

content

for Canadian journalists

\$2.50

September/October 1989

CBC's Brave News World



191
SOURCES
9 ST. NICHOLAS ST. #402
TORONTO, ON
MAY 1985
1288C

OCT 20 1989

INSURANCE QUESTIONS?

What's the difference between Quebec no-fault and Michigan no-fault?

What acts of God are covered by insurance? What's happening to the use of age, gender and marital status as rating criteria? How do you insure a diamond ring? What company writes the most marine insurance in Canada? What is "tort reform"?

We can supply people who will answer these and just about any other question on the general insurance industry in Canada. We'll chase down consumer problems and provide spokespeople who can comment on issues that impact the insurance industry and consumers.

Call Catharine McGregor
at (416) 362-2031



Insurance Bureau of Canada
Bureau d'assurance du Canada

Representing private general
insurance companies in Canada

If you would like a copy of the current issue of **Facts of the General Insurance Industry in Canada** just give us a call.

content

for Canadian journalists

Established 1970
 Founding Editor
 Dick MacDonald

September/October 1989

content is published
 six times a year by
Friends of Content
 2759 Carousel Crescent,
 Suite 602,
 Gloucester, Ontario, Canada,
 K1T 2N5
 and the School of Journalism,
 Carleton University,
 Ottawa, Ontario, Canada,
 K1S 5B6

Editor

Murray Goldblatt

Managing Editor

Klaus Pohle

Editorial Board

Christopher Dornan
 Murray Goldblatt
 Carole MacDonald
 Catherine McKercher
 Klaus Pohle
 Anthony Westell

Friends of Content

June Callwood, Toronto
 Kevin Cox, Halifax
 Katie FitzRandolph, Toronto
 Daniel Johnson, Calgary
 Tim Loughed, Kingston
 Carole MacDonald, Ottawa
 John Marshall, Toronto
 Gordon McIntosh, Ottawa
 Susan Ormiston, Halifax
 John Spears, Halifax
 David Waters, Montreal
 Anthony Westell, Ottawa

Business/Advertising Managers

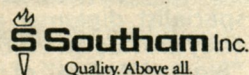
Diane Sims and Robert Roth
 (613) 733-4440

Editorial Office

(613) 788-7434
 (613) 788-7404
 Fax: (613) 788-5604

- 3 Editor's Notebook
- 4 Briefings
- 7 Rating Newsworld
by PETER DESBARATS
- 11 Conrad Black: media baron
by KENNETH KIDD
- 14 Assessing the CRTC's new chairman
by KEALY WILKINSON
- 16 Baton's expansion plans cause fuss
by TONY ATHERTON
- 18 Can a journalist be involved?
by BRONWYN DRAINIE
- 20 Chain ownership concerns weeklies
by YVONNE YOERGER
- 24 Vancouver dailies get new look
by MIKE GASHER
- 26 Mulroney's web of deceit
by ARCH MACKENZIE
- 28 Rip and read, rip and print
by PETER CALAMAI
- 31 Culture an also-ran in most newspapers
by ENN RAUDSEPP
- 34 Freedom of the press behind bars
by BRIGITTE AUDET
- 38 The sting of *Briarpatch*
by RON VERZUH
- 39 Short Takes

We gratefully acknowledge assistance for publication of this issue from



Credits

Cover: Her Majesty's Stationery Office, London; Illustrations: Boris Gomez, 3, 7, 11, 26; Photos: Edward Israel, 4; *The Ottawa Citizen*, 14; Tass, 30; Brigitte Audet, 34; Global News, 37.

OCT 20 1989



Communication. It's also one of our products.

Quality of information is the result of an honest collaboration between newsmakers and fact-finders.

In today's increasingly media-saturated world, it's essential we get the facts right.

At Alcan, our media relations officers provide accurate, relevant information. It's many jobs in one: researcher, guide specialist, diplomat, and liaison person. They provide an efficient link between the "Big Bad Wolves" of business and those who want to "blow the house down".

We all appreciate honest news.

That's why at Alcan, we serve the facts "straight up".

Press relations

Head office
Fernand Leclerc (514) 848-8114

Regional offices

Saguenay-Lac Saint-Jean
Jacques Dubuc (418) 699-3123
Shawinigan
Michel Marano (819) 539-5421
Beauharnois
Yvon Julien (514) 429-4611
Vancouver
Les Holroyd (604) 689-3314
Kitimat
Allan Hewitson (604) 639-8203



CBC's Newsworld, the all-news mixture of trial and talent, has been launched and monitored across the country. Peter Desbarats, experienced telecommentator and dean of the University of Western Ontario's School of Journalism, analyses Newsworld's first stage and TV entertainment critics contribute their views in brief.

The growth of financier Conrad Black's media holdings in several countries is reviewed along with a separate look at Black's special brand of vocabulary directed at the press.

The CRTC under new chairman Keith Spicer will be struggling with a set of challenges -- spelled out by telecommunications specialist Kealy Wilkinson.

Conflict of interest within the CBC is given a critical look by cultural affairs writer Bronwyn Drainie. The growing monopoly pressure on Canadian community weeklies is examined and possible marketing projects outlined.

B.C.'s top editors are profiled. The continuing Doug Small case and the debate over budget leaks are assessed by Prof. Wilf Kesterton.

Coverage of the United States by Canada and other countries are contrasted by Southam Washington correspondent Peter Calamai.



ISSN 0045-835X

Second Class Mail
Registration No. 6824

Subscriptions:
\$15 per year
\$25 two years
\$35 three years

Foreign:
U.S.A. -- \$20 (Cdn) per year
Overseas -- \$25 (Cdn) per year

(Content is listed in the Canadian Magazine Index of Micromedia Limited and gradually all issues, dating back to No. 1, October, 1970, will be available in microform. Contact: Micromedia Limited, Information Access, 158 Pearl Street, Toronto, Ontario, Canada, M5H 1L3.)

(Content is indexed in the Canadian Periodical Index, c/o 444 Front Street, Toronto, Ont. M5V 2S9.)

Content is a member of the Canadian Periodical Publishers Association.

(This issue released for distribution in October 1989)

No - you have not just won a trillion dollars but tellya what we're gonna do...

We'll give you the highest interest rate you've ever experienced if you invest the few dollars and little time it takes to fill in this form. Your investment will pay off every two months with articles of -- top interest.

If you already subscribe, please check to see if you should be renewing. This non-profit operation doesn't have the staff or stamps to keep flooding your mail with reminders. Our energies and cash go into these pages.

Make cheque payable to **Friends of Content**

Send to: **2759 Carousel Crescent, Ste. 602, Gloucester, Ont., K1T 2N5**

Enclosed is my payment of _____ as a contribution to *content's* future

Subscription rates: 1 year \$15, 2 years \$25, 3 years \$35.

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

NAME _____

ADDRESS (Home address preferred) _____

CITY _____

PROVINCE _____

POSTAL CODE _____

Publisher 'retiring' – at 21

The departing publisher of the *Kanata Courier* isn't your average 21-year-old. But then he wasn't your average 14-year-old, either, when he founded the operation in 1982.

"It's a hobby," says Alex Munter, who recently sold the fruit of eight years' labor to a Renfrew-based newspaper chain. "Some people play basketball or read books or collect stamps -- for a third of my life, I put out a newspaper."

Munter has created a thriving business. Advertising sales are up 35 per cent this year over last year and the paper printed its biggest-ever edition at the beginning of September -- 56 pages. But Munter is throwing in the towel all the same.

"I've never held another job," he explains cheerfully. "It's been everything to me and in January I'll get to start planning what to do with my spare time. I haven't done that since I was 14."

Back in 1982, Munter decided that starting a monthly newspaper would be an "interesting" experience. He saw serious gaps in the way the *Kanata Standard*, the *Kourier's* main competition, covered community events and decided to see if he could do better. He recruited volunteers, borrowed a friend's typewriter and pasted together the *Kourier's* first edition on his parents' ping pong table.

What was meant to be a part-time occupation blossomed into 85 hours a week. From selling ads -- done in large part by Munter's mother during the paper's formative years -- to laying out pages, the "hobby" turned into an onerous commitment.

"Bit by bit it ballooned," Munter says. "In 1985 I was approached by a group of community activists who felt the *Kourier*, as a monthly, didn't give the *Standard* enough competition."

So, with the group's help, more than \$26,000 was raised and injected into the

paper over a two-year period. It went from monthly to bi-weekly to weekly "just like that."

The *Kourier*, with a circulation of 13,200, now publishes twice weekly and employs 12 full- and part-time staff, 12 freelancers and 85 carriers.

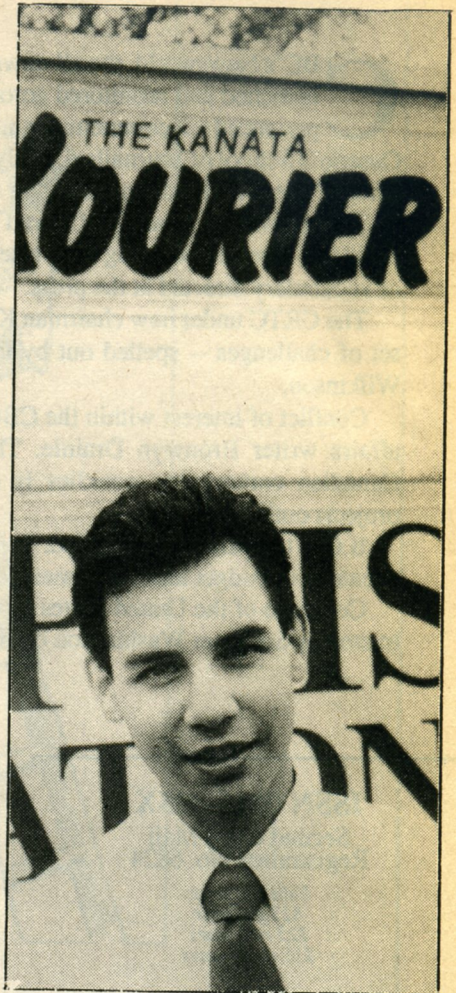
Munter officially relinquished ownership Sept. 29 to Runge Newspapers Inc. for an undisclosed price. He says the sale last year of the *Kanata Standard* to a Montreal-based newspaper chain has made it difficult to compete financially. Runge, he says, will be able to give the *Kourier* the kind of support it needs.

Munter will stay on as publisher/editor until Jan. 1 when the *Kourier* will appoint a new publisher. He plans to resume his studies in political science and communications at the University of Ottawa to prepare himself for "some future career or other."

"I don't know what I'll do with my life," he says, "but something will happen. It always does." □

--Tina Reilly

Tina Reilly is a staff writer with The Ottawa Citizen.



Alex Munter: no spare time since he was 14

Federal budget cuts kill foreign policy magazine

In the years since 1945, observed a group of Canadian political scientists in a major essay in 1986, "the foreign policy community has evolved from a small and informal intellectual elite into a highly bureaucratized one."

One effect of the bureaucratization was a sharp decline in the influence of academics in the policy process, said the four professors, writing in *International Perspectives*.

How prescient they were.

This summer, the bureaucracy killed off the journal in which they wrote, the only independent English-language magazine of scholarly analysis of Canadian foreign policy.

The circulation of *International Perspectives* was small -- fewer than 2,000 paying customers -- but the journal attracted contributions from reputable academics, researchers and former

foreign service and development aid executives.

External Affairs Minister Joe Clark, in a letter to the publisher last year, called *International Perspectives* an excellent magazine of thoughtful analysis which he highly commended to all of his staff. But in the name of cost-cutting the bureaucrats this year managed to redefine the department's interests and boost public relations while eliminating that analysis, at least in English.

First published in 1972 by the department as an independently edited alternative to departmental pronouncements, and after a decade of independent ownership with External subsidy, the July/August 1989 edition of IP became the final edition, on short notice. In May the department advised the magazine's owners, Baxter Publications, that the department would no longer buy its regular 900 copies for circulation to Canadian diplomats.

That announcement was followed one edition later by word that the department was also cancelling its centre-section insert called *International Canada*, a digest of government statements on world events and recent press clippings.

The insert, running from 12 to 24 pages per edition, brought in about \$60,000 to Baxter. Combined with the \$15,000 from the 900 External subscriptions, this meant that department funds accounted for almost two-thirds of IP's

revenue, says editor Gordon Cullingham.

"We can't survive without that," he adds.

External had been aware for years that the journal would not survive without assistance, despite repeated urgings that IP hustle advertising and apparently genuine but unsuccessful efforts by Baxter sales representatives, Cullingham says.

"Since the department knows IP wasn't self-sustaining, it also knows it had the means to keep it alive," he says. "You cannot ignore that what they've done is abandoned interest in sustaining intellectual debate and critical analysis."

William Baxter, the Toronto-based publisher and owner of the magazine, says he decided "the heck with it" after the funding cuts. His small publishing house carried IP for years at a \$3,000-to-\$5,000 loss, or "break-even after taxes," he says.

But he is hardly disconsolate. After External's precipitous move this year, Baxter says he surveyed "a few of IP's readers" and they reported that they found articles too long and densely analytical.

He plans to remedy that -- profitably -- by transforming *International Perspectives* into a monthly newsletter of thumbnail analyses of world events. "The only difference will be that instead of doing 4,000 to 5,000 words per item,

considerably researched for a university audience, we'll have condensed items of 250 words," Baxter says. The first issue is due this fall. Baxter is charging \$140 for a year's subscription and he expects 4,000 buyers. Some writers will be "experts" in his publishing stable, which specializes in travel and defence/military hardware magazines. He also runs the controversial ARMX trade show for weapons buyers and sellers.

External Affairs officials defend the cuts. They say the magazine's small circulation meant it failed to meet the department's objective of gaining wide distribution for the centre insert.

"For our purposes ... it wasn't getting the message out," says Lucy Edwards, director of External's domestic communications division.

"We're producing a better document now; it suits our needs at less cost," says External's Louise Morissette, referring to the new formula whereby External will fund Laval University's Centre for Quebec International Relations' publication, *Canadian International Relations Chronicle*. The Centre already publishes a French-language journal of foreign events and academic analysis called *Etudes Internationales*. External will pay Laval \$6,700 per edition to produce the digest of events in both languages -- about half what it paid for IP's English-only editions. And the Laval publication has a circulation of 5,000.

But officials acknowledge -- reluctantly -- that the policy analysis section will be in French only.

"Yes, there will no longer be an English-language analytical journal," Morissette says. "I am sure the department thought about that" when it cut IP's funding. □

--Ross Howard

Media museum would be 'a first'

The Toronto Press Club has begun a campaign to raise funds for a Canadian Media Museum that would reflect the development of journalism in Canada.

The museum, which would operate independently from the club, would also house the Canadian News Hall of Fame.

In August the club asked the city of Toronto for its support. It is also asking for money from the provincial and federal governments as well as from publishers, broadcasters, the printing business, private industry and the public. The club estimates it needs between \$1 million and \$2 million.

A news release quotes president Ed Patrick as saying, "This would be a world first and a scoop for the city of Toronto and Canada." □

Ross Howard is a member of the *Globe* and *Mail's* Ottawa bureau.

Who earns what, where?

Want to earn more money? Then try to get hired by the *Montreal Gazette*.

The latest figures from The Newspaper Guild show that senior reporters and photographers at the *Gazette* earn the top newspaper salary in Canada: \$985 a week, which multiplies out to more than \$51,220 a year.

Salaries at the Southam-owned Montreal daily are second only to those at the *New York Times*, where a senior reporter earns \$1,053.12 a week, or \$54,762.24 a year. The starting rate at the *Gazette* ranks high among Guild newspapers too: only reporters at the three New York dailies (the *Times*, *Daily News* and *Post*) earn higher starting salaries than the *Gazette*'s \$622 a week.

Salary lists used by the Guild in collective bargaining tabulate base-level salaries at 137 Guild newspapers covered by 120 contracts. Bonuses or

shift differentials can add substantially to a reporter's pay. The Guild lists Canadian salaries in Canadian dollars and American salaries in U.S. dollars. Among the figures in the latest collective bargaining manual:

- As of Aug. 1, the average starting minimum salary for a reporter at a Guild newspaper is \$403.55 a week, or just under \$21,000 a year.
- The average top minimum salary is \$630.71 a week, or about \$32,800 a year.

- Depending on the individual contract, it takes from two years to six years to reach the top rate.
- In terms of wages for senior reporters, Canadian newspaper contracts account for six of the top 10 Guild salaries.
- Reporters and editors at The Canadian Press, the national wire service, earn a top minimum rate of \$866.92 a week.

So who earns what? Here's how Guild-negotiated weekly wages at Canadian newspapers stack up, as of Aug. 1, 1989:

Contract	Starting wage	Top minimum	After
Montreal Gazette	\$622.00	\$985.00	5 years
Vancouver Sun/Province	\$571.41	\$911.53	5 years
Toronto Star	\$571.24	\$881.16	6 years
Toronto Globe & Mail	\$502.37	\$870.79	6 years
Victoria Times-Colonist	\$574.43	\$866.70	5 years
Ottawa Citizen	\$585.93	\$851.01	5 years
Hamilton Spectator	\$567.00	\$820.00	4 years
Windsor Star	\$498.31	\$806.98	5 years
Brantford Expositor	\$402.42	\$714.01	4 years
Sudbury Star	\$344.09	\$622.94	6 years
Oshawa Times	\$338.67	\$577.29	4.5 years

THE FUTURE OF STEEL IS AS NEAR AS YOUR PHONE

Few industries are changing so dynamically. New computerized technology and new steelmaking practices are matching quality and service to the more exacting demands of today and tomorrow. We'll be happy to provide information on our commitment and our progress. Just telephone Peter Earle or Bill Gair at (416) 544-3761.

Or write Dofasco Inc., P.O. Box 2460, Hamilton, Ontario, L8N 3J5.

DOFASCO

Our product is steel. Our strength is people.

Filling a void

Newsworld covers stories that have been ignored on conventional newscasts

By Peter Desbarats

I can't pretend to anything like objectivity when I write about the first months of CBC Newsworld. A journalist who doesn't believe that more news is good news would be a contradiction in terms. My only complaint with the new 24-hour news channel before it went on the air was that it took so long to get there.

In Quebec, there is no French-language equivalent of Newsworld and the CRTC has decided that there won't be one for some time. That decision staggered me. Since when, in this country, have we started to discriminate between French and English in the provision of essential national services? There were many cable subscribers in English-speaking



Canada who complained about the prospect of their monthly fees being used to "subsidize" a French-language all-news channel -- yet another dismal indication of the low state of national morale at this point in our history. A few more steps in this direction and we'll start charging Quebecois higher fares to ride on VIA Rail (while it lasts) and Air Canada (while one wing, at least, remains publicly owned).

To say that there was a strong public demand anywhere in Canada for an all-news channel would be inaccurate. But there were enough people who were bothered by the fact that Cable Net-

work News from the U.S. was the only all-news channel available in Canada to prompt the CBC, the CRTC and the federal government to do something about it. Public interest was stirred only when Allarcom, a private broadcaster in Edmonton, succeeded in whipping up enough anti-CBC, anti-Toronto, anti-public ownership hysteria in Western Canada to delay final approval of the CBC's all-news franchise.

At that critical stage, someone at Allarcom sent me their proposal with a request for endorsement -- a sure sign of their desperation. I replied that not only was I a paid-up member of Gerry Caplan's Friends of Public Broadcasting, but that I could barely stop laughing long enough to finish reading their brief.

An Edmonton news service that had failed to provide wall-to-wall live coverage of a devastating tornado in its own city could hardly be expected to provide the vision or resources for a realistic all-news proposal. Comparing the Allarcom and CBC briefs to the CRTC, it was evident that only the CBC could hope realistically to spin off a respectable 24-hour channel from its existing new operation.

Like most people, I haven't been glued to the set since Newsworld went on the air. But I've been sampling at odd hours -- not so odd as to catch the same-day rebroadcasts of foreign newscasts between 3 a.m. and 5 a.m. -- and the output is impressive.

The news services reported that there were a few technical hitches in the early days but I didn't catch them. What I have seen is reporting, commentary and live coverage that gives one a real sense of the immensity, diversity and energy of this country.

It makes you realize how little gets into the national newscasts of CBC and

CTV, despite their relatively good quality. So much more is going on out there, internationally and in our own country. And it isn't always the big conventional stories that stick in your mind. A report from New Brunswick about farm workers from Barbados cutting broccoli because Canadians will no longer do that kind of work, even in a high-unemployment province, is the kind of story that you mull over for a few days, long after you've forgotten the conventional stories about the NDP leadership race or the Quebec election.

The broccoli story is exactly the kind of regional story that a line-up editor on

and NASA's aerial tour of Jupiter and its planets.

On weekdays and weeknights, Newsworld produces an enormous quantity of original programming. I used to think that an hour-long news show was a good evening's work. Now I watch Whit Fraser and Carol Adams go into the final segment of their six-hour nightly news show from Calgary, 6 p.m. to midnight, mixing remote interviews with anchoring, and I wonder how long they can keep it up. Even with repeats between midnight and dawn, Newsworld consumes and produces gargantuan quantities of information, most of it by, for and about Canadians.

"...reporting, commentary and live coverage that gives one a real sense of the immensity, diversity and energy of this country."

There hasn't been time yet to evaluate all the specialty programming about the business, science, agriculture, news media, fashion, sports and many other subjects, but there's no doubt that

Newsworld has made a fast, promising start. It's going to significantly expand our ability to share in the national experience -- in both languages, I would hope, as soon as possible.

On the weekends, you'll even see a PBS program on Canadian-American issues that has been running on about 100 U.S. stations for the past two seasons without being able to find, up to now, a Canadian outlet. It's called *The Editors* and its moderated by David Johnson, the Principal of McGill University, and myself. But I said at the outset that I wasn't impartial. □

Peter Desbarats is a well-known journalist and television commentator and is Dean of the Graduate School of Journalism at the University of Western Ontario.

Content sampled the views of television critics across the country. They had this to say:

Patrick Davitt, Regina Leader Post:

"So under the thin disguise of promoting Canadian broadcasting the CRTC said in effect, 'To heck with your freedom of choice, and decided to jam Newsworld down your throat, and down your neighbor's throat.'"

Bob Blakey, Calgary Herald:

"Some observers have questioned whether there is room on two CBC-run networks for all this news. Will such programs as *The National* become redundant?"

Bob Remington, United Features syndicate and Edmonton Journal critic:

"Some Newsworld personnel replaced journalism with boosterism by displaying a lack of objectivity when reporting on a contractual dispute with cable companies, which kept the all-news channel off several cable systems."

"The network settled down and found a noticeable groove after a week on air and seems to be improving each day. Its system of rotating anchor desks in Halifax, Winnipeg and Calgary is a commendable attempt at decentralizing news-gathering outside Toronto. If Newsworld boss Joan Donaldson delivers on her promise of more international bureaus, the opening gaffes will be easy to forgive."

Jack Hodge, London Free Press:

"For a network that over the years has prided itself on being the epitome of smooth, seamless performance in all the television broadcasting crafts, this has to have been a substantial embarrassment."

"It is accepted wisdom that a weekly program must catch its audience within three weeks to a month, or will be almost impossible to do so later. That translates as catching the viewer within four airings -- a rubicon which Newsworld has already crossed."

Eric Kohanik, The Hamilton Spectator:

"If the thorough nature of yesterday's debut is any indication, Newsworld could quickly become Canada's No. 1 source of TV news. And that could mean big trouble for news operations all over the dial."

Mike Boone, Montreal Gazette radio and television critic:

"...to watch the new specialty service you have to go west young news junkie. The CBC's new channel is not being offered by either CF Cable or Videotron."

"Newsworld will be available in Quebec -- a year after it is launched in the rest of Canada... -- the Radio Canada news channel will be on the air in September 1990."

How the critics called it

"At that point, CF Cable and Videotron will add both 24 hour news channels to basic service."

Marie Laurier, Le Devoir:

"A new stage in the evolution of television in English Canada has been reached; an evolution which can be considered complete without the presence of Quebec..."

Peter Duffy, staff reporter for The Chronicle Herald in Halifax:

"Donovan (Newsworld Maritime director) said in an earlier interview that he believes that the news service has already

made 'major concessions' to the cable companies."

"I despair. This is a Canadian news service that should be delivered and if I thought that we were demanding concessions from the cable industry that were well beyond what is standard, I'd be yelling at the CBC."

John Haslett Cuff, Globe and Mail:

"The mood is typical live-to-air: controlled chaos and raw nerves with an over-lay of banter."

Antonia Zerbisias, Toronto Star:

"The Newsworld show, although vastly improved since Monday morning -- more graphics, better lighting, a snappier more confident presentation -- is basically a headline service."

"(Newsworld's) live coverage initiatives are by far the best anywhere. With more time, study, and attention to detail Newsworld can one day be tops in Canada's news class."

"Newsworld is big on recycling and repeating, recycling and repeating. This is a wonderful opportunity for regional reporters to be seen by their relatives in other parts of the country. It's also a great reminder of what a vast and varied country this is!"

"Newsworld repeats itself more often than necessary. Despite much improvement, its motor co-ordination skills still need development."

Tony Atherton, Ottawa Citizen:

"The first six hours of the new all news-channels provided little more news than those hourly newsbreaks on an AM rock station... the entire service looks a little thin, but then so did Ted Turner's Atlanta-based all-news channel CNN when it first started."

Bronwyn Drainie, Globe and Mail arts critic:

"Simply put, Newsworld shows Canada to Canadians, in an on-going and unselfconscious way that CBC Television has never managed to achieve. Although part of the CBC's mandate has always been 'to provide for a continuing expression of Canadian identity,' in fact only CBC Radio has ever come close." □

Electronic Newspaper

For ROB, move to television 'natural progression'

By Carol Phillips

The first two times Report on Business went on CBC's Newsworld, there were technical problems. Both times, Cecil Foster was making his television debut.

"It was hell," says Foster, *The Globe and Mail's* transportation writer, recalling August 11, 1989 -- the day both he and CBC's 24-hour news channel debuted. On a day plagued with technical difficulties, Foster's first broadcast didn't even make it to air due to sound problems. His second effort, an hour later, was a report on the business world given while Foster's picture continually changed colors.

Welcome, Cecil, to the world of television.

Foster's reports also marked *The Globe and Mail's* debut in television.

Every half hour between 6 a.m. and 2 p.m., and then every hour until 7 p.m., five days a week, *the Globe's* broadcast editor David Stewart-Patterson leads six volunteer business reporters, including himself, through the routine. Stewart-Patterson, a former Parliament Hill reporter with more than a few television guest-panelist spots under his belt, currently carries the weight in the hectic morning spots because three of those six reporters are still in the training stages.

The midday spots are used as training shifts.

Why television?

With the paper's earlier expansion into magazines, InfoGlobe and a syndicated radio broadcast in 1988, Stewart-Patterson says television is a natural progression.

"We're still primarily a newspaper," Stewart-Patterson says, "but in a broader

sense, we're an organization that gets information and processes it."

The TV spots also provide a wider audience for the reporters and they feed the newspaper's image as the country's "source for business news," Stewart-Patterson says.

The contract is still being negotiated, but *the Globe* is currently paid with commercial time.

One of the first problems was finding space to produce the spots. Managing

**Still a newspaper, but
in 'a broader sense
we're an organization
that gets information'**

editor Tim Pritchard's old 10 x 14-foot office became a studio and the former women's lounge became Stewart-Patterson's new office and all-round broadcast center.

What hasn't been so easy, however, is turning print reporters into broadcast personalities. Reporters scheduled for television spots have been taken directly from the business pages.

"It made more sense to use the expertise in the newsroom and to take trained, competent business reporters and teach them TV skills, than the other way around," Stewart-Patterson says.

This type of crossover already occurs when television news shows ask print reporters to be guest analysts in a Q-and-A format, similar to the one used on

Newsworld. Stewart-Patterson says the increasing occurrence of these spots means a growing demand for reporters specializing in more than one medium.

Stewart-Patterson, who was only given his broadcast title in March, admits he'd hoped for more time.

One training session before Christmas was on how to report for TV and how to look good. In February, when Stewart-Patterson was asked to get the program running, between 25 and 30 people showed up for two and a half days of "familiarization," putting them in front of a camera for the first time and letting them see themselves.

From that group, Stewart-Patterson chose a handful he felt were promising.

Although the show needs three people a day, Stewart-Patterson would like a core of six to leave time for vacations and beat-work on the newspaper.

The reporters now receive as many one-on-one sessions as deemed necessary with a broadcast-skills trainer paid by the CBC. Foster, who went on the air cold, has had two sessions since his debut, which was panned by *The Toronto Star* as being "wooden, confused."

Foster agrees with the review.

"That was also a reflection of me not being at home in the studio, and also all the technical problems we were having." "I view myself as a business expert. On reflection, that doesn't work (on television). You need more than that to have any longevity and have people coming back to listen to you. You have to have some TV skills." □

Carol Phillips works for The Canadian Press in Toronto.

Neither midget nor mogul

Conrad Black 'running hard' to catch Thomson, Murdoch

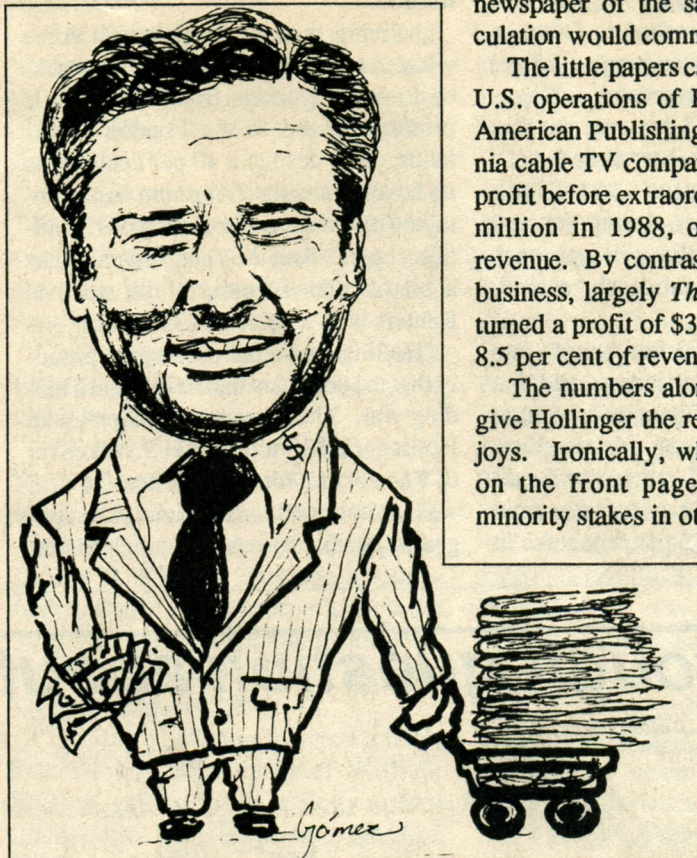
By Kenneth Kidd

Don't believe all the bloated imagery about Conrad Black being a media baron, tycoon, take your pick. He may act like one -- or at least fulfill movie-induced expectations of what a press lord should be. But a giant of the media world, Black is not. Neither midget nor mogul, the Toronto businessman is really among the middle players, well back of the pack, but running awfully hard to catch up with the Thomsons and Murdochs.

Black is, after all, a fairly recent convert. Although he made one of his first investments in 1969 with the *Sherbrooke Record*, the emergence of Black's Hollinger Inc. as a true media company has come only in the past few years. Gone from Hollinger are the farm machinery of Massey-Ferguson and the groceries of Dominion Stores. They've been replaced by the illustrious and the obscure -- from *The Daily Telegraph* of London to the *Tri County Buyers Guide* of Michigan.

Hollinger is a sizeable venture. By the end of last year it boasted slightly more than 200 newspapers, both paid and free, with a total circulation of 4.6 million copies. Annual profit before extraordinary items was \$40 million, on revenue of \$691 million. Sizeable, but good enough for only seventh place among Canada's biggest media companies and well behind the \$5.8 billion posted by The Thomson Corp., the only Canadian firm to rank with the world's top ten media empires.

Fittingly, though, Hollinger is adopting much of the Thomson strategy: Buy dozens of little community papers or give-away "shoppers," each with a local monopoly. In Canada, Hollinger already had Sterling Newspapers Ltd., with 18 small titles. And there's UniMedia (1988) Inc., which publishes a slew of



small papers in addition to *Le Soleil* in Quebec and *Le Droit* in Ottawa. But the real growth has come in the U.S., where Hollinger's American Publishing Co. has doubled in size in each of the past two years. U.S. operations now include 156 dailies and weeklies, with total circulation approaching 1.5 million.

Papers such as the *Little Giant Shopper* of Canton, Illinois, or the *Waikiki Pennysaver* in Hawaii may not sound impressive, but collectively they carry a lot of freight. Black told shareholders at the 1988 annual meeting, "Such a package of local newspaper semi-monopolies should, we believe, have an ultimate value only modestly discounted from what a large city principal daily

newspaper of the same aggregate circulation would command."

The little papers can be lucrative. The U.S. operations of Hollinger, basically American Publishing and a tiny California cable TV company, brought home a profit before extraordinary items of \$8.5 million in 1988, or 9.5 per cent of revenue. By contrast, Hollinger's U.K. business, largely *The Daily Telegraph*, turned a profit of \$39.4 million, or only 8.5 per cent of revenue.

The numbers alone, of course, don't give Hollinger the reputation it now enjoys. Ironically, what often puts Black on the front pages are Hollinger's minority stakes in other companies, and

Hollinger's acquisition of several small, largely unprofitable journals. Hollinger, for instance, has a 4 per cent stake in Southam Inc. While Black

describes that holding as "strictly an investment," it means that Black is mentioned, however improbably, whenever the question of Southam's future ownership comes up. Similarly, Hollinger has a 4 per cent stake in United Newspapers plc of Britain, although Black sees a more active partnership emerging. The *Telegraph* and United's Express Newspapers already have some joint printing operations. And there's a 15 per cent stake in the money-losing *Financial Post* of Toronto, now struggling to top 100,000 daily circulation.

Hollinger has also bought prestige at more modest costs. Through the *Telegraph*, it acquired Britain's *Encounter Magazine* and *The Spectator*,

which had a circulation of 34,000 copies last year. Since then, circulation at the weekly *Spectator* has jumped to 40,000, thanks to promotional support from the *Telegraph*.

A similar scene is unfolding at *Saturday Night* magazine, which was redesigned and relaunched in October, 1988. Newsstand sales jumped 25 per cent last year, and advertising in *Saturday Night* was up 45 per cent the first three months of 1989. Losses have been bigger than expected, but Black predicted recently that, during the next year, "financial results will approach levels that can be painlessly assimilated."

But when Hollinger first bought into the *Telegraph*, many observers said that Black was throwing financial caution to the wind in his search for prestige. Through a series of stock purchases since 1986, Hollinger eventually paid \$203 million for an 82 per cent stake in

the *Telegraph*, a company awash in red ink. The turnaround, however, has come faster than perhaps even Black imagined. The *Telegraph* had a profit of £29 million before taxes and extraordinary items in 1988, on total sales of £210 million.

Moving into the black hasn't come without great costs. The staff was hacked to 1,400 workers from 4,000, while printing moved to the London Docklands. But, despite a 40 per cent rise in its cover price, the *Telegraph* has maintained its weekday circulation of 1.1 million copies. And the *Telegraph* also has a bit of hidden treasure: its stock in Reuters with a value of £35 million.

Hollinger officials used to say proudly that the company had never won a bidding war. That changed last April with Hollinger's \$17 million (U.S.) takeover of *The Jerusalem Post*. When the deal was announced, many analysts suggested Black had paid too much to out-

bid the likes of Charles Bronfman for a newspaper with daily circulation of only 28,000. Black defends the takeover, arguing that at this summer's Hollinger meeting that the *Post* has real estate and printing assets that can be sold off, thus reducing the effective price tag. Liking the *Post* to the *Telegraph*, Black said his Jerusalem journal will eventually be worth much more than "the rather modest amount" Hollinger has paid.

Black has begun to transform the *Post* in much the same fashion as he did the *Telegraph*. Less than two months after Hollinger bought the *Post*, the paper was mired in labor disputes over proposed job cuts. The workforce reductions, to be sure, were already the subject of negotiations long before Black's arrival. But as one *Post* editor noted, the "Hollinger factor is speeding it up." □

Kenneth Kidd is a writer for The Globe and Mail's Report on Business.

A tough question about energy?



A tough question about energy?

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

Toronto:

Dennis Baxter (416) 968-4875
Laura Ferguson (416) 968-4054

Vancouver:

Don Coghill (604) 293-5987

Edmonton:

Richard Hotz (403) 468-8670

Halifax:

John Plummer (902) 420-6930

Montreal:

Jean Côté (514) 640-2651

Esso Resources, Calgary:

Kent O'Connor (403) 237-2706

Esso Petroleum, Toronto:

Richard O'Farrell (416) 968-5078

Esso Chemical, Toronto:

Brian Lockhart (416) 733-5435

Chronicles of a love/hate relationship

By Doni Eve

Just as much as Conrad Black loves to loathe journalists, we adore abhorring him.

The relationship between Black and the media is one of mutual fascination -- embodied on Black's part by his penchant for buying up newspapers and writing letters to editors; on the media's part by the fact that newspaper pages continually carry articles about Black's business practices, crusades in pursuit of higher journalism and welfare reform, expertise on Quebec and imposing vocabulary.

Nothing gets Black's goat more than perceived slights on his character -- especially when the accusation is made by journalists, most of whom he considers left-wing and anti-establishment.

In this two-sided love/hate relationship, the most recent spat was hashed out on the editorial pages of some of Canada's biggest newspapers, one of which Black partially owns. The issues of debate have been reduced to name-calling and mudslinging.

Somewhat ironically, the day before this latest blow-out, the *Toronto Star* ran an article by Rosie DiManno in which she said "it's been a long time since Black has gotten himself into one of his famous tirades against the media." The article, under the headline "Black sheds his bad boy image," ran on the day of the 58th annual dinner of Hollinger.

The next day, on June 29, Black launched into his latest anti-media tirade.

In his regular columns in the *Toronto Sun* and the *Financial Post*, Black criticized Ontario Premier David Peterson's handling of the Patricia Starr affair and rose to defend the DelZotto brothers and their Tridel Corporation, of which Black is a director, saying they deserved to be presumed innocent.

He said the premier's lack of authority in the matter gave way to exploitation "by the most undistinguished elements of the so-called working press"

calling Linda McQuaig, who had been following the Starr story for the *Globe and Mail*, "a weedy and not very bright leftist reporter."

He added such leaders should be "replaced by more purposeful leaders, not by swarming, grunting masses of jackals calling themselves 'investigative journalists'."

The *Sun* ran the complete text but the *Post* cut the offensive phrases. McQuaig was described as "a reporter" and the swarming, grunting masses of jackals became "those."

In protest of these edits, Black resigned as a columnist for the *Post*, of which he owns 15 per cent.

On June 30, in an apparently unrelated matter, the *Globe* ran a 14-paragraph piece on page two, with the headline "Retraction and apology to Conrad M. Black." This was in settlement of Black's legal actions against the *Globe* for an article on his publishing empire following his purchase of *Saturday Night* magazine in 1987.

On July 5, the *Sun* featured a letter from *Globe* editor-in-chief William Thorsell, calling for an apology to McQuaig from both Black and the *Sun*. Black responded in a letter the next day, declining "to modify in any respect my published references to her" and launched into a further attack on McQuaig.

By this time many others had picked up on the debate and several reporters had it out with Black in their columns.

-- On July 2, Southam News columnist Don McGillivray teases Black about not being able to hold a newspaper job. He adds "journalism works best when vigorous and conflicting opinions are trenchantly expressed" and may Black "keep on writing and finding somebody to print his stuff."

-- On July 5, *Toronto Star* columnist Joey Slinger pokes "good-natured fun" at Black. He also rises to McQuaig's

defence, saying she is "bright as a freshly-minted Loonie."

-- On July 9, also in the *Star*, former *Globe* managing editor Geoffrey Stevens takes his own stab at the events calling McQuaig "an excellent reporter." He also makes a personal jab at Black, calling him a "pompous windbag."

-- Black didn't let this go, and responded July 16 in a letter to the editor of the *Star*, suggesting Stevens' attitude might "have something to do with the fact that Stevens was fired as managing editor of the *Globe and Mail*."

-- On July 15, in his weekly column Word Play, *Globe* reporter John Allemang said Black is one of Canada's most intriguing prose stylists. He adds Black's "prose is purplish, his metaphors mixed and his circumlocutions bloated."

-- Insults are also lobbed back and forth between Black and columnist Allan Fotheringham. On July 11 in the *Post*, Fotheringham included Black in a cast of several colorful characters, thanking them for diverting the country from dull news.

Black, seemingly offended, responded in a letter in the *Post* July 18. He challenges Fotheringham and other media figures to "engage in serious professional self-examination" and asks those who have privately congratulated him to go public.

-- On July 20, in the *Post*, Fotheringham had the last word saying Black's accusations about the Canadian media would be more convincing if he held his own newspapers up to higher standards.

-- On July 25 in the *Globe's Report on Business*, columnist Terrance Corcoran asks if anyone has been following "this nasty business" and makes the first attempt to sort out its higher meaning by running a chronology of who said what to whom. □

Doni Eve is an Ottawa-based writer.

Adding Spice(r) to the CRTC

New chairman will be 'hands-on' activist

By Kealy Wilkinson

It came as a surprise. At a time when a number of Canada's cultural agencies were about to become leaderless, Andre Bureau announced his early retirement from the chairmanship of the CRTC. Speculation began immediately about his replacement; the usual recitation of the tired and the grasping, occasionally enlivened by a dark horse of real merit but with none of the requisite political connections.

The announcement that Keith Spicer had agreed to take on leadership of the commission startled everyone. The Gnome in the Prime Minister's Office responsible for that other truly imaginative appointment, Stephen Lewis as Canada's Ambassador to the United Nations, had apparently struck again. We can only be grateful.

Spicer, most recently editor-in-chief of The Ottawa Citizen, has a remarkable record of public service. He is remembered as the first Commissioner of Official Languages where his beautifully crafted annual reports met controversial subjects head on, with a degree of intellectual acuity and wit seldom matched in government documents. Not for him the infamous 'civil service passive' or the neutering of principle for the sake of convenience. It is just these characteristics -- his intellect, independence and commitment to the national interest -- which are essential to the future role of the CRTC as regulator of Canada's broadcasting and telecommunications sectors.

As he walked into his new offices in September, Spicer had to know that his years as chairman will, to a large extent, determine the vitality of our cultural prospects. His predecessor's focus had been on management issues, on making the commission an efficient agency. The larger questions of supervision of the



Keith Spicer

system in public rather than in industrial interests had been put 'on hold'. So Spicer faces serious structural problems within both his own agency and Canada's broadcasting and telecommunications systems.

The commission's staff, repeatedly reduced in an annual orgy of 'downsizing', is no longer capable of providing sophisticated advice on the many complex issues to be considered. Its research component has been decimated; most of the truly stellar staff have departed long since. And while some appointments to the commission have added depth, individual commissioners no longer have the resources to facilitate critical participation. The new chairman must tackle the challenge of revitalizing the CRTC's staff and augmenting its talent pool so that it can function as an independent agency, rather than as a creature of the industry it regulates.

The CRTC takes in as licence fees about double the amount of its annual parliamentary appropriation. It should not prove impossible for the new chairman to make an argument for the financial resources the commission must have

if it is seriously to address its mandate. Parliament may, of course, choose to rebuff any such initiative. In that case, the CRTC is likely to remain a creature of ephemeral independence and little public respect.

The lineup of impending issues is immensely complex. In addition to routine renewals of licence for all of Canada's AM and FM radio and television stations, networks and cable companies, and regular evaluations of the service of and rates charged by Bell Canada, B.C. Tel, Teleglobe and Northwest Tel, the commission will confront a number of critical policy questions.

- There will be a comprehensive review of the policies governing all FM radio service which currently functions under guidelines introduced in 1975. Of necessity, the CRTC will be required to weigh competing station and audience, performer and recording company interests in an effort to balance the service vs. industry conundrum.
- The commission has declared its intention to review those policies which purport to 'regulate' cable rates, with the automatic granting of 80 per cent of the Consumer Price Index as a rate increase to subscribers each year. The cable industry will pressure for even freer access to subscriber wallets, doubtless with promises of improved service. At the same time, there will be a review of the role of the Community Channel, so we can anticipate enormous pressures from cable operators to erode that small islet of commercial-free television.
- As the impact of radical budget cuts are inevitably felt throughout CBC radio and television, the commission will have to deal with

challenges to the national service's promises of performance, for example, the conditions of station and network licence which will have to be abrogated because of their cost. Whether the CRTC becomes a pawn in the battle to make of the CBC merely an exporting agency of shoddy product, or elects to do battle on behalf of quality Canadian services for Canadian audiences is a decision to be forged in the conscience of the new chairman.

Lurking just beyond the horizon like two glutinous toads sit a pair of giant interests. One is the offspring of an improbable "mariage de convenience" between the debilitated CNCP and its ardent suitor, Canada's cable king, Ted Rogers, who is about to demand the right to provide competing long distance phone service. In response, we can anticipate that the telcos will counterattack, requesting the right to rewire with optical fibre, a technology that would permit them to challenge the cable companies' monopoly. This battle will present Mr. Spicer and his merry crew of commissioners with a Scylla and Charybdis of truly classic proportions. Safe navigation will demand all of the chairman's proven ability to sail near the wind.

Canniness will be required too as the commission attempts to reconcile its mandate with new strictures which will result from yet another try at drafting a contemporary Broadcasting Act. While the current Minister has made clear his lack of interest in broadcasting issues (preferring, it would seem, the rather more toney appeal of museums and their patrons), his government has already committed to new legislation and to taking, therein, a more active hand in the policy function. This will demand of the CRTC the ultimate in balancing acts.

For instance, while the government (as a result of several commissions, committees, ministerial statements, etc.) is committed to the introduction of an 'alternative' Canadian TV channel, the

commission has been reluctant to entertain any such proposal. As well, the government is perceived as an active supporter of the internationalization of domestic television and film. After all, it holds ultimate responsibility for the current system, one designed to ensure that Canadian television **cannot** deliver more than token Canadian programming in prime time or our theatres show more than an occasional indigenous feature film. Yet the CRTC remains at least superficially committed to a minimum level of domestic content.

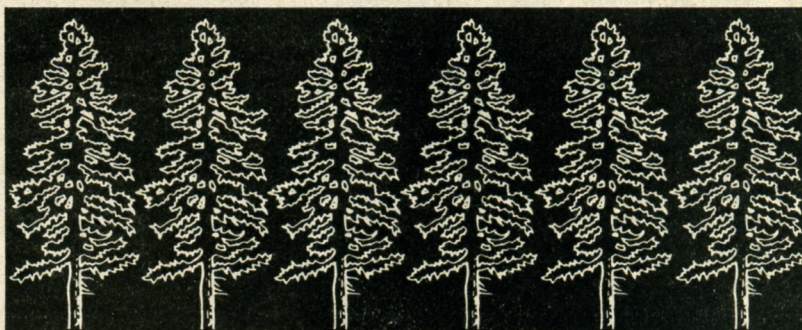
Concentration of ownership has proceeded apace, so that fewer and fewer companies/families have greater control over reporting of events and shaping of public attitudes. The justification for increased concentration mounted at the CRTC and elsewhere has been the theoretical need for such agglomerations of financial strength in order "to compete internationally." Here, the CRTC itself is not without culpability. It has been an often willing partner in the process that

has demeaned Canada's once dynamic radio and television services; much of that mind-set remains entrenched within the commission.

We know radio and television are front-line weapons in the battle for Canada's cultural future. Will the CRTC under Keith Spicer's chairmanship be prepared to commit to that fight?

It is certain only that his direction of the commission is likely to reflect independence of mind and the enjoyment of complex intellectual challenges. Should he be captured by vested interests within or without the agency he now directs, Canadians' prospects would be bleak indeed. But there is hope. Spicer is his own man, and a dismal, anemic destiny for Canada as purveyor to world markets of second-rate, internationalized programming is not inevitable. □

Kealy Wilkinson is a writer, broadcaster and broadcasting consultant now living in Toronto.



Waste Not.

CAE forest products equipment helps maximize the yield of the harvest — in Canada, and around the world.

A CAE disc waferizer achieves close to 100% wood-fibre utilization of long logs, short logs and waste wood for the production of wafer-board.

CAE band saws and log carriage systems for saw mills use sophisticated hydraulics and electronic controls similar to those used on CAE flight simulators.

In a variety of industries, CAE companies are extending the horizons of technology and quality world-wide.

For information about CAE or the markets we serve, simply write Fred Fraser at CAE Industries Ltd., Suite 3060, P.O. Box 30, Royal Bank Plaza, Toronto, Ontario M5J 2J1 or phone him at (416) 865-0070.



A WORLD OF CANADIAN TECHNOLOGY.

The giant that just keeps growing

Baton Broadcasting wants another seven television stations

By Tony Atherton

Barely had the federal broadcast regulator hunkered down in June to consider one proposed shake-up in the broadcasting industry, when word of another broke out.

Baton Broadcasting, arguably the nation's most powerful TV chain, had reached a deal to scoop up most of the TV stations in Northern Ontario for a reported \$60 million.

The ears of Canadian Radio-television and Telecommunications Commission members were still ringing with a rebuke from the Consumers Association of Canada. At a hearing into the proposed purchase of Selkirk Communications by Maclean Hunter Ltd., the consumers group said the CRTC had no right to consider the sale without a clear policy on concentration of ownership.

Now here was more concentration by the most acquisitive media giant in recent years. Baton had already raised some hackles when it took over most of the TV stations in Saskatchewan a few years back. It caused even more of a stir when it purchased Ottawa CTV affiliate CJOH in 1988, making it the only member of the CTV co-operative with two major-market affiliates (Baton also owns CFTO-TV in Toronto).

The purchase of the TV assets of Mid-Canada Communications, seven CTV and CBC affiliates in Sudbury, Timmins, North Bay and Pembroke would, in one stroke, increase the strength of Baton to 15 stations, raise its stake in CTV from 32 to 35 per cent, and add nine per cent to its Ontario audience.

If approved by the CRTC, the sale will mean Baton has access to more than two-thirds of the population of Ontario.

Traditionally, the CRTC has frowned upon concentration in the media, but in recent years, inspired by the practical vision of recently retired chairman Andre Buréau, it has softened its stance.

Concentration isn't inherently bad, Bureau held. What was of the utmost importance was benefit to the Canadian broadcast system. If concentration of

had been aggressively seeking the licence. According to some in the Ottawa industry, each offered some of the most imaginative and ambitious proposals of all the applicants. Both companies withdrew their applications when their assets went on the block. What had been a rich competition among five applicants became an anti-climactic three-way race.

The Mid-Canada sale was not prompted by Baton covetousness, however. It was forced by a series of other business dealings. Early in the year, CUC Broadcasting Ltd. wanted to sell its 48 per cent share in Northern Cable Service Ltd., the Sudbury based company which was the dominant cable TV company in Northern Ontario. Northern also owns Mid-Canada, which has 13 radio stations in addition to its TV holdings.

After some negotiations, Northern vice-president and general manager Norman Bradley and a group of the remaining shareholders bought out CUC for a figure reported to be about \$70 million. To finance the deal, Northern offered Mid-Canada's assets for sale. Baton bought the TV stations. The radio stations are still on the block.

The Baton sale has raised other issues besides concentration. Media pundits are expecting renewed pressure from the company for a restructuring of CTV's ownership structure. Currently, the nine broadcasting companies which own CTV affiliates have an equal say in the operation of the network regardless of the size of their share.

'Traditionally, the CRTC has frowned upon concentration in the media, but in recent years, inspired by the practical vision of its recently retired chairman,... it has softened its stance.'

ownership meant a smaller number of players were spending more money making broadcasting better, the certain good might outweigh the potential evil, Bureau argued.

The concept is risky, the CRTC acknowledges. It requires close scrutiny to make sure the purchasers live up to their end of the bargain. And critics note that even if the swelling media giants do spend more on Canadian programming than ever before, there may be losses that may not have occurred to regulators.

For instance, the decisions to sell Selkirk and Mid-Canada came smack in the middle of a competition for a newly minted independent Ottawa television licence. Both Selkirk and Mid-Canada

Baton has said it wants a structure weighted by size of audience each owner brings to the CTV. Under a shareholders' agreement, Baton takes the largest share of revenues and bears the largest share of costs. That would be a 35 per cent share if the Mid-Canada sale is approved, so Baton wants to control 35 per cent of the vote on the CTV board.

Other shareholders, particularly Western International Communications (WIC) of Vancouver, think Baton already holds too much sway in the network. WIC president Ray Peters proposes that four major shareholders, including WIC and Baton, should become equal partners in the network.

Either way, most of the other shareholders would be happy to shirk the responsibility of the current structure and become network affiliates instead of owners.

The struggle for network control has been going on for two years, but has been subdued since January, 1988, when Peters lashed out against Baton's ambitions at the CRTC hearing for the purchase of Ottawa's CJOH. Peters now says he has no plans to intervene against the Mid-Canada sale, but that could change if Baton's application addresses the issue of CTV ownership once again. No date has been set for the CRTC hearing on the matter.

When the hearing does come, the CRTC will no doubt express some reservations about Baton gaining control of the Mid-Canada CBC affiliate in Pembroke, CHRO. CHRO is fed into the Ottawa market via cable where it competes with Baton's CJOH.

Baton may stifle that concern by offering the service in Pembroke through a new CTV affiliate operating out of the same offices. Mid-Canada already has

such "twin-stick" (dual affiliate) operations in Sudbury, Timmins and North Bay. This would significantly increase the amount of local programming in Pembroke and give Baton a little more leverage in the CTV network.

Meanwhile, Baton says that the Mid-Canada stations give the company the makings of a province-wide system that would compete against the Global network for regional advertisers. Observers say Baton might now be thinking of striking some sort of marketing deal with southwestern Ontario broadcasters to cover the one area of the province its expanded empire wouldn't serve. □

Tony Atherton is television columnist for The Ottawa Citizen and has written several commentaries on industry development for content.

WORKING PEOPLE WORKING TOGETHER

To learn more, call:

John Ward, Communications Director:
416/482-7423 or 416/431-3095

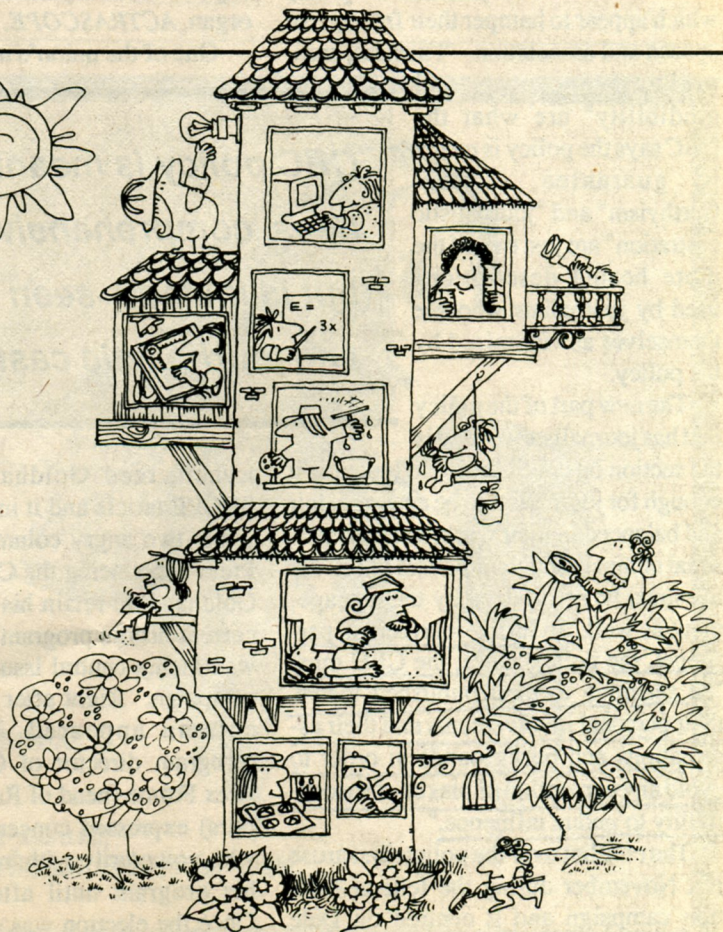
Katie FitzRandolph, Public Relations Officer:
416/482-7423 or 416/967-5964

Frank Rooney, Public Relations Officer:
416/482-7423 or 416/535-4225

Paul Bilodeau, Public Relations Officer:
416/482-7423 or 416/961-4751



Ontario Public Service Employees Union



Media 'integrity'

Can a journalist be 'involved' and still be 'objective'? -- the CBC thinks not

By Bronwyn Drainie

Does a journalist have the right, in his or her private life, to belong to groups which advocate certain causes, be they political, environmental, social or educational? Or does privileged access to powerful media channels preclude that right in the never-ending quest for objectivity?

Broadcast journalists across Canada have had to focus on this tough question for about a year now because of changes to the CBC's 1982 journalistic policy which appear to hamper their freedom of speech and association. "Fairness, comprehensiveness and credibility" are what the CBC says the policy is meant to guarantee. "McCarthyism" and "journalistic castration" are just two of the more heated descriptions used by journalists who see themselves as victimized by the policy.

The new part of the policy that has journalists worried is the section on credibility. No longer is it enough for journalists to be accurate, fair and balanced in their work, but their personal contacts and their beliefs in private life must be scrutinized by the management as well. In hiring journalistic personnel, the policy states, the CBC must "be sensitive to their published views, their personal involvements and their associations and backgrounds in order to avoid any perception of bias or of susceptibility to undue influence."

The conflict over the policy first arose last November during the federal election campaign and it centred on Dale

Goldhawk, host of Cross Country Check-Up, CBC's national radio phone-in show. Goldhawk was, in his private life, president of ACTRA, the national union representing many performers, writers and journalists who work for CBC. ACTRA had, for three years previously, taken an uncompromising position against the Free Trade Agreement and Goldhawk, in his role as union president, had written a strong article explaining the union's position in its internal organ, *ACTRASCOPE*.

One of the union's members, Charles

Fram surprised Goldhawk by insisting he choose between the presidency of ACTRA and his job.

ACTRA and Goldhawk have consistently referred to the CBC's action as an ultimatum, which CBC management vociferously denies. However, in the CBC's own words, "After lengthy discussions, no practical solution having been found to the situation, it was ultimately decided that a choice would have to be made by Mr. Goldhawk between his ACTRA duties and his role as host of Cross Country Check-Up.

Sounds an awful lot like an ultimatum to me.

So Goldhawk unwillingly stepped down as union president. ACTRA immediately filed a complaint of unfair labor practice to the Canada Labour Relations Board, a complaint which the board has still not heard and ruled on. Since then, another high-profile CBC

host, Roy Bonisteel of Man Alive, has left the CBC, citing the restrictions of the journalistic policy as his primary reason. "I have a right, an obligation to tell the audience where I stand, regardless of whether the CBC agrees or not. Otherwise, what the hell am I doing fronting this show?" Bonisteel said when announcing his resignation.

Many journalists both inside and outside the CBC believe that the policy is not being applied even-handedly, that Goldhawk was singled out because of his left-wing, pro-union stance.

CBC policy is meant to ensure fairness, comprehensiveness, credibility but is instead seen as McCarthyism and journalistic castration

Lynch, read Goldhawk's ACTRASCOPE article and it incensed him. He wrote two angry columns for Southam Press denouncing the CBC for allowing Goldhawk to retain his job as host of a current-affairs program when free trade was such a central issue to the election campaign. Right after Lynch's second column appeared, Donna Logan (program director of CBC radio) and Alex Frame (head of Radio Current Affairs) expressed concern to Goldhawk, who voluntarily withdrew from hosting his program until after the election. Once the election was over, Logan and

In June, CBC staff journalist and news reader Dwight Whyllie found himself in a comparable position to Goldhawk when, in his capacity as president of the Black Business and Professional Association of Toronto, he wrote a tough letter to *The Toronto Star* castigating the media for its treatment of the Ben Johnson affair. The CBC policy was not applied in that instance because Whyllie happened to be stepping down from the presidency of the BBPA that very week. "Not that I would have asked him to do so," said CBC radio director Vince Carlin when questioned about the case. "Holding office in a community association is not a violation of the journalistic policy. Speaking out on controversial issues is." If Whyllie was not speaking out on a controversial issue, exactly what was he doing?

My point is not that Whyllie should have been disciplined like Goldhawk, but that neither of them should have

been. Clearly this is a touchy area, but one that CBC journalists have dealt with in the past by upfront declarations of specifics that might be perceived as compromising their objectivity. For example, Michael Enright of *As It Happens*, when he has had occasion to interview his sister-in-law Barbara McDougall, mentions the family connection first and then gets on with his job, allowing the audience to make its own judgment about his degree of toughness and objectivity. Or journalists can decline to cover particular stories at particular times, as Goldhawk offered to do on free trade during the election campaign.

But a sweeping policy that denies journalists the right to express their own beliefs on important and controversial questions, either by writing about them independently of their jobs or by taking active part in pressure groups, essentially deprives them of rights other Canadians automatically take for

granted. "I feel as if my whole life is under attack," said one CBC reporter at the time of the Goldhawk affair. "I'm working for better day care in my community and I'm active in the peace movement. Does that mean I'm unfit to report the news for CBC?"

"It really shouldn't be necessary to aspire to the role of eunuch in order to satisfy the journalistic scruples of the CBC," commented Alan Borovoy of the Canadian Civil Liberties Association.

But eunuchs are precisely what journalists at the CBC are being forced to become. And if there's one thing this country doesn't need more of it's intellectual castrati. □

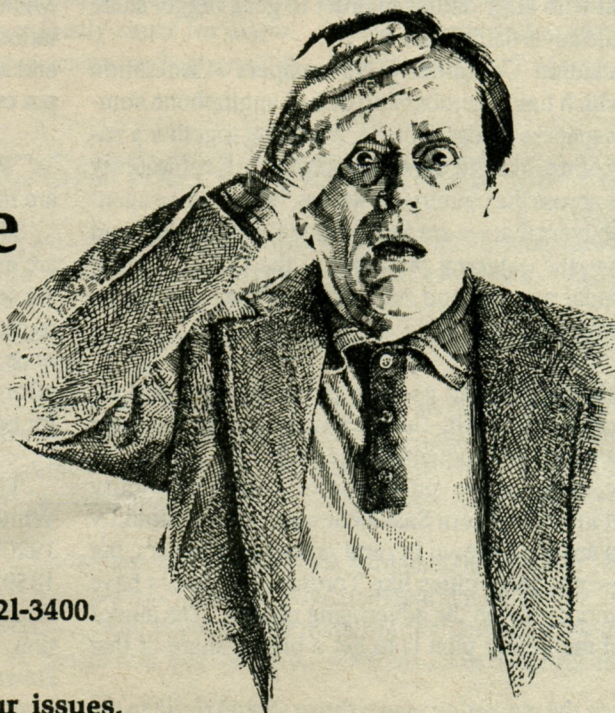
Bronwyn Drainie is national arts columnist for The Globe and Mail. She is a member of ACTRA and a former CBC host and newsreader.

Guess who forgot to get Labour's side of the story?

Next time...

call Derik Hodgson
or Michelle Walsh at the
Canadian Labour Congress, (613) 521-3400.

The CLC speaks for 2.2 million working people, not only on labour issues, but on social, economic and international issues as well.



The Final Frontier

More and more community weeklies falling prey to chain ownership

By Yvonne Yoerger

The statistics range from over 70 per cent in Quebec to 14 per cent in Saskatchewan, but the number of community newspapers in Canada owned by chains with at least three papers continues to grow.

The nationwide average of chain-owned community papers is close to 44 per cent, including traditional paid circulation newspapers published once, twice or three times a week, as well as blanket free circulation papers which various chains call community papers



despite their higher percentage of ad copy than news copy.

Increasing concentration of ownership has long been a concern for independent media owners, community newspaper publishers being no excep-

tion. But opposition to the trend is not as vocal as during the 1970s and early 80s when government commissions studied the newspaper industry -- primarily the dailies.

Some independent publishers say chain papers have served their communities surprisingly well. Some point out that the independents most likely to be bought are the free circulation papers. Others have simply resigned themselves to the inevitability of stronger capital corporations dominating the market.

CCNA wants larger slice of advertising pie

Canadian community newspapers are ready for a big fight with large dailies in order to get a bigger share of the advertising market.

The Canadian Community Newspapers Association (CCNA), which has a membership of 648 anglophone community newspapers across Canada, is putting together a national marketing plan to raise the profile of community newspapers across the country, as well as "to convince agencies and ad buyers that we are a very effective medium," said Ken Sopkow, the outgoing president of the CCNA, during the 70th annual meeting and convention of the association, held in Ottawa last July.

"We know people read us from cover to cover, and we have the studies to prove it. But we have to get that message across as to what is our potential," he said.

Sopkow, who is the publisher of four community newspapers in northeastern Saskatchewan, said community newspapers are well-known in rural areas by ad buyers, but when it comes to large cities like Toronto, big dailies have virtually a monopoly on the advertising market. The aim of the national marketing plan is to get a bigger share of that market.

Moreover, the marketing plan's thrust should result in the development of a national data base and lay the groundwork for a common approach to selling advertising, Sopkow said.

The association has hired a national marketing director, Michael Anderson, whose task is mainly to develop presentations which will be made to potential advertising agencies and ad buyers. The emphasis of these presentations will be put on the readership studies of community newspapers.

"We're a number one medium and potential advertisers are not aware of this in large cities," Sopkow said.

The cumulative circulation of all the newspapers which are members of the CCNA is over 4.5 million, Sopkow said. As for the industry itself, he said community newspapers represent a healthy industry. "I visited every region at least once, and the industry is doing well. Many newspapers can afford to make major investments. The future looks bright for community newspapers," he concluded.

The CCNA will hold its next annual meeting in Whitehorse, Yukon. The association was established in 1920 when the Canadian Press Association, founded in 1859, split into separate organizations. Initially, the association was called the Canadian Weekly Newspapers Association, but its name was changed to Canadian Community Newspapers Association in 1971. □

--Joel Bellavance

This year, community paper ownership changes brought holdings of the Newfoundland Capital Corporation of Dartmouth, N.S., to 45 newspapers and periodicals; the Cogeco group of Montreal, to 35; and the Laurentian Publishing Group of Sudbury to 24.

The two largest community chains in Canada, Quebecor of Montreal and the Toronto Sun Publishing Corp., have 13 large dailies between them. But their community newspapers total more than ten times that number. Quebecor has 60 of its own small papers and majority ownership in 13 others. Sun Publishing, itself 61 per cent owned by Maclean-Hunter, owns 49 Canadian community papers.

According to data from provincial community newspaper associations and the 1988 government directory, Intercorporate Ownership, chains are most concentrated in Quebec, where 74 per cent of the community press is owned by groups. In British Columbia and the



Yukon, 61 per cent of all community papers are owned by chains; in Ontario the figure is 58 per cent; in Alberta, 31 per cent; in Manitoba, 27 per cent; and in Sas-

katchewan, about 14 per cent. In the Atlantic provinces 47 per cent of the community papers are owned by groups, but most are locally based organizations with six or fewer publications.

During the July annual convention of the Canadian Community Newspaper Association (CCNA), where 400 editors, publishers and reporters from about 100 community newspapers gathered in Ottawa, discussion of concentration of ownership was not on the official agenda as it has been other years. CCNA members are giving priority attention to resolving problems with Canada Post, which has caused competition headaches with low rates for direct flyer distribution.

An ad hoc committee of the Ontario Community Newspaper Association (OCNA) this summer concluded that

large newspaper groups and chains do not pose a serious threat to independent owners. Not a surprising conclusion for a committee chaired by Michael Atkins, president of Laurentian Publications. Atkins this year brought nine community newspapers from two smaller Central Ontario groups into the Laurentian holdings. The committee did include two independent publishers, but besides Atkins, two other group presidents.

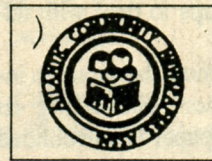
"There's just not a lot of media left in this country," Atkins said in a recent interview with *Marketing* magazine. "Community newspapers are one of the last frontiers."

The last frontier image is echoed by editor/publisher Hugh Johnston of Alberta. He publishes two weeklies, in Devon and Beaumont, near Edmonton. Of about 10 weekly newspapers in the area, Johnston says his two are the only independents. "Sometimes I feel like I'm one of the last of the dying independents," Johnston says, and adds his fear that independent weeklies "might be going the way of the family farm."

But Johnston says the trend in ownership is not necessarily cause for alarm. "The smaller type chain has been good in

many cases," he says, "because they get a better feel for the community -- like the independents themselves. I've seen some that have been quite responsible."

David Cadogan, president of Cadogan Publishing, which puts out five weeklies in New Brunswick, agrees chain ownership can sometimes be beneficial. "In many cases the growth of



the chains has improved the quality of the papers," he says. "When they hire good people and let them be, it's fine." Where quality suffers, Cadogan says, is where chains don't hire enough people.

Cadogan admits a personal bias against chain ownership, having grown up with his father's paper and print shop. "It's been a great life," he says. "This change is just symptomatic of the way the world is going. If all the retail stores are dividing up into franchises, newspapers have no choice but to follow suit."

Cadogan says attempts by independents to end the growth of chains would be like buggy whip manufacturers trying to prevent the advent of cars. "It can't be stopped," he says.

Association presents awards

Members of the Canadian Community Newspaper Association held their 70th annual convention in July. Awards were presented in 54 classes of the group's annual Better Newspapers Competition, and new officers were elected.

Best All Round Newspapers in their respective circulation classes (from under 1,999 to over 10,000) were:

Broadsheet -- *Houston Today*, B.C.; *North Essex News*, Belle River, Ont.; *The Reporter*, Gananoque, Ont.; *Napanee Beaver*, Ont.; *Oakville Beaver*, Ont.

Tabloid -- *Grand Cache Mountaineer*, Alta.; *High River Times*, Alta.; *Banff Crag and Canyon*, Alta.; *Leduc Representative*, Alta.; *Peace Arch News*, White Rock/Surrey, B.C.

Individual awards went to Bob Muirhead, *Salmon Arm Observer*, B.C., best local cartoon; Fred Schutz, *Rimbey Record*, Alta., outstanding columnist; Belle Hatfield, *Yarmouth Vanguard*, N.S., reporter initiative; Marion Duke, *Listowel Banner*, Ont., best national editorial; and Sue McLean, *Williams Lake Tribune*, B.C., best local editorial.

Officers for 1989-90 are Byron Keebaugh, *Meridian Booster*, Lloydminster, Alta., president; Bill Pratt, *Tillsonburg News*, Ont., first vice-president; and Jim MacNeill, *Montague Eastern Graphic*, Prince Edward Island, second vice-president. □

Community papers are forced to take advantage of the same economy of scale as retailers, Cadogan says; for instance, having chain representatives in Toronto, close to more advertising dollars. "To some extent, the provincial associations and the CCNA can take on that role," he says, "but community newspapers have to change and adapt. Papers do have to belong to larger groups to deal with advertisers."

Chain ownership most threatens an independent publisher, according to Cadogan, when that paper is surrounded by a group. In those cases Cadogan says an independent can feel like the chain will "steamroller" over them.



The OCNA ad hoc committee would not likely agree with that scenario. Its finding was that chains are not actively seeking to buy neighboring independent papers, but are being approached by those wishing to sell. Some publishers nearing retirement age find the family tradition of running the community paper doesn't interest their sons or daughters. They may approach the owner of surrounding papers rather than see their papers die.

Canada's daily newspaper empires have added to their bulk at the expense of independent weeklies -- but not to the ex-

tent some predicted a decade ago. However, their Canada growth may have slowed only because they've turned attention to the U.S. and the United Kingdom.

Thomson International owns 119 community papers in the United Kingdom and 24 in the U.S. Conrad Black's Hollinger Inc., owns 114 U.S. community papers and one British paper. Another Black, David Black of Victoria, owns 10 U.S. community papers. Toronto Sun Publishing owns 40 small papers in the U.S.

The Southam Newspaper Group is the only large chain which has not added to its community newspaper holdings this year. Because of its own financial restructuring, Southam sold its Flyer Force community group in Winnipeg. Southam owns 10 community papers in Ontario and has close to 50 per cent ownership of two other small chains, plus 49 per cent ownership of the *North Shore News* in Vancouver. When that deal was made this spring, *North Shore* publisher Peter Speck said Southam "wants to be more active" in the community newspaper field.

In 1988 company annual reports, Thomson's international regional newspaper division told of "ambitious plans for further growth," while Torstar's

Metroland division promised to "continue to seek expansion."

So, increasing concentration of community newspaper ownership shows no sign of slowing. Independent owners oppose the trend on grounds of tradition and regret for the loss of a way of life. But most owners would also oppose government intervention, like the Newspaper Act proposed in 1980 to prevent media cross-ownership. Regulation to save an independent industry would go against the very spirit and journalistic tradition on which independent community newspapers pride themselves.



Cadogan adds another factor -- the public. "There's no great sign that the public gives a damn. I've never seen any human cry from the public for great community newspapers." Like the sale of independent papers, it all boils down to money. "It's a question of whether individual citizens will pay for good papers," he concludes, "or will they be happy with generic no-name news." □

Yvonne Yoerger is conducting research on the community press for her Master's Research Project in the School of Journalism at Carleton University.

NEWS FROM THE  WORLD OF FORD

We're available when you want facts, photos, interviews, background, or whatever, on the auto industry in general and Ford in particular.



Ford Motor Company of Canada, Limited, News Service, The Canadian Road, Oakville, Ontario L6J 5E4

Tony Fredo, Jim Hartford, Pam Kueber, Anne Belec

Telephone (416) 845-2511 After business hours (416) 622-1826

Richard Deziel

7800 South Service Road, Pointe Claire, Quebec (514) 697-8220

Canadian Community Newspaper Ownership

Publications Quebecor, Montreal — 60, plus majority owner 13 Montreal Super-Hebdos

Toronto Sun Publishing (61% owned by Maclean-Hunter), Toronto —
49 in Canada, 40 in U.S., including: Comprint, Maryland, U.S., 20; T.S. Publications
(Westminster Publishing), Fla., U.S., 20; Bowes Publishers, Edmonton, 18;
Lynard Publishers, Leduc, Alta., 9

Newfoundland Capital Corporation (Harry Steele), Dartmouth, N.S. — 45, Ontario, Newfoundland, Nova Scotia

Le Groupe Cogeco, Montreal — 35, including Publications Dumont, LaSalle, Que., 33

Hollinger Inc. (Conrad Black), Toronto — 31 in Canada, 114 in U.S., 1 in U.K., including:
Unimedia, Montreal, 14; Sterling Newspapers, Vancouver, 6

Black Press Ltd. (David Black), Victoria — 24 in Canada, 10 in U.S., including: Cariboo Press,
Williams Lake, B.C., 14; Island Publishers, Victoria, 10; Whidbey Press, Washington State, 10

Laurentian Publishing Group, (Michael Atkins) Sudbury — 24, Ontario

Groupe Auclair, Longueuil, Que. — 23, southern Quebec

Editions Telemedia, Montreal — 21, Les Hebdos Telemedia, Quebec

Torstar, Toronto — 18, Metroland Printing, Publishing & Distributing, Mississauga

Thomson Newspapers, Toronto — 17 in Canada, 24 in U.S., including: Ontario division, 6;
Eastern division, 5; Western division, 2; E.W. Bickle, 5, Vancouver Island

St. Catharines Standard Ltd., St. Catharines, Ont. — 16 including:

Rannie Publishing, St. Catharines, 13; Northumberland Publishing, Port Hope, Ont., 3

Robinson-Blackmore, St. John's — 14, including 13 Newfoundland, 1 Labrador

Blackburn Group, Victoria, B.C. — 11 Netmar Inc. shoppers, west coast and Ontario;
plus 50% owner Duncan, B.C. *Citizen*

Cameron Publications, Yarmouth, N.S. — 11, Nova Scotia

Southam Newspaper Group, Toronto — 10, Ontario, including: Brabant Newspapers, Stoney Creek, 7
Saugeen Press, Durham, 3; plus 49% ownership *North Shore News*, Vancouver; 48% ownership
Jemcom Inc., Kitchener-Waterloo, 4; 35% ownership Telemedia, Montreal, 4

Trinity International Holdings, Vancouver — 10, Metro Valley Newspaper Group, Coquitlam, B.C.

Groupe Bellavance, Rimouski, Que. — 9, Quebec

Power Corporation of Canada, Montreal — 8, Journaux Trans-Canada

7 newspapers

Black Tusk Holdings, Calgary; **Now/Times Newspaper Group**, New Westminster, B.C.; **Runge Newspapers**, Renfrew,
Ont.; **Wright Media**, Toronto.

6 newspapers

Armada Communications, Saskatoon; **Muskoka Publishing**, Bracebridge, Ont.; **Transcontinental Publications**,
Montreal.

5 newspapers

Advocate Printing and Publishing, Pictou, N.S.; **Cadogan Publishing**, Newcastle, N.B.; **Foothills Newspapers**, Calgary;
Town Crier Group, Toronto; **Warton Echo Printing**, Warton, Ont.

4 newspapers

Canora Publishing, Canora, Sask.; **Groupe Blainville-Deux Montagnes**, St. Eustache, Que.; **Jamison Newspapers Inc.**,
St. Albert, Alta.; **Jemcom Inc.** (Kitchener-Waterloo Record's Fairway Group); **St. Lawrence Printing**, Prescott, Ont.; **Shop-
pers West Publishing**, Moose Jaw; **Simcoe York Publishing**, Caledon, Ont.; **Telemedia**, Montreal.

Sources: 1989 *Gale Directory of Publications; Intercorporate Ownership*, 1988; *Who Owns Whom 1989, North America;*
Marketing survey, July 24, 1989; Hollinger Inc., International Thomson, Quebecor, Southam Newspaper Group, Thomson
Newspapers, Toronto Sun Publishing, and Torstar annual reports, current interviews. □

A tale of two editors

By Mike Gasher

If the tale of two new editors at Pacific Press unfolds as promised, the worst of times for Vancouver's daily newspapers should be over.

Nicholas Hills, appointed editor-in-chief of *The Vancouver Sun* Feb. 1, has embarked on a hiring and spending frenzy. In an attempt to re-establish *The Sun* as western Canada's pre-eminent daily, and to boost flagging circulation figures, Hills is making the "news" in newspaper mean more.

Ian Haysom, appointed editor-in-chief of *The Province* May 7, is now full of promises, but changes to his paper have been subtle. He vows he is not afraid to tinker with the morning tabloid, which has been a circulation marvel while, at times, a journalistic embarrassment.

Hills, 50, the former general manager of Southam News, replaced retiring editor Bruce Larsen. It was during the tenure of Larsen and managing editor Gordon Fisher (who is editor of *The Ottawa Citizen* as of Oct. 1) that *The Sun* reached a low point. Two years ago, 55 *Sun* reporters and editors signed a petition protesting cosmetic remakes and dwindling news coverage.

Hills has invigorated *The Sun* by introducing new writers and by making full use of his editorial budget. Circulation, nevertheless, has fallen. As of August, *The Sun's* circulation was 229,000, down 5,000 from last year.

As part of this revamping, *The Sun* has: posted Ben Tierney to Hong Kong; assigned Roy Wood as western Canadian correspondent; hired former general-manager Stephen Hume from *The Edmonton Journal* to roam B.C.; hired Gary Kingston from Canadian Press to cover football; and beefed up its columns with University of Victoria political scientist Terry Morley, former business editor Judy Lindsay, former *Globe and Mail*

science contributor David Suzuki and former *Globe* managing editor Geoffrey Stevens.

Hills has assigned *Sun* reporters to Valdez, Alaska, and to the Pacific Ocean aboard research vessels. He sent columnist Denny Boyd on a three-week tour of the Soviet Union. Hills insists that *The Sun* has not increased its travel budget, but merely now uses its travel-designated money.

"My philosophy," he explains, "is that we budget properly, and when we budget properly, it means we really do need the money we've asked for, and then we go out and spend it. In the past, I suspect there was a philosophy that said, let's try and make ourselves look good by not spending a lot of money."

The Sun is even covering itself. A full-page feature in July scrutinized the newspaper's coverage of Hong Kong immigration. In August, *The Sun* carried a lengthy story on its first business page about the hiring of South African journalist Gerald Prosalendis as business editor.

Hills also plans a Pacific Rim quarterly report and a weekly environmental section.

The Sun's rapid transformation is a direct reflection of Hills's personality and his background as a reporter and an editor. During a 45 minute interview in his office, hidden away in a corner of *The Sun* newsroom, Hills was restless and impatient, as if anxious to be off tinkering with his newspaper some more. He is immersed in every aspect of the news operation, particularly the content of the editorial pages. This fall he begins writing his own column.

Hills was raised in the south of England. His journalist father helped Hills get his first job, at 17, with the weekly *Kent and Sussex Courier*. He immigrated to Canada to avoid compul-

sory military service and landed in Montreal, "in the naive belief that I could get a job in journalism in a large city."

He didn't find work in either Montreal or Toronto until he put a classified ad in *The Toronto Star*, which prompted 20 replies. He took one of the first jobs offered, as a reporter with *The Pembroke Observer*. He spent six months there, six months with *The Peterborough Examiner* and one year at *The Winnipeg Tribune*.

Wanderlust carried Hills to New Zealand and he spent a frustrating year working for *The Auckland Star*. Then he returned to *The Winnipeg Tribune* and "did everything" during a 10-year stay, eventually becoming news editor. He was torn between editing and writing and eventually found work with Southam News as the wire service's Ottawa correspondent.

Hills covered Parliament for two years, then spent five and a half years in Vancouver as Southam's western bureau chief. For the next four years he was assigned to Southam's London bureau as European correspondent, covering the birth of Solidarity in Poland, the Moscow Olympics and the signing of SALT II in Vienna. He was later general manager of Southam News in Ottawa for seven years.

Hills found *The Sun* "to be in much better condition than I had expected, from a people point of view. There is a lot of talent here and it's just a question of making the most of it. *The Sun's* had bad press, as they say. It's just a question of building up the old reputation.

"We used to be known as western Canada's leading newspaper, and we wish to be known that way again."

On the opposite side of the Pacific press building, in an office which overlooks *The Province* newsroom, Ian Haysom, 39, is relaxed and sure of himself. The former assistant managing

retired Bob McMurray, talks confidently about his plans to render *The Province* credible while maintaining the circulation numbers that have finally put the newspaper in a profitable position.

Since adopting a tabloid format in 1983, circulation of *The Province* has risen by 60,000. As of Sept. 1, *The Province* six-day average was 188,000, up 1,100 from a year ago.

But it has been reluctant editorially, a paper still searching for identity. One day sensational, the next day trite, the tabloid has lacked direction.

Haysom's first steps were to tone down front-page headlines, suppress crime and hero stories, introduce more world, national and provincial news, add a third opinion page and give entertainment its own section.

Leads still feature Mohawk Indians "on the warpath" and complex issues are confined to one-paragraph briefs, but the days of such headlines as "Top Red Dead" are gone.

Haysom has introduced columns by Arthur Black and Brian Kieran as well as a gossip columnist and a "city secrets" column. He sent reporter Shane McCune and photographer Colin Price across Canada on VIA Rail, he sent business reporter Ashley Ford to Asia and produced an extensive environmental series in September.

Haysom is happy with *The Province's* business and sports sections and he raves about editorial page editor Patricia Graham. But he wants to spruce up *The Province's* coverage of provincial and suburban Vancouver news and improve its coverage of the television and film industries. He is phasing out the rewrite desk to encourage diversity of style. He wants to shore up Ottawa coverage and reduce the paper's Americana. Haysom also wants to write his own column, probably on media issues.

The newspaper Haysom adopts as a model is London's *Evening Standard*, an arts-oriented tabloid. Haysom spent 18 months at the *Evening Standard* as a sub-

editor and feature writer after apprenticing at *The Ilford Recorder*.

Haysom was born in Yorkshire and raised in Essex in England. He and his wife Wendy, also a journalist, came to Canada in 1973, intending to stay only until after the Montreal Olympics. Both found jobs at *The Hamilton Spectator* and fell in love with Canada. Haysom moved to *The Ottawa Journal* as a reporter in 1975 and remained there until 1979 writing hard news, features and film reviews before becoming entertainment editor. Working as a team, Haysom and his wife travelled for a year, filing articles to *The Journal* from across Canada, the U.S., Central America, Australia and Europe.

Haysom was lifestyles and features editor of *The Ottawa Citizen* for two years before joining *The Vancouver Sun* in 1981. He climbed rapidly at *The Sun* through a number of editing jobs to the position of assistant managing editor.

"I applied for the *Province* job because of the potential I saw in *The Province*," Haysom explains. "Tabloid, here, had become a dirty word. I wanted to restore a little bit of integrity. I think a tabloid can be bright, can be breezy, can be witty, can be sassy, but it can also be intelligent and informative."

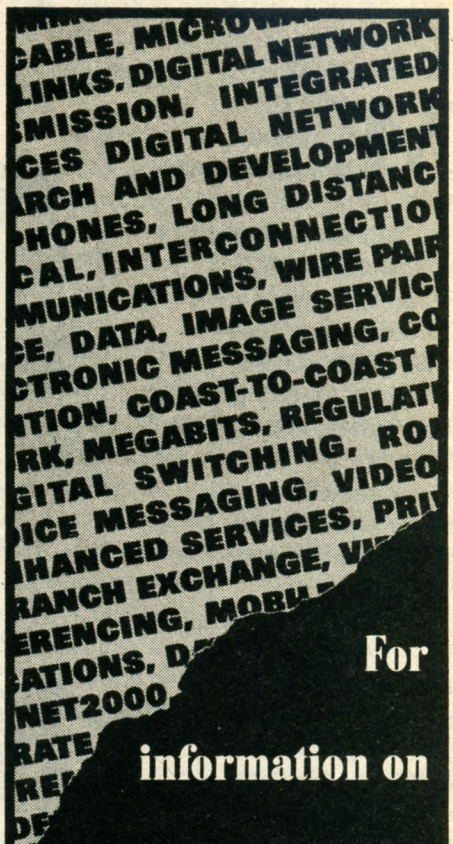
"I think what happened in the last three years or so is that *The Province* started to go too far into a sleazy, downmarket direction. The front, which I think many people form their impressions by, had become far too silly and irrelevant."

Any revisions Haysom makes will be done with caution.

"We don't want to turn off those who are already reading us, but there's a whole middle ground that isn't reading us."

"I think both newspapers are in a form of a transition, but I think both newspapers are going in the right direction," he adds. "I think both newspapers had lost contact with their community a little bit." □

Mike Gasher is a Vancouver freelance writer. He was a sports reporter at The Province for six years.



For
information on
telecommunications

call

Telecom Canada.

P.R. Marketing
Darell Fowlie
613-560-3026

P.R. Corporate
Peter Milner
613-560-3179

Telecom  Canada

Nationwide Communications

AGT
B.C. Tel
Bell Canada
Island Tel, PEI
Manitoba Telephone System

Maritime Tel & Tel
NB Tel
Newfoundland Telephone
SaskTel
Telesat Canada

A lie by any other name...

Mulroney's approach to the media

By Arch Mackenzie

Mendacate:
To attempt
to repair by
deceit.

That's a new word courtesy of Prof. C.G. Prado of Queen's University in a letter to the *Globe and Mail* recently. Coined to deal with another of Canada Post's prevarications, it snugly fits the needs of current political journalism.

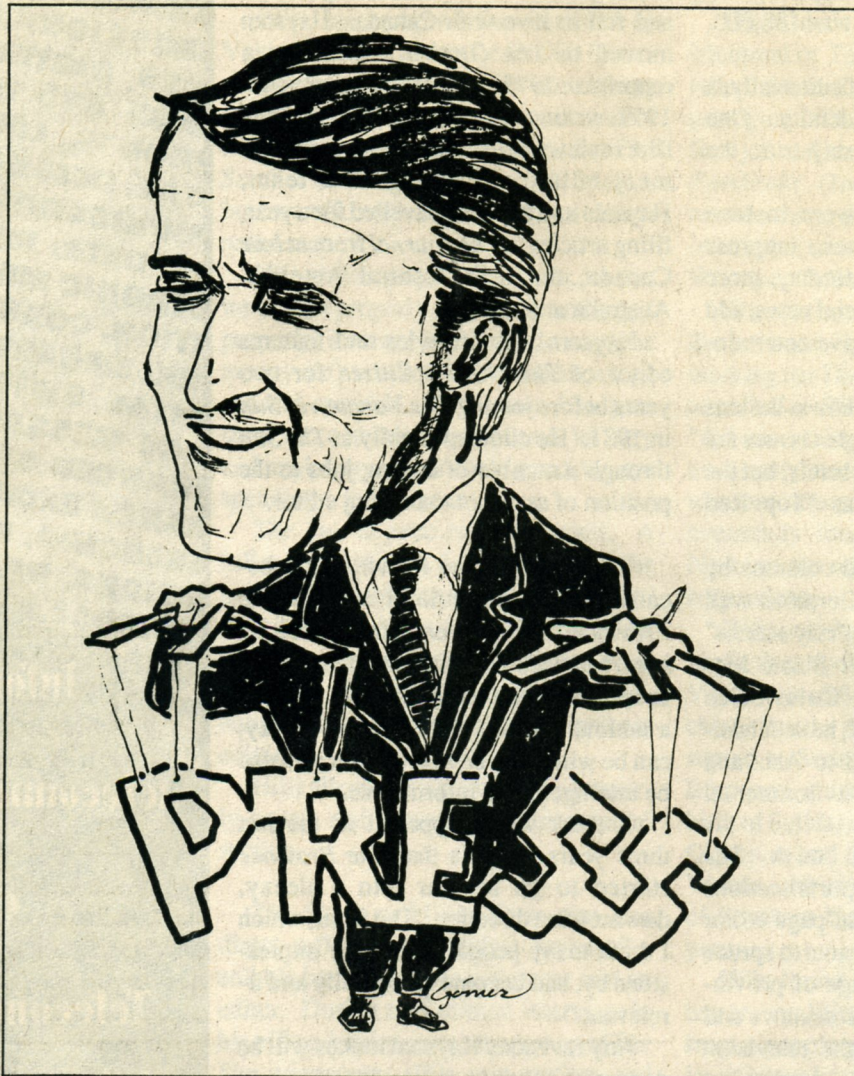
All governments lie. Some lie more than others. But the government of Brian Mulroney, Michael Wilson and friends mendacates more than most, on the record.

Dealing with that fact of life poses special problems for reporters, for their sense of professionalism. There are risks of a hostile public perception when zealous pursuit

of government lying turns into reporter bias.

A central fact of life is that Prime Minister Brian Mulroney enjoys the lowest credibility rating since the days when John Diefenbaker's election campaign hyperbole tested journalistic standards.

Grant Mulroney the benefit of the doubt when he switched from his 1983 anti-free-trade stance to outright support.



As he said, people's minds change. Pierre Trudeau scoffed at Robert Stanfield's 1974 anti-inflation program (Zap! You're frozen), then installed it.

But the 1984 "sacred trust" for social programs was followed by Wilson's quick assault on old age pension indexing. That's lying.

The clawback of pensions in Wilson's 1989 budget followed Mulroney's election campaign pledge

last October that "so long as I am Prime Minister of Canada, social benefits, especially those for the elderly, will be improved -- not diminished -- by our government."

Mulroney and Wilson lied about the cover-up of a second budget leak to an insurance company and Mulroney lied when he told the Commons there had been an "unlawful dissemination of a very important federal document" and the following day denied saying what Hansard showed he had said.

Wilson has lied about the new federal sales tax and the Big Lie, of course, was to cruise through the last election campaign in a sea of upbeat economic verbiage and then turn 180 degrees to slash spending and raise taxes on grounds the

deficit had suddenly come roaring out of its cave.

Mulroney lied about that, too, when he told CTV in a Washington interview May 5 -- another handicap is that interviews now are rare and news conferences non-existent -- that he had so discussed the perils of the deficit last election but "people weren't listening." The *Ottawa Citizen* and the *Toronto Star* showed initiative on that claim.

The *Citizen* asked Mulronev's office for evidence. It got back five speeches, in none of which "he even suggested the deficit situation would lead to the tax increases or expenditure cuts," the *Citizen* reported.

The *Star's* search was equally fruitless, spotting instead such Mulronevisms as the assertion that "about \$16 billion in pre-election commitments" were all within Wilson's fiscal framework.

Some commitments, some framework. Wilson phased many of them out, from day care to regional aid.

What to do when governments lie? was one question thrown to three columnists at the June annual conference of the Centre for Investigative Journalism.

Columnists of course have one leg up on news reporters, tied to the standards of objectivity, arms-length assembly of facts and the tradition that liars rarely are called liars by journalists themselves.

Claire Hoy, now a freelancer after the *Toronto Sun* dumped him for his unyielding assaults on the Mulronev record, said he wished television did more to expose political lying by the simple device of showing factual discrepancies.

Southam columnist Don McGillivray said he keeps a record of everything Mulronev says. But he said this veracity check is handicapped because

Mulronev now exposes himself so rarely to the media.

Jeffrey Simpson, of the *Globe and Mail*, agreed that it is "difficult in the purely reportorial sense to pin the label 'lie' on someone" and it is slippery ground even to use the word.

But he said journalists, perhaps because they rely on opposition parties too much for quick "rent-a-rant" reaction and assaults on governments, seem a lot softer on those news sources when it

Nichols is "entertaining" but "erratic," so much for digging that included a scoop on the speedy banking licence granted Amex for its free trade efforts.

Goar, "fair-minded to a fault," is handicapped in Charlotte Gray's view for shunning the glitz of a media personality via TV or other attention grabbers.

But these three are the columnists, with their journalistic licences to do more killing than straight news reporters. They do most to keep the Mulronev "mendacation" under review.

There may be a new Mulronev tactic afoot. The other day the *Jerusalem Post* wrote, based on an Israeli Embassy record of a meeting with President Chaim Herzog, that Mul-

ronev had called Yasser Arafat a "terrorist and a crook."

Quick denials. But External Affairs Minister Joe Clark did the denying for Canada and *Ottawa Citizen* reporter John Hay noted in his weekend column tongue-in-cheek: "This could have been because the Prime Minister's office thought Mulronev's reputation for truth-telling was a bit unsteady."

In short, let Joe do it. □

Arch Mackenzie was bureau chief for The Canadian Press in Ottawa for a number of years. Subsequently, he was Ottawa bureau chief of the Toronto Star.

"...Mulronev's reputation for truth-telling was a bit unsteady."

comes to credibility checks.

National columnists have wider scope for nailing lies.

Earlier this year, in a rather shallow status rating for Ottawa punditry, *Saturday Night's* Charlotte Gray was dismissive of the real diggers in the business, notably McGillivray, the *Citizen's* Marjorie Nichols and Carol Goar of the *Toronto Star*.

TV exposure means a lot in the Gray star system, which helps put the *Globe's* Simpson ("almost one of the mandarins," Gray notes carefully, being married to one herself) in top spot.

McGillivray's careful documentation of the Mulronev record eludes her ("He rarely leaves his file-filled office.")

MEDIA LINK finds experts for journalists — daily.

Lately we've talked to:

Brandon Radio Talk Show	Recycling	Ontario Seniors' Magazine	Cycling
Calgary Freelancer	Career Trends	Ottawa Business Magazine	Small Business Investment
Halifax Daily Newspaper	Immigration	Ottawa Radio News	Provincial Health Care Funding
Health Care Trade Magazine	Aids	Real Estate Newspaper	Renovation
Lennoxville Freelancer	Acquisitions and Mergers	Sackville Freelancer	Biopharmaceuticals
Montreal Business Weekly	Office Leasing	Toronto Radio Feature	Property Boundaries
National Business Television	Government Advertising	Vernon Radio Talk Show	Homelessness
National Daily Newspaper	Computer Viruses	Victoria Daily Newspaper	Dioxin
National Family Magazine	Ultra-Violet Rays	Winnipeg Freelancer	Goods and Services Tax

What can we do for you? Call and find out. MEDIA LINK 1-800-387-4643 (Toll Free)

Cheap and easy

Most of our news about the U.S. comes from American sources

By Peter Calamai

More print and broadcast correspondents cover the United States full-time for media in Brazil than for media in Canada.

How many more is impossible to say accurately, because the 1989 edition of *The Directory of Foreign Correspondents in the United States* was badly out of date even before it was published this spring by the United States Information Agency.

Subsequent events have rendered the 140-page directory even more unreliable. By the end of this year, Canadian ranks in the U.S. should be swollen by three more full-time correspondents -- new arrivals for *The Winnipeg Free Press*, Thomson Newspapers and a second reporter for Southam News.

Even with these additions, the total full-time Canadian correspondents corps will hover around 24; the full-time Brazilian corps is already somewhere near 30.

The gap is even wider for Italy. Giampolo Pioni, president of the Association of Italian Correspondents in North America (ACINA is the acronym in Italian), says there are "47 or 48" full-time Italian correspondents based in the U.S. and another 40 part-time stringers. ASNA, the Italian news agency, has 10 full-time U.S. correspondents; the Canadian Press has four.

Neither Brazil nor Italy rank near Canada in GNP per capita, one measure of a nation's wealth. The countries that do, the industrial giants, absolutely swamp Canada in media representation.

Nicholas King, director of the USIA Foreign Press Centre in New York, es-

timates the full-time Japanese correspondents corps in that city at 150; the German at more than 90. He speculates on why Canada has fewer:

"All the feature material and the whole volume of press material is at the disposal of editors in Canada so they don't need to send reporters here very much, except for prestige."

Sometimes prestige isn't enough. Projected costs caused Ontario's Global TV last year to pull back from plans to send Ottawa correspondent John Burke to Washington.

It's trite to say that U.S. events have a greater impact on Canada than on any other country. Yet, if news from the United States is so important to Canadians, why aren't more Canadian media down here covering it?

A cursory analysis shows (see table) that major daily newspapers in Canada depend heavily on American reporting of U.S. news. When even *The Toronto Star* gets less than 10 per cent of its U.S. news from Canadian correspondents, there doesn't seem to be any opprobrium attached to what some critics term "cultural imperialism."

(These statistics report on articles bearing U.S. datelines, longer than 100 words and not on the sports pages, that appeared between January 1 and June 30 this year)

First, some statistics not in the accompanying table. Understandably, Washington dominated the U.S. datelines, ranging from 37 per cent in *the Vancouver Sun* to 25 per cent in *the Edmonton Journal*. Second came Los An-

geles (including Hollywood-dated material), hovering between 10 and 11 per cent in four of the papers and dropping to eight per cent in *The Ottawa Citizen* and seven per cent in *The Toronto Star*.

The statistical table itself raises as many questions as it provides answers. Consider the first column which gives the proportion of U.S.-dated articles out of all the non-sports-page articles, longer than 100 words, published during the first half of this year (the actual number of articles is in parenthesis). Would an ordinary reader notice any difference in tone between *The Toronto Star* (7 per cent) and *The Montreal Gazette* (12 per cent)?

The next four columns show individual sources of Canadian coverage of the U.S. and a cumulative total. Does *The Edmonton Journal* really have so little staff coverage? Do the automotive industry and Detroit entertainment alone explain *The Windsor Star's* ranking?

Things aren't much clearer for U.S. and Other sources. Are the wide variations in use of AP and Reuter real, or just an artifact of data base coding? Is Reuter truly "other" than U.S. when its correspondents here are told to write for an American audience?

Despite such questions, a general pattern is clear. Some of Canada's largest papers get about four-fifths of their news about the U.S. from U.S. sources; the proportion from Canadian sources seldom rises above 10 per cent.

Opinions differ on whether such dominance is desirable. Some argue that letting U.S. agencies provide bread-and-butter coverage frees the overworked

Canadian correspondents to concentrate on major events. A contrary view is that racing from Ollie North's sentencing to the Supreme Court's abortion decision leaves little time for Canadian correspondents to develop any expertise. As for breaking major stories -- the most recent were the secret agreement to test cruise missiles and Canada's sheltering of American diplomats in Teheran.

Most agree that dominant U.S. coverage can be irritating to readers in Canada -- blithe mention of felonies, without elaboration; unexplained allusions to Washington's Beltway; cryptic identification of Members of the U.S. House of Representatives as D-Me.

More than merely irritating are the blind spots about America which Canadian papers -- and perhaps their readers -- inherit by relying so heavily on what U.S. agencies and editors consider newsworthy in their own country.

After the Reagan administration dismissed the United Nations as ineffectual, news coverage of UN activities in New York by U.S. media slackened appreciably. So there was less choice, although good editors could compensate. But for every article about the plight of migrant farm workers here, U.S. media turn out a hundred about the "crack epidemic." Batman is much bigger news than bigotry.

All these laments are old hat to Canadian journalist Larry Black, who has had a front-row seat on coverage of the U.S. over the past six years -- first as a CP staffer in New York and lately as a freelancer for Maclean's and The Independent in London.

"It's too easy to pick up American stuff from the wires," he says.

"We should be looking at this country very closely ourselves rather than taking their word for it ... literally taking their word." □

Peter Calamai, a three-time winner of the National Newspaper Award, is based in Washington for Southam News after service in other foreign posts.

How coverage compares

Paper	% U.S.	CANADIAN				U.S.				OTHER		
		CP	Staff	SN	Total % Cdn	AP	T-P	NYT	KR	Total % U.S.	Reuter	Total % Other
Windsor Star (1389)	10	7	9	3	19	22	19	-	-	74	7	7
Ottawa Citizen (2301)	9	6	3	2	11	26	8	9	6	84	4	5
Edmonton Journal (1320)*	9	5	-	3	8	46	9	-	5	85	7	7
Vancouver Sun (1633)	8	5	2	4	11	41	13	8	-	80	9	9
Montreal Gazette (2566)	12	4	2	1	7	38	14	19	8	86	7	7
Toronto Star (2392)	7	3	5	<	8	40	<	-	<	71	21	21

*Journal covers Mar 10-June 30 only

SN Southam News

T-P Los Angeles Times/Washington Post

NYT New York Times

KR Knight Ridder

< less than 1%

- no data

These statistics aren't accurate...but they're the best around, short of going through six months worth of papers by hand.

I used Southam's Infomart Online, an electronic data base. That's where the problems began. *The Calgary Herald* isn't included, for instance, because the people there don't record story datelines as distinct entries. *The Globe and Mail* is missing because it's in a totally different data base.

Infomart doesn't identify the source country for articles, so each story had to be searched for state name and for U.S. city names. But papers don't always follow CP style for datelines and "Mont" turns up stories from several Quebec towns as well as anything from Montana.

What to trust? The percentage of stories from all Canadian sources is probably too large, rather than too small. The total percentage from Other is likely accurate within a few percentage points. And the total U.S. percentage is what's left over.

Finer distinctions aren't as reliable, largely because papers followed no discernible pattern in coding stories that melded various sources. The percentages for CP, Staff and Southam News are fairly trustworthy. AP's share is probably inflated by its presence in many melded articles. *The Los Angeles Times - Washington Post* material often seems to get picked up by the same search term that find *The New York Times* articles. Be cautious in drawing conclusions here.

What's needed now is a REAL researcher armed with more patience and unlimited time on all data bases. J-school professors, please copy.

One man's fight for press rights

Gaining greater freedom for the press in the Soviet Union has been as much a battle against the journalistic establishment as it has been against the state, according to the popular editor of *Ogonyok* ("little flame"), one of the Soviet Union's most popular current affairs magazines.

Vitaly Korotich, a medical doctor and one of the Ukraine's foremost poets, took over as managing editor of the magazine four years ago, transforming it from a favorite of the Communist party to a leading advocate of *perestroika*.

Korotich visited Canada last month under the sponsorship of the Canadian Physicians For The Prevention of Nuclear War. A speech to students and at Carleton University in Ottawa turned into an extended question and answer session in which Korotich addressed some of the issues confronting journalists in the Soviet Union.

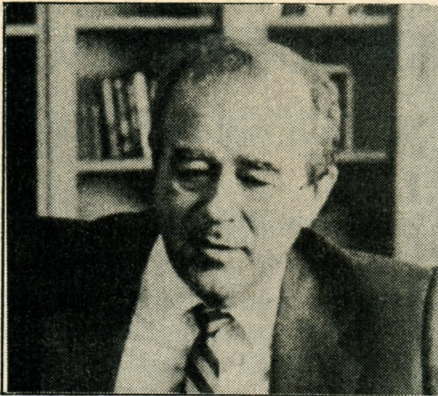
Here is an excerpt (questions are in boldfaced italics):

You've mentioned how important it is to have a "free press" in the Soviet Union. Your magazine has operated very freely in recent years, publishing articles on Chernobyl and other controversial issues. Do you still encounter interference from the state when you assign a sensitive story?

Of course we do. There are censors and we get censored and some time the censor, he tells me that it is impossible to publish certain material. I imagine that the censor is sometimes necessary because we could file something that is secret or impossible. I don't know.

I need a press law. We have to have a law for the mass media maintaining this: everything is under law, the leader, the censor, my phone. I need a law about the press. After this, it will be possible for open discussion. Now, many things are affected without it.

We at *Ogonyok* have done a lot polls, reported on the terrible war in Afghanistan; we did a big article on the Ukrainian



Vitaly Korotich

Catholic Church. Everybody knew you had to report on these issues, but nobody wanted to publish. We published the article (on the church) and nothing happened. Maybe nobody read it, but we published it.

This article was very interesting because when we were organizing the material, I sent people everywhere to get information and two KGB officers came to see us and said "we organized the opponents of the Catholic church" and they gave us their names, details. We published it all.

And I think everything will be on this level from now on. If you want something, it is necessary to do it.

But I want to be regulated by the constitution and criminal law. If we do something wrong, we have a constitution to punish us. That is the only way.

But I don't want censorship before we publish. I don't want to be censored. I want a press law and I hope to discuss it in parliament.

What would you like to see in the law to protect the freedom of the press?

The press must be responsible to the law. Not in face of censorship. The press must be independent enough and responsible enough. I think it is necessary to protect my rights and those of my supervisors and everybody because sometimes I get telephone calls from officials saying, "This, you know, article I have

read that you want to put in the next issue..."

I say, "Why did you read it? It's not published yet?"

I think this is insufferable. We need a normal law for mass media. Editors should be responsible in the face of a constitution, in the face of criminal law.

Aside from a need for a press law is the question of control and ownership. Ownership has increasingly been a cause for concern in the West. How best can ownership and control be structured in the Soviet Union?

I want to buy our magazine. I want it to be independent.

Right now we're having discussions with our government about *Ogonyok*. We want it to be a cooperative enterprise. This will be the best means of control and ownership.

A lot of newspapers and magazines in my country are organs of public organizations, the Communist party, the writers' union, or something. They're happy or unhappy, but they're controlled in this way.

I want to get a more independent publication. It possible for *Ogonyok* to make a big profit each year, and it is possible to use those profits to make it into an international enterprise. I don't think we'll ever get the kind of media barons who own half of the press. It isn't possible in the Soviet Union. But at the same time it is possible to have cooperative publications.

Besides this, what we need, really need, is independent television. We are calling now for independent studios so that *Ogonyok* can start to produce independent TV shows. I think this is the future of many publications.

But for now we must appreciate that we have a more independent press than at any other time in our history. It is still necessary to change the type of press we have in the Soviet Union.

I believe in media as a cooperative enterprise protected by law. □

Covering culture

For most newspapers, arts reporting an also-ran

By Enn Raudsepp

The prizes we set store by can tell us a lot about ourselves.

Take for instance, the National Newspaper Award for Distinguished Critical Writing, given every spring for "sustained quality as exemplified by three articles of criticism or commentary dealing with literature, radio and television, theatre, films, music or the visual arts."

One of 13 such awards established by the Toronto Press Club in 1949 (but now administered by the Canadian Daily Newspaper Publishers Association), it carries with it a cachet that is much more valued than the citation and \$1,000-dollar cash prize.

One would imagine then that there would be a great deal of competition for the award but, sadly, that is not the case. While 142 journalists vied for the feature writing award in 1988, only 34 submitted entries in the critical writing category -- the second lowest total (after editorial cartooning).

A closer examination seems to confirm the impression that Canadian journalists are not overly enthusiastic, nor productive, when it comes to covering the arts.

Only 21 papers have submitted entries for the critical writing award over the past three years, from a potential field of 112 dailies.

The remaining 91 newspapers either did not consider anything they published worthy of a prize or, worse possibility still, did not publish any criticism or commentary on the arts.

Consider that only five newspapers have submitted entries in each of the past

three years. (Eight others have had entries in two of those years.)

These five dailies seem to constitute an elite field, between them accounting for 27 of 42 entries in 1986; 25 of 36 entries in 1987; and 23 of 34 entries in 1988.

Heading the list is *The Globe and Mail* with 11 entries in each of the past three years, followed by *The Toronto Star* with 7-7-5; *The Kingston-Whig Standard* with 4-3-4; *The Gazette* (Montreal) with 2-2-2; and *The Vancouver Sun* with 3-2-1. It is hardly surprising that the winners (and the runners-up) for the past three years have come from this group.

And with Ontario submitting from 75 to 83 per cent of entries in this category in any given year, certainly the impression is reinforced that Toronto and environs constitute the cultural heartland of the nation.

Granted, Ontario does have the heaviest population concentrations, the widest variety of activities and many of the premiere cultural institutions of this country. But there are good theatre companies, orchestras and the like in virtually every region.

And these days, it doesn't much matter where a reviewer of books, film or TV chooses to live.

The real problem, I suspect, is that many of our newspapers don't care sufficiently about the arts to make an effort, and their readers let them get away with this.

A good arts and entertainment section means extra expenditure. Specialists cost more than freelancers, moonlighters from the city desk or canned showbiz

gossip from the American syndicates. But if you care enough about preserving and encouraging Canadian culture, it is money well spent.

The reason *The Globe and Mail*, *The Toronto Star* and *The Kingston-Whig Standard* have bountiful NNA harvests is that they cultivate the arts fields, and don't allow bottom-line accounting to make all their editorial decisions.

The Whig-Standard, especially, should serve as an inspiration and model for newspapers which might be tempted to offer excuses about lack of resources, or less favored location.

With a circulation of only 36,000, *The Whig-Standard* has shown itself able to compete toe-to-toe with the best of the behemoths, and even come out on top. It makes one wonder whether the fact that it is one of the few remaining independently-owned dailies has anything to do with its obvious sense of responsibility to its community.

It would be nice if all Canadian daily newspapers followed suit because a lot more hangs in the balance than just a wider distribution of national newspaper awards.

What's really at stake is the survival of our culture as something distinct from the American popcult that currently permeates our press. □

Enn Raudsepp, a former reporter at The Montreal Star and The Globe and Mail, is the director of the graduate diploma program in journalism at Concordia University in Montreal. He has served as a judge in the NNAs for the past three years.

Wrong question

News That Matters. Television and American Opinion.

By Shanto Iyengar and Donald R. Kinder.

University of Chicago Press, 187 pp.

Reviewed by Paul Attallah

This is a book in the grandest tradition of American empirical media research: it asks the wrong questions, arrives at insignificant conclusions, trivializes its subject, and trumpets its own importance. As such, it is highly instructive of the limitations and presumptions inherent in this type of research.

News That Matters purports to be about the media, politics, and public opinion. Its central thesis is that the media (especially television) influence public opinion.

This is hardly an original thesis. Everyone from Vachel Lindsay, writing in 1911 on the power of film, to Walter Lippman, Carl Hovland, Harold Lasswell, Paul Lazarsfeld, Marshall McLuhan, Sergei Chakhotin, and scores of others have asked essentially the same question: do the media affect us?

Indeed, one might want to answer that question by considering the following simple fact. If the media did *not* affect us, it is highly unlikely that virtually every State in the world, whatever its political tendency, would seek to create, protect, possess or control its own broadcasting or communications system. It would likewise be highly unlikely that the most powerful economic interests in our society would also seek to create, protect and possess their own broadcasting systems.

In short, if television didn't affect us, politicians, advertisers, actors -- i.e.,

everyone with an image, an idea or a product to sell -- would not be clamoring to appear on it. Consequently, the question 'do the media affect us?' is significantly less important than the question 'in whose interest do the media carry out their effects?'

It seems reasonably clear, therefore, that any meaningful approach to the question of media power or effects would have, at some point, to consider questions of media ownership; of privileged access to the airwaves; of economic, political or other obstacles to media use; of stylistic features which favor some types of messages over others; of governmental policy or regulation; and so on.

Unfortunately, and for reasons worthy of very careful consideration, the authors of this book have not broached any of these questions. Instead, they use a limited empirical method to attempt to measure immediate attitudinal change.

Their research is designed as follows. They select audience members at random and divide them into viewing groups. Some groups are shown American network newscasts as they occurred -- these are the control groups; others see the same broadcasts slightly edited by the authors -- these are the test groups. The editing was of two types. In the first type, the authors shifted the order of news stories in order to determine if the lead story had greater impact than subsequent stories (it did). In the second type, they removed and substituted stories, thereby creating newscasts that underlined particular issues or themes (i.e., energy, military expenditures, civil rights, etc.) in order to determine if frequency of stories had an impact on opinion formation (it did). The viewing groups then answered questionnaires pertaining to their political preferences, the importance they attributed to specific issues before and after viewing the newscasts, and so on.

The test groups' answers to the questionnaires were then compared with

those of the control groups. It is on this basis that the authors claim that viewers exposed to the edited newscasts held significantly different opinions from those not exposed to them. As a result, television news *does* have an impact upon public opinion.

What's wrong with this research? Basically, everything. This is research that claims to locate television's power in its ability to alter personal preference. Does it have anything to say about the social class of the viewers? No. Does it have anything to say about the gender of the viewers? No. Does it have anything to say about the other beliefs that viewers bring with them to the viewing situation? No. Does it have anything to say about the utterly unnatural experience of viewing newscasts in groups away from home? No. Does it have anything to say about the stylistic features used by television news? No.

Instead, this research would have us believe that the mere fact of being exposed to television news, irrespective of age, class or gender, just magically results in altered opinions. This is an extremely surprising conclusion to draw and one not likely to resist the test of further consideration. Significantly, however, the research and its results are not at all uncommon because they are based upon some very widely held ideological presuppositions about the nature of North American society and of the people who inhabit it.

Let us consider the following. By measuring individual attitudinal change after exposure to newscasts, the authors are effectively reducing politics to personality. Indeed, they are claiming quite explicitly that public opinion arises out of the clash of millions and millions of private, personal, individual opinions. Consequently, they are also claiming that the way to shape public opinion is to influence each and every individual personally.

However, what is the logical consequence of such a view of social interac-

tion which effectively sees all of society, politics, culture, etc., arising out of individual preferences? If it is true that everything does arise from the clash of individual opinions and preferences, how can we ever hope to explain that any two people -- possessed as they are of their own irreducible personalities and outlooks -- even perceive the same things in the newscasts? In other words, if individual preference is truly fundamental to the constitution of society, how is it ever possible for the millions of divergent individual preferences ever to coalesce into one coherent consensus?

News That Matters raises the question of consensus formation but refuses to give itself the means of answering it. Indeed, its authors appear to be unaware of the fact that they are dealing with such fundamental issues. For them, public opinion and consensus are quite unproblematically the result of media effects. And what they have managed to demonstrate through their study is the sequence of manipulative techniques required in order to achieve a desired opinion. In other words, they have given us a lesson not in public opinion but in the manipulation of public opinion, not in the democratic process but in the best ways to short-circuit democracy, not in rational decision-making but in the reduction of reason to personal preference.

Indeed, the research contained in this book effectively extends the consumer ethos to the world of politics: you like chocolate and I like vanilla, you like red and I like blue, you like Reagan and I like Ike. Ultimately, since politics is reduced to individual preference and the ability to influence it, we are all merely expressing our fundamental personal inclinations. The State, ideology, power, social interests, and so on, have all vanished in a haze of consumer satisfaction.

This trivialization of politics is at root anti-democratic. The classic democratic statement was made by Voltaire when he

said: "Though I may disagree with you, I will defend to the death your right to speak." It is the classic democratic statement because through it Voltaire is showing that the truly democratic individual sets aside personal preference in order to achieve consensus and some understanding of the truth.

By examining media effects at the individual level, the authors reduce politics to a question of personal preference. In short, they trivialize politics. However, by enshrining the study of personal preference, they also enshrine manipulation. Indeed, politics conceived as the result of personal preference can only open onto techniques and strategies for shaping and modifying that preference, not onto strategies for open and rational debate. Finally, by presenting strategies of manipulation as the very hallmark of public opinion, the authors encourage an anti-democratic view of society.

Of course television has power and of course it needs to be studied. If it didn't, no State or government in the world, no

advertiser or politician would ever bother with it. However, it is not an a-contextual power. It is power rooted in patterns of ownership, in long-standing ideological beliefs, in the social interests of those who control the media, and so on. It is power which exercises itself not at the level of our personal preferences but rather at the level of our preconceptions. Television doesn't make us like this or that, because if it did every advertising campaign and every political speech would be irresistibly successful. However, television can make us believe that reality has only one version. And the power of the media lies in their ability to present only certain points of view and attitudes as normal.

Unfortunately, I can think of few greater disservices to students than to teach them the view of politics contained in this book. □

Paul Attallah is the author of Théories de la communication: histoire, pouvoir, contexte

Paul McKay is Atkinson Fellowship 1989 Winner

Freelance journalist Paul Douglas McKay has been awarded the second Atkinson Fellowship in Public Policy.

Established last year, the Fellowship is named after The Star's founder, Joseph E. Atkinson and is designed to further Atkinson's tradition of liberal journalism in Canada.

Under the terms of the Fellowship, McKay will receive a stipend of \$60,000 plus an expense budget of \$25,000. He will spend a year doing research on the ability of existing political institutions to develop sound environmental policy. McKay will write a book and produce a series of in-depth articles.

The Fellowship, sponsored by The Atkinson Charitable Foundation, The Toronto Star and the Beland Honderich family, is open to all Canadian print and broadcast journalists.

We congratulate the winner and wish him success in the months to come. Applications for next year will be available in January, 1990.



The press behind bars

Prison newspaper editor battles censorship and bureaucracy

By Brigitte Audet

At the age of 14, Rick Ivall was expelled from school for dealing dope. At 17, he killed a man with a wheelbarrow handle. Now 21, he's a lifer at Millhaven maximum security penitentiary just outside Kingston, Ont.

He's also the editor of *The Partisan*, Millhaven's monthly news sheet that circulates within the prison and is mailed to inmates' families. He doesn't look much like a journalist -- few editors on the outside favor prison-green pants, sleeveless tank tops and tattoos -- but then *The Partisan* isn't exactly *Saturday Night*.

There are no glossy covers or four-color separation. A typical issue consists of some 30 stapled pages, most devoted to sports scores and prisoners' poetry. It's mimeographed on 20-year-old A.B. Dick equipment, giving it the look of an underground high school magazine -- something with which

The Partisan has more than a little in common.

Ivall inherited the job a year ago when he injured his back and could no longer perform manual labor. He has to deal not only with outdated equipment, scarce resources and his own inexperience, but also with the leaden hand of censorship.

His editorial in the January issue, for example, complained that in the previous month "there were 14 pages censored including the front cover!!! The paper fund can't afford to mail 14 pages marked CENSORED so I had no choice but to leave them out."

The dilemma *The Partisan* faces is as

"They don't want a good paper that people will read," Ivall charges. "They want a shitty paper."

The result is a continual tug-of-war between Ivall and the authorities. An article on the St. Valentine's Day massacre was censored despite the fact that it consisted of material any inmate could find in the prison library. A cartoon that

slipped past the assistant warden's censorship -- a reproduction of a King cartoon from *The Ottawa Citizen* depicting a "dum-dum" cop with a hole in his head -- landed Ivall in hot water. Few inmates submit material to the paper, and Ivall says it's because the cons are afraid of being harassed by the authorities.

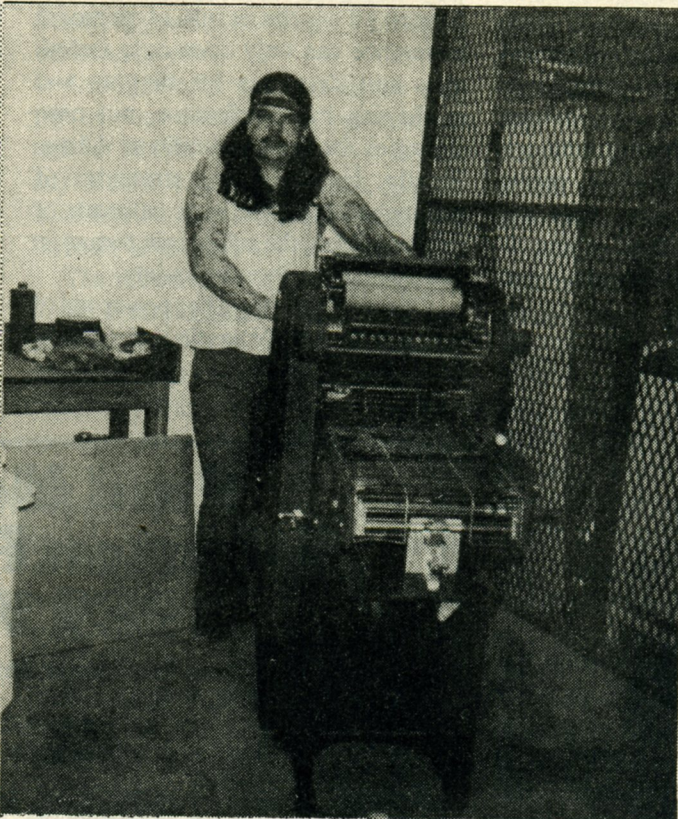
"My friend drew a cartoon of a prison tower shooting at guards and some guards wrecked his special drawing pens after that," he says.

In the back of a noisy shop room where Ivall prints the monthly, a con hands him a piece of paper

and says "Can you put this in your paper?" It's a poem about drugs. "You see," says Ivall, "if admin. knew who wrote this they'd be searching his cell."

Still, he confesses, "The paper's a big trip for me. I like anything that will stick a bug up administration's ass." And that, in a nutshell, is the paper's major appeal.

There are 55 prisons in Canada and most of the medium and maximum security institutions publish inmate newspapers. Meet Rick Ivall, the editor of the controlled circulation monthly at Millhaven, near Kingston, Ont.



obvious as it is intractable. Like any periodical, in order to be successful, it must cater to the interests of its readership -- in this case, the frustrations and resentment of convicts toward the system that imprisons them. But this is precisely the sort of content prison authorities will not allow.

"The cons look forward to *The Partisan* for its sarcasm and sick humor," Ivall says. "That's the service I provide."

Not surprisingly, the prison authorities aren't as enthusiastic. "It's a minor-league production," says Chris Price, Millhaven's Chief of Social Development. "The warden believes everyone should work. It's a full-time job for him (Ivall) but it doesn't require much of an effort."

Nor does Price think much of *The Partisan* as a journalistic product. "It doesn't really describe what life is like in here, it consists mainly of sports and poetry." And in any case, he notes, the inmates have uncensored access to local television, as well as to *The Kingston Whig-Standard* and *The Globe and Mail*.

Ivall disagrees. As for the mainstream media, "Most of the guys in here will be here for a very long time," he says. "They don't care whether Turner or Mulroney wins the election. It doesn't make any difference to them."

And the deficiencies of *The Partisan*, he insists, are largely the fault of the prison authorities. "You can't do anything when you're locked up. You can't march on Parliament Hill. So for things to change in here it would depend on how many people on the outside screamed for the changes. But I don't have a computer, I don't have enough equipment, they censor everything. How can I make a good paper that people will want to read?"

Price and Ivall do agree the paper lacks funds and facilities. It receives \$200 a year from the prison and \$600 from 40 annual subscribers, mostly inmates' relatives. In December 1988, Ivall ran out of developing fluid and the administration refused to buy more until the new budget year.

"Because I ran out of developing fluid the December issue didn't get put out, so I had to make a double issue so the subscribers got their money's worth. My typewriter was broken so every time I hit 'return' the carriage fell out of place and I had to put it back."

But despite the technical difficulties and the running battles with prison authorities, Ivall says his job as editor has made him more aware of certain issues and more able to speak up for what he believes. "I'm also more aware of the games played by administration," he says.

As part of his efforts to upgrade *The Partisan*, Ivall and another inmate, Pete Collins, recently drafted a seven-page proposal calling for the purchase of word-processing and desktop publishing equipment, and submitted it to the head warden.

"We must strive to ensure that it is the best we can make it," Ivall and Collins wrote. "It must be informative, interesting, socially relevant, humorous, attractive, but most of all, it must be trustworthy, dependable and responsible to its readers."

Although the warden has yet to respond directly to the proposal, in the

interim publication of *The Partisan* has been suspended. When Ivall began complaining that his proposal was being ignored, the authorities prohibited him from working in his cell. If he wished to continue editing the paper, he was told he would have to do so in the machine shop or in the gym -- alternatives that Ivall says put extra strain on his bad back because they required him to work standing up. "It's a convenient way for them to get me out of their hair."

"I hope *The Partisan* doesn't die," Ivall says, "but not many people want the job right now because administration plays too many games with censorship ... Besides that, when you try to get something off the ground, admin steps all over it." □

Brigitte Audet is a third-year student in the Carleton University School of Journalism.

BackTalk

Reviewer missed point

To the Editor: Thank you for reviewing the Burchett piece in *content* (July/August 1989). There is one aspect, however, where the point seems to have been missed. Permit me to elaborate.

You compare the "capitalist" journalist with the "communist" one, and question whether either has a monopoly of truth. No argument there. But the special feature of the Burchett case was that he was not just a communist working for a communist newspaper. For much of his career, he was a journalist (never mind his persuasion) who was working for foreign governments, concealing that fact, and publishing in Western papers as if he were a normal working journalist. Thus it was never "an honest difference of opinion" that Burchett published, but the Party Line. Had he published in identifiable communist papers, or if he had published in the West and identified himself as a spokesman of the North Koreans/Chinese/North Vietnamese/Soviets, he would have been just as "honest" as most journalists.

This office is full of material from communist and other sources: we could not work without it. It helps to know which is which, that's all. In the long career of our friend, the Western media, it seems to me, too often neglected to identify a foreign spokesman as such.

Maurice Tugwell
Director, Mackenzie Institute,
Toronto

The Doug Small Affair

Privilege deserves second look

By Wilfred Kesterton

Friends of Global TV's Doug Small do him no kindness when they demand a *generalized* privilege for the press. They do not help him as he faces criminal charges arising out of the leaking of Finance Minister Michael Wilson's budget.

This is because it is all too easy to demolish a *de jure* claim. Allan Hutchinson did so most effectively in his admirable *Globe and Mail* op-ed article of June 1.

Unfortunately, although Hutchinson's reasoned argument needed to be made, people hostile to Small can set up the discredited claim as a straw man -- which they promptly destroy. They thereby delude themselves into believing they have said the last word on the matter, that they have refuted all pro-journalist arguments. They may even convince others they have done so.

Worst of all, they obscure, perhaps unintentionally, the fact that, even though a claim for a statutory or generalized common law privilege is untenable, a *de facto* privilege deserves consideration. The granting of such privilege would be determined by the circumstances of the case. In the Doug Small situation, a critical issue might be the possible social benefit of the Global Ottawa bureau chief's action measured against the possible harmful consequences of what he did.

The model for such a discriminating approach might be found in the fourth of Wigmore's Four Canons, the conditions that must be met if a journalist is to be awarded a different *ad hoc* privilege of confidentiality of sources. With the first three Canons being almost invariably and easily fulfilled, the decisive requirement becomes the fourth Canon condition that the benefit (to society) arising from the

privilege must exceed the benefit arising "from the correct disposal of the litigation."

This suggests a comparable method of evaluating budget leaks. It might be reasoned that the budget summary pamphlet Small received was *prima facie* evidence that a leak had already occurred. This would mean that certain Canadians had exclusive financial knowledge that might enable them to profiteer unfairly -- by bulk buying cigarettes before new taxes were imposed, or by using their inside knowledge through buying stocks, or selling stocks, or simply holding on to the stocks they already have (the last three being methods which columnist Don McGillivray noted as ways to benefit from special financial knowledge).

It might be further reasoned that the best way to remedy this inequity would

be to make the exclusive information non-exclusive as quickly as possible -- that is, to make it available to the entire Canadian citizenry.

Which seems to be what Doug Small helped to do in broadcasting the budget pamphlet revelations.

Which seems to be what Finance Minister Michael Wilson tried to do when he presented prematurely an abridged version of the budget to the Commons.

All of which suggests that Small may have a tenable claim for a privilege justified by the special circumstances of the budget leak. Certainly courts have discretion to consider such a claim.

Opposition members, newspaper columnists, and writers of letters-to-the-editor have already fully discussed the contention that the public interest has been damaged by the RCMP-related and trial-related restrictions placed on freedom of expression.

Asia Pacific
Foundation
of Canada

Fondation
Asie Pacifique
du Canada



The Asia Pacific Fellowship Programme for 1990 For Canadian Print & Electronic Journalists

\$12,000 plus airfare is available for six journalists from print and/or radio/television to spend two months in one country in the Asia Pacific region. For more information and an application form please write to:

Asia Pacific Foundation of Canada
666-999 Canada Place
Vancouver, British Columbia V6C 3E1
Telephone: 604/684-5986
Facsimile: 604/681-1370

Closing Date:
February 1,
1990

What deserves closer attention is the question: How appropriate, in relation to the problems raised by the budget leak, are the charges brought against Small? Do they justify the curtailment of freedom his trial will involve?

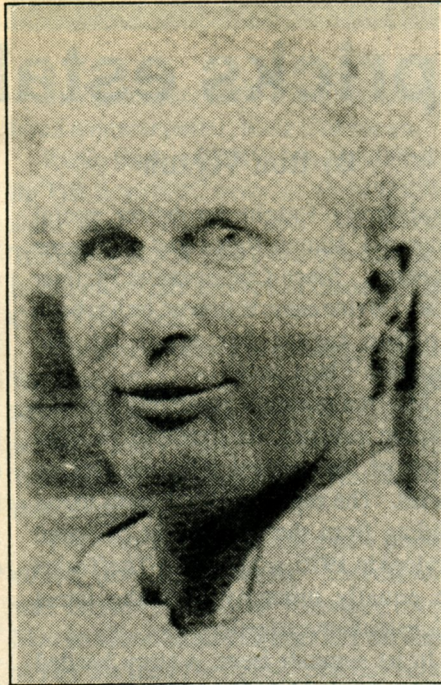
The melancholy fact seems to be that such a trial will have little probative or educational value, that it will do virtually nothing to illuminate the large issues and principles raised when budget information is divulged prematurely.

This is because Doug Small has been charged, under Sections 354 and 355 (b) of the Criminal Code, with possession of a "property" or "thing" knowing it to be stolen. The subsection (b) stipulation that the value of the subject matter of the offence not exceed \$1,000 makes it clear that it is a *physical* "property" or "thing" that is being considered.

The fact is that the value of the pamphlet the journalist received was, in production cost terms, less than that of a box of paper clips. The thought arises that the claimed offence is analogous to that which might be committed if a private citizen received from a civil servant neighbor some of the paper clips he or she had brought home from the office.

What is happening to Small suggests comparison with a ludicrously dissimilar public figure: Al Capone. The American gangster's major crime was to have people killed. He was imprisoned for tax evasion. That Doug Small is being dealt with in an equally oblique manner may support the claim that the main purpose of Small's prosecution is to punish him, however irrelevantly, and to discourage future journalistic enterprise of a similar kind.

What might help to delineate the budget leak issues for future reference might be a trial for the possession of *incorporeal* property. What we would be dealing with here is *information*. Information is not copyrightable, of course, but a person may be charged with *possessing information before he or she is entitled to have it*. Such a charge could be relevant to the large issues raised by budget leaks.



Doug Small

Seemingly, this could be done only by resorting to the Official Secrets Act. More relevant to budget leak issues, it is in other respects not an attractive alternative to Criminal Code proceedings. The section invoked would be section 4. This section has been rarely used, presumably because it is considered too draconian when applied in a non-spying or other non-security context.

The corresponding section in the British Official Secrets Act, Section 2, has been applied more often. After the 1970 acquittal in the Sunday Telegraph case, Lord Caulfield, who presided over the trial, nominated the 50-year-old section for retirement.

Both the British Section 2 and the Canadian Section 4 are highly unpopular. They lend color to Sir Humphrey Appleby's opinion, "The Official Secrets Act is not meant to protect secrets. It is meant to protect officials."

Moreover, resort to Section 4 of the Official Secrets Act might have unpleasant results for the federal government.

By pointing out that the present criminal charges against Small have

been maintained by the *Ontario* attorney-general, Ian Scott, the federal government has been able to deny that it is antagonistic to either the news media in general or the Global television bureau chief in particular.

According to the Franck and Weisband book, *Secrecy and Foreign Policy*, Section 4 may be invoked only with the consent of the federal attorney-general. If Attorney-General Doug Lewis were to use it against Doug Small, some critics would undoubtedly consider the action to be an attempt to intimidate the media and to discourage future early press disclosures of budget information.

It is doubtful that such a legal measure would be a popular one. □

Wilfred Kesterton is professor emeritus of Journalism at Carleton University and author of Press and the Law in Canada.

For
*concise, authoritative
information
about international
communications*

MONTREAL Brian Townsley
(514) 289-7489

TORONTO Grace Lake
(416) 364-8882

Teleglobe
Canada 
A memotec Company

Briarpatch pricks establishment

By Ron Verzuh

No small magazine in Canada has been a more innovative fundraiser than Saskatchewan's *Briarpatch*. Over its 16 years, the Regina-based monthly has held bottle drives, bake sales, baseball tournaments and a highly successful annual benefit concert in order to keep publishing.

Now *Briarpatch* has had to turn its energies to fighting off an attack by Revenue Canada, which has threatened to withdraw the magazine's charitable status.

So far it appears the heat is off the magazine. But the threat and subsequent delay in acting on the issue has brought out the fundraising moxy in *Briarpatch* staff members. In its summer 1989 issue, the spunky Prairie alternative (paid circulation 1,500) asked readers to give the magazine their rebates from a defunct provincial gas tax.

This act was considered a slap in the face by the provincial government, which had encouraged taxpayers to contribute the rebate to charities. Apparently the government didn't expect that *Briarpatch* would still be a charity when the rebate campaign was announced.

In June, the Canadian Civil Liberties Association joined the fray and prepared a brief to Revenue Canada Minister Otto Jelinek on the handling of charitable status cases. *Briarpatch* is one of the cases the association cites.

"We believe the (Revenue Canada) attack is politically motivated," said Adriane Paavo, who has edited *Briarpatch* since 1987. She suggests that provincial Tory insiders may have pulled some political strings in Ottawa to motivate the May 1987 Revenue Canada audit of the magazine.

Briarpatch's history lends some credence to that notion. It began as an anti-poverty newsletter in 1973 and has

persistently fought for better social programs, human rights and a humane economy. Since Conservative Premier Grant Devine came to power, he has been a prime target for much of the magazine's best work.

The magazine's reporting on the uranium industry, for example, brought howls of disapproval from the Devine Tories. The report also led them to cut funding from the department of social services in 1976, said Paavo. The Tories are equally unhappy with the latest *Briarpatch* investigation.

In its summer issue, a story headed "With a Little Help From Our Friends," reveals the links between directors of the right-wing Institute for Saskatchewan Enterprise and public money directed to their companies. The report also shows how these executives benefited from Devine's massive privatization plans. And it claims that the institute's research director bought his degree.

It's impossible to prove that Revenue Canada authorities are acting on political orders. Officials will only say that *Briarpatch* is still registered as a charity. However, charities branch head Carl Juneau says that to qualify as a charity a magazine must provide "a training of the mind," not simply supply reading material.

Although Juneau says the branch uses common law to determine what is educational, definitions of what constitutes such activity are seldom objective.

Paavo has heard nothing from Revenue Canada since August 1988. She says they may have backed off after a vigorous letter-writing campaign and a well-covered news conference held by New Democratic Party leadership hopeful Simon de Jong.

The magazine solicited letters from several educators who said they use

Briarpatch in their classrooms. The October 1988 issue on international indigenous peoples was heavily requested by teachers. The educators also praised the continued coverage of poverty issues in May and September, 1988.

Revenue Canada officials had argued that the magazine was straying from its educational role, an essential criterion for keeping charitable status. They also said *Briarpatch* had failed to focus adequately on poverty and welfare issues.

If Revenue Canada does decide to withdraw charitable status, *Briarpatch* will no doubt continue to publish. It may have to drop to six or eight issues a year from the present 10, says Paavo. It may have to dump the contract designer or one of the two paid staff members. But it will probably carry on.

What is disturbing about the case, however, is that struggling Canadian alternative magazines must devote precious time to defending themselves from bureaucratic interference. Such meddling comes at a time when those same magazines are also being threatened with the loss of federal postal subsidies.

"We bring in about \$18,000 a year through charitable donations," said Paavo. (The magazine's total budget for 1988 was about \$82,000.) "Surely there are bigger fish in the sea."

Briarpatch cancelled its annual fundraising concert this year after showing a \$100 loss in 1988. The loss was more than offset by the \$3,000 raised to help with the tax status battle. Still, if Revenue Canada has its way, *Briarpatch* supporters may have to get out their dancing shoes anew to help Saskatchewan's strongest voice of dissent stay healthy in the 1990s. □

Ron Verzuh is content's *Little Media* columnist.

Hoping to boost its ratings, CBC's *Newsday* has hired reporters **Nancy Cooper** and **Peter Van Dusen** to co-anchor the supper-hour show. Van Dusen and Cooper are replacing interim hosts **Maureen Taylor** and **Eric Sorensen**, who took over when **Katherine O'Hara** and **Ian Parker** left at the end of last season.

Van Dusen was a journalist with CJOH's *Newsline*, and Cooper hosted CBC's *Its About Time* and CBO *Morning* on CBC Radio.

One-time CHRO reporter **Carol Anne Meehan** is coming back to Ottawa to co-host the CJOH news show, *Newsline*. Meehan is leaving her post as host for CBC Calgary's morning radio program *The Eye-Opener*. She replaces **Kathryn Wright**, who has accepted a job with CBC *Newsworld*.

CJOH has also raided the ranks of CBC for two other news employees. **Suhanna Meharchand**, host of *What's New*, will become the new week-end anchor, taking over from **Glenn Carter**. Carter was recently appointed host of *Midday Newsline*, replacing **Jane Gilbert**. Gilbert is joining Kathryn Wright at *Newsworld*.

Peter McKinnon, now an executive producer at CBC Toronto, will be the new Sunday Edition producer.

Brian Goff, assignment editor at CJOH, is going to CBC's *Eye on Ottawa*. Goff will be host and producer. Taking over his position is **Paul Brent**, from CKCO in Kitchener, Ont.

Along with the departure of Brent, CKCO has had some additional changes. **Jim Haskins** has been promoted to assistant news director, and **Colleen Walsh** has joined the staff from ATV Halifax as the new 6:00 PM anchor. **Mike Yaworski** from CFTO and CHUM FM has been appointed noon anchor and reporter.

Hamilton's CHCH-TV has a new producer for the midday program, **Diane Collins**.

In Vancouver, CKBU Television has hired a new reporter, **Kate Corcoran**.

Radio station CKNW has hired **Phillip Till**, from NBC news, as evening talk show host. Till will host *The World Tonight*. CKNW also has a new host for its afternoon talk show, **Bill Good**, from CBC Television.

There have been a few changes at the *Winnipeg Free Press* recently. **David MacDonald**, former senior editorial writer has been transferred to Washington and appointed Washington Bureau editor.

The *Free Press* also has a new photo editor, **Jon Thordarson**. Thordarson was formerly with the *Winnipeg Sun*. **Margo Goodhand** has also left the *Sun* to join the *Free Press*. She has been hired as a general reporter.

Two business reporters have been hired at the *Free Press*. **Martin Cash**, formerly of *Business People* magazine, is the new business columnist. Former general reporter from the *Brandon Sun*, **Kelly Taylor** has the post of business writer.

Doreen Martens, features reporter, and **Martha Helgarson**, copy editor, have left the *Free Press*. **Maria Bohuslawsky** has also left to join the *Ottawa Citizen* staff as a general reporter.

William R. Findlay has been appointed publisher of the *Brantford Expositor*. Findlay has been publisher of

Brabant Newspapers Ltd. since 1987, and previously held various management positions at the *Hamilton Spectator*. He succeeds **Howard Gaul**, who is retiring.

Former television and newspaper journalist **Jeff Keay** has joined the Office of Community Relations and Publications at the University of Windsor as manager of news services. Keay was a writer, producer and reporter for Global Television Network.

At the *Hamilton Spectator*, **Sharon Boase** has been hired as a reporter in the Milton bureau. Boase is leaving her position as reporter at the *Brockville Recorder and Times*.

Two reporters are leaving the *Moncton Times Transcript* in New Brunswick. **Peter Boisseau** is going to CBC radio, and **Chuck McCready** is going to work in Cape Breton, Nova Scotia.

Dodi Robb, who has spent 40 years working in TV and radio, will host a new program on Vision TV. It is called *The Curious Eye*, a new series of independently produced short Canadian documentary films. The series began Sept. 1.

Geoff Pevere, Canada AM movie reviewer, will be hosting CBC Radio's Prime Time. He succeeds **Ralph Bemberg**, who went on to co-host *Midday*.

Former religion reporter **Hope Sealy** has left her position with the BBC. Sealy

--30--

George William McCracken, the first director of the journalism department at the University of Western Ontario, died recently in London, Ontario. He was 63. McCracken was appointed director of the Western program in January, 1946, and ran it until 1952. In recent years, he held the title of Professor Emeritus.

Donald Brittain, characterized as the world's greatest documentary film maker, died of cancer on July 21 in Montreal. Brittain received more than 70 international awards throughout his 35-year career, including three Oscar nominations. He was also appointed in July as an officer in the Order of Canada. Brittain was 61 years old.

is the new host of CBC's show, Meeting Place.

CBC at 6 reporter **Denise Harrington** has been promoted to the National. She is now a reporter for the Parliamentary Bureau.

Stephen Strauss, science writer for the *Globe and Mail*, has been appointed an honorary fellow of Atkinson College, York University.

Matthew Fraser has left the *Globe and Mail* to become an entertainment columnist and feature writer for the *Montreal Gazette*. Fraser had been on leave from the *Globe* for a year from his

posting as cultural affairs correspondent in Quebec.

Stephen Warburton has moved from the Neighbors section of the *Edmonton Journal* to the reporting staff.

Kristina von Hlatky of St. Lambert, Que., a contract producer for Radio Canada's public affairs program *Le Point*, has been named recipient of a 1989 Michener study-leave fellowship. The award is worth \$20,000. Von Hlatky plans to use the fellowship for a broad study of public policy on abortion in Canada.

New Ottawa specialist for Toronto's City-TV is **Ingrid Walter**, replacing **Libby Znaimer** who returns to Toronto.

Other City-TV shifts: **Lorne Honickman**, crime reporter, becomes City Pulse legal specialist; **Harold Hosein** replaces environmental specialist **David Onley**, who is now co-hosting Breakfast Television with **Ann Rohmer**.

Frank, the muckraking journal which made its debut in Halifax has launched an Ottawa edition in September. Spotlight is on the acid-tinged revelations of **Erik Nielsen**. □

GET THE LIST...

Information technology, data processing, automation or just plain computers . . . call it what you will, it's a complex and pervasive part of our society.

If you're developing a story and need some background on the industry or an explanation of some aspect of computerization, get **THE LIST**.

THE LIST gives you direct access to people who know the technology inside out. Mainframes to micros, Expert Systems to robotics, **THE LIST** covers it all with the names of Gellman, Hayward professionals who can help.

For your copy of **THE LIST**, contact **Kathryn Davies** at Gellman, Hayward & Partners Ltd. 33 Yonge Street, Toronto, Ont., M5E 1G4, (416) 862-0430.

G E L L M A N · H A Y W A R D
LINKING MANAGEMENT AND TECHNOLOGY



BUILDING A SOCIAL MOVEMENT

Unions were born out of struggles to change the status quo. Our successes extend progress beyond the workplace. Our struggles are part of a social movement for a more humane society here, and for peace and justice internationally.

Together, in coalitions with others committed to social justice, we are confident that progressive change is possible. We are committed to building social solidarity and a better tomorrow.

CAW  TCA
CANADA

National Automobile, Aerospace and Agricultural Implement
Workers Union of Canada, (CAW-Canada)



GET THE FACTS AS THEY UNFOLD. CALL OUR MEDIA HOT LINE.

HEAD OFFICE

Ottawa

(613) 734-7575

Fax: (613) 998-5559

REGIONAL OFFICES

Ottawa

(613) 990-7543

London

(519) 659-5234

Edmonton

(403) 495-4636

Vancouver

(604) 662-1388

Quebec

(418) 648-2239

Calgary

(403) 292-5487

Toronto

(416) 973-3155

Montreal

(514) 283-8762

Halifax

(902) 426-1777

Winnipeg

(204) 983-4592

MAIL  POSTE

Canada Post Corporation / Société canadienne des postes