to a greater extent I think evolution simply ignored our desires and leap-frogged our dreams with ambitions of its own. It seems to me now that the changes which have been occurring were driven by forces whose genetic makeup were better suited to the times in which we lived than were the ideas which we cherished and promoted. My suspicion is that while the spiritual centre of what we wanted back then was humanistic and classical, the three primary agents of change were technological progress, economic consolidation both personal and institutional as the post-war economic boom fizzled out and shook our courage, and a concomitant tribal need to be entertained rather than suffer the sting of journalism that was thorough, pondered, and close to the bone of the reader's moral responsibility.

Somewhere along the line I think a sense of fatigue infected us all. We became tired with the struggle to think and work at our own continuing problems, and were content to shift our gaze to the soap opera evils



David Waters

that dotted everybody else's landscape, and we were happy to have that "news" given to us in the kind of rapid dollops that did not allow us too much time to think too significantly about it all.

And so what we got instead of the better quality journalism about ourselves and what we could deal with was more solid and more comfortable tabloid prisons of the mind. The welcome mat was out for such phenomena as *USA Today*, the *Toronto Sun*, *Le Journal de Montreal*, and *Le Journal de Quebec*, and, of course, to the kind of television which specialized in the under-two-minute news report.

In such an environment it was hardly surprising that mainstream print consolidation would result in the closing of the *Montreal Star*, that such ventures as *Le Jour* were doomed from the outset, that *Le Devoir* would go through a series of financial crises, and that *La Presse* would assume some of the techniques proper to the tabloids which were now its primary and threatening competition.

It was hardly the kind of environment for the nurturing of the kind of improvements in journalism that were being pushed and promoted by conscientious young journalists as the 1960s came to a close.

What did we want back then? Well, we wanted more, not fewer print media voices. We wanted a greater diversity of quality journalistic voices. We

assumed that a wider range of media outlets would add missing facets of truth and render public truth more complete. We wanted a diversity of ownership and forms of it. We wanted fuller, more comprehensive, more investigative journalism, not as an occasional venture but as a habit, almost the norm of daily journalism. And we wanted a press that was responsive to the public, not by advertising surveys but by new forms of journalistic accountability.

We did not get more print voices. May the *Montreal Star* and *Le Jour* and other print corpses rest in peace. But we did get a diversity of a different kind: We got many more cable channels and the rise in acceptance and importance of the short-attention-span kind of journalism. What the public, contrary to our wishes, seemed to want was a rat-tat-tat form of journalism, lacking any coherent thoroughness but surrounded by opinionated and entertaining soothsayers.

We wanted to stop the concentration of media ownership, which we saw as a threat to the diversity of information, and to the independence of journalism from the policies and purposes of the corporate giants. Some of us secretly hoped for the birth of a few quality newspapers controlled by journalists. The Demarais' empire which owned *La Presse* may have been prevented in the early 1970s from buying *Le Soleil* in Quebec City, but today, with the exception of *Le Devoir*, all major French print outlets are owned by corporate giants, and in English-Quebec all major daily media outlets, print and broadcasting, are controlled by corporate giants whose principal officers reside outside the province. And while the Demarais empire may have been prevented from buying *Le Soleil* almost 20 years ago, it has not yet been prevented from buying control of *Tele-Metropole*, Quebec's largest private television station.

Many of us also wanted a strong and effective press council. We got a press council, which while it may still be one of the best in the world, still falls far short of what we sought. We wanted one which would not only look into individual cases of harmful journalism but which would be able to gather evidence and lobby forcefully against the systemic shortcomings of contemporary journalism. It was structured to be able to do so, but it has always lacked the funds to do much more than slap a limited but growing number of individual shortcomings with a public clucking of tongues.

We wanted a vigorous professional association concerned with issues rather than only the negotiation of union contracts. The Federation professionnelle des Journalistes du Quebec (FPJQ) had only recently come into existence and though its heart was stout, its legs were shaky. I am happy to report that it is still in existence and that its legs now seem to be as sturdy as those of an American college football player.

I intentionally use the analogy of a football player rather than the more traditional "Canadien" hockey player because American customs have affected the mores of French-Quebec society, including its journalistic attitudes and practices, to a degree few of us could have foreseen then.

When the CRTC decided to allow American culture untrammelled access to our visual airwaves, it set in motion a process of change in communications that has had ramifications far beyond the simple sapping of the trenchant cultural Quebecois nationalism of the early '70s. On cable television it is now common to see the "Cowboys" of, say, a French high school in Rimouski battling it out against "Oilers" of their scholastic counterparts of Trois-Rivieres. If one turned down the sound and went by the uniforms and stylistic strutting of the young players alone, one might well believe that an accidental TV feed from Austin, Tex. had been picked up, inadvertently, by the local cablevision company.

In the context of what has happened to Quebec journalism, as well as many other Quebec institutions, that kind of increased affinity for things American has been a vital factor. Quebecers have always had a largely uncritical love affair with the U.S. It is not coincidental that Rene Levesque chose to be a Second World War correspondent for the Americans.

Twenty years ago it was assumed that the language barrier would protect Quebec society and its institutions of communication and journalism from too slavish an imitation of American trends and standards. Quebec society, it was felt, was large enough to set its own media agenda, and yet it was small enough to make efforts at change easier to implement. In a sense it was a fascinating laboratory, for it was a society that truly seemed to want to be masters of its own institutions and seemed to want those institutions to achieve standards of excellence that would eventually be envied by others. It was in such a spirit of euphoria that the groundwork was laid for one of the best press councils in the world.

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The Federation professionnelle des Journalistes du Quebec, which was the key structure and potential catalyst for such visions, is, as I have said, still going strong. But although the federation as an organization is numerically strong and very busy, and has a few victory pennants flying half-mast on its standard, its last annual convention displayed the same Achilles' heel that I suspect afflicts other Canadian organizations concerned about the changing journalistic scene in other parts of Canada.

The federation senses there is something wrong, but is not quite sure what it is, nor how to deal with it. And so it grapples with generalities, but lacks the will to define the ground rules according to which one could say that this is good and that this is bad.

The subject of last year's convention was the "new frontiers of information." And the topics which were set for the workshops, and the kind of rambling discussions which took place in them, provided ample evidence of how uncertain, if not complacent, Quebec journalists are by what is happening to journalism as we head into the latter part of the decade.

In fact, the FPJQ's president, Jean Pelletier, referred to that complacency in his annual report. "Let's be candid. We are more comfortable than we ever have been in the last 20 years...the only 'Big Brother' who menaces us takes the form of indolence and a self-satisfied let's-wait-and-see-kind of attitude."

Meanwhile, as he noted, there has been a steady erosion in credibility that the public is willing to accord journalists: "We are taken less and less seriously by the world of business, by governmental institutions, by politicians, and by the public in general."

There were, of course, a few Cassandra-like voices at the annual meeting, but for the most part participants were listening attentively to the descriptions of the changes the new frontiers of journalism were imposing, not so much to assess their value, but rather simply to learn how to adapt to them.

And what were they being told? Here is a key part of what Andre Grou, publisher of *Le Journal de Montreal*, had to say about the trends. He stressed six of them:

1) The disappearance of evening newspapers and their replacement by morning ones;

2) A decreasing importance given to editorials and commentaries;

3) A more superficial coverage of events, but a wider diversity of what is covered;

Rupert Murdoch and his kind don't stop at Australia

4) More concise writing allowing for more rapid absorption of the news;

5) Illustrations will occupy an increasing place in print journalism; and,

6) A growing concentration in ownership, allowing those with the means to impose themselves on the market.

As he put it: "The phenomenon of *USA Today* probably constitutes a quintessential synthesis of the six trends that I have just brought to your attention." He predicted that journalists and their institutions who do not pay heed



Jean Pelletier

to these trends and adapt accordingly are doomed to marginalization if they survive at all.

In re-reading the text of his speech to the meeting, I am sure he is looking forward to the future of the kind of print journalism which he foresees, and takes comfort in the marketing surveys which support his analysis. The purpose of journalism, he added, is to inform and to entertain, and he gave both words equal emphasis, as if to say

that in journalistic terms they deserved equal weight and possessed the same moral value. I'm not sure anyone would have dared say that to a FPJQ symposium in its earlier days, and if someone had I'm sure he would have been greeted with something other than the polite equanimity of this year's participants.

Don Stevenson of *CFCF-TV* was even blunter. The title of his remarks was "New is a business," and he ascribed the rating success of the station's news program to the fact that they give the public what it wants. As in a professional business, "we should define and satisfy the needs of our clients, which, in our case, are called the television viewers." His remarks rang no alarm bells.

Increasingly, private television in Quebec, as is no doubt the case elsewhere in Canada, is unashamedly slavish in its imitation and importation of American content and style. And in this regard print journalism in Quebec too often seems anxious to catch up. Is there really any substantive difference in the aspirations of Pierre Peladeau and Rupert Murdoch? Twenty years ago neither of them were major forces on the journalistic chess board; today they are the uncrowned masters of where journalism seems to be heading.

Journalist Gilles Gougeon passes a less harsh judgment on where journalism is in Quebec today than I have probably been doing in this article.

In *Le 30*, Quebec's counterpart to *content*, he writes that Quebec journalism, like the society around it, is in a transition phase, a period where it is catching its breath after a period of rapid change and intense emotions. Perhaps he is correct. But if he is, then in this period when Quebec journalism is pausing to catch its breath, the forces of change which I mentioned at the beginning of this article have already begun to catch their second wind and are moving ahead with a stunning and breathless rapidity.

The economic consolidation of the business side of journalism is in better shape than it was when Keith Davey's Senate Committee on Mass Media examined the books, and I suspect it is getting exponentially better every day. The technological breakthroughs which are increasingly dominating all of North American media are indifferent to the concerns that journalists may have. And the inevitable and growing dominance of the American media and culture is now as pertinent an issue in Quebec as it is elsewhere in Canada.

As I write this, the latest BBM report

LE DEVOIR

has just established that the translated version of *Dynasty* attracted 793,000 viewers — or about one in every seven Quebecers. This despite the fact that they are watching last season's episodes.

So much for the bad news.

What rays of hope, what proud achievements are there to report? Well, there are many and some of them in retrospect give me pause about the sense of discontent I have been conveying so far.

First of all, I would have not have predicted many years ago the proliferation of excellent magazines which has occurred. As Jean Pare told the federation's annual meeting: Canada has 5,000 magazines and 73 per cent of them have come into being in the last decade. And many of them contain the kind of journalism that the profession can be proud of.

Secondly, there may be fewer quality daily newspapers, but the better ones are better in many respects than they were two decades ago.

Third, the proliferation of media departments in educational institutions of higher learning are producing trained people who may have difficulty at the moment finding jobs but who will inevitably be raising the average quality of journalism as the years pass.

Fourth, the television explosion may at first have had a deleterious effect on the trends in print journalism and the quality of news consumption of a public which increasingly relied upon television as its primary source of information. But as television matured, the quality of such programs such as *Le Point*, Radio Canada's equivalent of *The Journal*, and equivalent current affairs programs on private television are assuming a constantly more important role in broadening the public's grasp of important events.

The proliferation of channels may have meant that air time is occasionally being filled with some of the worst television imaginable, it may have resulted in someone like me accidentally watching the "Oilers" of Rimouski playing the "Cowboys" of Trois-Rivieres, but it also meant that I accidentally also saw Jean-Jacques Servan-Schreiber lecturing to a symposium at one of Quebec's universities about the economic and technological crisis facing the modern

world. And although only one camera was used and it was obviously a "cheapy production," I sat spellbound for more than an hour. I realized that such substantial content, because of cable, was available to millions of Quebecers, something which a decade ago would only have been available to the small audience who might have been able to go to the university to hear him.


The technology which is revolutionizing the world of information is indiscriminately bringing us the best and the worst without distinction. It is that indiscriminate diversity that is being marketed and thrown at us all, by those forces which are controlling the evolution of our media institutions, that journalism now must grapple with. Because if we don't, the public will rightly judge that as a profession we are but inconsequential hired scribes, who will write whatever it is that the media business requires of us, regardless of its value or pertinence.

As has been so often the case in the past, the FPJQ is rising to the task of asking the right questions and trying hard to get Quebec's journalists

together to grapple with the answers.

The 1986 convention this winter has had as its theme the credibility of journalism in Quebec and by implication how to improve it. It is at least a flash-light on a darkening plain and one which may shed light on the path to progressively better journalism — that path which I thought Quebec journalism had begun to travel two decades ago, and which recently I had concluded had got lost in the evolutionary jungle which had proliferated all around us. Long live the FPJQ, *Le 30*, *content* magazine, and all those other humanist forces which are trying to make sense and give value and quality to the fourth estate upon which the well-being of virtually so much else depends. (30)

David Waters is executive producer, public affairs, with CBC-TV, Montreal, and a member of the Board of Directors of Friends of Content Inc. Previously with the Montreal Star, he was a charter member of the Quebec Press Council.



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A WORLD OF CANADIAN TECHNOLOGY.

The cost of complacency

by Peter Calamai

Eternal vigilance is the price of liberty. It's an aphorism that journalists are fond of quoting. They might do better to start practising it.

A succession of court decisions in the last few months has whittled away what the press and broadcasters in Canada thought were well-established legal rights. Judges have issued injunctions to stop distribution of a newspaper (without first hearing the newspaper's side of the argument); they have banned televising of two separate CBC programs; they have ordered reporters to reveal confidential sources during pre-trial discovery.

The first of these rulings was later overturned and the other three are being appealed. But this recent experience suggests that neither journalists nor their corporate headquarters can afford to be complacent about potential threats to freedom of the press and broadcasting.

And some people have most certainly been complacent. Consider Parliament's amendment to the Criminal Code forbidding publication of any information about a search warrant raid without the consent of the person raided and of everyone connected with the affected premises.

After the law was proclaimed in December, there was an orgy of journalistic breast-beating about how all the press share the guilt for having missed this section "buried in a 172-page bill," as the *Globe and Mail* editorialized on Jan. 6.

With a large Parliamentary bureau, *Globe* editors might well feel somewhat chagrined at missing the press-gag clause of Bill C-18 during the 13 months between its introduction and proclamation. One news agency at least reported on the potential danger to press freedom as far back as March, 1985.

But where were the trade associations representing press and broadcasters? Where were the managing editors and news directors? Don't they read the wires? How many attended last year's York University conference on The Media, The Courts, and The Charter where Law Reform Commission President Allen Linden proposed an

even more stringent gag on search warrant reporting.

In particular, consider the Canadian Daily Newspaper Publishers Association whose chairman told a *Globe* reporter in December he knew nothing of the press-gag amendment. CDNPA excels at analyzing media law in its Press and the Courts bulletin every other month. It seems less good at anticipating. The C-18 affair demonstrates the folly of relying on daily newspapers as a tip-off service to potential infringement on freedom of the press. Even when reporters write the story, editors and publishers can miss it. CDNPA needs to add the screening of proposed federal and provincial legislation to its legal services. And it needs to shed any lingering complacency that the Charter of Rights and Freedoms will not be aggressively employed against traditional press privileges.

Lawyers who specialize in media law won't solve everything but they can help. The CBC relied on a federal justice department lawyer in December when Jim Keegstra asked the Alberta Court of Queen's Bench to block the showing of a one-hour drama about a high school teacher in Ontario who spreads anti-Semitism. Agreeing that the program might amount to contempt of court, the judge issued an injunction against airing the drama in Alberta.

Prior restraint is the key question here and journalists in Canada might understandably be complacent because a very similar case more than a decade ago had supposedly set a guidepost for media freedom.

That 1973 decision was sparked by an Ontario trial on conspiracy to import narcotics where a guilty verdict was already delivered by the jury but the judge had not yet passed sentence. The local CBC station announced it would air a dramatized version of the conspiracy and of some parts of the trial. One of the convicted drug importers complained that the program could prejudice his sentencing. The judge briefly granted an injunction, but, after seeing the program and hearing legal arguments from the CBC, he ruled that the show would not prejudice the trial, sentence, appeal, or any subsequent retrial.

So inadequate was the press reporting of the Keegstra injunction that it's not possible to say whether the 1973 precedent was cited or whether the Alberta judge even viewed *Oakmount High*. The *Globe's* national edition carried a truncated CP story on an inside page. The *Edmonton Journal* placed its own short and uninformative piece below the fold. The *Toronto Star* gave the story the main page one headline, but seemed unaware of the legal background to prior restraint in Canada. (As for the *Calgary Herald*, it's not available in the University of Regina main library which does, of course, subscribe to both the *Star* and the *Globe*.)

Even from these incomplete reports, it seems probable that the CBC was either caught off guard or misjudged the seriousness of the Keegstra application. There is no indication that the CBC's own specialist media lawyers were in the Calgary courtroom, if only as advisors to the federal justice department attorney.

The issue was slightly less clear-cut in January when another Alberta judge granted a nation-wide injunction against a *Fifth Estate* episode about convicted sex killer Daniel William Wood. In addition to the potential prejudice to appeals and theoretical new trials, Wood's lawyer argued that the CBC promised the killer could preview the program.

This promise would make the two Alberta cases slightly different. There are even more obvious legal distinctions between them and the short-lived injunction against distribution of the *Toronto Star's* entertainment section in November or January's order by a Halifax court that Ottawa *Citizen* reporters reveal confidential sources in discovery hearings for the Robert Coates libel suit. Yet underlying all these cases is an apparent judicial willingness to reconsider what the media thought were accepted rights and privileges. The results leave no room for complacency.

30

Peter Calamai currently is Max Bell visiting professor at the University of Regina's School of Journalism, on leave from Southam News.

The price of journalism

In the relatively open and safe Canadian society, it is hard to know what press freedom costs elsewhere

by Nick Fillmore

Journalists around the world enter 1986 facing the grim prospect that the escalation of press restrictions, detentions, and murders that so far have marked the decade will continue unabated.

In 1985, 30 journalists were killed, the highest number in 14 years that records have been kept by Freedom House, a watchdog organization in New York. In 1984, 23 were killed. The killings were mostly brutal murders, designed to serve as a message:

— Philippines' radio commentator Charlie Abarilla was delivering his morning broadcast from studio when listeners were shocked to hear gunmen break into the announcer booth, fire five shots, and flee as he lay gasping for breath, dying;

— Italian journalist Giuseppe Fava was shot through the window of his car soon after appearing on a TV talk show about the Mafia;

— In Mozambique, *Noticias* Editor Padro Tivane was axed to death in an ambush by rebels.

Information compiled by Freedom House shows that in 1985 another 76 journalists were beaten, tortured, or wounded in 20 countries. During the year, about 200 journalists were arrested and 109 were still in jail.

With these cold facts as an incentive, eight organizations that help journalists in trouble met in Amsterdam in December and set the groundwork for a new, world-wide network that they hope will stop some of the killing and intimidation.

The groups attending the meeting — the Committee to Protect Journalists (New York), the Centre for Investigative Journalism, the International Federation of Journalists, INDEX on Censorship (London), Article 19, Amnesty International (Europe), and European journalism unions — agreed to establish a common computer system and an information bank on press restrictions and journalists in trouble throughout the world.

International journalism organizations have talked about setting up a structure to help journalists-at-risk for 30 years, but in the past the idea has fallen through, often because of territorial rivalries. The Amsterdam meeting was called because of the increase in attacks on press freedoms that have occurred in several countries in 1984-85.

"It looks like we've made an important breakthrough this time," said Barbara Koepfel, executive director of the Committee to Protect Journalists. "We're talking co-operation and the sharing of resources instead of setting up a super-structure and this seems to please everyone."

Absent was the International Press Institute, a Geneva-based organization funded by newspaper publishers that has been a leader in fighting press abuses. The IPI will be asked to take part in the network.

The network will co-operate in several ways:

— Co-ordinated responses when journalists are harassed, detained, or tortured;

— Joint delegations to visit countries where there are serious complaints of press abuses;

— Possible publication of an annual review of press violations around the world.

The network will meet again in Denmark during the annual congress of the International Federation of Journalists, June 2 - 6.

At the same time the new network was being established, politicians were meeting in another part of the world — South Africa — to fine tune the world's latest crackdown on press freedoms. Claiming that TV crews were causing an escalation of violence, South Africa added to its already-existing 90 laws that restrict the press by barring journalists from 38 townships where police and blacks had been clashing. With the TV cameras banned, journalists claimed that police were more brutal and shooting more blacks than before.

The new restrictions were having the exact results the South African government had hoped for. Network TV coverage of the racial conflict in the U.S. and Britain, the two countries that have

Here's how to help

Journalists concerned about attacks on press freedom in countries around the world can support the work of the Committee to Protect Journalists (CPJ).

The CPJ, which is sponsored by the Centre for Investigative Journalism, was previously known as the Latin America Committee. CPJ works to protect journalists in all countries.

The CPJ has volunteer workers in several cities, including Sydney, Halifax, Montreal, Ottawa, Toronto and Vancouver.

Canadian journalists are invited to become involved in sending telegrams and letters of protest when journalists are harassed or jailed; to help sponsor journalists get out of their country when they're in danger; and to raise

money for foreign press groups that are under attack.

The CPJ also sends delegations to investigate complaints of press violations in different countries, and encourages Canadian and foreign governments to become involved in working for press freedom.

Anyone can become a CPJ Sponsor by sending a cheque for \$15, payable to the Committee to Protect Journalists (Canada), 97 Oakcrest Ave., Toronto, Ont. M4C 1B4. Frances Phillips of *The Financial Post* is CPJ chairperson.

CPJ Sponsors receive a year's subscription to the bimonthly publication *CPJ Update*, which describes in detail efforts around the world to protect the rights of journalists. 30

the greatest investment in South Africa, was reduced in November to only one-third of what it had been before. "Nobody wants to be in the position of saying that what the South Africans did has worked," ABC anchor Peter Jennings told the *New York Times*. "But it has worked."

During the last five months of 1985 in South Africa at least 15 journalists were held up for two months with no charges being laid; journalists were frequently searched and harassed; two journalists were charged with, in effect, treason and could face lengthy prison sentences if convicted; three other journalists were shot while covering racial incidents.

For journalists working in the relatively open society of Canada, it may be difficult to imagine living with a law that prohibits any publication or broadcast of the existence of a country's major opposition politicians. But in South Africa, any member of the African National Congress is a "banned person."

Tony Heard, editor of the *Cape Times*, defied the law in November by publishing a lengthy interview with Oliver Tambo, the expelled leader of the outlawed ANC. During the country's crisis, many prominent South Africans had met privately with Tambo in London, but the general public has not seen his name in print in their own media since he was banned in 1959. It is possible that Tambo could be the future head of the government. Tony Heard could be sentenced to three years in jail for publishing the interview.

The groups represented in Amsterdam agreed to carry out a series of protests against the South African government. Journalists in New York and Washington picketed South African government offices in December. A giant petition protesting press restrictions was being circulated to newsrooms. In Canada, journalists were writing letters of protest and South Africa will be a major topic at the CIJ convention in Vancouver, March 14 - 16.

Rob Bakker of the Dutch Union of Journalists told the Amsterdam meeting that the new network must work to prevent South Africa from becoming another journalistic wasteland like El Salvador or South Korea.

El Salvador and South Korea are two countries where press freedoms for local journalists have been systematically wiped out during the 1980s.

"We've clearly lost the battle in some countries," said Barbara Koepfel

of the Committee to Protect Journalists. "Something like 21 journalists have been murdered in El Salvador. They don't need laws to control the press there. Just about every self-respecting local journalist has either been killed or driven from the country."

Violence against journalists has escalated in several countries in the 1980s. Some of the most serious abuses in the past two years have occurred in Chile, Haiti, Indonesia, Liberia, Pakistan, Paraguay, Philippines, South Korea, and Taiwan.

Koepfel said that in many countries where there is not the constant threat of violence, there is a blanket of censorship. "The publishers are cozy with the government and everyone learns pretty quickly what the limits are on what can be published. In Honduras, eight of the best journalists have been fired during the past two years. And they can't walk across the street and get another job like you can in Canada or the U.S."

But the state of worldwide journalism is not all bad news. Press freedoms are being restored in some countries:

— Argentina's government has made no conscious effort to curb reporting since the restoration of democracy two years ago. There are few attacks on journalists any more.

— Brazil's transfer from a military to a civilian government has meant a gradual and substantial increase in press freedom.

— Bolivia continues to grant complete freedom of the press since the end of military rule in 1982.

— Turkey's press feels increasingly free to express criticism, although repressive legislation is still in place. Charges against journalists have been drastically reduced.

Marie Paquet of the International Federation of Journalists believes that pressure groups like the IFJ have a strong influence on determining just how far a country can be pushed. "The telegrams and letters, and representations to the UN and so on are effective because governments are concerned about their world image."

Some international groups have begun to protest the role of the two superpowers — the Soviet Union and the United States — play in condoning the suppression of basic freedoms in many countries that lead to censorship and violence against journalists.

The Soviet Union permits only state-controlled journalism in its own coun-

try and in eastern European satellite countries like Czechoslovakia, East Germany and Poland. Abroad, the Soviets encourage several countries to have state-controlled information systems.

"What do we do in these countries where all journalists are employees of the state and information is tightly controlled?" asked George Theiner of INDEX on Censorship. "Journalists in East Bloc countries are concerned about press freedoms, but it's almost impossible to build contracts there and find ways to help them."

In the West, the United States is accused of looking the other way while governments such as El Salvador and Guatemala eliminate press freedoms through censorship, imprisonment and killings. Critics say the U.S., because of its strong military and economic control over several countries, could easily save the international journalism organizations a lot of time and energy by simply putting a little pressure on the countries to restore press freedoms.

(30)

Nick Fillmore is president of the Centre for Investigative Journalism. He represented the CIJ's Committee to Protect Journalists at the meeting in Amsterdam.

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by Roberto Savio

Understanding other worlds

The problems of population reporting and of writing about certain development issues seem to have come about because the professional media of the North were not prepared for this kind of journalism, for the kind of journalism necessary to understand the South. During the past 20 or 30 years, the professional media of the North — or West, as you will — found themselves conceptually unequipped to deal with certain issues which were not there before.

When the countries of the Third World started to become independent and the Third World was founded as a new reality, the situation became totally different. No longer could reporters rely on their traditional sources of information. There became what now is known as the imbalance of information flow between the North and the South. When this debate began in the 1960s, many Third World countries denounced the imbalance as a political action. People were saying this structure was the result of imperial or colonial attitudes and that communication was part of that structure.

Much research into communications began about that time, and more and more people were acknowledging that there was an imbalance — if only in the sense that four news agencies handled 96 per cent of the world flow of news. What also was learned was that for more than 100 years of history the agencies were there to sell news to media which in turn were there to sell news as a marketable product, especially to readers in North America.

Perhaps this was justified and valid at the time. The media were giving more importance to everything which was event-oriented. The commercial priorities could not accommodate new realities. The spot news formula worked very well; indeed, there are instances where it continues to work well. Only gradually did some people — researchers, as well as professionals in the media — come to realize that the imbalance was also one of quality and they began to think about how to cover development issues in the new countries.

There was, of course, especially during the '70s, much fighting and shouting between the commercial media and the state. Actually, I think that is more an imaginary than a real problem. Because I don't think there is evidence that state intervention in the media automatically means manipulation. I

do, however, think there is clear evidence that commercial ownership of the media automatically means evasion of social responsibilities.

Many countries in Europe subsidize the media in one way or another, but I don't believe you would ever find a prime minister using those subsidies as a way of interfering with the content of information. You can, therefore, have situations where the media can be state-supported without the automatic propaganda-censorship-intervention relationship.

Instead of having this debate between state-controlled and commercial media, we should be looking at the work which can be done at the professional level. This is the *real* challenge facing us today.

I think we have been overlooking certain points in this debate about modes of communication between North and South. Given history, it is

extremely difficult for North and South to create awareness of each other, especially for the traditional journalist. It takes time to achieve that.

Today, the only way to express what is happening to the Third World is to pass from event-oriented information to process-oriented information. And it *has* started to happen. Agencies such as The Associated Press and United Press International have started to transmit more relevant analyses of the South. It has become more and more evident that the system of the 1950s cannot accommodate the realities of today.

In my view, we are not analyzing enough the impact of new technologies which are making communications really inexpensive. Cheaper communications systems increase the access of the individual citizen to the system, and that, in turn, stresses participation and the flourishing of a more advanced democracy. If a society changes its val-

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ues, if a society changes its awareness, the media follow. There can become an interaction between media and society.

When we speak of new challenges for reporting, I think we basically are facing a change in our sub-conscious or our consciousness. We have to write about Third World issues such as development, food, population, hunger, and so forth in a new way of bringing information to the North. It isn't just because we are doing something important for a better society and for a better world. And it isn't just a moral question, because objectively these things are important.

We read stories about people dying of hunger, but the relationship between that situation and the general situation of the country is missing. This kind of reporting is dangerous, because ultimately it becomes 'colorful' reporting. We miss the connection between a specific problem and the structures and situations of the country that are its context.

All this calls for a new level of professionalism and a new energy for challenging reporting on international affairs. The debate for the past few years has been about the international system and dependence, North and South. The fact is that we live today for the first time in a world of interdependence. And we must make individual events relevant to mankind, that become something which is interesting for everybody.

It is not enough to carry a story from the Third World because someone in the North will find it of interest out of compassion. Nor is it enough to have more information just because it is exotic and interesting to speak of new countries. It may be nice, but it doesn't go anywhere.

On the other hand, if we can supply information to the worker in Germany, for instance, that links his life to the management of the planet, to the problem of water, to the problem of overpopulation, to global problems, then I think we are creating a new approach to communications — which is to give that man a perspective on which to work for participation in society. (30)

Roberto Savio, based in Rome, is director-general of InterPress Service. The foregoing is excerpted from Population, the planet, and the press, compiled and edited by Dick MacDonald and co-published by Fitzhenry & Whiteside, Toronto, and the United Nations Fund for Population Activities, New York (ISBN 0-88902-914-8).



Dick Seal
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Puttin' on the style

*Long the guardian
of newsroom linguistic form,
CP may have competition*

by Bob Taylor

We're in a bit of a snit down here at The Canadian Press headquarters. Those darned feds have been muscling on our act. Sorry about the strong language, but wait 'til you hear what happened.

For years we have modestly prided ourselves on owning the premier Canadian stylebook ("... Canada's premier stylebook..." — *Dungannon Gazette & Advertiser*). Now we learn it is the *deuxieme*.

Apparently the Secretary of State Department has published a stylebook which, according to the blurb, "sets the standard for English-language usage in Canada for writers, editors, teachers, and students. This is Canada's first comprehensive and contemporary guide. . . ."

We haven't actually seen the upstart, mind you, but we have heard about it. A review copy addressed to us has been entrusted to Canada Post, and you know what that means. It will arrive at 36 King St. E., Toronto, the day after the Blue Jays open at CNE Stadium.

Not that we doubt that the feds have managed to turn out a decent stylebook. Why shouldn't they, with their kind of money?

You know how they operate. They lounge into the marketplace flashing their wad like a drunken sailor on shore leave. In no time at all, the best university brains have signed up to do the actual writing, armies of researchers and private secretaries are recruited, Playboy Bunnies are flown in to titillate jaded appetites with canapes and chilled Blue Nun and in the background a string quartet is sawing away at Mozart.

CP was never like that. Honest.

The current edition of the *CP Stylebook* was produced by one guy, working on it part time, fuelled by Big Macs and the occasional mug of warm cocoa, to the accompaniment of Kiss and AC-DC through the office wall, sometimes simultaneously.

Our stylebook has always been pretty much a one-man show, right

from its birth in 1940. Canada was at war at the time. The prime minister, Mackenzie King, and his dog were trying to get in touch with his mother in the Great Beyond. King's mother, that is. At CP, former GM Gil Purcell was putting together a stylebook small enough to fit the breast pocket of a war correspondent's uniform and, at 54 pages, thick enough to deflect a spent .22 bullet should one happen along.

Today it has grown to a hefty 358 pages, capable of stopping an anti-tank missile, and regarded as numero uno — until recently, anyway — coast-to-coast.

Sure, we were proud to own No. 1. But if we had to lose the title, we would have preferred to have had it clawed from us by a free-enterpriser rather than bankrolled away by a government group using our money. Well, OK, taxpayers' money. Probably from the sale of de Havilland.

There is a sinister side to all this. Think back a few months. Remember when Mel Hurtig was putting the finishing touches to his *Canadian Encyclopedia*? Remember how he had to stop pasting in pictures long enough to complain that the feds were busting in on his patch with an encyclopedia of their own? Remember which government department was responsible?

Right. Secretary of State. The same bunch that helps keep Playboy Bunnies off welfare.

When Hurtig put up his dukes, the feds simpered and pulled back. No, no, they said. Really, it was simply a random series of magazines on various topics and could not be construed as an encyclopedia within the meaning of the act. Or words to that effect. Hmm.

Just think. If these guys can get away with downgrading the *CP Stylebook*, it can only be a matter of time before they flog Petro-Canada to raise money for a Crown news agency carrying happy-time news exclusively. Then where will we be? Running our fingers through the fine print of the pension plan and searching the help-wanted ads.

Fat chance, you say? Remember, you read it here first.

Sorry to have gone on at such length, but you must have been wondering why CP staff are looking gaunt and hollow-eyed these days, their normally stiff upper lips trembling with emotion.

Well, now you know. (30)

Bob Taylor is editor of the CP Stylebook and CP Caps and Spelling. Under threat of death, he will review books, provided he is not expected to read them. In this instance, the book he did not read is The Canadian Style: A Guide to Writing and Editing, by the Department of the Secretary of State Canada, Dundurn Press Ltd., 256 pages, \$11.95.

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1985 in review

*We take a look back
and find perhaps
more change than expected*

by David Estok

At first blush, 1985 seemed to be a year of calmness and stability in Canadian journalism. Unlike other times in the recent past, last year wasn't marked by the sensational closure of a major newspaper or by remarkable changes in the way in which news was gathered. And the profit picture, slowed like other Canadian industries during the 1982 recession, seemed to be returning to more normal levels.

That's not to say 1985 wasn't marked by change. A second glance at the year's events suggest that some trends already in place continued and some new ones may have emerged.

The increased attention paid to business news is just one example. Several new business magazines were created and daily newspapers and television and radio stations continued to pay more attention to the world of finance.

On the cultural scene, budget cutbacks at the Canadian Broadcasting Corporation and the rumor of the return of *Time* magazine renewed fears that Canada's cultural sovereignty may be in jeopardy especially as the country prepares for so-called free trade talks with the United States in the coming year.

What follows is a highly selective review of some of the major events and developments in the newspaper industry and the journalism profession in 1985. We apologize for any significant omissions.

OWNERSHIP

The rumors sizzled for most of the summer.

Someone was slowly buying shares in Southam Inc., Canada's largest publisher in terms of circulation, and a takeover bid for the media giant was imminent. The list of possible suitors paraded out in the press was formidable. Power Corporation's Paul Desmarais, Toronto financier Conrad Black, the Reichmann brothers of real estate fame, and Unicorp Canada Corp. One newspaper story even speculated that Southam was so big no one company would control its assets and as soon as the takeover was complete, the new owner would sell off parts of the newspaper chain.

In the end, none of the rumored potential buyers came forward. However, Canada's largest newspaper chain combined with Torstar, owner of the *Toronto Star*, the country's biggest newspaper, to create the ownership story of 1985.

On Aug. 26, Toronto-based Southam Inc. and Torstar Corp. signed a four-page, \$222 million share exchange deal that ended any takeover attempt and brought two of the biggest players in the Canadian newspaper industry closer together. Under the terms of the deal, Torstar received a 20 per cent stake in Southam's common stock

in return for a 30 per cent non-voting share of Torstar. A few days later, Torstar increased the number of its shares in Southam to 25 per cent, an option provided for under the terms of the original agreement.

The deal finally gives Southam a presence in the Toronto daily market and allows Torstar to invest in a profitable company in the newspaper industry. Executives from both companies assured reporters that the new alliance would have no effect on newspaper competition or the way in which the two firms conduct business. In a *Globe and Mail* interview a few days after the share-exchange deal was signed, acting Southam head St. Clair Balfour dismissed notions that publishers at the 16 Southam newspapers would lose any autonomy or that other parts of the Southam news division — such as the \$3 million Southam News Service — would undergo changes because of the share deal.

The summer takeover battle meant a return to the executive front lines for the 75-year-old Balfour, who stepped into the fray as Southam's acting executive vice-president replacing the president of the firm, Gordon Fisher, who was ill with cancer at the time.

Balfour found himself not only trying to defeat an invisible acquirer but also having to deal with unhappy minority shareholders during the summer of 1985. Although Southam's board of directors decided in July to take action against the "creeping takeover" bid by approving a four-for-one stock split and introducing new bylaws to make an unfriendly bid for control tougher, it took Balfour until late August to convince shareholders of the plan's merits.

By early September, the Toronto Stock Exchange asked the Ontario Securities Commission to review the share exchange deal, complaining that directors from both corporations had failed to inform or seek approval from the TSE before the Southam-Torstar deal was made. At this writing, no date had been set for the OSC hearing.

Canada's wire services shrank in 1985, even though no journalism jobs were lost with the death of United Press Canada. The six-year-old alternative to The Canadian Press folded on the last day of January. UPC, which was 80 per cent owned by the Toronto Sun Publishing Corp., was sold to CP for about \$1 million. Most of the 54 UPC staff members were absorbed by CP as part of the deal.

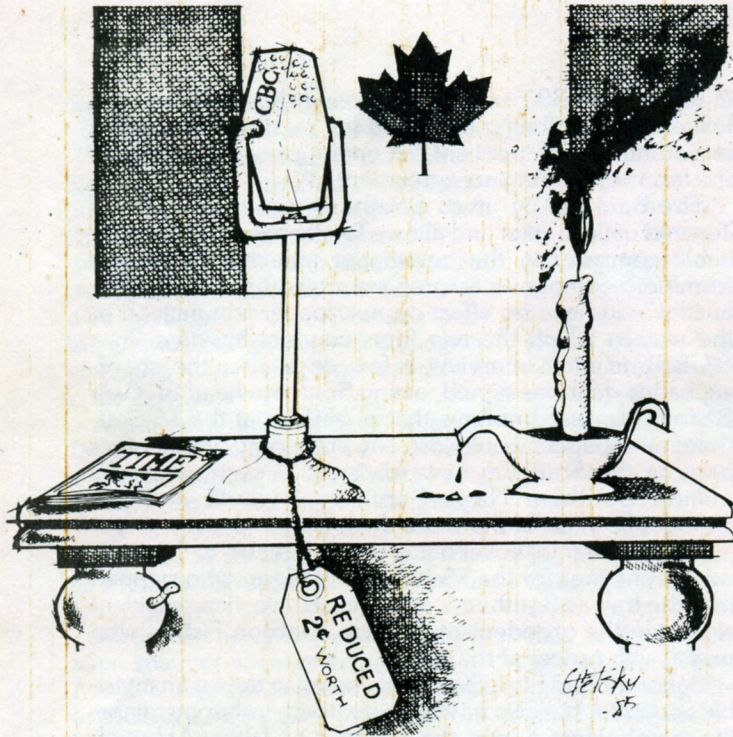
UPC's battle with CP for providing Canadian newspapers with wire copy received a blow in December, 1984, when the *Toronto Star* decided to drop the smaller wire service. Another large subscriber, the *Montreal Gazette*, announced it also intended to stop using UPC by March of 1985.

Although it supplied about 90 newspapers, UPC never seriously challenged the older and larger CP as the dominant wire service in the country. UPC employees who

BROADCASTING

didn't join CP often wound up working for the *Sun* papers. For example, Bob McConachie, the executive editor of UPC, became assistant managing editor of news at the *Toronto Sun* while UPC's national photo editor, Bob Carroll, became the assistant managing editor of photography at the *Toronto* tabloid.

The battle over foreign ownership in the Canadian magazine industry intensified again in 1985. Stories in *Maclean's* and the *Globe and Mail* in September stated *Time* magazine was actively working on a deal to revive its Canadian edition.



Time Inc. and the new owners of Comac Communications of Toronto wanted to produce a news magazine which would be 100 per cent controlled by Canadians and feature about 20 per cent Canadian editorial content. According to the terms of the deal, Time Inc. would put up \$20 million to finance the new magazine in exchange for a 25 per cent interest in Comac.

Within days after the story broke, representatives from both groups were publically backtracking on the deal. Despite the denials, the rumors about the return of a Canadian edition persist. A Canadian Press story from Ottawa in late November stated Time Inc. was actively lobbying the Mulroney government to change section 19 of the Income Tax Act. That section, which is also referred to as Bill C-58, was introduced by the Liberal government in 1976 to provide tax shelters for magazines that produce Canadian content and are 75 per cent owned by Canadians.

Unnamed sources in the November story suggested that *Time* wanted the tax law included in any free trade talks between the Mulroney and Reagan governments. It also said *Time* wanted to develop other magazines in Canada provided the law was changed and singled out the business and women's markets as two potential growth areas. Members of the Canadian magazine industry are mounting their own lobbying efforts to convince the government to leave the law alone.

The biggest story in broadcasting last year was budget cutbacks at the Canadian Broadcasting Corporation. Known at times for its turbulent history, 1985 had to be a watershed year for the CBC.

It began in December, 1984, with the announcement that the Mulroney government wanted the corporation to trim \$85 million from its budget. A \$75 million cut was taken from the corporation's \$896 million public financing budget while the remaining \$10 million came from the capital budget. About 1,150 jobs were lost with about 750 people being dismissed and an additional 400 jobs lost through early retirement and attrition. Hardest hit was probably Windsor. The Ontario border city that has been trying for years to push back the cultural shadow of Detroit saw 47 of the 129 *CBET-TV* workers lose their jobs and the television station budget trimmed by almost one-quarter.

A number of well-known CBC television and radio programs were casualties of the budget restraints. *The Friendly Giant* and *Reach For the Top* disappeared, as did Robert Weaver's CBC radio program, *Anthology*. Scientist and CBC broadcaster David Suzuki summarized the feelings of many in a January *Toronto Star* article that reviewed the important role of the CBC in Canadian cultural affairs and concluded by asking: "Where are you, friends of the CBC?"

The news by the closing months of 1985 was, if anything, even more discouraging for CBC followers. Speaking on the network's new radio program, *The Media File*, in November, CBC president Pierre Juneau said the corporation will be called upon to cut an additional \$60 million from its 1986 budget and \$200 million more in the next four years. A month later, an internal CBC study was made public which stated the corporation is "committing slow suicide" by cutting the training budget of its journalists, technicians, and managers.

The change in the federal government and the severe cutbacks are two reasons some people offer for programming changes to CBC radio as the corporation approaches its 50th anniversary in November this year.

One of the most controversial changes was the failure of CBC radio to renew the contract of *As It Happens* host Elizabeth Gray who ended a four-year stay on the popular program last year. Under the headline, "The Sacking of A Genuine Star," *Maclean's* magazine columnist Allan Fotheringham wrote Gray's dismissal was "about the most stupid decision in years in an organization that has quite a record in stupidities." In his column in Canada's largest daily newspaper, the *Toronto Star's* Richard Gwyn suggested by dismissing Gray and making other changes CBC management was losing "the sound of this country."

Despite the controversy, Gray bowed out gracefully on June 14, one of several CBC radio changes that also included the cancellation of *Identities*, *Booktime*, *Our Native Land*, and *Testament*. Several new radio programs were added to the CBC stable including the one dealing with Canadian journalism called *The Media File*.

1985 also marked the establishment of a seven-member federal task force to study broadcast policy and Canada's broadcast system. Headed by former national secretary to the New Democratic Party, Gerald Caplan, and Laval University professor and broadcaster, Florian Sauvageau, the task force began hearings in May with a \$2 million budget. It is expected to release its report in March.

One of the biggest stories in private broadcasting last year was a takeover battle for control of Standard Broadcasting Corp. Ltd. Allan Slaight, president of Slaight Communications Inc., purchased 85 per cent of Standard Broadcasting in July to beat out rival Selkirk Communications Ltd. for control of the private radio and television network. A key to Slaight's getting control of Standard was a commitment by Toronto financier Conrad Black to sell 49.1 per cent of Standard (held by Black's Hollinger Argus Ltd.) to Slaight even though Selkirk offered about \$12 million more for the shares.

Under the deal, Slaight gets control of one of the country's largest radio stations, CFRB in Toronto, as well as Ottawa television station CJOH-TV, six other radio stations in Ontario and Quebec, and an 8.3 per cent share of the CTV network. For his part, Slaight had to relinquish control of his two Toronto radio stations.

MAGAZINES

The death of a quality magazine, the debate over the merits of controlled circulation, and an outpouring of new business publications highlight this review of the magazine industry last year.

Although *Quest* magazine officially folded in November, 1984, discussions about its demise and the future of the company that published the magazine spilled over into 1985. Suffering financial losses and declining readership, *Quest* was revamped in September, 1984.

In an editorial, *Quest* editor Michael Enright told readers that the changes were necessary, ironically noting that magazines "are organic and if they are to survive they must adapt." *Quest* added regular features on business, exercise, and travel in an effort to beef up its sagging readership numbers but the changes were not enough to reverse an alarming trend.

The Print Measurement Bureau released figures showing readership had declined to fewer than one million readers and advertisers rapidly began deserting the magazine. Reports noted that *Quest* lost \$1 million in 1984 and predicted even higher losses for 1985. By November, Comac Communications Inc., the country's second largest publisher of consumer magazines, decided to put an end to the publication.

Comac Communications itself would see an ownership change before 1985 had come to an end. Formed in the mid-1960s, the company had been a leader in the introduction of controlled circulation magazines in Canada. Instead of selling magazines, the controlled circulation method targets specific audiences for advertisers and then distributes the publication for free. After several changes in ownership, Comac was purchased by the Toronto *Star* group in 1974 and sold eight years later to Tele-Direct, a subsidiary of Bell Canada Enterprises.

But by the spring of 1985, with *Quest* magazine a memory, Comac officials were having doubts about the controlled circulation method. In a *Maclean's* interview, Frank Allen, president of Tele-Direct, said the company had concerns about whether "controlled circulation had peaked" and the company was considering a plan to switch to paid circulation for the company's magazines.

A few months later, a new group which included John Barrington and Tim Murray in partnership with a Toronto group headed by Charles Peterson of Investors Finance Corp. Ltd., purchased Comac for about \$5.5 million. Comac publishes a number of journals, including *Home-maker's*, *City Woman*, *Vancouver Magazine*, and *Western Living*.

Business journalism was the big winner in magazine publishing last year. The *Globe and Mail* introduced its *Report on Business Magazine* in January and CB Media Ltd., publisher of *Canadian Business*, brought out a new magazine entitled *Your Money* the same month. The trend toward business publications was reflected earlier with new sections on investment and finance appearing in several publications and the creation of the *Financial Times of Canada's Personal Finance* insert.

Executive magazine, the flagship publication at Southam Communications Ltd. of Toronto, was dropped after 26 years. A new publication, *Successful Executive*, will take its place. In Western Canada, Interwest Publications Ltd. of Edmonton announced plans to unveil a weekly news magazine called *Western Report*. The magazine, which was scheduled to appear on the stands in January, will cover the four western provinces, as well as the Yukon and the Northwest Territories.

NEWSPAPERS

The North American trend toward morning publication for daily newspapers continued in 1985. In February, Alberta's two largest newspapers announced they would switch to morning-only publications. The *Edmonton Journal*, which began printing a morning edition in September, 1980, as well as its regular evening edition, told its readers it would be a morning only paper as of April.

The *Calgary Herald*, an afternoon paper, also said it would go to the morning format by April. Both papers are owned by Southam Inc.

"The trend towards morning papers, spurred by limitations on evening recreation time as well as the influence on society's attitudes . . . has been evident in North America for more than a decade," *Herald* publisher J.P. O'Callaghan told reporters when announcing the changes.

A review of the 20 largest newspapers in the United States last year showed 16 were strictly morning newspapers, three published both morning and evening editions, and only one was an evening paper.

Both Canadian publications also reflected another trend in the newspaper industry by creating Sunday publications. The *Journal* started a Sunday paper in 1982 while the *Herald* followed suit in 1983. Newspaper analysts see the move to Sunday and morning publications as an attempt by the Southam papers in Alberta to compete directly with the Toronto Sun Publishing Corp.'s *Edmonton* and *Calgary* papers.

Other changes of note last year include the announcement by Pacific Press Ltd., a subsidiary of Southam Inc., to streamline operations at the *Vancouver Sun* and the *Province*. There were changes in senior management and the advertising departments of the two publications were to be combined.

The changes appear to be bringing about increases in advertising and readership. In a report on the newspaper industry in November, the *Globe and Mail* referred to the *Province* as "Canada's fastest growing newspaper." The article noted circulation had increased to 181,250 and the paper is predicting getting close to a break-even point by 1988. The *Province* lost \$15 million in 1983 when it was redesigned as a tabloid. It had a report loss of about \$5 million in 1984 and had not shown a profit since 1957.

But profit in the newspaper business in general remained strong in 1985. Thomson, Torstar, Southam, and the Toronto Sun all reported increases in revenue. In an attempt to increase advertising, newspapers introduced the Canadian Newspaper Unit in October, a unified, six-column advertising format that permits adver-

tisers to create ads that can run in any newspaper across the country without production changes. Reports estimated the change cost about \$100 million.

Personnel changes of senior staff members also seemed to mark the year. One of the biggest was the March appointment of Richard J. Doyle, editor emeritus of the *Globe and Mail*, to the Senate. The editor of the *Globe* for more than two decades and a regular critic of the upper chamber, Doyle became the first active *Globe* journalist to join the Senate since the paper's founder, George Brown.

At Southam Inc., John Philip Fisher, 58, was appointed president and chief executive officer after the death of his brother, Gordon, in August. A great-grandson of the company's founder, William Southam, Fisher has a degree in mechanical engineering from McGill University and served as chairman of Fraser Inc., an Edmundston-based pulp and paper company. At the *Toronto Star*, George Radwanski, editor-in-chief at the paper since 1981, resigned June 1. And Paul-Andre Comeau replaced Lise Bissonnette as editor-in-chief at *Le Devoir* in Montreal.

Also in Quebec, Montreal's only English-language Sunday newspaper, the *Sunday Express*, folded in January after 15 years. For the last nine years the paper has been published by Pierre Peladeau's Quebecor Inc., whose other publications include *Le Journal de Montreal*, *Le Journal de Quebec*, and the *Winnipeg Sun*.

The *Kingston Whig-Standard* made the headlines in 1985. On the first day of the year, the paper announced it would be banning smoking in the newsroom as well as dropping all tobacco advertising. In November, the paper won the Michener Award for meritorious public service in journalism for a series on federal tax reform.

In its 1984 annual report, the Ontario Press Council stated that the newspaper industry is showing increasing concern about its credibility. The report, which was released in the summer of 1985, stated "the press is now concerned about its credibility and has started a process of self-questioning."

FOR THE RECORD

Cancer claimed the lives of two of Canada's most senior newspaper executives last year. In June, Richard Sankey Malone, 75, died of lymphatic cancer in Toronto. Malone, who during the Second World War established Canada's armed services newspaper, *The Maple Leaf*, began his journalism career in 1927 at the *Toronto Daily Star*. After working at the *Regina Leader-Post*, Malone was promoted to assistant general manager and then publisher of the *Winnipeg Free Press*. In 1959, he was an instrumental force in the merger of several newspapers to form F.P.Publications Ltd. As president of F.P., Malone also played an important role in expanding the newspaper chain, acquiring the *Globe and Mail* and the *Montreal Star*. He served as publisher of the *Globe* from 1974 to 1978 and was vice-president of The Canadian Press in 1974-75. He also published a two-volume memoir of his war experiences.

Gordon Neil Fisher, president and chairman of Southam Inc., died in August of liver cancer at the age of 56. Fisher spent virtually his entire adult life working at the newspaper chain founded by his great-grandfather, William Southam in 1877. Shortly after graduating from McGill University with a degree in engineering, Fisher joined Southam. He became assistant to the president in 1962, vice-president in 1965, vice-president and managing director in 1969, and president in 1975.

His tenure at Southam Inc. was marked by new ventures in publishing and technology. The company acquired Coles Books stores and entered the United States printing market by purchasing Dittler Brothers of Atlanta, GA. The firm also invested in the development of videotex.

Foster Hewitt, the voice of Hockey Night in Canada, also died in May at the age of 82. Famous for the phrase, "He Shoots, He Scores," Hewitt's broadcasting career lasted more than 50 years. He was elected to the Hockey Hall of Fame and awarded the Order of Canada in 1972.

Other veteran media people to pass away in 1985 included: Frank Walker, 69, former editor-in-chief of the *Montreal Star*, of a heart attack; Douglas Amaron, 70, a war correspondent and former general superintendent of The Canadian Press, of heart failure; Bill Guest, 57, the former quizmaster of *Reach For The Top*, of a heart attack; Roger Duhamel, 69, Quebec journalist and diplomat, of bone cancer; Gerald Toner, 57, managing editor of the *Peterborough Examiner*, of a heart attack; Stephen Rowan, 56, former CBC and NBC reporter, of a heart attack; and Derrick Murdoch, 77, *Globe and Mail* columnist, of cancer.

Five people were inducted into the Canadian News Hall of Fame in May. They are: the late Treffe Berthiaume of *La Presse*; the late Norman DePoe of the CBC; Betty Kennedy of Toronto's *CFRB*; J.D. MacFarlane, formerly of the *Toronto Sun*; and Terry Mosher (Aislin), *Montreal Gazette* cartoonist.

Two women and three men won Southam fellowships in 1985 — The *Toronto Star*'s Leslie Scrivener, the *Globe and Mail*'s Stanley Oziewicz and Dorothy Lipovenko, the *Montreal Gazette*'s Lewis Harris, and *Calgary Herald*'s Peter Morton.

Finally, the winners of the 1984 National Newspaper Awards were: 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 Shulan, *Calgary Herald*, spot news photography; David Lazarowich, *Calgary Herald*, feature photography, and Roy Peterson, *Vancouver Sun*, cartooning.

And that is (was) 1985 — admittedly a short overview. Next year's review will be more exhaustive, if only because content should be fatter, with an even stronger subscriber base. We all hope so. ☺

David Estok is a reporter with the *Hamilton Spectator*.

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The art of science reporting

*You'd think in an era
of rapid technological change,
we'd do a better job. Think again.*

by Mack Laing

This book — *Scientists and Journalists: Reporting Science as News* — should be read by a lot of city editors, scientists, and PR-people, but it's good enough that it probably won't be. (Edited by Sharon M. Friedman, Sharon Dunwoody, and Carol Rogers. Published by The Press Press, A Division of Macmillan, Inc., New York. \$36.25 — available in Canada from Collier Macmillan Canada Inc., 50 Gervais Drive, Don Mills, Ont. M3C 3K4.

Science-writers will like it because it

confirms, through communications research, what is often their sorry lot in the news business — or certainly frustrating.

When I started writing science news during my third stint with the *Toronto Telegram* 20 years ago, Canada's media had about 10 full-time, on-staff science or medical writers, most with newspapers, most in Toronto, nearly half of them women.

The number now may be 20. There are more women science writers. The status of the science-writer may have

improved a notch, but the national distribution and the basic problems seem little changed. The Canadian Science Writers' Association has surged to more than 300 members and gives 14 annual awards — almost each worth \$1,000 — but it's still a core group of staff science-writers and highly-active freelancers surrounded by a thick skin of public relations people who do most of the organizing and recruitment.

The same core of full-time American newspaper or wire service science-writers, says Sharon Dunwoody, numbers no more than 100, though the Active category of their National Association of Science Writers has about 500 members, perhaps 600 since last count.

Since American dailies outnumber Canadian by about 15 to one, Canada thus has proportionately more science-writers, but both countries have tremendous wastelands where science coverage in medium and small cities is done reluctantly or only in emergencies by reporters who would prefer even to cover city council transport committee.

In most developing countries, the situation is even more dismal for those who see public science literacy as a major goal for national progress. As I write this in Kuala Lumpur, just before a science-writing workshop opens, the *New Sunday Times* of Malaysia carries several science stories.

One is an interview with unnamed relatives of the country's first AIDS victim. He's bored, lonely, and under guard in hospital.

There's a story by a *New York Times* science writer on where to see Halley's Comet in North America, which seems an odd editorial choice here.

There's a one-para wire-service item classically headed "Cure For Cancer." It says acupuncture plus "modern technology" have "proven effective" in treating cancer tumors, according to "experts" meeting in Hohhot, capital of Inner Mongolia.

A doctor's column answers readers'

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?

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Ontario Public Service Employees Union

letters in highly technical lingo.

A story from California says researchers have produced Interleukin-3 for the first time. It's a protein that might help cure leukemia patients. It mentions the anti-cancer promise of Inter-leukin 2, announced last month, but the story here does not have the extensive cautions built into a similar Toronto *Star* story three days ago by Marilyn Dunlop.

Such subtleties are still largely unknown in Asia and Africa, but government and media organizations which have been encouraging science-writing seminars for 10 years in Asia and five in Africa, have now moved toward designing workshops for general-assignment reporters and science-writing courses for journalism schools. The interest arises because public understanding of science and technology through the media is seen as vital for national advancement in these development-hungry areas.

Scientists and Journalists seems to say that American public interest in reading about science, especially medicine, is as strong as ever, with nearly every survey reporting that readers want more science, while unconvinced editors drag their feet.

Editors come in for a general bashing from the research. In the only Canadian study quoted — done in 1973-74 by Orest Dubas and Lisa Martel through the Ministry of State for Science and Technology — editor news preference (highest for business-finance) contrasted with reader-preference for local news first, then education, then medicine, health, pollution, and other science-related issues. Nearly half the readers wanted more science news.

Scientists and Journalists

Reporting Science as News

EDITED BY

Sharon M. Friedman
Sharon Dunwoody
Carol L. Rogers

The 49 managing editors then felt having a special reporter for science was a costly luxury. Fewer than one in 10 of these Canadian editors had taken any science courses.

Alton Blakeslee, retired AP science-writer, said a lead mentioning treatment of piles, ulcers, or sexual impotence was guaranteed page one because every wire service editor had these conditions or worried about them.

David Perlman of the San Francisco *Chronicle* said a typical city editor's idea of a good science story is to have a doctor confront a faith healer. We once did a variation at the *Telegram* — Jim Hanney, later with the *Star* and then with a trick knee no doctor could fix, posed as a patient. The story exposed

the healer as fraud. On his next circuit through Toronto, the healer had so many extra patients lined up that HE sent US money. Some expose that was.

Aside from the research on what has been found about the scientist as source, the reporter, the PR intermediary and the reader, the book goes into quality in science writing, controversies such as the recombinant DNA story, screw-ups like the Three Mile Island nuclear accident, and the Inner Club of old-hand American science-writers who set the pace.


Perhaps the best chapter is a slightly tongue-in-cheek plea by Jon Franklin of the Baltimore *Evening Sun* for humanizing science through a more literary writing style. His 1979 Pulitzer Prize-winning feature (with footnotes, of all things, showing the literary devices) is appended.

The book is not a how-to-do-it or a text. It's intended as a set of readings as an introductory framework for understanding this journalistic specialty.

Sharon Friedman directs the Science and Environmental Writing Program at Lehigh University. Sharon Dunwoody researches and teaches science-writing at University of Wisconsin-Madison. Carol Rogers directs public information activities for the American Association for the Advancement of Science.

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Mack Laing is an associate professor in the Graduate School of Journalism, University of Western Ontario, London. Clearly, he also is committed to responsible science writing, and has taken an active role in development issues pertaining to science, medicine, and technology.

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VDTs and question marks

*VDTs remain
a worry for
some writers*

by Ursula Mertins

Video display terminals (VDTs) have been, as most of us are aware, important, indeed essential, office and newsroom tools for about 10 years. More recently, schools, factories, and small businesses have acquired computers and VDTs to the point where they are, practically, standard equipment.

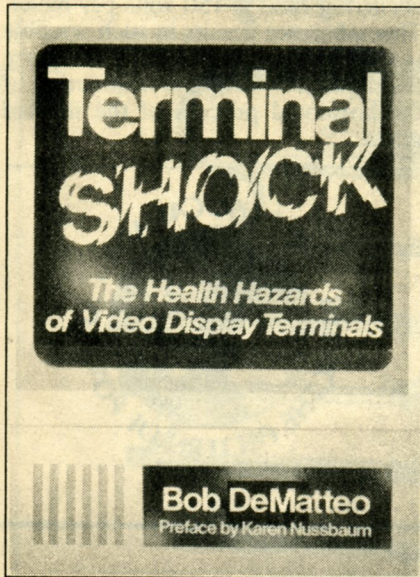
But from the beginning of the widespread use of VDTs, operators have complained about a wide range of health problems — nausea, depression, headaches, severe eye strain.

Bob DeMatteo, co-ordinator of occupational health and safety for the Ontario Public Service Employees Union (OPSEU), has written a book called *Terminal Shock* in which he documents emerging health problems associated with VDT use. (Published by NC Press, 224 pgs., \$9.95)

Although DeMatteo stresses that there is much debate about long-term side effects of VDT use, recent studies are linking such serious illnesses as leukemia, cancer, birth defects, and central nervous system disorders to prolonged and regular exposure to VDTs.

DeMatteo bases his argument for stronger safety-related legislation and stringent VDT manufacturer testing for radiation emissions from VDTs primarily on the possible side effects of electromagnetic radiation.

DeMatteo states that since 1977 an increasing number of VDT operators are suffering from radiation-related health problems and that although the evidence is only circumstantial there is no proof to the contrary. The first five chapters are devoted entirely to a thorough explanation of how a VDT works and to the electromagnetic radiation transmitted from it. Of these five chapters, the second to the fifth are the most disturbing and informative in the book. DeMatteo explores the entire spectrum of electromagnetic waves, their individual characteristics, how their strength is measured, and ultimately the sundry and possible health risks associated with them.



Contained within this spectrum is X-ray radiation, ultraviolet radiation, infrared radiation, very low and



Bob DeMatteo

extremely low frequency fields, radio frequencies, microwaves, and static electricity.

Of these, the X-ray is generated when the electron beam, which produces the picture on the screen, hits the inner surface of the screen. Although manufacturers assure users that the X-rays are contained within the terminal, only a few are tested for radiation emissions each month. DeMatteo asserts that improper maintenance, broken down machines, and manufacturer defects can result in a leak.

Of the health risks associated with X-ray exposure, cancer — and, in particular, leukemia — is the most extreme. Furthermore, as this type of radiation has the capacity to alter the molecular structure of living cells, genetic damage is also possible.

Current government regulations allow a small amount of radiation to be emitted per year, but even small doses of these emissions may cause considerable harm to VDT operators who are exposed to it on a day-to-day basis.

Ultraviolet and infrared radiation is produced when the phosphors which make the image on the screen glow are activated, and through their subsequent "excitation." Most phosphors emit ultraviolet radiation, the amount of which depends upon the type of phosphate used.

Skin cancer and cataracts are said to be possible long-term effects and short-term health problems include sunburn and burns of the eye's cornea. Infrared radiation causes similar problems and, in severe over-exposure, cataracts.

Microwaves and radio frequencies are related. The latter is directly and the former indirectly generated by the rapid switching on and off of the electron beam.

DeMatteo says that while laboratory testing has shown low levels of radiation leaking from these sources, most government and private firm testing has not found this to be so. As a result, research into the possible danger has

been scattered and remains inconclusive.

Nonetheless, recent studies have found significant health risks to exposure to these types of radiation. These include altered brain wave patterns, a host of reproductive problems including spontaneous abortion and sterility, the weakening of the immune system, cancer, and blood disorders. But the most disturbing possible side effect is the microwave-induced transformation of DNA (deoxyribonucleic acid) which has genetic implications.

Very low frequency radiation is produced when the electron beam is moved horizontally up to 20,000 times per second. Although Health and Welfare Canada stated in a 1981 report that this type of radiation is produced by VDTs, the report added that the amount is so minimal that the human body can absorb it safely. Other scientific reports, however, do not all agree. Possible health effects include cancer, increased blood pressure, metabolism changes in the liver, muscles, and brain, as well as birth defects and related reproductive problems.

Extremely low frequency radiation is produced when the electron beam is moved vertically 60 times per second in

order to "refresh" the screen. Possible side effects include bone tumors, nervous system dysfunctions, growth retardation, coronary disease, and, most recently, leukemia.

When the electron beam releases the electrons, they collect on and in the surrounding space of the screen producing static electricity. Research has found that the static field between the operator and the VDT is electrically charged at an average of 2,500 volts per meter while the normal or naturally occurring field is 150 volts per meter. This imbalance results in such possible long-term health effects as lowering the immune system and obstruction of the hormonal process of the thyroid gland.

DeMatteo includes documented cases of VDT operators who have displayed many of the symptoms related to the diseases apparently induced by radiation, and of cases where the disease already had taken root.

The remainder of the book is comprised primarily of practical solutions and their application in making safe the workplace for the VDT operator. DeMatteo includes one chapter to current and proposed legislation designed to address the growing concern about VDT health hazards in Canada and elsewhere. The concluding chapter advises VDT operators who display VDT-related health symptoms how to seek compensation and generally where they stand in relation to existing laws.

Terminal Shock is shocking, indeed, and if only one cluster of the possible electromagnetic radiation-induced illnesses can be traced directly to VDTs, this book will remain informative and important. (S)



Ursula Mertins graduates this year from the journalism program at Toronto's Humber College.

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Business writing tips

by Daniel Johnson

In two issues of *content* last year, Andrew Allentuck of Winnipeg analyzed the basic shortcomings of business and financial reporting in the Canadian media. I would like, now, to amplify a few of his points and offer some constructive suggestions.

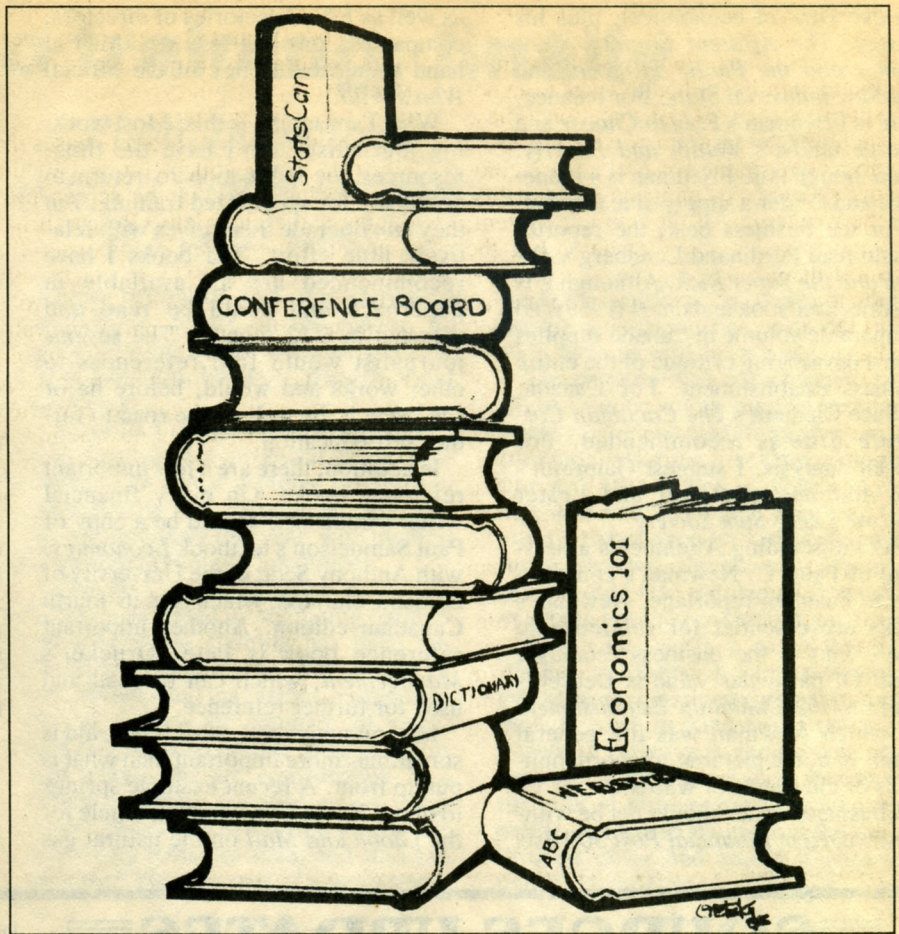
Business reporters should have business experience or, at least, some specialized training. The same applies to other fields. Rod Macdonell, for example, has a law degree and is the legal reporter for the *Montreal Gazette*. I agree with Allentuck, however, that such journalistic matches are in the minority and the situation is not likely to change very rapidly. The issue, then, is: How can existing reporters on existing beats get a better handle on their subject.

I am not an economist, yet my combination of university training, business experience, and wide reading in these areas qualifies me, I believe, to make some concrete suggestions about business and economic reporting.

To know what questions to ask and to understand when an answer is lacking is the minimum requirement for a reporter writing about finance, which includes economics and business. But a reporter on a finance or finance-related beat can relatively easily upgrade his or her knowledge to such a standard. The only thing to hold one back is bias or ideology.

First, economics. Background is crucial. I recommend Robert Heilbroner's *The Worldly Philosophers* — economists up to and including Keynes, followed by Leonard Silk's *The Economists*, which examines Samuelson, Friedman, Galbraith, Leontief, and Boulding. Heilbroner is a leftist writer but he will be balanced shortly. Silk is an economist writing for the *New York Times*.

Recommended original works are: Galbraith — *The Age of Uncertainty*



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(an overview of economics), plus his trilogy, *The Affluent Society*, *Economics and the Public Purpose*, and *The New Industrial State*. For balance, there is Friedman's *Free to Choose* and George Gilder's *Wealth and Poverty*, dated though it is. Friedman is a monetarist and Gilder a supply-side theorist.

For the business beat, the reporter should read Ferdinand Lundberg's *The Rich and the Super Rich*. Although it is an American book and dated (1968), no comparable volume in Canada supplies such a devastating critique of the entire business establishment. For Canada, Wallace Clement's *The Canadian Corporate Elite* is recommended. For overall analysis, I suggest Galbraith's *The Anatomy of Power* and Lester Thurow's *Zero Sum Society*.

Notwithstanding Allentuck's assessment of Peter C. Newman's contribution to business reportage, Newman's books are essential for reference to who's who in the business establishment. Of particular value is Debrett's *Guide to the Canadian Establishment* for which Newman was the general editor. In it, the pictures are worth hundreds of thousands of words.

A business writer should not be without the current *Financial Post 500* lists

as well as FP's directories of directors, companies, subsidiaries, etc. Also at hand should be a copy of the official *Who's Who*.

What I am saying is this: Most working journalists don't have the time, resources, or inclination to return to university for specialized training. But they can upgrade themselves with relatively little effort. The books I have recommended are all available in paperback and could be read and digested in 6-12 months. The serious journalist would find references to other works and would, before he or she knew it, be well on the road to further self-education.

In addition, there are a few important reference books. On every financial writer's bookshelf should be a copy of Paul Samuelson's textbook *Economics*, with Anthony Scott of the University of British Columbia, which is in its fourth Canadian edition. Another important reference book is Peter Drucker's *Management*, which can be read and used for further reference.

In communication, what is not said is sometimes more important than what is put up front. A recent example springs to mind. Kevin Cox wrote an article for the *Globe and Mail* on the natural gas

export hearings. He quoted the president of the Alberta and Southern Gas Company who said that there should be no export restrictions and shortages in the future could be averted by a producer's pool of natural gas. But Cox missed a crucial piece of information essential for the reader's understanding of what went on. Alberta and Southern Gas is a wholly-owned subsidiary of Pacific Gas and Electric of San Francisco. That bit of information is in the FP 500 list.

Public relations people understand the value of omission and the journalist who is not well grounded in a field is at a disadvantage. The books I have suggested do not take the place of a specialized degree or wide experience. Nor do they take the place of the basic question every financial writer should be asking when presented with statements by businessmen, economists, and politicians: Who benefits? The initial benefit from well-grounded, thoughtful journalism, should accrue to the reader. ☐

Daniel Johnson is a Calgary-based writer.

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SOURCES directory contains the names, addresses and telephone numbers of 3,180 contact persons ready to help you gather facts, background material and informed comment.

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

The following are updates to the most recent edition of **SOURCES** (Winter 1985/86):

(page 95, column 3 & page 96, column 1)

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Phone: (416) 487-4107

Newfoundland:

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Harvey Road, Post Office
St. John's, NF A1A 4L5
Phone: (709) 753-0394

(page 116, columns 2 & 3)

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Revised contacts:

NATIONAL OFFICE:

Barry Lazar is replaced by
Janet Bendon
Director, Communications Department

Willowdale

New phone number and an addition to existing contacts:

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Director, National Community Relations

Bernie M. Farber

Director of Research/Associate National
Director of Community Relations

Dr. Yehuda Lipsitz

Executive Director

Phone for all above: (416) 635-2883

(page 117, column 2)

CANADIAN LIFE AND HEALTH INSURANCE ASSOCIATION INC.

Revised contact:

Jean-Maurice Bousquet is replaced by
Helène Fournier

Director of Communications (Montréal)
Phone: (514) 845-6173

(page 145, column 2)

DOW CHEMICAL CANADA INC.

New telephone number:

Paul H. Ireland

Director of Corporate Communications
Office: (519) 339-3792

(page 152, column 1)

GENERAL MOTORS OF CANADA LIMITED

Correction of errors appearing in the descriptive paragraph.

Text should read:

General Motors of Canada Limited manufactures, assembles and distributes passenger cars, trucks, coaches, locomotives, diesel engines, military vehicles, earthmoving equipment, automotive components and parts and accessories. GM of Canada also has a Cold Weather Development Centre at Kapuskasing, Ont. and 13 plants in seven Canadian cities.

Delete from contacts:

Oshawa:

B.B. (Byron) Blundell

Replacement to be announced.

Revised contact:

Niagara Region:

W. Allan Barnes is replaced by

B.B. (Byron) Blundell

Office: (416) 685-2512

(page 175, columns 1, 2 & 3)

THE MUSCULAR DYSTROPHY ASSOCIATION OF CANADA

Revised contact:

Alberta:

Manley Gerow is replaced by

Robert Baker

Office: (403) 438-1617

Photo training, finally

*Photojournalism
is not a simple exercise.
It's hard work.*

Most beginning reporters today are products of college or university journalism departments, many of which have prepared their graduates for specific jobs. Few newspapers, for example, even consider applicants these days who lack the formal training that comes from J-schools.

A good education and an ability to write is considered by many editors to be adequate, even excellent preparation for a beginning reporting job, but most newspapers are looking for someone who also has specific newsroom skills, an acquaintance with legal and ethical questions, and some experience in news judgment, the things a training program is designed to supply in less time than would be required to learn on the job.

Remarkably enough, when it comes to photography, the part of a newspaper

which probably has the strongest immediate impact on the reader, no such training exists today in Canada. That situation, however, may be about to change.

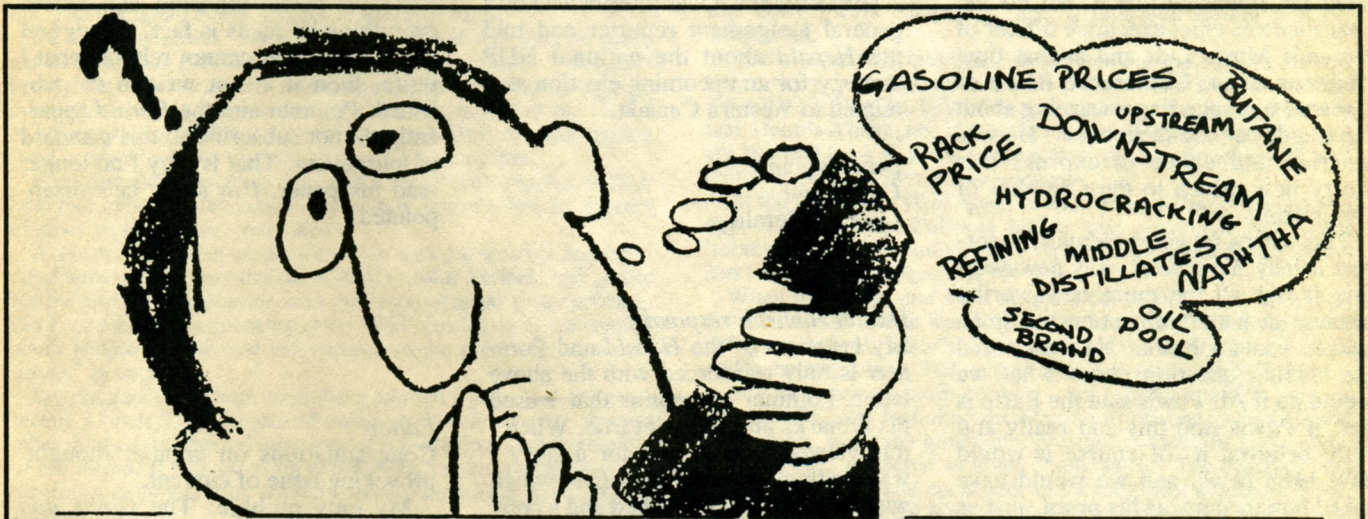
Loyalist College in Belleville, Ont., has developed a proposal for a full-fledged, two-year diploma program in photojournalism. Provincial approval is expected early this year, with the first classes beginning in September.

The idea of the program is to produce a new breed of beginning photographers whose training has been tailored specifically to the needs of newspapers and magazines, rather than for advertising or commercial work, and who are also literate, able to report and write, operate comfortably in a newsroom and exercise news judgment. The aim is to develop journalists who work with a camera, and who can take their place as part of a news team,

initiating coverage as well as simply covering assignments, who can provide ideas as well as an eye.

The proposal sets out a training program divided about equally between photography and traditional journalism training: reporting, writing, typography and page design, editing and theory, and would include two-way and editing experience on Loyalist's training newspaper, *The Pioneer*. The program would also include an internship in a daily newspaper photo department.

Belleville, with a population of 35,000, is located in Eastern Ontario, but advanced news assignments could include work in Kingston, Ottawa, or Toronto. Training is expected to concentrate on the type of work that forms the bulk of most newspapers' requirements, but would range from the basics through color and studio illustration using large-format cameras. Also



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EDMONTON:

Stuart Nadeau (403) 420-8757

HALIFAX:

Ron Haynes (902) 424-6934

MONTREAL:

Pierre Després (514) 287-7665

ESSO Resources, Calgary:

Kent O'Connor (403) 237-2706

ESSO Petroleum, Toronto:

Greg MacDonald (416) 968-5078

ESSO Chemical, Toronto:

Gord Sorli (416) 488-6600

included is the development of the picture story and essay, including planning, writing, design, and production of page mechanicals.

Loyalist is part of the Ontario college system, and will offer the photojournalism program in conjunction with its community print journalism program.

(Primary teacher for the photographic courses will be John Peterson, now a teacher of photography and design in the Loyalist program. Peterson is a former art director of the *Toronto Star* and worked previously as

a photographer or editor for a number of newspapers and UPI. Peterson holds both undergraduate and graduate degrees in photojournalism and design from the University of Missouri School of Journalism, and was a founder of the Ontario News Photographers Association, for which he continues to edit a newsletter. — *Editor.*)

The program proposal was given enthusiastic endorsement by an industry advisory panel which included representatives of most of Ontario's major newspaper photography departments,

and approved in November by the college's board of governors.

It now is before the Council of Regents of the college system for final approval, and the college already is considering applications for fall admission. (30)

John Peterson is a member of the print journalism faculty at Loyalist College, Belleville, and was too modest to write the foregoing report in the first person.

Mailbox

Editor:

Re the Podium piece by Daniel Johnson in the September-October, 1985 issue (Well-informed citizens: An emerging elite?).

He certainly did a nice job of twisting my words to fit his intentions. He also didn't tell me that our conversation was to be the basis of a piece for *content* two years later. I've always thought it was standard journalistic practice to let people know you're interviewing them and to tell them in what publication their remarks would be carried.

Here's what I did say to a very agitated Mr. Johnson in 1984. Alf Powis, chairman and chief executive officer of Noranda Mines Ltd. and at that time chairman of the Conference Board of Canada, was sounding a warning about the fragile economic recovery. He was worried and chose to express this worry in a speech to the Chamber of Commerce.

This worry, however factually incorrect it may have been, was newsworthy; it was all the more newsworthy because such a prominent businessman said it, I told Johnson. He then posed the leading question about what we would do if Alf Powis said the Earth is flat; if Powis said this and really and truly believed it, of course it would have been news, and we would have asked him to show us his proof, just as the *Herald* reporter who wrote this story asked questions of Powis after his speech to the Chamber of Commerce. Of course what he said was outrageous; that's what made it newsworthy.

Anyone of reasonable intelligence reading the story would naturally have questioned the statement made by Powis, and not taken his words at face value. Does Johnston (*sic*) believe everything he reads is fact? Does he believe every promise from every politician reported in the media?

I'm disappointed he has cancelled his *Herald* subscription for he's now missing the best source of news about Calgary and southern Alberta. But then maybe that's the way he wants it.

As to his suppositions about the *Herald's* coverage of a subsequent seminar on western coal use in Ontario, it's obvious Johnson is not acquainted with the realities of staffing a newsroom. In Business we simply were short-staffed the day of the NDP seminar on western coal and we had also covered the issue quite thoroughly in other recent stories in the *Herald* and felt that those would suffice.

(Ed) Broadbent was interviewed by a general assignment reporter and told the *Herald* about the national NDP strategy for an upcoming election as it related to Western Canada.

Dave Pommer
City Editor
Calgary Herald

Daniel Johnson responds:

My criticism of the *Herald* and Pommer is only reinforced with the above letter. Pommer complains that I used his remarks unfairly. Not true. When I interviewed him, it was for a story I was writing for *The Public Eye*, which was subsequently published and a copy sent to him. I merely recycled material already in the public domain. But he talks about standards of journalism. Let us consider his. In his letter, he spells my name correctly thrice and incorrectly once. He outlines what he told me in 1984 when, as the Podium piece says, the interview took place in 1983. He says the coal conference was missed because of staff shortage (common management excuse for media failures) and then adds that, besides, it was adequately covered beforehand. I

suggest there is a world of difference between covering events before and when they happen. Thank God Pommer is not in charge of election coverage.

Re his defence of the Powis coverage: He says that of course what Powis said was outrageous. That may be his defence now, but the story was written and published as straight news. He adds that anyone of reasonable intelligence would have questioned Powis' remarks. I suggest that anyone of reasonable intelligence would have written a sidebar or, somewhere in the article, warned the reader. Then Pommer says: "Does Johnston (*sic*) believe everything he reads is fact?" I suggest that if the reader cannot rely on what I write, then it is not written or published. Pommer and the *Herald* apparently do not subscribe to this standard of journalism. That is why I no longer read his paper. I'm sorry he's disappointed.

Editor:

Congratulations on another thought-provoking issue of *content*.

My only quibble: The *Globe and Mail* has quite enough scoops without getting credited with ours.

We broke the *Time* story (*content*, November-December, 1985, pg. 6) in our Sept. 23 issue, pages 70-71, on sale Sept. 16.

Odd the *Globe* should have it two days later!

Paul Jones
General Manager
Maclean's
Toronto

Short takes



What the Mulroney government does with a federal task force report on broadcast policy should be predictably discouraging to co-chairmen **Gerry Caplan** and **Florian Sauvageau**. Recommendations in the report expected in March that won't increase the federal deficit but do increase Canadian content will be welcomed. A lot of so-called radical concepts, however, likely will be blown away by windy talk of free trade or extinguished for lack of presumed financial breathing space.

Realistic policy planners recognize that the CBC is paring budgets and pruning staff. That's hardly news by now. Delegating 50 per cent of the network's TV production to the private sector may make sense to some, especially if the government and its agents find it acceptable to modify programs from elsewhere to qualify as "Canadian." After all, *Sesame Street* is seen in Canada with inserts in French, in the United States in Spanish. Episodes of the British *Avengers* series were shot in this country; why not *Cagney and Lacey*.

In any case, some will argue that a lot of the fare on CBC-TV can be done as well by private producers. Others, of course, will say, 'prove it'. The trick is: make production competitive, get some fresh ideas and approaches into the publicly-owned corporation. (I accept that is not an especially novel notion.)

As suggested in another fairly recent report, perhaps there's nothing wrong with the concept of a CBC 'super-station' broadcasting by satellite to U.S. cable companies — even if it provides information only to expatriates in the sunnier states. Some of it would be bound to rub off on Americans. As such, it would be something of an extension of Radio Canada International — and it has a good following in the U.S.

But, the government is unlikely to 'farm out' the news. For one thing, it is the closest thing we have to that other apparent monopoly, The Canadian Press-Broadcast News services.

By the same token, the federal government will have to move carefully against private radio and television stations. It has nurtured them in communities with revenue bases that barely support competition. Rising air-time costs mean that television has carved as large a slice of national ad revenues as it is likely to. And lagging local economies have stymied radio time sales people.

For years, some governments and some of their regulators have held that radio and television can be most useful when the content of news is, in a sense, controlled.

A former chairman of the Canadian Radio-television and Telecommunications Commission (CRTC), **John Meisel**, had praise for the private broadcaster who produced original programming. But I remember him speaking at the 1983 broadcasters' convention about people who leaked information to the press, the so-called 'moles' in Ottawa.

Bureaucrats and others could have learned a good lesson from a recent 13-part U.K.-produced series called *Television*. Among other things, it addressed questions of censorship and manipulation of the media. It was aired on public systems, but private stations wanting a demonstration should contact Ralph Ellis Associates in Toronto.

Certainly media manipulation is not new. Producer **Stu Allen** devoted two worthwhile segments of CBC Radio's *Media File* to examining how business and industry try to plaster over disaster and how, by agreeing to appear or by refusing, politicians can determine what is heard and seen by Canadians. A repeat of those programs would be in the public interest.

* * *

Reporting seems to remain a young person's — especially male's — game. Many of the reporters from Ontario stations, for instance covering sports, political affairs, and the courts are in their mid-30s.

This image of the typical reporter as between 30 and 40 is fascinating. Even as portrayed on TV; witness the general news staff on *Lou Grant*. Or whoever played Clark Kent as Superman. Toronto-

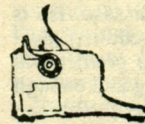
born **Nicholas Campbell**, who plays an investigative reporter on *The Insiders*, is 33. And perhaps **Lois Lane** is simply ageless. As for the rest of us

* * *

A few comings-and-goings, after getting a few things off my chest:

Brian Yasui has moved to the CBC-TV newsroom in Winnipeg from Independent Satellite News **Mark Sikstrom** has joined CTV's Parliamentary bureau, moving from Edmonton Leaving CBC Radio's national bureau, **Judy Morrison** is host of the Saturday morning program, *The House* **CKEY's** radio sportscaster **Jim Hunt**, who retired, is contributing to *Canada AM* and the *Toronto Sun* Joining *CBOT-TV* in Ottawa is **Christopher Walmsley**, who's known at least to Western viewers. . . . (there's more available, but time really is at a premium in this issue. Besides, we have pretty adequate coverage of broadcasting this time out).

— Bob Carr



Memo from the Mea Culpa Department: It appears that I mangled some information here last time. All that stuff about a new masthead at the *Globe and Mail's Report on Business* magazine was wrong. The new names given were in fact the masthead for a new *Globe* magazine to be launched in March. It will be called *Toronto* magazine, with editor **Rae Mason**, managing editor **Tom Hopkins**, and production editor **Shelley Youngblot**.

ROB magazine's masthead, as the book comes up on its first anniversary, is, in fact, quite stable. Editor is **Peter Cook**, managing editor is **Doreen Guthrie**, senior editors are **James Fleming** and **Dennis Anderson**, staff writer is **David Olive**. Also, **Margaret Inwood** joins as an associate editor; she was previously a copy editor at the ROB newspaper section.

At the *Globe and Mail* itself, content friend **Hugh Winsor** was appointed National Political Editor, and columnist **Jeff Sallot** became the Ottawa bureau chief. Sports copy editor **Barry Johnson** left to join the *Vancouver Province*.

When the *Globe and Mail* dropped out of the Audit Bureau of Circulation last fall, it was only one of many publications to do so. Others included a baker's dozen dailies in the U.S. Gannett chain, and some magazines. The central issue was reporting bulk circulation — a dozen or more copies — sold through outlets such as hotels. ABC was including distribution to prisons as part of paid circulation, while the potentially prestigious sales through hotels, airlines, etc., appeared as lowly "bulk sales." The dropouts said this made their figures cockeyed, so out they went in protest. Now, ABC president **David Keil**, according to a published report, says ABC may change its mind and allow the disputed sales figures to appear as part of paid circulation. In the words of Dean Rusk, I think the other side just blinked. . . .

Toronto financier **Conrad Black** became the nation's highest-profile press baron in December, when he completed a financial coup d'état at the *Daily Telegraph* in London, England.

The deal, according to published stories, was simplicity itself: Last June, Black bought a 14 per cent share of the paper through his holding company, Ravelston Corp., which owns 98.7 per cent of Toronto-based Argus Corp. and 54.3 per cent of Hollinger, Inc., which later put up \$29 million for Black to gain full control of the *Telegraph* to the tune of 50.1 per cent, and which was to lay out around \$18 million for the shares owned by Ravelston, which puts Toronto's corporate Pac-Man in control of one of the most distinguished papers in the United Kingdom.

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 this 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.

What all this will turn out to mean is anybody's guess. With so much money on the line, the main characters are being vague about the paper's financial shape. But it appears that it has been sinking in a sea of red ink while its unions argue about seniority rights to the lifeboats and upper management sips Glenfiddich over ice on the bridge, as the ship's band plays "Rule Britannia, as some might say on the other side.

Management consists of a gerontocracy topped by chairman and editor-in-chief **Lord Hartwell**, 74, editor **William Deedes**, 72, and deputy managing director **Hugh Lawson**, a boy of 54.

The one thing most observers feel free to agree on is that Black did not buy into the paper to watch it die of some disease. He is noted for his success in business and contempt for meddling journalists and other non-business types, so it is safe to predict that whatever he does, he will produce much harrumphing and enough surprises to cause Hugh Lawson's famous monocle to pop clean out of his head at least once a week from here on. Any union that maintains the traditional Luddite fighting stance is probably in for a Brahma bull-ride, too. So there are interesting times ahead for the *Telegraph*, and a new addition to a pantheon that includes the likes of Lord Beaverbrook, Lord Thomson, Son of Lord Thomson, etc....

Maclean's, Canada's National Newsmagazine, celebrated its 80th anniversary at the close of 1985, and has some changes for 1986. **Roy MacGregor** leaves as Ottawa editor to write a general column for the *Ottawa Citizen*. **Anne Steacy**, formerly of the *Globe and Mail* news desk, becomes an assistant editor. Former chief copy editor **Nora Underwood** becomes an assistant editor; former associate copy editor **Tycho Manson** takes over as chief copy editor. Associate copy editor **Louise McKinney** goes to *Toronto Life* to be their chief copy editor.

Associate editor **John Barber** becomes a senior writer. Assistant editor **Peeter Kopvill** of the "departments" section moves to the World section as associate editor. **Paul Gessell** of the Ottawa bureau becomes the new bureau chief; **Glen Allen** moves from senior writer to foreign editor; **Mike Posner** goes from foreign editor to the Nation section; **Elizabeth Souza** is promoted from designer to senior designer, and assistant art director **John Agnew** left. He is replaced by two assistant art directors: **Giselle Sabatini**, formerly of Norris-Whitney Communications, and **John Stacey**, formerly with *Maclean Hunter's* trade magazines.

Jane Mingay went to the CBC as a researcher for the *Fifth Estate*; she is replaced as chief of research by former librarian **Linda Bailey**.

Word out of Vancouver is that the judge in the libel trial of **Allan Fotheringham** and *Maclean's* is at this writing contemplating a verdict. The trial stems from a June 11, 1984 Foth column that seemed to connect John Turner's former chief of staff, **John Swift** and former Turner aide **Michael Hunter**, with "wife swapping brigades." Swift and Hunter sued, and their attorney is asking for \$35,000 damages for each client, plus legal costs, plus an extra buck a head for each of the magazine's 640,000 readers, to teach Fotheringham some kind of lesson. Judge Alan Macdonnell is thinking about it....

McClelland and Stewart, described as the nation's foremost pub-

lishing house, celebrated its own 80th anniversary with an announcement that it is being sold to a real estate developer. New owner **Avie Bennett** cheerfully proclaimed his total ignorance of publishing, putting him in the same category as former municipal pol **Paul Godfrey**, who took over as publisher of the *Toronto Sun* with the same level of experience....

Changes at the *Ottawa Citizen*: In addition to their new at-large columnist MacGregor, the paper hired new reporters **Robert Sibley**, late of the *Edmonton Journal*, and **Robert Lee**, formerly Ottawa man for the *Edmonton and Calgary Suns*.

Theatre critic **Barbara Crook**, who earlier replaced retired **Audrey Ashley**, is replaced in her former high-tech business writing slot by **George Barr**, late of the *Financial Times*.

Sports editor **Eddie MacCabe**, still recovering from a heart attack, is on long term disability. He is replaced by former chief news editor **Alje Kamminga**. Sports desk **Joe Sornberger** is the new assistant sports editor, and **Lynn McAuley** returns to sports feature writing. New chief news editor is **Chris Cobb**; **Jay Stone** is now entertainment editor; assistant entertainment editor is now **Milt Thomas**; **Beth Burgess** is assistant city editor, **Julius Majerczyk** is an assistant news editor, and **Seymour Diener** becomes the main assistant news editor.

At Southam News in Ottawa, **John R. Walker**, foreign affairs specialist for the last eight years, retired. National columnist **Chris Young** will gradually add foreign affairs to his existing turf....

NEWS Business, an association of business news writers, editors and freelancers, sponsors regular seminars in Toronto. On Feb. 19 the seminar at the Toronto Press Club will be titled, *More Bucks; More Staff; More Clout*, and will deal with what it's like for a publication to have a big budget. There will be a talk by someone from a major North American business magazine. The talk is at 7 p.m., and there is a \$5 charge for non-members of **NEWS Business**.

Feb. 26, **NEWS Business** co-sponsors a seminar at the Press Club, in co-operation with the TPC, PWAC, FEAC, and the Science Writers' Association. It will be about Invasion of Privacy, and plans call for someone like Susan Nelles or Richard Hatfield to be there to tell what it's like to be in a goldfish bowl. Moderator is Toronto *Star* ombudsman **Ron Goodman**; panelists will include a CBC reporter and the *Globe and Mail's* **Jock Ferguson**, the first 200 people to get there will nab seats, the bar will be open, and anyone with questions should call **Doug Burn** at 767-6180....

At the *Toronto Star*, **Gordon Barthos** moved from the editorial board to deputy foreign editor. **Peter Armstrong** moved from assistant national editor to the editorial board; **David Toole** resigned as Ontario editor to be replaced by former assistant life editor **Vivian MacDonald**.

Weekly "zones" section **Heather Stewart** is promoted from reporter to copy editor. **Phil Thatcher** moved to *Star Probe*.

Copy editor **Pat Crowe** moved into the assistant national editor slot vacated by the aforementioned Armstrong, and copy editor **Dennis Grayhurst** assumes the title New In Homes Editor, which is fair because he was already doing the duty that goes with the title. Photo editor **Frank Rooney** resigned....

The *Toronto Sun* picks up **Dave Rawlines**, a copy editor transferred from the *Sun* in Edmonton. **Mark Bonokoski** is recovering from a mild heart attack.

At the *Calgary Sun*, **Mike Board** assumes the official title of assistant city editor....

The *Hamilton Spectator* picks up reporter **Portia Priegert**, who left the *Calgary Herald*. Librarian **Jean Tebutt** and photo technician **Jim Donnelly** both retired. **Art Brunnell**, one-time chief of their Oakville bureau, died Jan. 3 at age 70.

Jack Dobson, a unionist and former photographer at the *Globe and Mail*, died of a heart attack Dec. 7 at age 66. It was Dobson who, as president of the Toronto Newspaper Guild in 1964, ruled that his members should cross picket lines thrown up by the International Typographical Union at all three Toronto dailies. His stand was in favor of the terms of the Guild contract and the Ontario Labor Relations Act over union solidarity, and it cost him his reelection bid.

Ronald Alexander McEachern died early in the new year, at age 78. He had been an executive at *Maclean Hunter*, a publisher of the *Financial Post* and a one-time reporter for the *Toronto Star*, among other things.

Award-winning religion reporter and columnist **Aubrey Wice** died Nov. 23. He was 72, and had clocked better than 45 years in print and broadcast at many outlets, including all three existing Toronto dailies.

Long-time Oshawa *Times* wire editor **Mary Williams** died Nov. 2, age 66. She was a native of Stocks, Alberta, who came to Ontario with her parents in 1926, raised her own family and launched her 18 1/2 year career on the *Times* when she was already in her 40s.

At the Windsor *Star*, sports reporter **Jim McKay** was off ill. Cartoonist **Mike Graston** is in hospital. Data systems manager **Bill Maguire** had a stroke but is bouncing right back. And managing editor **Bob McAleer** is recovering from his surgery and plans a return to work this month.

On the non-medical side, op-ed page editor **Peter Riley** quit to work on a novel, and the new op-ed page editor is former copy editor **Derek Hales**.

From the May I Have The Envelope Please department: winners of the first Asia Pacific Fellowships are *Globe and Mail* editorial writer **Sheldon Gordon**, *La Presse* political columnist **Lysiane Gagnon**, and **Ashley Ford**, a Vancouver *Province* columnist on Third World affairs. Each winner gets to spend two months in the Southeast Asian country of their choice.

Winner of the 1984 Michener Award for Meritorious and Disinterested Public Service in Journalism is the Kingston *Whig-Standard*, for stories on reform of the federal tax system. Runner-up was Radio-Canada in Montreal, for a penetrating look at conditions in the Louis-Hippolyte Lafontaine Hospital.

A citation of merit went to the Ottawa *Citizen*, for reporter **Dan Turner's** series on the 1981 takeover by Petro-Canada of Petrofina Canada. That series won him a National Newspaper Award, too.

The *Globe and Mail* got a citation of merit for its ongoing crusade for medical heroin use, led by columnist **Dr. Kenneth Walker**, a.k.a. "W. Gifford-Jones."

The Winnipeg *Free Press* took a citation of merit for its campaign to shame parking-ticket deadbeats into paying up, by publicizing their names.

Winner of the Short Takes Shoot The Messenger Award is **Suzanne Blais-Grenier**, who recently resigned the federal cabinet after a brief career as a human threshing machine. She wins for claiming that Southam News writer **Chris Young** "victimized" her by revealing that she spent 64 grand of taxpayers' money on nonessential holidaying during her European jaunts.

Did anybody out there wonder what ever happened to **Georgs Kolesnikovs**? He was city editor at the Niagara Falls *Review* in the 60s. From there, he became founding editor and publisher of *Cycle Canada* and some other publications for bikeophiles published by Brave Beaver Presswords Ltd. in Toronto. He then sold off Brave Beaver in 1976, worked for CP for a year, returned to the *Review* briefly as managing editor, then returned to Brave Beaver as editorial director and finally moved to California to head formation of its U.S. subsidiary, Great American Media Inc., a promotional company. Now his company is promoting a round-the-world boat race called the Multihull Challenge, and Kolesnikovs will sail around the world in a trimaran singlehandedly, beginning in August. It will be the first world circumnavigation race for cata- and trimarans.

Two new publications are available about VDTs. One is the report of the task force of the Institut de Recherche en Sante et en Securite du Travail du Quebec (IRSST). It has 21 recommendations and is available in English now. Write to them at 505 Ouest de Maisonneuve, Montreal, Quebec, H3A 3C2, and send five bucks.

The other publication is a report by University of Waterloo professor Hari Sharma, published by the Planetary Association for Clean Energy in Ottawa, 212-7 Metcalfe St., K1P 5L6. The Sharma Report is more expensive at \$40. But I can recommend it sight-unseen because Sharma is one of my old profs, and I can assure one and all that he is extremely thorough and erudite.

The new president of the Association of Deans and Directors of University Journalism Programs is **Dave White**, director of the journalism/communications program at the University of Regina. He succeeds **Peter Desbarats**, dean of the graduate school of journalism at the University of Western Ontario in London.

The aforementioned Desbarats informs us that, for the third year running, the graduate school at UWO offers journalists a two-week course in economics and finance, under the title Economics Institute for Journalists. It is an intensive backgrounding intended to

impart depth to a writer's later work on things like unemployment, free trade, taxes and so on. The fee, described in a memo from Desbarats as a "token amount" is \$700, with \$200 refundable on completion of the course. Session is May 4 to May 17, 1986. Applications will be treated on a first-in basis, and should be sent to Professor John Palmer, Centre for Economic Analysis of Property Rights, University of Western Ontario, London, Ont. N6A 5C2, along with a cheque for the \$700. Or call for more details: 519-679-6515.

The Evangelical Lutheran Church in Canada is now out with its magazine, *Canada Lutheran*. Editor is **Ferdy Baglo**, a pastor and former broadcaster and editor of *Western Canada Lutheran* for these past 12 years.

In case you're a reporter wondering how your pay stacks up, here is a list of minimum wage rates at Newspaper Guild papers. It was culled from a list of wages under Guild contracts in the U.S., Canada and Puerto Rico. It applies to starters with no creditable experience. Figures are in the local currency:

Montreal Gazette	\$521.00
Vancouver Sun and Province	\$484.85
Hamilton Spectator	\$474.00
Ottawa Citizen	\$468.86
Toronto Star	\$447.13
Windsor Star	\$416.67
Toronto Globe and Mail	\$401.71
Brantford Expositor	\$338.28
Sudbury Star	\$301.52
Oshawa Times	\$298.16

The new entertainment editor at the Edmonton *Journal* is former entertainment writer **Allan Kellogg**. The old one, **Jim McNulty**, went to Vancouver to land I know not where.

Former city hall bureau chief **Barb Livingstone** is now day assignment editor. In separate events, medical reporter **Katherine Dedyne** and social services writer **Lorraine Locherty** took a year off to travel. Replacing them are general reporters **Catherine Carson** on social services and **Lasha Morningstar** on meds.

Former Calgary *Herald* summer intern **Paul Hallihan** is now a reporter for the Brandon *Sun*. The *Herald* also lost editorial writer **Peter Hepher**, to retirement.

At the Regina *Leader-Post*, **Alan Boras**, a grad of the University of Regina program and also a former *Herald* intern, is now a feature writer. And **Kathy Bell** joins the provincial reporting staff from *Yorkton This Week*

From Vancouver: at the *Province*, "Sunday" **Sam Bufallini**, who was assistant city editor and responsible for putting out the Sunday paper - hence the Runyonesque moniker - returns home to the Montreal *Gazette* as a copy editor. **Gregg Middleton**, a boom-voiced CBC man noted for his Svengali eyes, joins as a reporter.

At the *Sun*, Edmonton *Journal* copy editor **Moses Zeimer** joins as a copy editor, and after one year's leave in the Caribbean, **Brian Kieren** returns, now married.

Gary Mason recently joined the *Sun* as the Victoria bureau chief from the Victoria *Times-Colonist*, and herein lies a story. Mason graduated the Langara College program in 1981, and his star has been rising so fast that he was recently asked by *Vancouver* magazine to write its back-page column. This is an honor because that column has status similar to *Maclean's* back page column nationally. But as part of their job offer, the folks at the *Sun* ruled that Mason had to give up the honor. Which he did. But an unimpeachable source out west tells me that the people at *Vancouver* magazine view the paper's policy on freelancing by staff to be short-sighted.

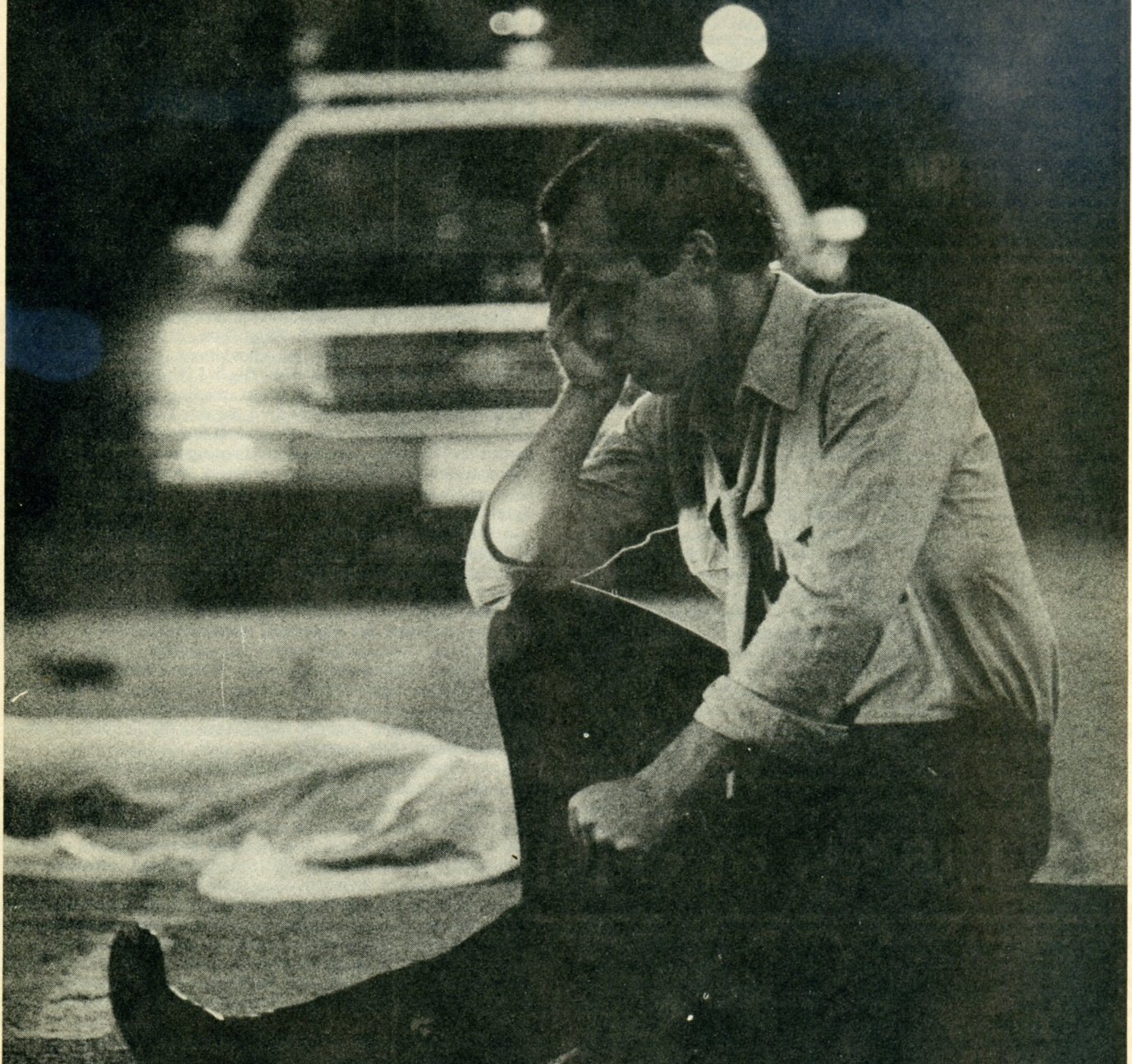
At the Montreal *Gazette*, in addition to Sunday Sam, **Jack Todd** joins the sports copy desk, and **Sandy Senyk** leaves the education beat for a turn at copy editing. **Irwin Block**, formerly of CP, joins as a city reporter.

With the resignation of executive director **Dorothy Dearborn** and **Ana Watts**, turnover in the editorial department of the Saint John weekly *Citizen* is 100 per cent in its first eight months. Nevertheless, "We are here to stay," quoth associate publisher **Stephen Cook**, who says he wants the paper to be "bold, brash, and perhaps a little loud."

After a year and a half with the King's County *Record*, **Paul McFate** joined the Citizen's newsroom. The paper also adds **Craig Daniels** of Sarnia, Ont. Former *Citizen* reporter **Cathy O'Connell** is now with the Saint John *Telegraph-Journal*.

— Dave Silburt ☺

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