

# content

for Canadian journalists

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MARCH/APRIL 1989

## The changing face of broadcasting



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The changing face of *The Globe*

*The Michener Awards Foundation invites mature journalists with an interest in public service through journalism to apply for one of two study-leave fellowships, to be awarded annually and worth \$20,000 each.*

# \$20,000 study-leave fellowships

Applicants are asked to submit proposals setting out how they would use four months of out-of-office study time at a university of their choice, and how this would help to enhance their competence as journalists.

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Late in 1982, the Michener Awards Foundation was established with the principal purpose of perpetuating these annual awards. The Foundation also seeks to advance education in this field. Its aim is to foster journalism that promotes the public interest and that demonstrates high social values which are beneficial to the community as a whole.

The fellowships are being offered with this aim in mind. It is expected that most applicants will wish to be attached to a university for the period. Applications to cover other planned projects of research and study will also be considered. The study may be carried on outside of Canada if the recipient has the necessary resources.

Letters of application should set out the following information:

**1 Academic background of the applicant**

(Include programs followed at university and academic standing on graduation or in last year.)

**2 Other interests**

**3 Work experience**

(Include the kind of journalistic work you have done and the main areas you have covered. Specify the organizations worked for.)

**4 Achievements**

(Outline your most successful efforts in journalism. Attach 6 to 8 clippings, photocopies, scripts or cassettes of some of your best work.)

**5 Plans for leave**

(Outline what you propose to do if you receive a fellowship. Provide some evidence of proposed attachment to university if possible and practical. If a university is not involved, describe your

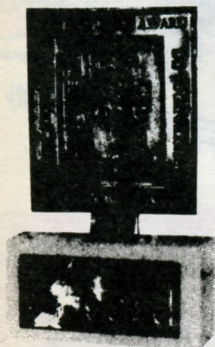
plans for research and study. There is no objection to your writing on the results of your work for publication.)

**6 Support of employer**

(Attach a sealed letter from an appropriate representative of your employer giving an assessment of your potential, agreeing to the necessary leave and indicating any additional support through part salary or travelling expenses.)

**7 Evidence of approval** of the study-leave by the university where the studies will take place.

Applications should be sent by **May 31, 1989** to:  
 The Michener Awards Foundation  
 151 Sparks Street  
 Suite 309  
 Ottawa, Ontario  
 K1P 5E3



# content

for Canadian journalists

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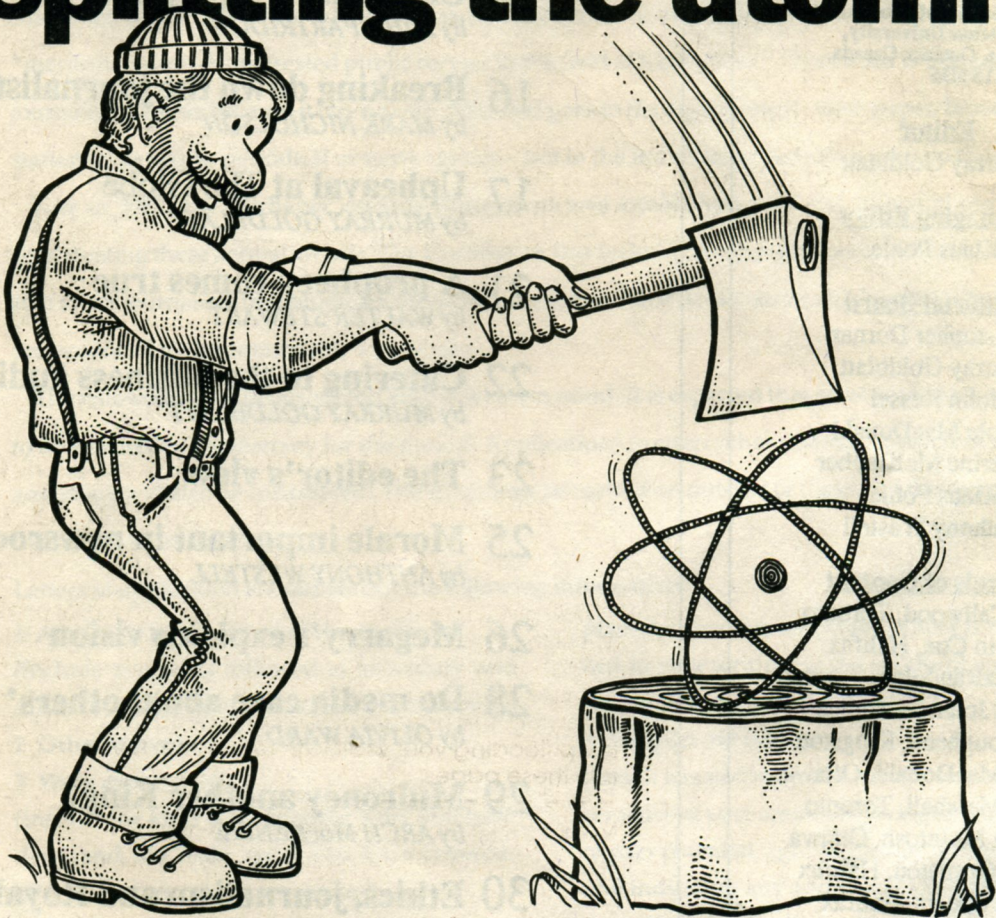
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- 3 **Editor's Notebook**
- 4 **Briefings**
- 9 **Twenty-four hour experiment**  
by TONY ATHERTON
- 11 **Muzzling journalists**  
by PETER TRUEMAN
- 12 **Broadcast Act debate goes on**  
by DAVID WATERS
- 14 **Chairman's legacy lives on**  
by JOHN PARTRIDGE
- 16 **Breaking down the journalistic frontiers**  
by MARK NICHOLSON
- 17 **Upheaval at The Globe**  
by MURRAY GOLDBLATT
- 21 **A prophecy comes true**  
by WALTER STEWART
- 22 **Catering to the business audience**  
by MURRAY GOLDBLATT
- 23 **The editor's view**
- 25 **Morale important in newsroom**  
by ANTHONY WESTELL
- 26 **Megarry's explains vision**
- 28 **Do media care about others' rights?**  
by OLIVIA WARD
- 29 **Mulroney another King?**  
by ARCH MacKENZIE
- 30 **Ethics, journalism and Royal Orr**  
by DON MACDONALD
- 36 **Books**
- 40 **ShortTakes**

## CREDITS

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All business management functions for *Content*--including advertising, circulation and promotion--have been assumed by Robert Roth Media Services. Contacts there are Robert Roth and Diane Sims, both of whom have extensive experience in journalism as well as business management. They have taken over from Carole MacDonald, business manager, and Mary Walsh, advertising manager.

Carole MacDonald has decided to step down as business manager after five years in the post. Carole has not only carried out her own job, but kept a painstaking eye on most other operations of the magazine--from editorial queries to distribution. She will remain on the magazine's board.

Mary, on the other hand, informs us after her stint with *Content* she plans to retire and do some travelling. And in both these endeavours, we wish her well.

Mary has displayed enthusiastic support of *Content's* ideals since she joined in helping to save it from collapse five years ago. She played a major role in its growth from a slim 24 pages to its present size. And she first gained her enviable reputation in this specialized advertising field with *Sources*, once a sister publication of *Content*.



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## Media missing human story in coverage of South Africa

By John Kessel

REGINA

**M**edia arrogance. That was the criticism, occasionally erupting into anger, that wove its way through a three-day conference on South Africa organized by the University of Regina's School of Journalism and Communications.

The conference, called "Getting the real story," attracted about 100 journalists, NGOs, academics, film makers, members of Canada's anti-apartheid groups and students.

The journalists included members of the front-line black and white alternative and mainstream press in South Africa facing government reprisals for challenging the state press bans by reporting on human rights violations, as well as



Panelists discuss laws that confront journalists in South Africa

foreign correspondents and a few foreign editors.

Organized in an effort to examine what greater efforts should be made to overcome the apartheid government's press bans, the arrogance was as much displayed by the media which wasn't there as by some of those who attended.

Sat Kumar, director of the journalism school, said conference organizers were told by some Canadian mainstream media that "they didn't see any relevance in coming...they said they didn't need it. For anybody to say they'd heard it all before, is just plain stupid."

Kumar wouldn't be specific on who made the comments, but with the exception of Southam News, CBC Radio and TV representatives and press coverage from *The Regina Leader Post*, no other mainstream media was represented.

Canada's national newspaper, *The Globe and Mail*, our largest newspaper, *The Toronto Star*, and CBC's independent rival, CTV, were not at the conference. They were invited.

"Getting together, sharing information, for those who were here is bound to result in a better way of dealing with it (press bans and the South African government's propaganda campaign abroad)," Kumar said.

But Kumar expected the conference to be controversial before it began. *The Globe's* Michael Valpy, a former South African correspondent, and invited

## MacDonald fund grows

**T**hirty-one contributors have donated \$3,500 to the Dick MacDonald Memorial Bursary. The bursary was established in the Graduate School of Journalism at the University of Western Ontario to honor MacDonald who died last year. MacDonald was one of the founders of *Content* magazine and was working on his Master's degree in journalism at Carleton University at the time of his death.

Although many bursaries are based on scholastic ranking, this one is different, says Peter Desbarats, dean of Western's journalism school. "The bursary's going to be for needy students who encounter financial problems unexpectedly in the course of their studies. Because Dick had a lot of financial problems keeping *content* going over the years, people thought he'd be happy with this kind of bursary."

Desbarats says he would like to see the fund grow to about \$10,000, which would produce \$800 to \$900 in interest for the bursary.

"Sometimes students run into financial problems they just hadn't expected, and it would be nice to have enough funds to tide them over until they get back on their feet again," he says.

panelist, pulled out because of sponsorship by Canada's Department of External Affairs.

External Affairs paid about \$40,000 of the \$55,000 cost to host the conference -- part of the \$1.1 million the department set aside at last August's Commonwealth minister's conference in Toronto to combat censorship in South Africa.

Joe Thloloe, former deputy editor of *The Sowetan*, accused the foreign media of ignoring the real suffering in South

Africa because of laziness and lack of imagination.

He said the media has been trapped in a rut since the press bans began in 1986, beating a path only to the institutionalized spokespersons in South Africa -- Archbishop Desmond Tutu, Rev. Allan Boesak, and white politicians.

Journalists shouldn't be satisfied with the "shopping list" of contacts that most follow and instead should tell the human story, he said.

Thloloe was also critical of South African media, even white anti-apartheid media, for failing to challenge censorship laws, "testing the limits to which they can push them. Few push as hard as they can."

It's mostly South African alternative black newspapers which push against press bans, facing fines of up to \$20,000 each time they've convicted of a violation or being shut down totally by the government.

Francis Meli, a journalist and representative of the banned African National Congress with a doctorate in history, attacked the North American television media for its reports on violence in South Africa, saying "the camera is never seen on the side of the people." Instead, the filming is done from behind police with people fleeing. "You seldom see people advancing. This portrays an image of stereotyping advanced by the apartheid regime."

Thami Mazwai, assistant editor of *The Sowetan*, studying currently at Harvard University, says the foreign media (represented by 170 journalists) are too interested in the "bang, bang type of reporting, concentrating more on the confrontation and ignoring the equality of life" in South Africa.

The foreign press is treating the atrocities of South Africa more like a Mafia shootout, he said.

Sharon Sopher, Oscar nominee and Emmy winner for her film *Witness to*

*Apartheid*, filmed in 1985, also accused foreign journalists of laziness.

She maintained that if the three big networks in the U.S. pulled out of South Africa, pressuring the United States at the same time to use its massive influence against the apartheid regime, the press bans would soon fall.

Though the conference says much disagreement on how to cover the South African story, delegates did agree on an 11-point proposal directed at fighting press bans.

Some of the proposals included:

- A campaign, organized by delegates, to fight for protection of journalists and other media workers in South Africa;
- Assistance to alternative media in the struggle against apartheid by appealing to world news agencies in helping to train South African journalists;
- Creation of a public awareness campaign of South Africa's propaganda machine and press manipulation.

*John Kessel is on leave from The Ottawa Citizen as graduate student in journalism at Carleton University.*

## Women's barriers identified

Women working for the Southam group of newspapers will soon learn how they compare with their male counterparts in the areas of employment equity and opportunities.

A task force on women in the Southam newspaper group is surveying publishers in the chain this spring to gather statistical information on issues such as the number of women in managerial positions and the number of

## Magazine helps the illiterate

With about 4.5 million Canadians considered functionally illiterate, the country faces a virtual epidemic of ignorance. But there is an antidote: it's a new British Columbia magazine called *Voices*. The first issue came out last fall and was met with rave reviews.

Published quarterly by the Lower Mainland Society for Literacy and Employment, *Voices* was developed by a group of instructors at the Surrey School Board's adult literacy program.

The section on theory and practice, and exchange of teaching ideas and experiences, is written by non-students, as part of the Work/Notes section. The rest of the magazine is filled with first attempts to express feelings or ideas, including book reviews, letters to the editor, stories and poems.

"*Voices* is a beautiful magazine, very moving," wrote American author and literacy activist Jonathan Kozol. "This is what it means to be able to read the world and write down one's own world."

--Ron Verzuh

*Ron Verzuh is a regular contributor to content.*

those in the top 20-per-cent-salary bracket.

The task force will also look at policies on women in other companies, and, after that, it will make some recommendations to the company.

Since its formation last year, the 16-member task force, which includes three men, has held two meetings to discuss issues affecting the advancement of women in Southam newspapers.

It was set up to identify and review any real or perceived barriers to women advancing to management positions in the newspaper chain. "The newspaper business, like mining and forestry, has been male-dominated despite the substantial number of women in newspapers," says Judi Harvey of Pacific Press in Vancouver, who co-chairs the task force. "The task force will try to encourage women to go for management positions."

All facets of the newspaper industry—including circulation, advertising, editorial and business sections—are represented on the task force.

Its activities are divided into four subgroups. Harvey chairs a group looking at recruitment policies and practices as they relate to women while co-chair Jude Gravelle of the *Financial Times* in Toronto heads a group on career development training and promotion policies. Susan Riley of the *Ottawa Citizen* chairs a group looking into family issues such as day care, maternity leave and job sharing. And Barbara Jacobszen of Saugeen Press in Owen Sound, Ont., heads a group seeking ways to change attitudinal biases against women among newspaper workers.

Gravelle says individual members of the task force have been conducting informal polls in their workplaces to gauge the feelings of female employees about the way the company treats them.

"Every member is handling it in the best way that works for them. In Vancouver, Judi Harvey recently held a wine and cheese with a group of women while

other members are just talking to employees with the sanction of the publishers. We have support from top management," she says.

Gravelle also says theirs is a long-term project, since it takes time to change attitudes. "We also plan to look at the situation of minorities and the handicapped in future," she says.

--*Esther Kanaimba*

*Esther Kanaimba is a graduate student in journalism at Carleton University.*

## CP Stylebook revises guides on the disabled

**R**eporters and editors who look to the CP Stylebook as the bible of journalistic style will soon get some clearer direction on writing about people with disabilities.

Bob Taylor, quality control supervisor for The Canadian Press, is currently revising the Stylebook and says he is bearing in mind the concerns that people with disabilities have expressed to him.

Taylor wrote an article on language a year ago for the CP newsletter "Copy-Talk" which told journalists, "Be accurate, sensitive and clear when describing a person with a disability, handicap, illness or disease."

The article was praised as "sensitive and timely" in the report of the Parliamentary standing committee on the disabled last year.

Taylor says he's using this article as a departure point for adding material to the Stylebook's chapter on "Taste," which now makes only two brief mentions of the subject. The revised and expanded Stylebook will be available this summer.

Taylor told *content* that people with disabilities should never be labelled simply as "disabled."

"Indicate to what extent a person has overcome a disability or how he copes with it, for example," he says.

If editors must use labels, just because of space constraints, they should allow for a description "in some detail" later in the story, he says.

Taylor says the purpose of these guidelines is to ensure that the news story "emphasizes the human being and not his disorder."

That phrase strikes a sympathetic chord among groups working with people with disabilities.

They say that the terms and phrases the media commonly use -- words such as "cripple," "invalid" or "victim" -- reflect a lack of understanding about people with disabilities, and create inaccurate pictures of these people in the news.

Posey Poushinsky, director of information services for an Ottawa group called Disabled Persons Community Resources, says she objects to language that emphasizes the disability, rather than the person: phrases like "wheelchair-bound," instead of "a person who uses a wheelchair," or "stroke victim," rather than "Mr. Brown, who had a stroke."

The word "handicapped" in place of "disabled," she says, ignores the fact that people with disabilities are only handicapped by situations and attitudes.

Poushinsky is helping to organize workshops for people who work in the media.

The workshops, to be held in June, are a new approach, she says. In the past, her group has worked with individual reporters rather than making a formal approach to a news organization. But she has learned from experience that this approach can be ineffective.

"We once had a reporter come in and do an article on our organization. I talked to her about accurate language and



when she left I thought we were thinking on the same wavelength," Poushinsky says.

"When the article came out, I was horrified." The article contained the word "handicapped" instead of "disabled." Says Poushinsky, "I called the reporter and she said she hadn't used the word 'handicapped,' but it just happened to be the right length for the editor.

"That really discouraged me because I thought, well, somehow we've got to get to everybody."

Sally Lockhart, a community awareness officer for the Rehabilitation Centre in Ottawa who is helping Poushinsky's group plan the media workshops, recently sent Ottawa-area newsmen a pamphlet that contains a glossary of terms appropriate for describing disabilities.

Lockhart says she has received no response from editors about the pamphlet, which was prepared by the National Easter Seal Society in the United States.

But she and Poushinsky hope the workshops will get the press and people with disabilities talking. The women fear journalists are often uncomfortable around people with disabilities, and don't know how to broach the subject of language.

Poushinsky says she's aware that some of her concerns may sound like nit-picking, especially to editors who have to be concerned about wordiness and space.

"The workshops will be a chance for us to meet with editors in person and make sure everyone understands why these things are so important," she says. "We feel we need to develop relationships with the press before we can come out and say what we want."

--Frances Misutka

Frances Misutka is an Ottawa freelance writer.



Centre serves 70 children

## Herald daycare centre a first

When Sylvia McIver heads into work at *The Calgary Herald*, her 15-month-old son Sean goes along too. McIver, a copy editor at the Alberta daily, drops Sean off at the company day care right on the newspaper premises.

A staff of 20 day-care workers take care of almost 70 children ranging in age from three months to 12 years. Fees for the service are deducted from the employee's pay cheques.

The newspaper believes its day-care centre is unique among newspapers in Canada. While another Southam-owned daily, *The Ottawa Citizen*, has allowed some mothers with young children to work part-time on a job-sharing arrangement, *The Calgary Herald's* City Editor Gary Park says the Herald is the only newspaper that allows parents to bring their babies to work.

*The Herald's* day-care centre is licensed by the Alberta government and has space for 80 children on a full-time, part-time or drop-in basis. Monthly fees for a child aged three months to 19 months are \$350, and it costs \$305 for a child aged 19 months to six years. Daily fees are \$18 for four hours or less and \$20 for a full day.

The fee for school-age children who use the centre on teacher professional development days is \$18 a day.

The centre, established by former *Herald* publisher Patrick O'Callaghan, opened on Sept. 1, 1987. The newspaper renovated a 240-square-metre conference hall on the building's main floor for the day care, which has been dubbed "Special Edition." There is an outdoor fenced playground attached to the centre that is big enough for 40 children at a time.

Magdelan Hellebrand, co-ordinator of day care for *the Herald*, says the centre has attracted interest from across Canada and the United States.

"It takes time for a service like this to become an accepted part of the workplace," she says. "There were a couple of rocky points, but now it's operating nicely." The company nurse is on hand to attend the children as well as the employees.

--Janice Middleton

Janice Middleton is a Master of Journalism student at Carleton University and a former reporter at *The Ottawa Citizen*.

## 'Small CP' for Francophonie

**H**e calls it "the small Canadian Press" for francophones outside Quebec.

Yves Lusignan is the editor and the only reporter at the recently created Agence de Presse Francophone (APF) news agency.

The word "small" used by Lusignan to describe the agency is an accurate one, as its annual budget is considerably less than the multi-million-dollar one of the real Canadian Press - The APF runs on an annual budget of about \$68,000, two thirds of which come from the Secretary of State.

The news agency, located in downtown Ottawa, provides 23 French newspapers located outside Quebec (mostly weeklies) with articles dealing with "la francophonie" or matters of general interest.

The idea of an agency for French-language newspapers outside Quebec developed during three years of discussions between Wilfrid Roussel, the director general of the Association de la presse hors Quebec, and publishers of various non-Quebec weeklies. It was felt that isolated French-speaking communities, which do not have access to the major French press, need more information from Ottawa in their mother tongue.

"Small isolated French communities do not have access to the big media of information," Lusignan says. "They are thirsty for information (written in their mother tongue). This news agency gives them a breath of fresh air."

The promoters of the project knocked at the door of the Secretary of State department last year and managed to get a \$45,000 grant. An office was found last September to house Lusignan, 32, and his new computer.

He began writing articles right away. The articles are mailed or sent by fax to

subscribing weeklies. So far, Lusignan says, the publishers have been satisfied with the service.

Newspapers subscribe to the service at a cost of \$15 an issue, costing a weekly \$780 a year and \$490 for a bimonthly.

Lusignan says the APF's mission goes beyond linguistic issues.

"French people want to have information in French, not only about what's going on in the area of 'la francophonie,' but also on everything which affects them as citizens, whether it deals with social, political or economic issues. It's with this aim that I'm working."

In addition to staff-written articles, the agency provides a service for retrieving articles from subscribers and circulating them. For example, a weekly from Alberta can obtain an article on an event in New Brunswick, as long as a weekly from that province is covering it.

The APF pays special attention to francophone MPs whose ridings are outside Quebec. "Who in the big press pays attention to statements made by the MP from St. Boniface or Sudbury?" Lusignan asks. During the last federal election campaign, he wrote a series of articles on 12 ridings in English-speaking Canada which were represented by francophone MPs.

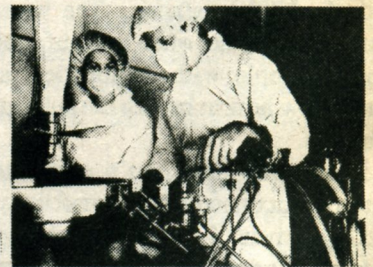
The agency also covers activities of national associations of francophones based in Ottawa, he says. It does not cover events taking place in Quebec, unless they are relevant to "la francophonie" outside that province.

--by Joel Bellevance

*Joel Bellevance is a third-year journalism student at Carleton University.*

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# The all-news channel

*Broadcasters speculate on long-term effects*

By Tony Atherton

**W**ith the biggest hurdles now behind CBC's all-news channel, and the finish line--in this case the starting line--in sight, excitement is building afresh. It isn't confined to the executive news offices at the public network, however. *Newsworld's* ripples are being felt in broadcast news operations across the country.

By March, five months before the official launch of the all-news channel, its deputy head, Michael Harris, was sorting through more than 1,000 applications, representing a hefty chunk of the broadcast journalists in the country. There has been incredible interest in the roughly 80 editorial jobs created by *Newsworld*.

"I don't think there's been anything as big as this in news since *The Journal* went on the air," says Harris. These are not ingenue journalists looking for a break, he says. "The interest in a start-up operation is so keen, we're getting a lot of over-qualified people."

One private TV news executive, presumably glancing anxiously around his own newsroom, agrees. "They'll take some of the good ones, no question...It's a bit of a broadcast journalist's dream, to be part of a new channel like that."

CTV National News editor Tim Kotcheff, one of the first to face the loss of senior staffers to *Newsworld*, is philosophical. "It's like baseball. A new team comes into the league, gets in on the drafts and takes the unprotected players. But then a new season comes along, and there are new players."

While *Newsworld* may cause staffing headaches in some newsrooms in the short run, its long-term effects promise to be more far-reaching. Forecasts of just what it will mean range from more news breaks on your local station to the extinction of network news.

The problem with the forecasts is that nobody quite knows what to expect from *Newsworld*. The all-news channel's executive themselves haven't finished nailing things down.

*Newsworld* has never stopped evolving and is by now a markedly different beast from what was approved by the Canadian Radio-Television and Telecommunications Commission nearly two years ago. That's the result of a number of influences, not the least being government pressure to reduce the perception of Central Canada control, and to encourage private involvement.

**H**owever, perhaps the biggest changes have been effected by a practical review of budget and operations. *Newsworld* is less laid-back than originally conceived, more hard-news oriented. Gone--or greatly diminished--are proposed lifestyle shows and fitness breaks. Morning news cycles have been made tighter, more densely packed. Breaking news, always the chief concern of the channel, has been given more importance.

CBC's news and public affairs head Bill Morgan originally dubbed the programming not news, but "education information." He probably still would.

But there's no question that in some respects *Newsworld* has moved a little closer to the model of the U.S. Cable News Network.

"It's partly in the belief that if you've got fewer resources, and you're not polished, you better be more current," says Harris.

**I**t's a lesson that CNN learned under fire since its launch in 1980. Three years ago, the U.S. network eliminated a 25-person investigative news team, but continued to spend money hand-over-fist on new foreign bureaus and more satellite links. Not that there won't be time on the new Canadian network for sober second thought, mostly in carefully packaged re-issues of national and regional documentaries and special reports from across the CBC system. But being on the scene and on the air is what will give *Newsworld* its identity, says Harris.

*Newsworld* is going to "challenge" conventional TV news sources, says Harris. "We'll push *The Journal*, *The National* and CTV to pull their socks up a bit."

It's not only the national news gatherers who are mindful of the impact of an all-news channel. Recently, an executive of Canada's largest private station, Toronto CTV-affiliate CFTO, said the coming of *Newsworld* was at least partly responsible for extensive refurbishing of its supper-time news hour, including a luxurious new set and the hiring of a high-profile co-anchor, Sandie Rinaldo.

At Ottawa's CJOH-TV, another CTV station, Max Keeping, vice-president of news and information, foresees more of the same approach the station has adopted since audience choice increased with the addition of new channels last fall.

"We want to identify with the home town, keep viewers loyal. We provide news of the hometown and look at the rest of the world from a local view." *Newsworld's* emphasis on breaking news might encourage the station to make small changes, such as programming morning news updates, says Keeping. But generally the lure of locally-oriented news itself is enough to keep CJOH from worrying.

Keeping gives an example. "I consider CBC's *Midday* a very good public affairs show, with really terrific features. But our [noon news show] has double (CBC's) number of viewers. We've established we're going to have what's happening here."

Harris acknowledges the popularity and expanding scope of local news. Combined with all-news channels, it could spell the end of network news in 15 or 20 years, he says.

It's a popular theory in the U.S. right now. Network news, never a money-maker, has seen its resources shrink in recent years, while profits for local news and CNN seem to have no bounds. As TV continues to diversify,

the theory goes, networks will increasingly emphasize entertainment. The same thing could happen here, says Harris, though it may be a longer process.



Kotcheff, not surprisingly, disagrees. "I don't see [the network] role disappearing. I see it enhanced in fact." News competition begets more news, he figures, perhaps more or longer prime-time news updates, for

one thing. This hypothesis appeals to David Spencer, a journalism professor at the University of Western Ontario. First, he notes, it would be tough to eliminate network news without major changes to broadcast regulation. All broadcast services are mandated to provide information programming.

But more importantly, a strong information component has always been a part of the Canadian broadcast system. News is what makes Canadian networks distinct. Whereas NBC might be associated in many minds with Bill Cosby and Johnny Carson rather than Tom Brokaw, CTV's identity is firmly rooted in Lloyd Robertson.

"Rather than pushing some of the networks out, [*Newsworld*] would push them to improve," says Spencer.

Of course that could conceivably lead to our own uniquely Canadian problem, says Spencer--information overload. At its worst, it would desensitize viewers rather than inform them, resulting in increased apathy. "We would become living-room bound, a process

which is already happening to some extent."

*Tony Atherton is an Ottawa Citizen columnist and media communications specialist.*

# The Goldhawk muzzle

By Peter Trueman

It could well be argued that this is the worst possible moment in the history of Canadian broadcasting for the CBC to be muzzling off duty employees in news and current affairs.

Good journalists seethe with opinions, and those who do not have opinions on the issues that beset us are airheads, fit only for the "infotainment" programming the CBC professes to deplore.

One of the tragedies we are facing is that at the moment, the birdbrains appear to be winning the battle for the soul of information programming; and the CBC should be encouraging serious journalists, not disciplining them and driving them out.

Few people in ACTRA or Canadian journalism argue that reporters should have the right to express personal opinions in hard news stories, although so-called "analytical" reporting has taken us a long way in that direction.

There has been a lot of hand-wringing about that tendency, my own included, and the more traditional go so far as to suggest that someone employed primarily as an anchor or a reporter should not express opinion even in a clearly labelled commentary.

But the CBC's current ruling goes far beyond the exclusion of the reporter's opinions either from the air waves generally or from news stories.

The CBC is saying that its people in news and public affairs, particularly the hosts and reporters who are most visible, should not express opinions on controversial political issues even when off duty.

This has come because of the CBC's newly rigid application of its Journalistic Policy handbook, published for news and current affairs staff and contract employees in 1983.

The handbook escaped public scrutiny until last fall when corporate

brass invoked its provisions in telling Dale Goldhawk, host of the national open-line radio program, *Cross Country Checkup*, to choose between the presidency of ACTRA, and his livelihood.

Mr. Goldhawk's sin was to have an opinion. He had suggested in something he wrote for *Actrascope*, the union magazine, that free trade might pose a threat to the country's cultural industry, a possibility so generally conceded as to be hardly worth debating.

"I wouldn't have hired a hall," Goldhawk told me recently. "I wasn't talking to the general public. I was talking to my own members."

If there were any evidence that Goldhawk's uneasiness about free trade had affected his even-handedness as the host of *Cross Country Checkup*, the CBC's concern would have been understandable.

But Goldhawk says it wouldn't even have occurred to him to indulge a personal bias in his role as a professional journalist. And Doug Coupar, ACTRA's director of communications and research put it even more strongly.

After reviewing the free trade program tapes, Coupar went so far as to describe Goldhawk's performance as uncharacteristically and excessively neutral.

And Coupar made the point that ACTRA has pressed the CBC over and over to produce some evidence that anyone in the radio audience, except author, columnist and ACTRA member Charles Lynch, found Goldhawk's hosting biased on free trade.

(It was Lynch's column complaining about Goldhawk's position on free trade and suggesting a conflict that prompted the CBC's ultimatum to Goldhawk and his subsequent resignation as ACTRA president.)

According to Coupar, the CBC has been unable to cite a single letter or phone call from a listener to substantiate Lynch's claim, and continues to insist that "the perception of bias is enough".

The CBC's application of its Journalistic Policy, has so far left the outspoken David Suzuki, of the *Nature of Things*, free to say what he likes. The *Nature of Things* is in the bailiwick of Arts, Music and Science, not News or Current Affairs.

But Roy Bonisteel, host of CBC's award-winning *Man Alive* for 22 years, has been muzzled, and as a result has decided to leave the program and the corporation in mid-April. Even the CBC admits this is a serious blow.

Apart from the intolerable impropriety of insisting that a man of ideas, a journalist like Bonisteel, can't express ideas and work for the CBC at the same time, there is the equally stunning impropriety of the management at a union shop telling a contract employee what he can and cannot say in his role as union president.

Dale Goldhawk was ACTRA president before he was signed up to host *Cross-Country Check-up*, so it isn't as if the corporation was buying a pig in a poke.

If the CBC didn't know what it was getting, then whoever negotiated Goldhawk's contract for the corporation should be fired as an incompetent.

ACTRA has undertaken an action against the CBC on Goldhawk's behalf which it hopes will be heard by the Canadian Labour Relations Board soon. A number of very large principles are riding on the outcome.

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*Peter Trueman is a well known television newscaster and host as well as an experienced reporter and columnist.*

# Broadcast bill revisited

By David Waters

When Prime Minister Brian Mulroney pulled the election plug last fall, the proposed new broadcasting legislation (C-136) instantly went gurgling down the drain. And outside of broadcasting circles hardly anyone even noticed.

But before it met with what some people considered an untimely death, Bill C-136 had almost become law. It had passed all the requisite debates, readings and votes in the House of Commons. It had passed two readings in the Senate.

But it's a rule of the parliamentary game--a bit like snakes and ladders--that unpassed pieces of legislation must start the parliamentary process all over again with a new government.

Further, communications minister Flora MacDonald, who originally sponsored the proposed new broadcasting legislation, went down to defeat. She was eventually replaced by one of her former colleagues: Marcel Masse, who is expected to propose some modifications.

The new communications minister is not the only player substitution with a vested interest in the contents of a new Broadcasting Act.

The CBC, for one, is another very interested party. At the time the new legislation was introduced into the House of Commons, it had serious misgivings about some key aspects of the old version. But, now, it has even more to think about: by the time a new Bill reaches the parliamentary committee stage, CBC should have a new president and possibly other changes at the highest levels.

Another key player is the Canadian Radio-Television and Telecommunications Commission (CRTC). Its president Andre Bureau has recently

resigned. And the now defunct Bill C-136 would have altered the Commission's role in a number of crucial ways--some of them very debatable indeed.

There are many aspects of the debate which will be worth watching, but let me single out just a few crucial ones at this advanced stage.

The first has to do with the linguistic duality of broadcasting. Few people outside of Quebec are probably aware of the formation in Quebec of an alliance for the defense of French public broadcasting, or of how hard it has been lobbying for a larger share of the broadcasting dollars. It is also seeking changes in the way the linguistic allocation of public funds is determined. Traditionally, the CBC decided internally without much fanfare how much money would go to English broadcasting and how much would be given to its French network.

And there was a certain logic to any decision to give a larger share to English broadcasting.

To mention only one factor among others, French broadcasting only had to compete with what the francophone private broadcasters were able to do. Teleromans, for example, were very popular in Quebec and they were much less expensive to produce than attempts to substitute Canadian versions of *Dallas*, or *All in the Family* with all of their expensive technological and creative talent. And, the proximity of English Canada to the American border made competition with the three major American networks with their pots of gold also an ongoing problem for English broadcasting. After all was that not what our cultural sovereignty was all about? And since CTV could not be counted on to do the job: and in

this regard had been allowed to become almost another American funnel into our unprotected borders, to whom else but the CBC could the task of national cultural competition be assigned?

But competitive realities have changed dramatically in French Canadian broadcasting in recent years. *Dallas* and *Dynasty*, *Wonder Woman* and *Disneyworld* are now all available in lip-sync versions. And the English versions of the latest American and English Canadian stations are also available to any French Canadian with a minimal degree of bilingualism and who can channel hop like the rest of us.

The financial problem facing French broadcasting is compounded by the fact that its potential base of commercial revenue is much smaller than that available to English Canadian broadcasting. Hence the cry of alarm. And it is accompanied by the traditional hesitation about leaving any decisions about the allocation of funds to corporate bodies where francophone representation may be at a numerical disadvantage. In their desperation, they are putting pressure on the federal government whose return to power is due in large measure to the power base Quebec has given it.

The Alliance for the defence of French public broadcasting now appears to have been given some assurances that its concerns will not be neglected in the drafting of the new legislation. The problem is that English public broadcasting is also pathetically short of money. Given such multiple ramifications, what Michael Wilson and then Masse do to the funding and structures of public broadcasting merits everyone's close scrutiny.

A second area of major concern is the issue of ministerial power versus the arms length independence of such institutions as the CBC and the CRTC.

During the election, Masse appeared before a forum organized by the francophone Alliance in Montreal. He did not deny that the CBC and Radio Canada needed more money. He said that if the national public broadcaster were to fulfill all of its legislative mandates, it would probably need close to three billion dollars a year, and not the one billion that government and commercial sources now provide. The problem, as I remember him putting it, was that he was loath to fight for much more money for institutions which did not allow him the degree of ministerial

responsibility he felt was required and justified.

His concern about ministerial responsibility included, of course, the CRTC, a cornerstone of both some of the problems and some of the solutions facing the Canadian broadcasting scene. There were both good and bad aspects to the modifications that MacDonald's bill would have brought to the CRTC. The CRTC's old powers were almost exclusively draconian. It could take a license away and assign it to someone else. It was understandably loath to do that, no matter how much a license holder broke its promises or snubbed the CRTC's instructions. As Mr. Bureau said at a public hearing: "Our powers as you know are very limited in practice, so

what is that you really want us to do?" It was a telling question.

Even more telling will be what his replacement will be likely to say in such situations when a new Broadcasting Act has finally made it into law. Thankfully, there will be time for yet another lengthy debate about what the new government has in mind under Masse before the structures and behavior of Canada's key broadcasting institutions get locked into law.

*David Waters is president of the Producers' local at CBMT, and an executive producer at CBC-TV. A director of content magazine, he has lectured and written frequently on the issues and problems of Canada's mass media.*

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# The Bureau legacy

By John Partridge

**K**icking off a TV licence renewal hearing in Toronto one morning last fall, Andre Bureau cracked a grin and pointed to a hand-lettered sign on the table before him. "Don't Lose Your Temper," it read.

It was a typical gesture from Bureau. Until he unexpectedly resigned as chairman of the Canadian Radio-Television and Telecommunications Commission earlier this year almost two years ahead of schedule--he cited personal financial considerations--he had ruled his bailiwick with a mixture of wit and iron will.

And it provoked an equally typical response from the assembled broadcasters: a round of guffaws that were almost as nervous as they were loud. During his five years as the nation's communications watchdog, he polarized opinion to a degree unmatched by any of his predecessors. Indeed, he left more than a few opponents feeling he had disenfranchised them from the regulatory process.

Combined with a plateful of unresolved issues--not least the \$600-million takeover of Selkirk Communications Ltd. by Maclean Hunter Ltd., probably the biggest and most complicated deal the CRTC has ever faced, and whether to allow competition in long-distance telephone service--this has left his successor with a tough row to hoe.

Despite the nervousness Bureau engendered among broadcast and cable TV executives--woe betide those who appeared before him unprepared--he earned their nearly unalloyed admiration for lightening their regulatory burden and allowing their companies to grow larger by buying each other up.

They like him not least because of his own private sector background as a lawyer and senior broadcasting executive.

Douglas Bassett, president of Baton Broadcasting Inc., the dominant player in the CTV Network, made a fitting proxy for his industry colleagues when he said on Feb. 1, the day Bureau announced he would be departing a month later: "He was the best chairman...I've ever had to deal with. He recognized our difficulties. He was an inspiration and will be sorely missed."

By contrast, Bureau did not endear himself to federally regulated telephone companies, notably giant Bell Canada. Beyond opening the door at least a crack to potential long-distance competition, he forced the companies to cut their long-distance tariffs, at the same time as freezing the rates for local calls. Nor did Bureau curry much favor with his political masters, the minister of communications and the House of Commons standing committee on communications and culture. By refusing for the most part to slow the CRTC's frenetic pace--it issued an astonishing 22,000 decision on matters large and small during his tenure--at a time they were trying to digest the Caplan-Sauvageau report and craft new broadcasting legislation, he sometimes pre-empted their roles as policy-makers.

But nowhere did he provoke harsher reactions than among consumer advocates and cultural nationalists on the broadcast and cable front. They argue that precisely because of his private-sector background, he was an industry captive who allowed the companies to grow too big and powerful to be controlled. In their view, he sacrificed viewers' interest to those of

the industry and did little to promote Canadian content in what they regard as TV's most important component--prime-time drama.

Consumer groups took particular exception to two of his decisions: adding a raft of specialty cable channels for which consumers must pay whether they want them or not; and partly deregulating cable, which, among other things gave cable companies the right to almost automatic annual rate increases.

Instead, organizations such as the Consumers' Association of Canada argue, the CRTC should have moved in the opposite direction by strictly regulating the ever-growing profits of cable companies, with their local monopolies, the way it and predecessor regulators have done with the monopoly telcos for decades.

Andrew Roman, executive director of the Public Interest Advocacy Centre, a non-profit agency that provides legal assistance to public interest groups, summed up the opposition this way the day Bureau went public with his resignation plans; "The CRTC has become a sort of stock exchange for trading in (broadcasting and cable) licences," Roman said. "It is no longer a place that does things to safeguard and enrich Canadian culture."

Bureau, no less on that day than on any other, had ready answers for his critics.

For those who said he had allowed his industry constituents to grow too powerful, for instance, he replied that a certain "degree of concentration and even cross-ownership"--between different sorts of media--is necessary to "counteract heavy competition from outside the country--but only if the



benefits outweigh any possible disadvantage."

For those who argued he was industry's captive, he said he viewed the CRTC's role in being a force of encouragement rather than "a heavy-handed policeman."

For those who faulted his performance on the Canadian content score, he cited the CRTC's concentration during his tenure on ensuring that Canadians in every part of the country have access to "as many Canadian programming choices as possible."

This, he said, has brought larger audiences and increased advertising revenues, which have in turn allowed producers to create more and better Canadian programming.

That wasn't to mention, of course, forcing both CTV and Ontario's Global Television to double their spending on Canadian programming.

Indeed, if Bureau had any regrets at all, it seemed to be that, on the CRTC chairman's salary of \$120,000 to 133,000, a fraction of his private sector earning power, he simply couldn't afford the luxury of finishing his term and continuing to move the commission along the same course he had set for it.

Consumers' Association spokesman David McKendry provided as articulate an epitaph for Bureau's career atop the CRTC as any broadcast or cable executive. "It is not often someone comes to Ottawa and has such an impact," McKendry said. "You have to admire him for that."

Note: L.R. (Bud) Sherman has been named acting CRTC chairman. Sherman was one of two commission vice-chairmen.

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*John Partridge covers media matters for The Globe and Mail's Report on Business. Before joining the Globe in 1984, Partridge spent 14 years as a magazine writer and editor.*



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*The photograph above shows J. Frank Willis making his historic 1936 broadcast from the site of the Moose River mine. NFTA 14010*



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# Journalistic common market

## Newspapers target pan-European audience

By Mark Nicholson

British publisher Robert Maxwell is banking on more than just trade barriers becoming a thing of the past in Europe.

Last year the owner of Britain's 3.9 million-selling tabloid *Daily Mirror*, began hiring journalists to produce *The European*, a general interest, English-language European newspaper with a target circulation of half a million.

Its readers, declares Maxwell, will be "new Europeans," those among Europe's 320 million people for whom national borders no longer hold meaning.

*The European* was to be launched this May, and a full-color dummy was proudly shown off by its publisher at the European Community summit in Rhodes last December. "I have a dream," Maxwell proclaimed of his project by headline across the inside pages. "It will be a newspaper written for Europeans by Europeans."

But the dream is off to a sleepwalking start. Maxwell's organization now has ruled out a May launch. Some of the 100 or so journalists hired late last year have already been offered work on "other projects," which appears to be code for the *Daily Mirror*, and a late autumn launch as a weekly is anticipated, Maxwell says. Harder facts on the paper's progress are scarce since, bruised by unfavorable reporting, Maxwell's organization has taken a vow of "no comment."

Rumors, therefore, abound. An unkind one suggests that the paper's French journalists are locked in battle with London over the issue of editorial control. Needless to say, this would not be an advert for European harmony.

More damaging, though, are reports that the paper is on hold pending fur-

ther market research. This tends to confirm a widely held view in the newspaper and publishing industry that Maxwell has read the market wrongly, and that the idea of Europe having room for its own paper covering news, business, sport and the arts, was flawed from the start.

On the face of it, however, the time might appear ripe for such a paper. The theory is that since Europe's fiscal, technical and physical barriers to trade are to be dismantled to produce a single market by 1992, cross-border business and travel will flourish. And that in addition to booming pan-European advertising, more people will need more news from across Europe.

Yet, *The European* has been greeted with tremendous skepticism from almost all quarters. This is, in part, because Maxwell's publishing record has been tarnished by the dismal \$53 million flop of his last paper, *The London Daily News*. It sank in July 1987 after a bitter five-month press war with the entrenched *Evening Standard*.

Deeper pessimism, though, surrounds Maxwell's claim that there are such creatures as "new Europeans." "There's no such thing as a European culture, so there's no such thing as a European," says an international media manager of a big London advertising group, shy of being named since his company is doing some work for Maxwell on the project. "Just because it's 1992 doesn't mean that old Giovanni in Milan is suddenly going to want a European newspaper."

There seems little doubt that something resembling a pan-European culture would need to exist for the paper to take root, since it will address no

clearly defined group, or market segment in ad speak. Maxwell's organization says its readership will be, in British terms, "somewhere between readers of the *Daily Telegraph* and the *Daily Mail*; middle-middlebrow or, in Canada, somewhere between the *Toronto Star* and the *Toronto Sun* readerships.

The first problem with aiming at such a target, runs prevailing wisdom, is that the standard of English among these middle-brow Europeans is unlikely to be sufficiently high to sustain the daily reading of a newspaper even if they were interested. This raises the second problem.

This is the "why bother" factor. Old Giovanni is unlikely, for instance, to scour *The European* for his football news when the local Italian press provides--besides a wide selection of general newspapers--two encyclopedic daily sports papers.

Moreover, borders or no, not all news travels. As Eric de Bellaigue, publishing analyst with CIBC stockbrokers, puts it: "Unless you're talking to people with a specialism, readers in Lille view news as the murder next door, and not the murder in Yorkshire. And that seems to be an overwhelming obstacle to creating a European newspaper."

But business news travels better, and the case is quite different for Giovanni the businessman. Research Services, the leading newspaper market researchers, reckon there to be about 320,000 European businessmen and women for whom cross-border news is vital and for whom daily newspapers are their preferred source. About 66 per cent of these people regularly do business in English. "If you mean pan-European," the interna-

tional advertising manager sums up, "you mean business. And, if you mean business, you mean English. Unless Maxwell's is a business paper, it doesn't have a chance."

Even if it were, however, it would face a tough scrap. The English pan-European business market is particularly well served. The two leading titles are the European edition of the *Wall Street Journal* (circulation 42,000, first European edition in 1983) and the international edition of the *London Financial Times* (57,000 and 1980). Both papers re-edit and reorganized the home papers' coverage to suit overseas readers and print in continental plants.

*The Economist* (European circulation 120,000) and the *International Herald Tribune* (150,000) also vie for this sector, though their aims are broader. Both consider themselves international, rather than European and the *Tribune* finds much of its market among expatriate Americans.

Furthermore, *The Economist's* former European business editor, Tim Hindle, launched before Christmas a glossy corporate news and features magazine, *Eurobusiness*, to supplement this fare. Five issues on, circulation is 20,000 and rising steadily toward Hindle's optimistic 100,000 target.

Brian Shields, marketing manager of the *Tribune*, says the readerships for each established title are rock solid and growing, on average between four and five per cent a year. The exhaustive quality of their papers' business and news coverage, he suggests, makes them almost invulnerable to challenge from a generalist outsider.

Shields also makes the point that each title has spent years carefully plotting print and distribution net-



works through a continental maze of road, rail and airline schedules and contract printing slots. He doubts Maxwell could successfully distribute 500,000 copies of his paper from scratch.

But the preceding should not give the impression that, should Maxwell's enterprise fizzle out to a chorus of "told-you-so"s, 1992 will come and go with the pan-European press serving up only more of the same. Modest changes are afoot.

The British "quality" papers, *The Guardian* and *The Independent*, are in early talks with other European newspapers with a view to eventual publication of a joint European title. Andreas Whittam-Smith, who two years ago launched and now edits the widely respected *Independent*, has said that any such venture would be feasible only five years or so hence. Jim Markwick, managing director of *The Guardian*, which already publishes *Manchester Guardian Weekly* with *Le Monde* and *The Washington Post*, says only that his paper's talks are proceeding "at their own pace."

However, the main paper began printing an "international edition" last year with a 20,000 daily print run in Frankfurt. It differs from the UK edition mostly in having blue-flag and slightly-improved weather and snow reports for holiday-making sunbathers or skiers. It is, Markwick says, a "toe in the water" operation to gain some marketing and printing experience in Europe. With his rosiest glasses on, he says that by 1992 the edition will offer some re-editing and, from a couple more print sites, reach 50,000 readers.

Markwick is not sold on Maxwell's view that thousands of new Europeans await their own newspaper. "I've gone into this whole thing in a lot of detail," he says, "and if Maxwell's got the market right, I've got it entirely wrong."

But he sees potential in Europe, particularly among people who will discover that they have a "hitherto unknown range of mobility," when Europe's market opens out. As a result the paper has started running regular pages of classified overseas job advertisements in a link-up with French daily *Le Figaro*. And Markwick is confident that this section of the paper will flourish.

By contrast to Maxwell's dream, *The Guardian's* managing director says he is simply backing a hunch that the paper's European market will grow. "I only have to look around at the number of colleagues here who are under 30 and have one or more languages and a different outlook," he says. "I don't need any more research. It's bloody obvious."

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Mark Nicholson is UK editor, *Financial Times International Edition*, and a Carleton University MJ graduate.

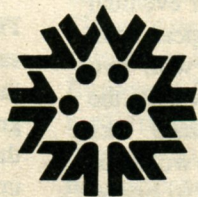
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# Globe tremors

*Shaking and quaking at Canada's national newspaper, reflects more conservative, business-minded image*

By Murray Goldblatt

**W**hy the upheaval at *The Globe and Mail* early this year--the shake-up which resulted in the replacement of the two most senior newsroom executives?

On the surface, the paper was on solid ground. It maintained its national role, its recognition as a respected establishment voice, its national and international bureaus expanding.

The *Globe's* present owners, Thomson Newspaper Ltd. were pleased to accept plaudits about the *Globe* as a national emblem--so long as it showed a profit.

But this high-profile status failed to prevent the ouster of topflight executives, Norman Webster, as editor-in-chief, and Geoffrey Stevens, as managing editor--with other casualties to follow such as deputy managing editor Shirley Sharzer.

Both Webster and Stevens had long careers as reporters, columnists and editors. Both were talented, intelligent and devoted to the *Globe*. Close friends, both are linked to the era of the late Oakley Dalglish, *Globe* publisher; Richard Doyle, onetime editor-in-chief, and Clark Davey, managing editor. Doyle is now a senator and Davey, publisher of the *Montreal Gazette*.

Since their journalistic credentials were high, the reasons for their ouster had to lie elsewhere--primarily in the relationship between Webster and

living in the Dalglish-Doyle-Davey era.

Beyond this, according to some observers inside and outside the paper, Megarry became disillusioned with Webster and Stevens as managers. In Megarry's eyes, they were *not* strong, forceful administrators. They did not generate new ideas and new projects. Most of the progressive steps were undertaken by Megarry--among them, expanded international bureaus, growth in the paper's national editions, concept and implementation of the *Globe's* four satellite magazines. And these steps were not identified clearly enough with him. This

scenario, of course, is a product of those who share Megarry's thinking.

The unease in the relationship among these executives was fuelled by specific discontent--duels over the future concept of the paper, sagging newsroom morale, deplorable newsroom conditions, jousting over edition times and delivery schedules, arguments over bureau staffing, such as the celebrated Barbara Yaffe case.

Megarry felt he could surround himself with more empathetic conservative elements ready to unveil a more



Stevens and their publisher, Roy Megarry. This thesis is basically confirmed by the statements of William Thorsell, now editor-in-chief, that there was no great issue of principle involved.

What appears to have been at the root of the problem was Megarry's determination to put his personal publisher's stamp on the paper, plus his feeling that his initiatives were being rebuffed or resented by Webster and Stevens. In a sense, they were still

business-oriented, Tory-minded publication--coupled with de-emphasis on sport and city news. To achieve this, he awaited the moment when the timing was right.

That turned out to be Boxing Day '88 and the days that followed. First came the exchanges with Webster and his ouster, the appointment of Thorsell as editor and the dismissal of Stevens on Jan. 27.

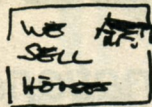
Webster was ousted by Megarry, but the publisher refused to give reasons why. "I've found it counterproductive to answer questions like that," he reportedly said.

Thorsell, senior editorial board member, was named editor and he in turn made it clear he could not work with Stevens as managing editor. Stevens was displaced on Jan. 27 and succeeded by Tim Pritchard, editor of Report on Business.

Less than 48 hours after Stevens' dismissal, he insisted in an acerbic letter to Thorsell that Megarry early in January had assured him he would remain an important part of the *Globe* as managing editor. Obviously, this wasn't the case.

Stevens was quoted as saying that other firings would occur. Thorsell denied it. Meanwhile Stevens was offered a senior writer's job in Washington. Stevens demurred.

In an important message to the newsroom staff, Thorsell promised a



## The Globe and Mail



Born in Belfast, Northern Ireland, A. Roy Megarry (right) was appointed publisher of *The Globe and Mail* in 1978. Prior to his appointment as publisher of *The Globe*, Mr. Megarry was vice-president of Torstar, a communications conglomerate, and a director of *Toronto Star Newspapers Limited*. In this capacity he was the architect of Torstar's diversification into book and electronic publishing. Megarry, who has an CMA accounting degree, became controller of Honeywell Canada at the age of 25. His early career was spent mainly in the electronic industry in finance and general management. He also spent three years in management consulting with Coopers Lybrand.



Born in Camrose, Alberta and raised in Edmonton, William Thorsell (left) received an M.A. from the University of Alberta and a Master of Public and International Affairs from Princeton University.

### Changing faces

Norman Webster, displaced replaced as editor-in-chief;  
 Geoffrey Stevens, replaced as managing editor;  
 Shirley Sharzer, resigned as deputy managing editor after scope of position severely limited;  
 Jennifer Lewington, Ottawa bureau chief--from Washington Bureau.  
 Thomas Walkom, columnist and former Tokyo bureau correspondent, resigned to assume senior writing post with *The Toronto Star*;  
 Judy Steed, one of *The Globe's* top feature writers and biographer of Ed Broadbent, resigned to take position with *The Toronto Star*.

new management style and a new look to the paper itself.

In addition, there would be adherence to rules and contractual obligations in appointment of bureau personnel. The newsroom would be redesigned and re-equipped.

More important, Norman Webster's plan for a daily Focus section would be introduced. This would involve a combination of editorials, op ed pieces, analysis items, columns and other articles. The section would be headed by an associate editor (Ottawa's Christopher Waddell) reporting to the editor-in-chief. The

same reporting procedure would apply to the managing editor and the ROB editor.

Another critical step, introduced in embryo in March, 1989, would pave the way for the long-reported integration of cityside operations with the national desk.

There will be an overall national editor with broad administrative responsibility; three associate national editors--one dealing with national bureaus, another with national beats such as environment, science, legal affairs, ethics, medicine, and health care, and a third supervising Ontario, legislative and city news. The labor beat vanishes from the list.

This continues the trend of diminishing city news coupled in other moves with downgrading of sports--and even entertainment.

There have also been hints from Megarry's office that the publisher

would prefer a one-edition paper with only one makeover page for late news.

If that is indeed the wave of the future--*Globe*-style--the country will finally have a *Globe* in the Thomson-Megarry image.

*Murray Goldblatt is professor of journalism at Carleton University and editor of content. He served 14 years with The Globe including tours of duty as national editor and Ottawa bureau chief.*

# Fulfilling a prophecy

*The Globe : just another Thomson newspaper*

By Walter Stewart

**T**he *Globe and Mail* is running a promotional ad these days, in a number of variations, but always with the same head. The head tells us, in breathless 72-point type, that "Sooner or later, all news is business news." Perfectly true, too, just as, sooner or later, all news is sociology, politics, entertainment, gossip--take your pick.

Under the head is a grey and grainy picture--to show newsiness, see?--of a couple of newsmakers, usually B. Mulroney with some other big stiff, such as George Bush. And under that is a block of type of the kind an 11-year-old friend of mine would call "sickitating", which sets forth all the chunky goodness that requires "top executives"--no others need apply--to turn to the Report on Business every morning. And then, at the very bottom, appears the line the *Globe* is currently pushing on its corner boxes--"The newspaper that knows its business."

When this stuff first appeared, it gave the gang around the watercooler a quiet chuckle; it was so *dumb*. Oh, a few of the more earnest sorts thought it seemed to suggest that the newspaper was sucking up to business with a little too much ardor, but the general reaction was pretty relaxed.

The joke, as it turns out, was on the gang around the watercooler. Recent events at "Canada's National Newspaper"--another line that raises a quiet chuckle--chronicled elsewhere in these pages, tells us that the boys and girls over in the ad department had a better grip on the future than anybody else.

Those of us who have been worrying that the *Globe* would be "Thomsonized", in the way that the *Winnipeg Free Press* has now been Thomsonized ("You mean, Smithers, that you want another pencil? What did you do with the one I gave you last week?") had it all wrong. The Thomson chain doesn't have to step in to wreck the paper; it will handle the job itself.

*The Globe* is going to become, all the while denying it, Canada's *Wall Street Journal*, a slick and single-minded publication designed for and devoted to the interests of, a small, ad-buying portion of the community. And if the rest of you don't like it, you can go suck a zube.

The newspaper is now run by three men--the disappearance of deputy managing editor Shirley Sharzer, is a brutal blow--whose overwhelming interest is the business community--the publisher, Roy Megarry, the editor-in-chief William Thorsell, and the managing editor Timothy Pritchard, former editor of the ROB. The ROB has been taken over by another friend of the uptrodden, Peter Cook. A bright gang, all right, but so like-minded that they will, as W. Shakespeare puts it, make "Heaven drowsy with the harmony."

We can look forward to many more of those "Newsmaker" profiles of the rich and righteous, with all the dope on how many kids the bigshots have, and very little on how they accumulated the stuff that made them into newsmakers. We can anticipate more coverage of annual meetings and bigger slabs of the speeches written by PR men for the ut-

terance of board chairmen. We will witness, if there is anyone in the country still bold enough to complain about the Free Trade Agreement, the ritual thrashing of the offender by one of Megarry, Thorsell or Cook--the Trio Con Brio of the FTA propaganda parade.

On the other side, we can see the arts budget being trashed, after a suitable interval to prove it isn't going to happen; the expression of any views not approved by the Trio Con Brio rigorously excluded, and the coverage of the city of Toronto, which merely smells today, subside into the positively stinking.

Most of what will happen to the paper will not come about because the big cheeses sit around and say, 'Hey, let's jump on the arts budget.' It will happen, as things always happen in newspapers, by way of alternative choices. The ROB is making money, the *Financial Post* is out there competing, the business community is out there swooning with delight, so any new funds that will be spent will be spent where a prudent marketplace would direct us to spend them: more on business, and less wasted fooling around with the concerns of people who don't advertise.

What you do is, you get Michael Valpy the hell out of town, so he won't write tough stuff about Toronto, ugh, housing problems; and you wonder out loud whether Tom Walkom, one of the nation's finest economic writers, wouldn't be happier as a trainer of performing elephants; and you stop covering sports in the boring old way of

actually going to the games and writing down the results--it's cheaper to hire columnists to write commentary.

Sooner or later you have a newspaper that every tycoon will be happy to be seen taking into the toilet, and the rest of us will be happy to leave there.

The *Globe* has not always been the superior paper it is today; it was once the property and plaything of George McCullagh, a gent who regarded the "mining interests", as they were called

in the 1940s, as the only readership that really counted, and he turned out a lousy newspaper.

Because it has so much momentum behind it, so many strong staffers, and such a fine, if recent, tradition, it is going to take quite a while to make the *Globe* back into the thoroughly rotten, one-note paper it once was. But it can, and probably will, be done.

The *Globe* will be Thomsonized, all right, not by pinching it to death, but, rather, by making its mission into the

mission of every bum Thomson paper, which is to make as much money as possible, and to hell with anything else. How about "Canada's Daily Commercial News?"

*Walter Stewart is a widely-read author and journalist, and Editor of Policy Options magazine. He edited Canadian Newspapers, The Inside Story. He served as head of the King's College School of Journalism at Dalhousie University.*

## Integrating business and news

**P**ublisher Roy Megarry and his aides envisage a *Globe and Mail* which is more business-oriented, more keyed to an audience of management executives, more based on national and international news reflecting those interests.

But these goals hardly represent a brand new set of objectives to be undertaken by the revamped upper echelon of the *Globe* newsroom--Megarry, William Thorsell and Tim Pritchard. The emphasis may be more pronounced, but the trend has been clear for more than a decade.

During that span, the Report on Business--a paper within a paper--has gradually assumed a bigger portion of the *Globe's* attention and space. There are 60 or more reporters, columnists and editors in ROB compared with little more than 30 in the Metro-cityside newsroom.

In addition, senior ROB staff have been assigned to bureaus elsewhere--to Ottawa first, then to Alberta and B.C., then posted to New York and finally to London as roving ROB correspondents with some news duties. These staffers are partially integrated with regular news staff and, partially, they operate as listening posts for editors at ROB headquarters.

The very size and extent of assignments emanating from ROB have tended to diminish other elements of the paper.

Two segments continue to grow, however: national and international bureaus.

But the rest of the paper has remained static or shrunk. Cityside reporting staff is below 30; the amount of space devoted to Metropolitan Toronto news has dwindled, particularly in the National editions.

Sport has been cut back just as severely with fewer pages and staff. Major section page features on sport are rare. The hierarchy seems to feel that sport is almost expendable. At

one time the *Globe* sports news was respected and its sports columnists tops. Now there is a certain abdication to the rivals, *Toronto Star* and *Toronto Sun*.

The latest upheaval in *Globe* officialdom has accentuated the shift to business coverage.

There is more focus on the slick, feature-packed ROB monthly magazine.

The management chart now calls for the new editor of ROB, Peter Cook, to report directly to William Thorsell, editor-in-chief. And Thorsell has indicated strongly that ROB must be given equivalent status with the news department in every area.

Thorsell has made it clear that there will be further attempts to integrate business and news segments at the national level. In fact, the city desk has been absorbed in the national structure.

Another factor in the picture is the background of new managing editor, Tim Pritchard. An able and level-headed executive, he has a well-grounded record in financial and business news. He came to the *Globe* as editor of Report on Business.

Another shift toward business emphasis comes with the appointment of Jennifer Lewington, economic affairs specialist, as Ottawa bureau chief. She was a member of the Washington bureau.

Still another signal is the abandonment of the long-established labor beat in favor of a more management-oriented approach.

Whether there will be an eventual merger of news and business is too soon to say. But that trend seems underway--hence, a different kind of *Globe*.

--Murray Goldblatt



# Thorsell's view of Globe

*This is a summary of remarks made by William Thorsell, new editor-in-chief of The Globe and Mail, to the newsroom staff after the major changes in Globe management:*

Thorsell started with a promise to talk to the newsroom about plans, perhaps periodically, but at least annually. He said he was assured by Norman Webster and the publisher that Webster's firing was not over a great matter of principle.

Thorsell then explained what he had told the publisher about the changes he wanted to see at the *Globe*. He talked about the paper's strengths, (high quality reporting and commentary) and said that it really is a national paper that has outgrown its civic roots. He called it the instrument of a nation, used by readers, to learn about the country. The national edition is the paper which allows scope for growth of readership and influence.

Thorsell said the *Globe* has priceless assets, such as its staff. "One of the greatest assets of working here is the quality of your peers," he said. He also mentioned the quality of the readership. He said the *Globe's* "editorial mission" flows out of these characteristics. He noted that the *Globe's* readers have complex demands, and described the paper as a combination of both *The New York Times* and the *Wall Street Journal*. He added that both parts of this formula are needed.

Thorsell also noted that half the readers of *The Globe and Mail* buy the paper for the front section while the Report on Business (ROB) is critical to the financial health of the paper. Both these sections of the paper are mutually reinforcing.

Thorsell also said the *Globe* has put a lot of money into national and international bureaus, and this gives them a big edge

over other newspapers. He said arts, news and business coverage is important, and an emphasis on news, particularly national and international, is fundamental and crucial, "very much at the care of the editorial mission." He added it is important to remember half the readers live in Toronto, and that area also has to be covered.

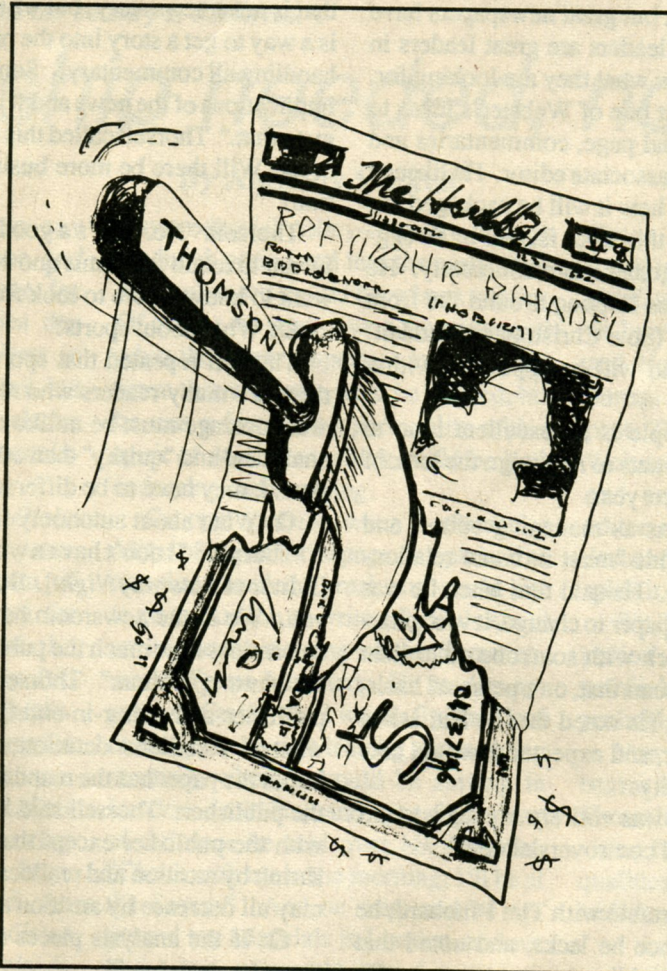
Thorsell noted that coverage of some areas could be better. He said the ROB staff have been somewhat undervalued and isolated, and he felt they didn't have the stature within the paper that they deserved. Therefore, he said the ROB editor should

report directly to the editor-in-chief, and not to the managing editor. This would give the ROB a greater sense of its own self, and should strengthen its profile. However, he said this would not mean the old "two solitudes" management plan. And he stated he also intended to rearrange the newsroom to give the ROB editor a better office.

There is a great need in the newsroom for a different style of management, Thorsell said. There must be more communication with staff and more familiarity between senior editors and staff. Thorsell wants more "tactile" management: "We should know who you are and what you do." He also said he was gregarious, and the emotional division between editors and reporters was not needed. He added Les Buhasz will take over more administrative control (e.g. expense accounts, taxi chits) leaving Thorsell more time to be involved with editing.

Appointments to all bureaus:

Thorsell said the battle to get them posted won't be a technicality. The postings will be decided on merit, not sentiment. He also said the reorganization of the news desk will be completed, and cited the crappy working conditions and problems manning the desk. He added that the problems will have to be handled within the best of the *Globe's* resources.



The *Globe* used to be known for the elegance, accuracy and structure of its stories, Thorsell said, and some of that has been eroded. The literary quality must be maintained, and so more energy will go into producing an authoritative style book, quickly, in order to guide writers. He said that pagination has caused complex problems, but, in the end, it will provide more control over what is in the paper.

Thorsell said he is not sure if the editors of the paper always know what a bureau is there for. He referred to the bureaus as a tremendous resource, and noted that, having spent millions of dollars on the bureaus, the editors should invest more thought into what their purpose is. He said clarity of thought is needed as to what the editors are looking for and added that, while some areas don't need this as much, others need it quite a bit. He said he wants to bring a greater sense of direction to "our far-flung empire."

"It's a writer's paper, of course, but great newspapers have great editors." He added that the leaders are great leaders in their field, but editors have to know what they are looking for.

Thorsell said he will implement one of Webster's ideas to bring together all columns, editorial page, commentaries and page seven features under a single associate editor. He likened it to a daily Focus section, but said how it will be packaged has not yet been determined. He said the paper is a bit of an egg-head paper, and it has to come together more coherently. He doesn't want to see analysis stories floating around the front section. This new associate editor (now Christopher Waddell) will report directly to Thorsell and will be appointed within weeks.

Thorsell said a change of people is an excellent time to clarify the editorial mission. He wants to re-design the look of the paper, sometime within the next year.

He said he fired Geoff Stevens as managing editor, and noted that for an editor-in-chief, his "most intimate relationship" is with the managing editor. He said that when he was thinking about how he wanted the paper to change, it was greatly enhanced if he was able to work with someone other than Geoff. He said it was clear in his heart that, on a personal basis, he could not work with Stevens. He noted that he had asked Stevens to work as a senior writer, and expected it would take him time to consider that possibility.

"I made the decision alone, it was entirely my decision...I knew it would be a disruptive and controversial one."

Thorsell said he is very comfortable with Tim Pritchard; he added Pritchard has the experience he lacks, and noted that Pritchard is enormously respected in the newsroom. He likened the situation to a cabinet shuffle, and said he had to establish close relationships with those he would be working closely with. He declared he needed to feel confident he could work in that personal sense with the ME.

Thorsell said Steven's comments about more shoes and heads dropping were not true. Nobody's head is on the line, and there is no agenda to knock other people off.

"I'm sorry he said it."

#### QUESTIONS

**Q:** Does your appointment signify a narrowing of ideological range?

Thorsell: "No. The paper is highly de-centralized. I will say there are areas we should pay attention to, but we wouldn't tolerate that kind of interference from myself or anyone. Most of us are good at separating our views from our work. I expect that of them and myself."

**Q:** Is grouping of opinions/analysis/columns an attempt to manage subject matter?

Thorsell: "No. It is an agenda to bring in more pre-meditation and energy. For example, some beat reporters have a story that is not a news story, but which should go in the paper. This is a way to get a story into the paper (under the associate editor handling all commentary). Someone should be thinking of the implications of the news and will bring more synergy and energy to that." Thorsell called this the "thinking part" of the paper.

**Q:** Will there be more business emphasis in the front section?

Thorsell: "No. If it's a good news story, it will go front, but I want to retain the status quo on that." He added ROB readers want to know where to look for business news.

**Q:** What about sports?

Thorsell repeated that sports has a peculiar mission since there are many readers who read two papers. The sports and arts coverage must be unlike other papers, and must be more analytical and "quirky" than others. The way the *Globe* is positioned, they have to be different.

**Q:** What about autonomy from the publisher?

Thorsell: "I don't have a written agreement like John Fraser [Editor of *Saturday Night*]. But I told the publisher what I told you. We in the newsroom have to lead with our ideas. That determines how much the publisher feels the need to come into the news operation." Thorsell also noted the title used to be publisher and editor-in-chief, and Megarry can do that if he wants. Relations deteriorated with Webster, but Thorsell hopes the paper has the mandate to "dominate the agenda" with the publisher: Thorsell said he has no specific understanding with the publisher except that the staff won't grow and may shrink by attrition and reallocation of staff in the newsroom. It may all decrease by attrition as the magazines grow.

**Q:** If the analysis pieces are grouped together, will daily news be straighter?

Thorsell: "There should be a distinction between news and analysis. I'm pretty traditional about news reporting. Credibility has a lot to do with it. I'm not saying lose the context, but no spins on the ball, no right- or left-wing Toronto spins...."

**Q:** What did the publisher say to you?

Thorsell: "Megarry was not very specific about the way we cover news. He said go into the newsroom and provide strong leadership and come here with ideas. Try to improve the atmosphere and tell the staff we are really becoming the national newspaper. I didn't get instructions from the publisher and I hope I don't."

**Q:** What is the mandate of the domestic bureaus?

ll the labor beat, or unpopular beats, be wiped out?  
table."

Thorsell: "To try to bring more status to the idea of going to the Winnipeg bureau. The domestic bureaus are critical to the function of building a national community of readers. We must use the national bureaus to reduce the distances in the country like Matthew Fisher did in his train trip to Churchill and his visits to the Arctic. It is tremendously important to talk about the nature of Canada and describe our country to ourselves. I

will go on the round to our national bureaus with the national editor. I want to see more of that (people stories). Fisher is really good at covering the Code inquiry, but I am a real admirer of what he does. You (speaking to reporters in the room) should aspire to the national bureaus, not just the foreign bureaus. There is no reason why the bureaus have to change every three years. You should be able to stay longer. National news is very important to our readers, and should be our mission."

"There will be more shifting in the 300 people we have here. Too many people are available to do some things, and not enough to do others. There will have to be some shifting around."

**Q:** Will city and national desks be combined?

Thorsell: "I can't answer that, it's too specific. I'll have to discuss it."

## Leadership needed, not chats

By Anthony Westell

**M**orale is important in any newsroom, and *Globe and Mail* journalists have for years been motivated by the idea that they and their paper are the best in Canada. It has not always been true, but it has helped to compensate for salaries and newsroom conditions which certainly were not always the best.

Some insiders say that *The Globe* "culture" has weakened in recent years, and a priority for the new team of editorial managers must be to earn the confidence and enthusiasm of the newsroom. That's probably why Bill Thorsell is spending so much time talking to reporters and editors, singly and in groups.

But in my experience, journalists respond to inspiring leadership rather than to friendly chats with the boss. When I joined the paper in 1956, the sense of purpose and optimism radiated mainly from one man, Oakley Dalglish, an editor turned publisher.

I got to know Dalglish when I joined the Editorial Board because he loved to bounce into the morning meetings, snap his black eyepatch, and argue for hours

about editorial policy--literally through the lunch period and into the early afternoon when we should have been writing. Of course, he always won the arguments when they were important to him, in the sense that we wrote what he wanted, but he was a fascinating personality with a spirit of devilment which could be both endearing and enraging.

On one occasion when I was acting editor of the editorial page, I explained to him that I needed a break and would like to go to London to write editorials about an important meeting of the Commonwealth Prime Ministers. He readily approved. On the day I was to fly, he asked casually, as he was leaving the morning meeting, where I would be staying in London. I told him, and as he slipped out of the door he said over his shoulder, "Check with me in the morning; I'll be at the Savoy." And he was, and he approved my editorials in London, and we had some enjoyable social moments together.

Dal did not spend much time in the newsroom, but his presence was powerful, and he appointed editors who understood his vision, notably Richard (Dic)

Doyle. When Dal died, suddenly and unexpectedly, Doyle became editor-in-chief, and in time he posted me to Ottawa as bureau chief. Soon, Geoff Stevens and Norman Webster joined me in the bureau and we became the Ottawa outpost, *The Globe* culture. So Stevens and Webster, when they returned to Toronto and became respectively managing editor and editor-in-chief, were direct descendants of the Dalglish era and the spirit it established.

We'll know a lot more about that period when Doyle, now a Senator, publishes his book on *The Globe*, probably next fall.

Now, for better or worse, a new era begins at *The Globe*. Roy Megarry and Thorsell have to make clear their own vision for the paper, and demonstrate the qualities of leadership, if they hope to establish a *Globe* culture.

*Anthony Westell is director of the Carleton Journalism School. He has served as Ottawa bureau chief of the Globe and Mail and subsequently as Ottawa editor and columnist of the Toronto Star.*

# Megarry's national vision

A. Roy Megarry, publisher of *The Globe and Mail*, speaking to the *Empire Club* in Toronto:

Repatriating our Constitution, creating our own national flag, introducing our own national anthem--creating these national symbols--all of these events should have contributed to nation-building.

But at that time they created disunity. And we can't blame God and nature and geography for that.

We brought it on ourselves.

And if you add programs such as NEP (the National Energy Program) and FIRA (the Foreign Investment Review Agency) and many others too, often these seeds of disunity have been sown right here in central Canada.

- We want to make our manufacturing sector competitive--cheap oil and gas from the West will help.
- We are concerned about the scale of foreign investment in central Canada--discourage it throughout the whole country.
- We want to speak English in Montreal and be understood but we do not want to provide the same facilities to French Canadians outside Quebec.
- How many of us got excited about the prohibition of English signs in Montreal? And how many of us got excited about the fact that a French-speaking Canadian, an elected representative, was refused permission to speak in French in the Alberta Legislature?

And the media contributes to this sense of alienation between various communities that make up Canada.

Let's start with ownership.

- The Southam chain of newspapers, which owns the dominant newspapers in Vancouver, Calgary and Edmonton, is based in Toronto.
- Toronto Sun Publishing owns the No. 2 newspapers in Calgary and Edmonton.
- Thomson Newspapers, which owns *The Globe*, is based in Toronto and owns the major newspapers in Victoria and Winnipeg. Thomson also owns 10 other newspapers in Western Canada.
- The *Globe and Mail*--Canada's national newspaper, or Canada's



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self-styled national newspaper--is headquartered in Toronto.

- Maclean's magazine and a dozen other mass circulation magazines are headquartered in central Canada.
- In broadcasting, the CBC and CTV networks are headquartered here. And on and on.

Western Canada and Canadians in our Atlantic provinces learn about Canada through the eyes of media outlets headquartered in Toronto.

What's important in Canada is too often determined by central Canada media outlets. Let me give you an example from my own newspaper to make the point.

I was in Vancouver two weeks ago and opened up my copy of The Globe and Mail to read two front-page stories headed:

"Toronto Courtroom Sees Western-Style Meting Outing of Justice;" "Toronto Catholics Face Year's Wait Before They Can March To The Altar."

Fortunately for me, I left town early and did not have to explain to Vancouverites why these earth-shattering events in Toronto were important to them.

Or why we had invested tens of millions of dollars to develop a national newspaper that could speed news of these breathtaking events in Toronto to their doorstep...

Perceptions are everything. How do Torontonians perceive the rest of the country? How does the rest of the country perceive Torontonians?

We have to make a greater effort to put ourselves in the shoes of the other communities that make up Canada...

Think about the dilemma we are facing. Quebec and the Western provinces want more provincial autonomy.

Most of the provinces except Quebec and Ontario, want a greater say at the federal level--the Triple-E senate for example--how are we going to reconcile these differences?...Ontario has a vital role to play in helping to resolve the current stresses, and strains in Confederation and I ask all of you to open your hearts; to open your minds; to work harder at understanding Canada; to recognize that there are legitimate reasons for the differences in perceptions and aspirations among the different regions of our great country.

And to work harder to understanding Canada so that we can make our contribution to the solution of our current problems.

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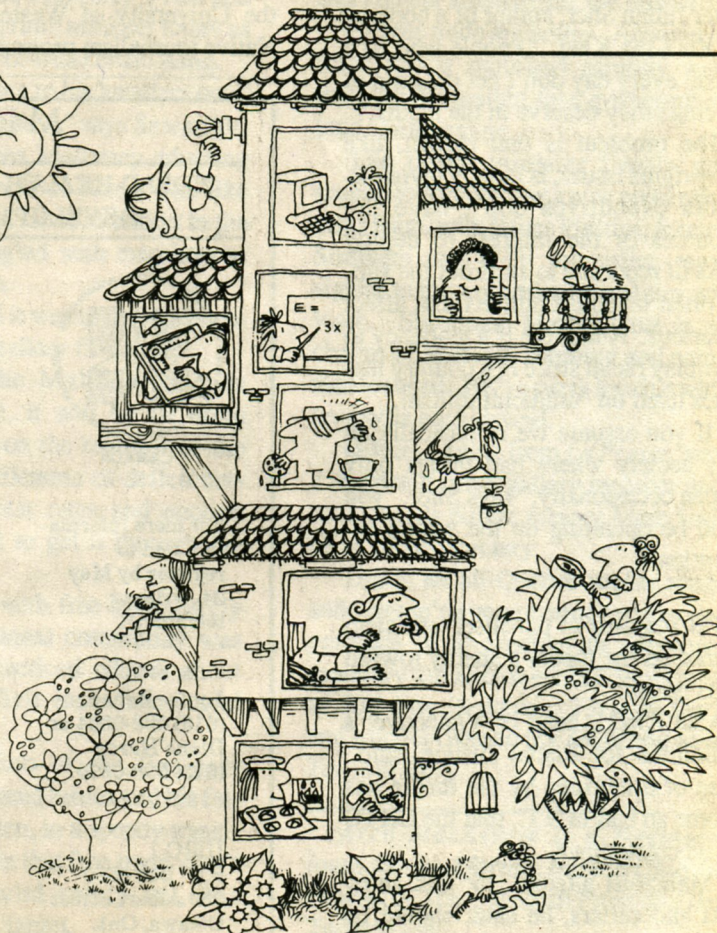
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Ontario Public Service Employees Union



# The media and human rights

By Olivia Ward

**A**re human rights a "story" when there are no dramatic news events surrounding them? Do the media care about rights, even freedom of the press, in an ongoing way?

A recent Toronto meeting of rights groups and newsmen came up with some discouraging, but not surprising answers.

The meeting, sponsored by the Montreal-based Canadian Human Rights Federation, touched on the popular news stories of the day--from Philippe Rushton's racial ruminations to Salman Rushdie's threats from Iran--and concluded that behind the headlines, deeper issues are often lost.

"An issue like racism isn't news in an ongoing way," said CBC broadcaster Julian Sher, author of a book on the Ku Klux Klan. "People who face racism every day don't get the kind of coverage they deserve in the media."

The problem is that racism, like many rights issues, is largely invisible. Media executives don't have the resources or the interest to deploy packs of reporters to sniff out the subtle, often tenuous conflicts that affect minorities. And there is a tendency to downplay racial strife in a country that prides itself on "multiculturalism."

"If you assume we're basically an okay society where bad things only happen occasionally," says Sher, "you could be operating on the wrong assumption."

The majority of panelists' criticism centred on the media's apathy toward rights issues.

Azia Khaki, head of Vancouver's Committee for Racial Justice, said abuse of minorities by the media has become so bad in B.C. that the CRTC should crack down.

"Malicious attacks" by talk show hosts and callers, he said, should be restricted by CRTC regulations.

"The CRTC actually made an attempt at setting guidelines, but there was such protest from radio stations that they withdrew," he told the meeting.

Eric Maldoff, Montreal lawyer and former head of the Anglo rights group, Alliance Quebec, said that the Quebec media have also helped to inflame the province's language problems.

"The issue is extremely emotional and everybody's playing to his own audience," he said. By giving a forum to extremists, and pitting moderate opinions against fringe views, newspapers and other media are polarizing the debate.

But lack of insight as well as bias can be deadly to reporting of Native rights, said Alan Chrisjohn, director of the University of Western Ontario's Native journalism program.

The situation is complex, he said, because Natives are moving beyond stereotyped roles of "cowboys and Indians" or welfare dependents--but don't necessarily want to merge with white, mainstream Canada. It is difficult for the media to understand the concept of a parallel society of people existing as equals.

Freedom of the press is threatened if newsrooms are run by "marketing boards," said former United Nations ambassador Gerard Pelletier. "If stories had been judged in the past according to the slavery of ratings and public opinion polls, an event like Watergate would never have taken place."

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*Olivia Ward is a senior reporter for The Toronto Star.*

## MEDIA SYMPOSIUM

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# Mulroney reincarnation of King

By Arch MacKenzie

This has been Brian Mulroney's winter of sweetest content, a period of calculated somnolence undisturbed by government decisions, parliamentary opposition or the rude interventions of a probing media.

Just like a successful corporate boardroom, one might say. The 295 MPs in the House of Commons had been deferred to April 3, much like company shareholders are rationed to periodic opportunities for venting views.

The media have been milling about, denied even the fast-pop news fixes generated by the daily Commons question period.

Among other things, this has given them even more time and scope for the John Turner death watch and the resignation of Ed Broadbent.

Is this the Mulroney format for the next four years?

Why not? He has always said the government must set the agenda, sing from the same hymn book and persist. It was those uncontrollable accidents early on that drove the party down to 22 per cent in public opinion polls.

The formula was proven by Ronald Reagan's eight years in the American White House.

The Parliamentary Press Gallery would do well to note the scathing analysis of that period by journalist Mark Hertsgaard, called *On Bended Knee: The Press and Reagan Presidency*.

White House media rules cited by Hertsgaard fit Mulroney like his Gucci shoes: limit access (Mulroney does not even pretend now to hold news conferences); stick to issues the government wants to discuss (news scrums let the prime minister answer the questions he wants); co-ordinate the message among government members;

keep repeating the message despite the media's reluctance to rehash stale material. Hertsgaard, whose book was given a lengthy *Globe and Mail* treatment, quotes Reagan handlers saying "The media will take what we feed them--they've got to write their story every day."

The Reagan team was convinced that television clips had the most impact, with visual content more important than the text. Print journalism including pundits "do not matter very much."

"If you are passive, you will be manipulated," Hertsgaard warns.

John Sawatsky, who says he has completed more than half the research on a book about Mulroney's rise and reign, sees the prime minister today as a reincarnation of Mackenzie King.

"He's listening to his handlers now, curbing his excesses," says Sawatsky.

Sawatsky sees Mulroney adopting the secretive ways of King, who like Mulroney paid a lot of attention to the media, but mingled with members as little as possible.

When he did it was to deliver statements to press gallery favorites.

Whatever the Mulroney agenda turns out to be, it will be far from trouble-free given the realities of the government's dilemma of deficit cutting, high interest rates and enough legislative meat to get it through the next four years.

Predictably, with free trade barely passed, the business community was launching its practiced whines about cutting the deficit including social spending.

Tom d'Aquino of the Business Council on National Issues and his fellow shoe salesmen, in a speedy transition from protests that free trade won't imperil the social safety net, has zeroed on that target.

Environment is the new compelling issue, as well it might be.

But if the government is cash-strapped and the provinces have most of the clout, especially if Meech Lake proceeds, how real will federal initiatives be?

As Finance Minister Michael Wilson prepares to drop the other boot on tax reform in the shape of an all-inclusive government money machine called the value-added sales tax, how much farther will the gap widen between rich and poor?

A flawed child daycare program, a refugee determination process that began creaking even as it was launched, conflict between the deficit and nuclear submarines, the unfolding of the free trade apparatus. Any one of them merits sustained scrutiny with more media insight than governments tend to encourage.

The prime minister finally got around to announcing a new press relations team, with Bruce Phillips, former Southam and CTV journalist, reassigned to the mysteries of a senior adviser. Successor Marcel Cote is in charge of strategic planning and communications. He's a party loyalist with no media background.

Gilbert Lavoie from *La Presse*, was a respected press gallery member and he succeeds public servant Marc Lortie as press secretary.

That's an all-Quebec media setup and Lavoie's appointment restores experience in journalism to the press secretary job after the 1987 departures of Bill Fox (Southam, *Toronto Star*) and Michel Gratton (*Le Droit* and now *Toronto Sun*).

---

*Arch MacKenzie is a freelance journalist and former Bureau Chief in Ottawa of The Canadian Press and the Toronto Star.*

# Orr case a question for journalism ethics

By Don Macdonald

It was a Friday morning in January when *le Journal de Montréal* wrapped up the case of who set the fire that destroyed the Montreal offices of Alliance Quebec.

"Everything leads to Royal Orr," the tabloid's front page headline screamed. Police sources had confirmed the president of the English-rights lobby was the police's number one suspect in the torching of his own organization's offices on Dec. 30.

Montreal's *Télé-Métropole* television station had already named Orr two rights before, but *le Journal de Montréal* had a new angle--the only things preventing the cops from snapping the handcuffs on Orr was political interference from the highest levels.

"(Orr) was the last to leave and the arsonist had a key to the building," the paper quoted a source as saying. "(But) we can't arrest or question Royal Orr like we would with Mr. Joe Blow."

The *Journal's* report was the climax of a series of stories in which clues from police or provincial Justice Department sources dripped out in the city's ferociously competitive news media.

Justice Department sources claimed that a man with an "English-sounding" name was a suspect in the police investigation. Four days later, *Le Devoir*, quoting a police source, said the suspect was an Alliance Quebec employee. The *Télé-Métropole* named Orr.

The next day newsrooms across the city were swept with a rumor that police were heading out to Orr's home in the Eastern Townships to make the arrest. Charles Bury, editor-in-chief of the *Sherbrooke Record* and a friend of Orr's, said he received phone calls

from five media outlets checking on the rumor. *The Canadian Press* had an urgent lead prepared to move on the wire as soon as the arrest was made.

Bury was the first to arrive at Orr's house that day and told the diminutive, fresh-faced former divinity student of the rumor just before a dozen reporters arrived at the doorstep.

"He was completely flabbergasted, completely stunned," Bury said. "The feeling was that the world had become unhinged."

Orr, 34, announced a few days later, after the *Journal* story had appeared, that he was launching a \$400,000 defamation suit against the newspaper and *Télé-Métropole*.

Police have shelved their investigation.

Spokesmen for *le Journal de Montréal* and *Télé-Métropole* defended their stories at a recent Centre for Investigative Journalism conference by saying suspects are often named and information that Orr was being investigated was already in wide circulation.

But several English and French commentators have taken swipes at the way the fire investigation was reported and particularly the naming of Royal Orr as a suspect on the basis of anonymous sources.

Outspoken Quebec nationalists like open-line radio host Pierre Pascau and *La Presse* columnist Gerald LeBlanc criticized their colleagues for damaging Orr's reputation on the word of police sources who well may have had an interest in seeing Orr and Alliance Quebec discredited.

"Royal Orr accused the police of being slow in beginning their investigation and of being negligent and it's not at all impossible the police said:

'You're going to pay for what you said,'" LeBlanc said in an interview.

Graeme Decarie, a Concordia University historian and prominent Alliance Quebec member, said the series of stories about the fire investigation was a deliberate campaign by members of the police force to get Orr.

"I think the leaks were a very carefully calculated attempt to discredit both Royal and the Alliance and perhaps destroy them," Decarie said. He added he believes the nationalist leaning of the reporters involved and the intense competition in the Montreal media market clouded the judgment of the journalists who failed to question the motives of their sources.

But LeBlanc, who used his column in *La Presse* to criticize the stories, said nationalism had nothing to do with it. He pointed to parallels between the Orr case and that of Gerald Larose, president of the Confederation of National Trade Unions, who was named in the Montreal news media two years ago as a police suspect in the bombing of a strikebound hotel after he criticized the Quebec provincial police.

"I don't believe the conspiracy theory of francophone journalists against Royal Orr because it was the same newspapers that put both Gerald Larose and Royal Orr on trial."

But Bury said he believes personal feelings played a role in the coverage of the story in both French and English media. "The feeling on the French side was that he was the enemy and on the English side that he was a white knight," Bury said. "You're not supposed to treat a story as villains and white knights until there's some proof. Looking back on it, it should be embarrassing to all. It's an example for the



textbooks of how coverage can get out of hand."

He added it wasn't the naming of Orr as a suspect that concerned him but the massive play it got in newspapers and TV newscasts.

"It was the perpetual Quebec language debate turned into a crime story. They were treating it like a police story but it was getting the play of a political story."

LeBlanc said editors and news directors should set down strict guidelines stipulating that suspects aren't to be named until the police do so--on the record. "Don't get me wrong; I'm not saying that newspapers

should wait until everything is officially announced because that way a lot of things would never come out. But there have to be limits that aren't to be crossed. We should learn it's not our business to name someone as a suspect if the police aren't ready to do it. If the police aren't ready to name someone it's probably because they don't have proof."

Bernard St-Laurent, political columnist for *The Montreal Daily News*, said, while confidential sources are a key part of journalism, the assumption of innocence should carry as much weight with reporters as it does in court.

"The process of incriminating someone who is under police investigation in my opinion is unacceptable behavior. You just can't defend yourself against that kind of attack."

"Before you choose to destroy someone's reputation you should make damn sure that some public is being served," St-Laurent said. "And the first thing you do when a politician or anyone gives you a tip is question the motives."

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*Don Macdonald is a Canadian Press reporter in Montreal.*

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# Gibb sells journalists short

**T**o the Editor: As every working journalist (or every reasonably alert human being) knows, each person has her/his own version of reality; even so, it was somewhat surprising to read Don Gibb's piece on developments at *The London Free Press*, "Profit motive driving paper into journalistic bankruptcy."

There are parts of his piece I'm not able to gauge, since I wasn't present for the incidents he discusses. I do agree with him that there have been some astounding management blunders, brutalities and simple instances of ineptitude, which have created a lot of grief, pain and rage for a lot of people.

Where we very definitely part company is on the current quality of journalism at *The Free Press*. I think Gibb has confused the issues of profit and new hardball management (compared with earlier priorities of profit and paternalistic management) with those of news coverage and the redesign project.

Profit is not a new goal in the media. It may not be our concern as we go about our newsroom work, but everyone knows it's there, being dealt with one way or another in somebody's corporate office. The search for profits at *The Free Press* is hardly startling, or even very interesting.

It becomes startling, interesting, and bad as well, if it results in tacky journalism, or unethical journalism, or shabby journalism. Gibb seems to think this has happened at *The Free Press*. I think he's selling all of the paper's reporters and some of its editors insultingly short.

"Why," he asks, "the change from a traditional conservative newspaper that has earned a reputation for being more than a parochial provincial and for being home to some excellent journalists? In a word: Profit."

In a word, crap.

Let's go back a bit. The newspaper Gibb praises as "traditional conserva-

tive" was a paper put out by a bunch of middle-class white guys for who-knows-what audience. It was heavy on stenographic accounts of city council/school board/other institutional meetings. Sunbathing shots were popular. Layout was leaden (because really, what could you do with 30-inch council stories and a couple of bathing beauties?)

There were a few other problems as well.

A murder in London? Let's find out what happened. A murder on a nearby native reserve? Coupla paragraphs.

People sleeping on grates in London? Families going hungry? Must be their own fault, because we're okay, aren't we?

Single mothers having welfare and child care troubles? So what, they had their fun.

Incest cases in the courts? Ooooh, that's not very nice, is it? For our readers, we mean, at breakfast.

Trational and conservative, for sure. Also sexist, racist and seriously out of touch. Also, as my mother would say, dull as dishwater.

Then a readership survey pointed out that all Londoners weren't like the guys

running *The Free Press*. (So did a staff survey, barely referred to by Gibb, which also indicated a certain restlessness with the prevailing ethic--not to mention a level of grief, pain and rage that seems to have escaped him).

Personally, I don't see much wrong with conducting either a readership or a staff survey. For people who tend to see mainly each other, at work and at play, it may be instructive to learn that there are other worlds and interests out there. No one, I can assure Gibb, runs to the leadership survey to check the tick marks before setting out to do a story. What the survey has left is a reminder that the city is somewhat livelier and more diverse than *The Free Press* was in its previous incarnation.

Gibb thinks all the changes in, say, the past three years, are bad because they were expressed to him as profit-rooted. I say (with as much contempt as Gibb for those managers who are disrespectful of the news people who do the actual work) that *The Free Press* is better than it used to be, and I have some faith that better journalism sells papers. The corporate folk can call it profit if they want; the rest of us, I hope, would rather call it good reporting and, whatever Gibb says, often really superb writing, to boot.

Here's a tiny sampling of what the people of *The Free Press* newsroom have accomplished in the past year and a bit:

- A reporter travelled to Ethiopia for a series updating the famine there;
- After an auto parts firm closed near London, with the jobs transferred to a Mexican industrial ghetto, a reporter and photographer went to Mexico for a look at conditions there while a business reporter concentrated on companion pieces on the closure as a harbinger of things to come under free trade;

## Label missing

To the Editor:

After years of watching *content* criticize, quite properly, the daily press when it mixed fact and opinion, I was quite surprised that the article in your November/December issue by Don Gibb, "Profit motive driving paper into journalistic bankruptcy," did not carry an *Opinion* logo. And knowing the high standards he set when he worked here, I'm even more surprised Don didn't himself insist on the logo.

Philip R. McLeod  
Editor

*The London Free Press*

- When an American fugitive charged with several counts of rape and murder was discovered to have been living in London for the past decade, a reporter and photographer went to Tennessee to interview members of his family and the families of the teenaged girls he is accused of killing, while his life here was simultaneously tracked;
- a team of reporters explored the situation of the hungry in London, the sources of their poverty, and some of the efforts to alleviate the hunger, if not the poverty;
- The local Public Utilities Commission came under intense *Free Press* scrutiny for its secrecy policies; as a result, 21 candidates ran for the usually low-profile PUC in last fall's municipal elections, and none of the incumbents was re-elected;
- A new Saturday section is giving better, bigger space to analysis of news and trends, written by staff as well as off-staff "experts";
- So far the redesign of the paper hasn't the remotest resemblance to what Gibb calls "comic book, News McNuggets journalism." It just looks and reads a lot better, and only the real dull stuff is getting left out.


Doesn't sound like journalistic bankruptcy to me.

Nor does it sound like work done by a bunch of people intimidated by a profit-crazed management.

There have been, are and will be, troubles at *The Free Press*, and staff have taken measures to deal with at least some of them. We aren't stupid, and it isn't smart for anybody, inside *The Free Press* or outside, to discount the talent.

**Joan Barfoot**  
*The London Free Press*

**Content welcomes letters to the editor about articles in previous issues.**



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**Canada**

# Forum finds fresh form

By Ron Verzuh

**W**e're in a greasy spoon called La Chandelle near the University of Ottawa. Irene Spry, retired U. of O. economist and former *Canadian Forum* editor, is giving some advice to Duncan Cameron, the new editor of the 70-year-old monthly.

"Can't you use woodcuts on the cover again, Duncan?" she suggests. They were a hit back in the mid-1930s when she and husband Graham ran the magazine. Of course, it helped that the illustrations were provided by A.J. Casson, Lawren Harris and A.Y. Jackson of the Group of Seven.

It also helped that the articles around

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## Forum stressed Canadian independence

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the illustrations were written by the best thinkers of a generation--Frank Underhill, F.R. Scott, J.S. Woodsworth, Eugene Forsey and Spry himself. And the best poets--James Reaney, Raymond Souster, Dorothy Livesay, E.J. Pratt, A.J.M. Smith, to name a few.

The Sprys had inherited the *Forum* and would carry on the nationalist tradition instilled at its founding in 1920. They would also maintain the credo of its parent, a small University of Toronto publication called the *Rebel*. "Rebellion against convention," it boldly stated, "not against society." The *Rebel* had the sound of the *Masses*, the notorious New York magazine which published the writings of America's best-known radical journalist John Reed.

But with the name change, the *Forum's* radicalism took its own milder

editorial direction. As J.L. Granatstein noted in his collection of *Forum* articles, it "persistently pressed for progressive policies and defended civil liberties, political dissent, and artistic freedom." And it did so with the stress firmly on Canadian independence.

Cameron lights a cigarette and listens attentively to Spry. He's been getting a lot of advice since book publisher James Lorimer hired him to revive the ailing magazine. It hasn't appeared since last February and its subscriptions have dwindled to less than 3,000 from its base of about 6,000.

Lorimer, who successfully resuscitated *Atlantic Insight* magazine in Halifax, joined forces with Toronto lawyer Aubrey Golden to buy *Forum* when it was so far in debt that it "couldn't even afford a formal bankruptcy."

Lorimer says he will run the business side of the magazine, while Cameron looks after the editorial side. Both he and Cameron say the *Forum's* readership will be back to normal within the year, and Cameron is optimistic that it could reach an optimum paid readership of 20,000.

It sounds too good to be true, and there are some who doubt that Lorimer will be able to stick to the agreement. Cameron doesn't share the doubts. He says Lorimer was chosen because "he was the one who said he could do it on a non-commercial, non-profit basis," and because "he has a sense of what critical thinking is in this country."

Cameron believes Lorimer is the right person to help turn the new *Forum* into "a general interest magazine with some political bite." He's also convinced that there is a "virtual explosion of writing going on in this country," waiting to be

massaged by sympathetic editors. Therefore, the new *Forum* will be an editor's magazine, as distinct from Toronto's *This Magazine*, which shared offices with the *Forum* for years.

Cameron says *TM*, which has taken the lead as Canada's best alternative magazine, is a writer's magazine. *TM* editors are hoping that the distinction will be crystal clear to readers. "There aren't enough resources to support two similar magazines," says *TM's* investigative editor Nick Fillmore, "so we're a little nervous about it." *TM* has recently embarked on its most ambitious direct-mail subscription drive ever and

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## Forum now "part of the establishment"

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Fillmore knows if *Forum* mails to the same people they probably won't subscribe to both.

But Cameron insists *Forum* is a "mainstream vehicle," even though previous editors have touted it as Canada's "oldest alternative magazine." He argues that it is "part of the establishment" and he intends to draw on this mainstream position to attract well-known writers.

"e're not a little magazine. We reach every major library. We've got stature in the worlds of politics, literature and academe," he says. "Established writers know the value of having their work appear in the *Forum*." He plans to use these writers partly for a "rotating column" on media, politics, the economy and current social issues.

With this arsenal, Cameron also sees *Forum* challenging Canada's only other general interest monthly, *Saturday Night*. He even hopes to draw subscribers away from *SN*, because *Forum* will "redefine what we mean by politics and culture." He quickly adds that he won't be towing any hard ideological line. Still, he notes that "there is a lot of strength in opposition politics, part of which is made invisible by the mass media which are so right wing, so linked to business, that it's doubtful whether there is any freedom of expression left in Canada."

Cameron pulls on his cigarette and explains that he doesn't think the woodcuts would work. He clearly appreciates the advice, but the woodcuts don't fit with his vision of the *Forum* of the 1990s.

"*Forum* was at its best in the 1930s when it was closely linked to the Sprys and the League for Social Reconstruction," he says. "It was at its second best under Abe Rotstein in the early 1970s when it focused on economic nationalism. The *Forum* of the 1990s will be the magazine of the people who are being excluded and marginalized and

who are in a real sense feeling powerless."

It is an admirable vision. The question is, can the magazine live up to it. As a political scientist and former editor of an academic journal called *Studies in Political Economy*, Cameron will have no trouble retaining the *Forum*'s academic audience. He will also attract some non-academic activists because he is an outspoken social critic, perhaps

### A lesson to learn from *Mother Jones*

best known for his books against the free trade deal with the United States. But catering to these two groups was part of the problem with the old *Forum*: It was reaching them and boring other readers silly!

There is no "writing explosion" going on, at least not of publishable writing. So if Cameron truly means to convert the *Forum* into a popular political magazine, he must woo the same writing talent which is already largely used up by the mainstream media. That means paying

freelance fees instead of relying on freebees from academics and activists.

Although well-meaning, these two groups usually need heavy editing to make their work appeal to a large audience, and that can be time-consuming.

Cameron will have to consider borrowing a lesson from *Ms Magazine* and *Mother Jones* in the U.S. Both started out as liberal or left-liberal magazines in the 1970s and have recently moved to abandon their images as strident adversarial organs of opposition in a bid to broaden readership appeal. Cameron will have to decide how far down that road he can go without alienating his support base.

At a time when the Ayatollah has driven a spike into the heart of free expression everywhere, there is no question that we could use a revitalized, professionally produced, popular *Forum*.

We should look anxiously toward the first issue due out in May, and hope that Cameron, Lorimer, and company can pull it off.

Ron Verzuh is content's Little Media columnist.

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## Journalist as literary critic

By Wilfred Kesterton

### Dear Bill: The Correspondence of William Arthur Deacon

Edited by John Lennox and Michele Lacombe

University of Toronto Press, 384 pages,  
\$37.50

In 1955, he wrote, "For 30 years I read every newly published Canadian book of general literature." Lorne Pierce praised him as "one who has served (Canada) with complete devotion for four decades." Laura Goodman Salverson called him "the only critic in Canada who endeavors to do for our Canadian letters what Anatole did for France." Arthur Lower placed his book page "right among the top of our Canadianizing institutions."

The extent and flavor of William Arthur Deacon's life work is strikingly conveyed by the letters written by him and to him, letters generously and judiciously sampled in *Dear Bill*, a book created out of a correspondence that spanned 45 years. Early in that correspondence the readers meet the Confederation poet, Charles G.D. Roberts, and near the end Peter Newman and Al Purdy. The pages between exemplify Deacon's two-way correspondence with a veritable "who's who" of Canadian writers--writers too numerous even to list in a short review.

Three examples inadequately convey the forthright vigor that permeates the book:

*Frederick Philip Grove* ("a miserable man to get on with")--"I am seventy-seven years old. And still my wife has to make the greater part of my living. The pension is not enough. If that is not failure, I wish to know what is." (And this a quarter of a century before D.O. Spet-

tigue did the literary detective work that exposed the grand Greve/Grove imposture.)

*Deacon himself*: "More writers fail because they have nothing to say than because they can't write well." and

"Canadian readers are only interested in quality writing from their own writers. For the crap and trash we are quite happy to import it."

The man who provoked intellectual reciprocity among so many men and women of Canadian letters began as literary editor with the *Manitoba Free Press*, *Saturday Night* and the *Mail and Empire* before serving the *Globe and Mail* for 32 years.

Deacon was president of the Canadian Authors Association at the local and national level. He was the first chairman of the Governor-General Awards Board. He wrote *My Vision of Canada*, *The Four Jameses*, two collections of essays, and numerous articles and monographs.

In *Dear Bill*, Deacon moves cumulatively towards a full-blown theory of literary criticism. His attitude throughout is one of "reasoned admiration," recognizing "the sterility of cynicism and the fertility of belief." Nevertheless he lives up to his credo, "Tell the truth even if it hurts!" And in the end he can say, "Naturally, what the hell do the Yanks care about us? but we are beginning to care about ourselves."

Above all, the letters provide telling evidence of the powerful encouragement Deacon gave to Canadian literature and literary figures. His role as literary midwife invites comparison with the aid given by Maxwell Perkins to American authors, although it would be hard to match the incredible editorial service Perkins performed for Thomas Wolfe.

Readers preoccupied with mainstream journalism may not find *Dear Bill* exciting reading, but those who would enjoy or have enjoyed Robert McDougall's *Poet and Critic*, Wilfrid

Eggleston's *My Literary Friends* or David G. Pitt's two-volume biography of E.J. Pratt, as this reviewer has done, will find *Dear Bill* an eminently satisfying book.

*Wilfred Kesterton is professor emeritus of journalism of journalism at Carleton University and author of The History of the Press in Canada.*

## Limiting power of media barons

By Tim Creery

### Press Concentration and Monopoly: New Perspectives on Newspaper Ownership and Operation

Edited by Robert G. Picard, James P. Winter, Maxwell E. McCombs, and Stephen Lacy  
Ablex Publishing Corporation, Norwood, N.J., U.S.A., 231 pages.

Weak in the United States, almost non-existent in Canada and many other democratic countries, measures to prevent the massing of the mass media in concentrated ownership should be central to preserving and strengthening democracy. Allowing the sources of information, opinion, and entertainment to fall into the hands of a few gives those few undue power to limit the diversity of expression that is the lifeblood of a democratic society, yet such concentration has grown apace in our age of takeover, merger, and conglomeration.

*Press Concentration and Monopoly* is a timely and substantial contribution to the debate on media concentration, an issue difficult to keep alive owing to the media owners' interest in playing it

down and the politicians' fear of provoking media hostility by raising it.

The book makes it clear that concentration of ownership in the press should not be considered on its own, but only in conjunction with concentration in all the mass media. This survey is the work of some 30 university teachers in journalism and communications, most in the U.S. but some in Canada, and results from a study started in 1983 by the Mass Communications and Society Division of the Association for Education in Journalism and Mass Communication.



Considering its diversity of authorship, the book is fairly well organized and coordinated, although some chapters are more substantial than others. Disagreements among the authors are well handled in a final section which gives the conclusions of the majority, in favour of curbs on concentration, followed by minority views, some for more stringent actions, other for less or none.

Most of the contributors believe limits are required on concentration of ownership in the whole marketplace of ideas, not just in the economic marketplaces of individual newspapers. That means, first, that mergers are not only a danger if they reduce choice of newspapers and tend to raise their price--and the cost of advertising in them--in particular markets; they are also a danger if they bring together newspapers published in separate economic markets but in the same larger marketplace of

ideas. Second, while economic competition is defined as competition between interchangeable products--newspapers and other newspapers, for example--competition in the marketplace of ideas occurs across media products: newspapers, television, radio, magazines, and--incipiently--screenprint. The further an owner moves outside his original product and geographic markets in taking over other media, the greater the reduction in diversity of sources of information, opinion, and entertainment.

Speaking of the United States, one of the authors, David C. Coulson of the Reynolds School of Journalism, University of Nevada-Reno, says, "As long as the scope on anti-trust law is confined to narrow economic concerns, however, anti-trust seldom will pose an effective deterrent to newspaper concentration."

In the United States, the diversity principle, as well as the economic com-

petition principle, is recognized, at least to some extent. Freedom of the press, guaranteed in the Constitution, has been found by the courts to require diverse and antagonistic sources of news.

Congress has watered this down by adopting the Newspaper Preservation Act, which allows anti-competitive combinations--joint operating agreements, under which two newspaper enterprises keep their editorial departments separate but unite the rest of their operations--to continue in local markets if one of the newspapers is "failing." The major impact of the diversity prin-

ciple in the U.S. has been through its use by the Federal Communications Commission to draw up rules limiting concentration in the broadcast media and between the broadcast and print media.

Canadian competition law and jurisprudence recognize only the economic competition principle. As Edith Cody-Rice demonstrated in her study for the Royal Commission on Newspapers, under the chairmanship of Tom Kent, the treatment of the newspaper industry under Canadian competition law "has not differed from the treatment..of other, less controversial objects of trade or commerce such as scrap...matches...paper...or lamps." But the principal reason for maintaining competition in the case of newspapers is not to keep price down but "to offer a diversity of information to the reading public."

Both the 1970 report of the Special Senate Committee on Mass Media,

under the chairmanship of Senator Keith Davey, and the 1981 Kent report urged recognition of the diversity principle in Canada. Nothing came of those recommendations except a loophole directive from the Trudeau government to the Canadian Radio-television and Telecommunications Commission in 1982 against cross-media ownership. The CRTC used it to delay renewal of the Irving TV licence in New Brunswick, the Irvings also being owners of all New Brunswick's English-language newspapers.

But after the Mulroney government revoked the directive, the CRTC granted the Irvings a licence for a whole new Maritimes TV network provided they'd carry the full CBC network programming on their existing N.B. television system. In another decision, the CRTC allowed Quebec's leading cable company, Videotron to take over Telemetropole, flagship of the province's main private TV network, TVA, and supplier through a production company of much of the network's programming.

The book would have benefited from an opening section outlining media competition policy and an overview of media ownership in each country. A good deal of this type of information is provided by the various authors in passing, but the reader is ill-served by such a haphazard approach.

There are important differences between the policies and situations in the two countries. For one thing, the diversity principle has not achieved the status in Canada that it has in the U.S. For another, smaller countries tend to have bigger concentration problems, at least at the national level, and this is the more so in Canada's case because the country, with a tenth of the population of the U.S., is divided into English and French markets.

The opening chapters provide excellent discussions for the layman of the economic arguments about newspaper

competition. One favorable development is the lower cost of entering the market, brought about by technology. Tabloid newspapers have exploited this advantage to find niches in smaller markets than seemed likely to accommodate competition a decade or two ago. Technological advance has also made national newspapers--based on satellite transmission to remote printing plants--possible in countries the size of the United States and Canada; these provide further variety in local newspaper markets, although the ownership of local papers by the firms that own nationals, such as the New York Times in the U.S. and Thomson in Canada, has potential to limit competition between the two levels.

Later chapters take up the more difficult task of showing how concentration reaching beyond local markets and extending across the media tends to limit diversity in the large marketplace of ideas. Contributors bear out the Kent Commission findings that the owner's control over appointments, budgets, and administrative norms offers considerable opportunity to limit the variety of content and opinion.

A point made by Kent and his researchers, but not by this book, is that hiring and firing practices of the chains obviously influence the opportunities for employment open to the journalists who gather, write, and edit the content of the newspaper and hence influence the content itself. In a monopoly situation, there is no "other side of the street" for a journalist who loses his job over an issue of editorial content.

A number of contributors make the point that professional norms and community expectations, quite aside from ownership, exercise an influence toward journalistic conformity. Competing newspapers may be mere "rivals in conformity." But it seems to me the wrong conclusion is often drawn from the fact that newspapers come to resemble one another in vying for the same market. As

the Kent Commission heard in evidence, such competition tends to keep the rivals on their toes, or keep them honest, in gathering news; the rivals compete in timeliness, detail, and scope to provide the news coverage that will attract the most readers. Even "rivals in conformity" serve the public interest in diversity better than one newspaper with no rival at all.

Quantitative studies of newspaper content can be useful in determining the proportion of newspaper space given to editorial material compared with advertising, and the proportion accorded to different subjects. But often practitioners of content measurement reach for unjustified qualitative conclusions, as in the following comment by Maxwell E. McCombs of the University of Texas about studies in Montreal and Winnipeg before and after competition:

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"Traditional democratic assumptions about newspaper competition and the diversity of content are not well supported by these content analyses of the Montreal and Winnipeg papers. Comparisons of the general content reveal few significant differences between either pair of competitors; examination of the news of the day reveals no significant differences at all."

The fact is that the kind of quantitative content analysis to which he is referring cannot, on its own, tell whether there were significant differences. It does not measure difference of editorial viewpoint, for example. Its subject classifications are necessarily broad. It does not measure differences of columnists' and other commentators' views on politics, sport, business, the movies and TV, art, stamp collecting, sex and all the other matters that people expect their newspapers to report, explain, assess, and offer opinions on. Quantitative content analysis does not measure style, approach, tone literary quality or many other factors that contribute to diversity of reading matter. It has little to say about layout and pictorial and graphic impact. Content analysis often doesn't analyze much.

McCombs argues that the Winnipeg and Montreal content studies rebut any claim that demise of a competitor diminishes the quality of the survivor. They do no such thing.

Despite the overwhelming evidence that concentration of ownership can shape and limit content in an age when the mass media exercise enormous influence on society, the usual response of owners is that their various operations have editorial freedom. Plainly, however, this freedom is circumscribed by the practices and culture of the particular corporation. At the very least, owners hire like-minded publishers, and publishers hire like-minded editors--indeed, choice of local editor is usually subject to head office approval.

Ben Bagdikian, a prominent U.S. newspaper critic, is quoted as saying, "Power will always be used if the stakes are high enough." That is the only safe assumption for public policy-makers.

David Coulson writes in one of the concluding chapters, "The constitutional guarantee of a free press"--and this could now apply in Canada as well as the United States, thanks to the Charter of Rights and Freedoms--"demands a halt to the steady encroachment of newspaper chain ownership before it becomes as centralized as the steel or automobile industries, which it already has in Canada." Unfortunately Congress, like the Canadian government in the wake of the Kent Commission, "ultimately lacks the will to buck the powerful newspaper lobby and extend the typically local geographic market to the national level."

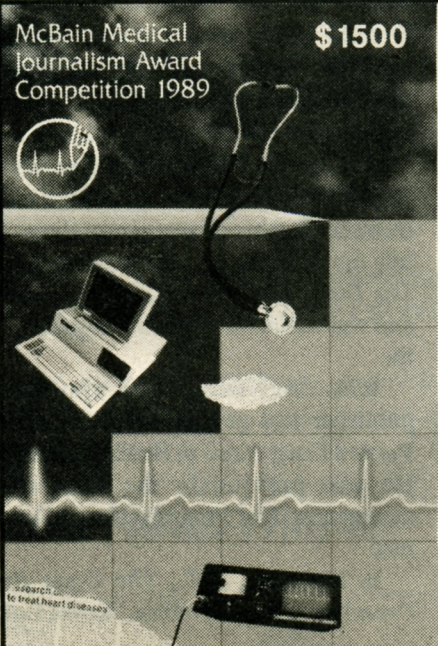
In Canada, we are doing just the reverse. The government's proposed broadcasting act not only broadens the definition of broadcasting, thereby making a larger field of activity subject to regulation, but also increases the intrusiveness of the CRTC's regulatory

power--this at a time when the vast increase in broadcasting outlets argues for an absence of censorious regulation and reliance on the marketplace of ideas. At the same time, the CRTC in recent years has followed a policy of encouraging "financial viability," and this has meant increased concentration of media ownership, including cross-media ownership. Government, meanwhile, has shied away from the issue of media concentration.

Too bad more attention has not been paid to Chief Justice Brian Dickson's minority opinion in the Saskatoon letter-to-the-editor case in 1978, before he became chief justice. He wrote in part: "Citizens, as decision-makers, cannot be expected to exercise wise and informed judgment unless they are exposed to the widest variety of ideas, from diverse and antagonistic sources. Full disclosure exposes, and protects against, false doctrine."

*Tim Creery was director of research for the Kent Commission and a senior consultant to the Caplan-Sauvageau Task Force on Broadcasting Policy.*

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**DEADLINE**  
July 15, 1989



The staff at *The Globe and Mail* has seen quite a few changes since William Thorsell became editor-in-chief. **Christopher Waddell**, who was the Ottawa Bureau Chief, has now been appointed associate editor in Toronto. **Gwen Smith**, former assistant managing editor is now the deputy managing editor. **Paul Palango**, city editor, has been named new, overall national editor.

Two new faces in Toronto include **John Cruickshank** and **Jennifer Hunter**, who have both left *The Globe's* Vancouver bureau. Cruickshank is now on the Editorial Board, and Hunter is joining the Report on Business.

At *The Toronto Star*, **Ray Timson**, 60, retired from his position as assistant to the publisher. Timson's newspaper career spanned 45 years, starting when he left school at 15 for a job as an office boy at *The Star*. He was a reporter on three newspapers and two wire services across Canada before returning to Toronto in 1958. Timson was executive editor and managing editor at *The Star* before taking over as assistant to the publisher in 1987. His wife, medical writer **Lillian Newbery**, has also left.

Another long-time *Star* reporter, **Gwyn (Jocko) Thomas**, 75, has also retired. Thomas has been the newspaper's chief police reporter for 43 of his 60 years at *The Star*. Thomas says he will now finish his book scheduled for release in 1990.

There have also been some shuffles in staff at *The Toronto Star*. **Lou Clancy**, who has been city editor for five years, was appointed deputy managing editor (news). Clancy has been with *The Star* for more than 15 years.

Replacing Clancy as city editor is **Joe Hall**, former assistant managing editor for features. **Gerry Hall** (no relation) has taken over Joe's position in features. Gerry Hall was the sports editor, and has been replaced by **Phil Bingley**. Replacing Bingley as Insight Editor is **Jim Atkins**.

In Halifax, **Sue Newhook** is now producing the supper hour show, *First Edition*, for CBC television. She comes from Edmonton. **Norma Lee MacLeod** has been appointed co-host of the show. **Carol Off** has been appointed to the position of national radio reporter for CBC in Montreal. Carol has been working on CBC's current affairs show *Sunday Morning*.

**Claude Arpin** has taken a year's leave of absence from *The Montreal Gazette* to pursue non-journalistic interests, while **Rick Boychuk**, the paper's environment reporter, has resigned to embark on a freelance career.

Down the street at *The Montreal Daily News*--now a year old, publisher **George MacLaren** has been moved upstairs to the office of vice-president for English-language dailies at Quebecor, the parent firm. Former managing editor **Jim Duff** is now publisher. A triumvirate of editors will fill the managing editors post.

The radio station CKNW in Vancouver has a new host for the 6:30-9:00 AM slot. **Philip Till** takes over after spending the last 14 years as NBC bureau chief in London, England.

The newsroom at 'NW is also getting a new full-time reporter. **Gord McDonald** will be on board sometime this summer. Gord is currently the head of the journalism program at BCIT in Vancouver.

At *The Kelowna Daily Courier* in British Columbia, **Bob Boxall** has taken over the position of managing editor. He left his position as managing editor of *The Daily Mercury* in Guelph, Ontario, and was replaced by **Jean Simpson Nettle**.

**R.A. McKenzie** was appointed publisher and general manager of *The Vernon Daily News* in British Columbia. He was previously the circulation manager at *The Victoria Times Colonist*.

In Nanaimo, B.C., *The Daily Free Press* has a new city editor. **Kevin Laird**

left *The North Island Gazette* in Port Hardy to take over the position in February. **Gord Woodward**, former city editor for two years, was appointed managing editor in the fall.

*The Daily Free Press* also has a new general reporter in the newsroom, **Bonnie Morgan**. Another general reporter, **Christy Lapi** has moved from part time to full time.

**Trevor Sutter** has moved from the Moose Jaw bureau of *The Regina Leader-Post* to the provincial desk in Saskatchewan. He replaces **Susan Henders**, who left to travel in Asia.

*The Star-Phoenix* in Saskatoon has added a new business editor. **Paul Martin**, former editor of *Saskatoon Business Magazine*, replaces **Joe Knychka**. Knychka has left to become the editor of a weekly magazine in Brandon, owned by Cross Country Publications.

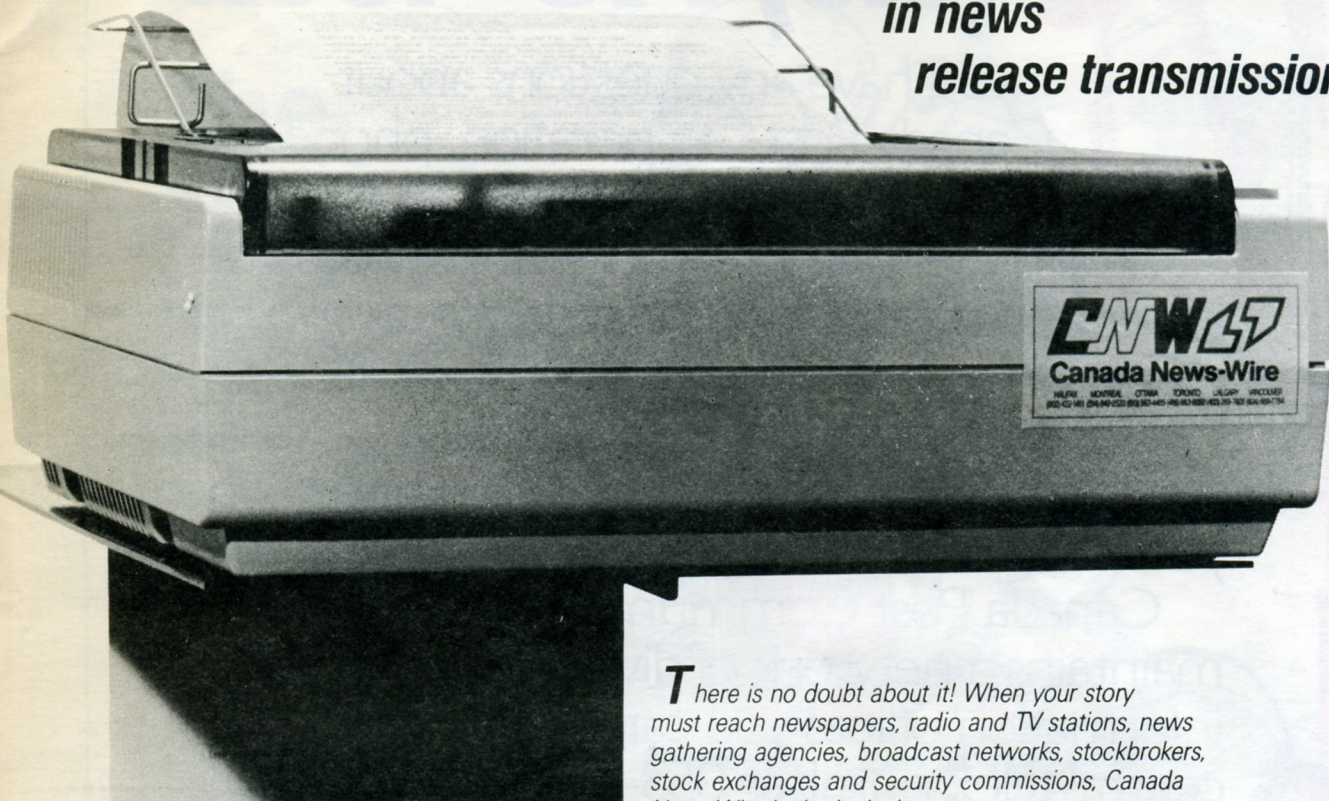
**Dale Eisler**, a political columnist with the *Regina Leader-Post*, will now be working for *The Star-Phoenix* as well. He has accepted a cross-appointment as a roving political reporter.

**George Yackulic** has retired from his position as columnist at *The Red Deer Advocate* in Alberta. Yackulic spent 55 years in the newspaper business, starting in 1934 in his hometown of Lethbridge. He was the executive editor of the *Lethbridge Herald* before joining *The Advocate* in 1959.

**Murray Burt**, editor of *The Winnipeg Free Press*, will give his views on the role of religion in a daily newspaper at the May 11-12 convention of the Council on Church and Media. Also on the program are **Eric Friesen**, formerly with CBC Radio in Toronto and now with U.S. public radio in Minneapolis, and **Michael W. Higgins**, editor of *Grail*, a Catholic journal published by the University of St. Jerome's College in Waterloo, Ont. The Council on Church and Media is a North American association of Brethren in Christ, Church of the Brethren and Mennonite communicators from both print and electronic media.

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