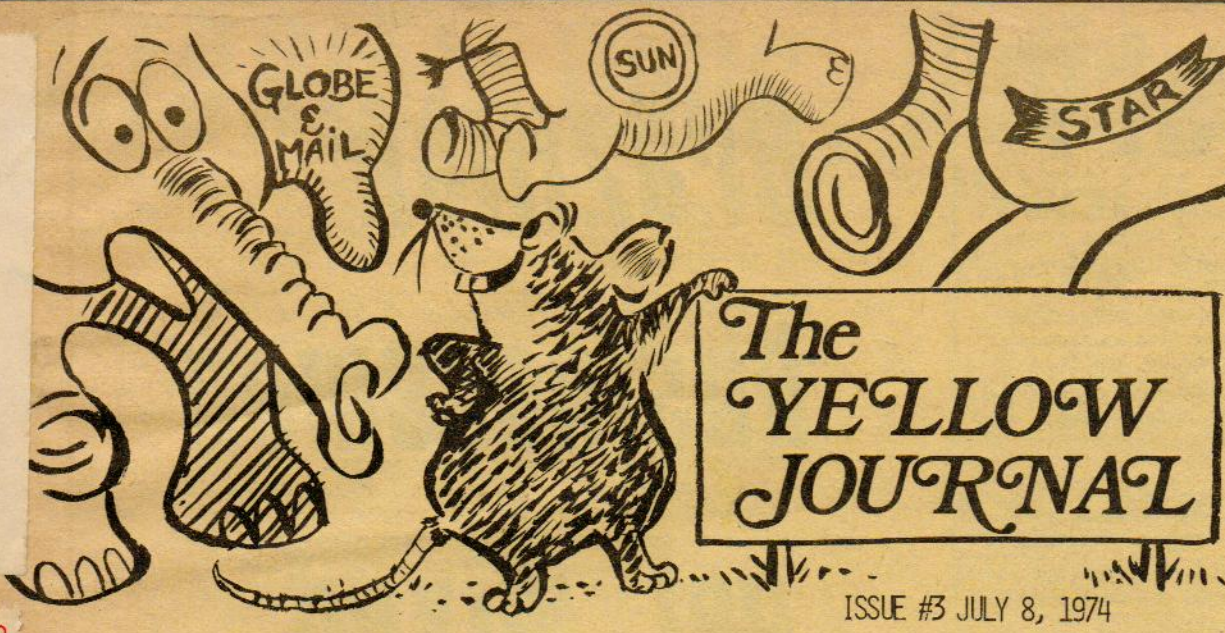


Ward Seven News
80 Winchester
Toronto



The Yellow Journal is an independent non-profit service to the people of Metropolitan Toronto funded by the Government of Canada's Opportunities for Youth Program. It is a non-partisan fortnightly review of the quality and accuracy of the local press. Signed articles represent the opinions of their authors. Unsigned articles represent the policy of the paper. No material in The Yellow Journal may be reprinted without the written permission of the paper. Copyright Toronto 1974

Offices: City Hall Campus, Ryerson Polytechnical Institute, 10th floor, 465 Bay St., Toronto.
Telephone: 363-9519
Mailing Address: The Yellow Journal, R.P.I./H-10, 50 Gould St., Toronto, Ontario,

Circulation: 2000
Issue #3
July 8, 1974

ISSUE #3 JULY 8, 1974

Island homes in the news

BY PAMELA ROY

The question of who should and who should not live on the Toronto Islands has surely been one of the longest and most debated issues in Toronto's recent history.

The facts, in brief, are as follows: the Toronto Islands have always been in public ownership. Since before World War II, the city of Toronto had leased lots to citizens, who constructed housing on them.

In 1956, at a time when public parkland was extremely limited, especially in the waterfront area, it was decided that the islands should be converted completely into parkland. With this development in mind, the City of Toronto turned over ownership of the land to Metro. It was agreed that by 1968 all housing would be removed.

A large number of buildings were in fact demolished, but the process of eviction was slowed down in the 1960's due to protest on the part of the Island residents and their representatives on City Council. The 254 remaining homeowners were granted lease extensions until 1973, with the provision that no new occupants be allowed to move in. On December 11, 1973, Metro Council voted to evict the present residents as of August 31 of this year.

To date, this decision still stands, although not without several attempts to re-open discussion. Political support for Islanders comes largely from City Council, whose members at Metro Council are outnumbered by Borough representatives, the majority of whom favour eviction.

The approximately 650 remaining Island residents are a compact, highly vocal group who have presented a strong case for themselves. They have organized an impressive campaign for their cause directed towards gaining public and political support which also guarantees continual press coverage. There is a consistently large turnout of residents for each public meeting held to discuss the issue. On the last two occasions on which it has been brought up before Metro Council, Islanders have conducted peaceful demonstrations in Nathan Philips Square. When Council voted against reopening the issue at the May 31st meeting, Island residents in the audience disrupted the meeting to the extent that an adjournment was necessary. These actions were reported in all three Metro papers.

Representatives of a number of social organizations have expressed sympathy with the cause of the islanders. Endorsements have been received from the Toronto Civic Association, numerous ratepayers groups, railroad workers, Roman Catholic Archbishop Pocock, both bishops of the Anglican church and Rabbi Gunther Plaut of Holy Blossom

Temple.

A "Save the Island Community" petition, signed by 30,000 citizens was sent to Metro Chairman Paul Godfrey. Two citizens groups exist actively on behalf of the movement; the Toronto Island Resident Association and the Metro Citizens for the Island Community. The "Save Island Homes" slogan is becoming familiar to Torontonians by way of posters, buttons, bumper stickers and T-shirts.

Nor have Island occupants been passive politically. They lobbied ratepayers groups and City Hall extensively. The most influential convert recently was Scarborough Mayor Paul Cosgrove. If Cosgrove's bids to reverse Metro Council's decision fail, as they have so far, Islanders are planning to take their case to the courts. Although they have not yet announced what grounds they will take, a legal fund has been established in order to finance the move, and more than \$12,000 has already been collected.

One may well ask how a group of citizens claiming to be largely from the lower-income bracket can afford to conduct a legal and publicity crusade of this scale. According to a resident spokesman, most of the money comes from donations by occupants and their supporters; some is raised by community efforts such as raffles, pools and dances. Other sources indicate that the sale of 12,000 bumper stickers has produced \$2,000, and that each Island family is being asked to contribute \$70.

It is apparent that the Island residents are waging a skilful campaign and know how to make themselves heard. They also appear well aware of the political power the press can wield.

The Toronto newspapers have all expressed an editorial policy on the much-disputed issue. The *Star* and the *Globe* are in favour of eviction, on the basis that the islands should be entirely used as a public park. The *Sun* at first came out in support of the residents' bid to stay; however, they have since modified their stand and condemned some of the methods used by the Islanders to achieve their goal.

In light of the fact that two out of three Metro papers editorially support demolition of the existing housing, it is interesting to note that the Toronto Newspaper Guild takes the opposite position. *The New Lead*, the journalists' union paper, reported that a meeting of the paper's Executive committee (composed of employees of all three papers) felt that the Island residents should be allowed to remain where they are.

Notwithstanding editorial policy, reporting of events has been fair and objective on the part of newspapers, radio and television. Bordon Spears, examining the published record of the issue in *The Star*, concluded that the Islanders'

side of the story has claimed more newspaper space than has their opposition.

"Since the beginning of 1973," he said, "The *Star* has published 36 news stories and feature articles which could be construed, in content and treatment, as being more favorable to one side than the other. Four of these were reports that tended to present the arguments for eviction; 32 either gave the Islanders' side exclusively or leaned perceptibly in that direction. These were also longer stories, more prominently displayed and more heavily illustrated than the pro- eviction stories."

He went on to say the Island supporters have had full access to *The Star's* letters column, and that their letters have outnumbered those of their opponents by more than seven to one.

Although the *Sun* and the *Globe* have not devoted an equivalent amount of space to the issue, coverage by reporters and news features has tended to be either neutral or favourable to the residents' position.

The most vocal voices in the press against the residents remaining in their present homes have been the "opinion-columnists"—notably Michael Best, *The Star's* feature writer on civic affairs. In the last year Best has written at least a dozen articles on the issue all have been strongly in favour of eviction, and all have been highly coloured in tone.

Best's presentation of the facts has been consistently biased in support of eviction. His argument is basically the same in each column; as one critic has said, "His story... follows the same simple plot; Rich squatters in their cottages hogging a public park, while poor tenement-dwellers are shut out."

The issue is a complicated one, with many legal and human aspects; any simplification is dangerous. Yet Best invariably paints a picture of his argument in terms so sentimental and simplistic as to verge on the melodramatic. For example, on March 23, 1974, he described the people using recreational facilities on Centre Island thus:

"The lasting impressions are those of youngsters with fishing poles and swimming trunks, and catching gloves on their belts and lunches in brown paper bags; of men and women workers with a day off, or tired from the night shift;... of immigrant families with their picnic baskets; of weary mothers with their children escaping from the heat and noise and tensions of big city life."

Best is currently being sued for libel by island residents for his article for June 4 of this year, entitled "Democracy Triumphs over Gangsterism", in which he referred

to them as a "threatening mob." His description of Islanders as "squatters" and "holdout tenants" has been condemned by Island residents' lawyer Peter Atkinson as completely false.

Best often refers to Island houses as "cottages", which to an uninformed reader would imply that they are used only for the summer. In reality, 80% of the buildings are used all year long.

Mr. Atkinson considers Best's column to be "malicious and vicious." Because its main readership comes from people involved in politics, the column's reporting has a strong influence in decision-making areas.

It should be noted that the editors of *The Star* do not dictate Michael Best's columns. They do however, say that "columns of commentary should be well informed, fairly documented, and show a decent regard for the facts of the issue under review."

The Star has also printed feature commentaries on the Island issue written by Gale Garnett, who is strongly in favour of the residents' cause.

The Islanders have been loud in defending themselves against injustices done to them in the papers. They distribute information on their position in letters to editors, press releases, and printed matter available to all interested citizens.

I have noticed that opinionated matter on the controversy, no matter what side it takes, tends to use the same techniques. It is often highly emotional in tone when referring to the 'human' (i.e. social) elements involved, and it angles statistics to its favour. Both sides have, to some extent, practised sensationalism in presenting their arguments.

The issue is, as I have said, an extremely complicated one. Investigations on the part of the Toronto papers are generally lacking in depth; articles fail to report the facts from both angles. Some significant aspects are overlooked.

Why, for instance, has more exposure not been given to the situation of the private yacht clubs? There are three of these clubs on the Island; they occupy more space than the houses, pay less rent, and are being allowed to stay indefinitely as private organizations on public land. Island spokesman David Harris says that this point has been raised repeatedly in press releases, yet the papers have not emphasized it.

It is known that certain Metro Councillors are members of the yacht clubs, as are some Island residents; they therefore have a conflict of interest on the matter. Could it be that similar interests account for the subdued coverage on the part of the press?

Who's on first?

BY TRISH IRVIN

An avid sports enthusiast has very few hurdles to cross when reading through the sports section of any newspaper. But casual observers, when left to their own resources, can easily misconstrue the headlines, then adapt them to suit their own tastes.

The English scholar would be overwhelmed with such alliteration as "Selari Spirit stops Stafford sweep in Dominion Day Handicap" (*Globe and Mail*).

The ardent altruists reading through the sports could congratulate themselves knowing "Landers finds a home" (*Sun*), and that "Thomas is still a believer" (*Sun*). On the other hand, the misanthropists could nod knowingly when they see, "Cruyff fighting to get fit for Cutch clash with Brazil" (*Globe and Mail*).

The optimists might question why "The positive thinker is from Brazil" (*Sun*). But inflated ideas ring true when it is realized that in Canada there is "Finally, a positive step" (*Sun*).

Would-be or has-been streakers in the athletic audience would perhaps find new strength after reading "St. Kitts four extends

streak at Long Pond" (*Globe and Mail*). Even more assurance could be obtained knowing "Indians on a hot streak" (*Sun*).

On an international note, the conscientious Canadian concerned with foreign relations can even find solace in the sports section. "Goalie saves the Poles" (*Sun*). "Friendship first with the Chinese" (*Sun*).

Fighters of crime might be encouraged to keep their "Eyes on Ontario twosome" (*Sun*). Perhaps surveillance would also be kept on those "Hot shots guaranteeing open berths" (*Star*).

Women engaged in the struggle for liberation, might be interested in knowing that the "Slumping Royals plan to agitate the girls" (*Star*).

Rescue operations on the golf course could withdraw assistance as "202 boys survive golf tourney" (*Star*).

And as a final touch, for the children, there is an air of fantasy riddled in the world of sports. "Giants get help from a breeze" (*Star*).

Newspaper athletics are for everyone, after all, there's more to this kind of sport than meets the eye.

300 see Krivine

BY GREG MCMASTER

The largest left-wing rally held in the recent election campaign was held in Toronto July 6. The Revolutionary Marxist Group, a Trotskyist organization, introduced to the 300 in attendance Alain Krivine, from their sister organization in France. Krivine was one of the leaders of the student revolt and workers' general strike in May 1968. Other speakers were the Revolutionary Marxist candidate in Greenwood riding, Bret Smiley, and Michel Mill, of the Groupe Marxiste Revolutionnaire, of Quebec.

Smiley outlined what the RMG tried to achieve in its election campaign, while Krivine described the developing social crisis in Western Europe, and closed with a pitch for the Fourth International, (the World Party of Socialist Revolution), which includes the RMG, GMR and Krivine's group in France.

Although the CBC evening news interviewed Krivine and showed a brief segment of the rally, the newspapers completely ignored it. Their coverage of the RMG so far has been limited to blaming the group for the recent national wildcat strike by postal workers.

Brazilian businessmen get mixed reception

A Brazilian trade mission received varying receptions from different types of Canadians. The team, from Sao Paulo, visited provincial premiers and businessmen in BC, Alberta, Manitoba and Ontario. They received official greetings, display facilities and press conferences. However, in some cities, they were greeted by hostile demonstrations of students and workers.

In Vancouver, their press conference was interrupted by young people shouting slogans and insults in Spanish, refusing to stop unless they received time on the microphone. This was allowed, and Vancouver reporters covered their fifteen-minute explanation of how the government of Brazil uses "murder and torture to ensure trade union peace" and the stability that the trade mission was acclaiming to local businessmen and politicians.

The *Globe and Mail* covered this incident the next day, but ignored was the bag of ox blood that was

splattered on the sidewalk in front of the Vancouver hotel where the team was staying. A young man lay in the blood groaning, forcing the Brazilians to step over this symbol of torture victims before leaving their hotel.

In Toronto, the trade mission arrived six hours ahead of schedule thwarting an attempted airport reception by protesters. Their press conference was open to only two or three news agencies, excluding all other reporters. The *Globe* and the *Star*, whose reporters were both angry about being excluded, ran no story dealing with either the exclusions or the ensuing demonstration outside the Park Plaza Hotel, which drew about 150 people, in the rain.

The next day, however, the *Globe's* business section carried a story describing the excellent investment climate and low labour costs available in Brazil. They were apparently not affected by the protesters' chants of "No aid, no trade, throw the butchers out."



WHAT KIND OF PERSON READS THE YELLOW JOURNAL?

What kind of person reads the Yellow Journal?

A person who cares about the community he lives in. Cares enough to be active, to participate.

Most of our readers belong to rate-payer groups or Home and School or to a political party. Members of Parliament, Senators, writers and professional people are the bulk of our readership. The person who reads the Yellow Journal is articulate and aware. More often than not they are opinion leaders.

These people care enough to know what is happening in their community. And in other communities. Newspapers provide the main source of information for these people. The Yellow Journal gives them the second look that they need. If you know of anyone who you think might be interested in receiving regular copies of our Journal, let us know. We'll put them on our subscribers list, free of charge.

GOOD ADS SELL BAD GOODS

BY TIM JOHNSTON

The T.V. industry advertisers will not cut back the amount of time we spend looking at soap, soda and seltzer. T.V. commercial time is just too good an investment to get rid of any of it. With people watching 10 to 15% more television than five years ago, this statement was never more true.

There is a saying in the "ad-biz" that good advertising won't sell a bad product but how many times have you bought something new (on impulse perhaps) to "give-it-a-try". Even if you never buy it again, a commercial has still influenced you to buy a bad product. The "ad-biz" saying then turns out to be true only after novelty and impulse buying wears off. Thinking that advertising agencies do not know how much of any product they can sell with a national campaign, is incredibly naive. So, if you can produce a product cheaply and sell it as if it were costly to make you can make your money back before anyone finds out.

My point is this: we should no longer apologize for the advertising industry on the grounds that it is good for the economy. Most people feel the economy is moving too fast already. A board of censors should be set up to deal with bad advertising before it ever hits the airwaves. The guidelines for this

board should be well publicized and open to change. The endless repetition of commercials should be stopped because it's the commercials you think you do not watch that have the greatest effect on your ability to function as a clear thinking human being in the consumer market.

Lastly, for a little exercise and some head relief try this. When you are watching T.V. sometime make a point of getting up for every commercial break and turning the sound off. The object is threefold: to allow you a greater enjoyment of your programme, to give you a new perspective on commercial content and to give you a little physical exercise. You need it after watching 15% more T.V.

YELLOW JOURNAL ON THE AIR

The Yellow Journal on television is another example of the innovative styles that journalism can have. For the best information - variety package on cable television in years, turn to... Channel 10 Co axial Colourview Mondays at 7:30... Maclean Hunter Tuesdays at 6:30... York Cable Wednesdays at 8:00 or Keeble on Thursday at 7:30. Other companies may broadcast our program in the future. It's light, digestible, yet provocatively spiced.

Bad taste in Star

BY MURRAY MISKIN

In the July 2 issue of the *Toronto Star* there was a light article on page eight about an American woman who received an MA from Leeds University in England for a thesis about children's humour. The few jokes reprinted include one that could easily be considered racist: "What time did the Chinaman go to the dentist? 2:30 (tooth hurtee)". Another joke (I hesitate to use the word "riddle") was at least blasphemous: "Why did the vicar go to church with a machine-gun? To Make the people Holy."

You might consider these harmless children's jokes, unless you read the story printed immediately above it which dealt with the shooting and killing of Mrs. Martin Luther King Sr. and a deacon in church. So much for making people holy.

To make matters even worse the early edition of the *Star* headlined the assassination article with a black stereotype in the tradition of Uncle Ben and Aunt Jemima by referring to Mrs. King as "Mamma King!"

The *Toronto Daily Star* owes many people an apology.

EDITORIAL: polls, polls and polls

When it came time for the Canadian voters to go to the polls, it is inevitable that they will have been deluged with polls. Few people mind being interviewed by pollsters, many find their analyses worth reading. However, their findings must not be taken as gospel. According to the pollsters, Thomas E. Dewey was the 34th president of the United States.

For some reason, most polling firms seem to have built-in biases in their accumulation of data. In the United States, Gallup seems to detect more of a Republican tendency among voters, while Harris does the same for the Democrats. In Canada, the Gallup poll usually predicts a higher Liberal tendency especially when Liberals are in power.

Pollsters are, after all, only human. They are dependent upon door-bell ringers who are likewise only human. These canvassers work to earn about two-fifty an hour to supplement their incomes. There is no reason to assume that they can glean any deep insights into voter attitudes. Even if they could there is no mechanism through which they could filter information other than response to what is specifically asked in standard questions.

Of course, different pollsters have different methods. Peter Regenstreif, probably the best known in Canada, has always done an enormous amount of personal door-knocking. The problem with this approach is the time that it requires. In the period that a Regenstreif poll is completed, compiled and printed, the situation could have changed completely.

On Saturday, June 29, the *Toronto Star* published a Regenstreif survey of 557 Metro voters. They remind us, in the last paragraph that a "public opinion survey merely reports what a sample of the population said at the time they were questioned. Two weeks remained between the time of the interviewing and election day. There was and still is time for significant shifting to take place." Hiding that important comment at the end of the article must be especially galling to Conservatives. The poll results appeared to place them at a disadvantage in Metro. Even more galling has to be what must appear to them, and to us, as a misleading headline. It seemed to indicate a good omen for the Liberals (Liberals lead in Metro poll shows"). This was contradicted by succeeding paragraphs. The poll revealed "considerable switching away from the Liberals mainly to the Conservatives, and a tendency for more Liberals to say they will not be voting July 8. These elements, combined with the one in four who refuse to reveal their preference, suggest that Prime Minister Trudeau might not fare as well on election day as the figures might otherwise indicate".

This apparent contradiction underlines an important aspect of polling. It takes a great deal of reading, research and insight to understand a vote survey. Readers cannot be expected to have the experience and time to receive the full benefit of a poll. Those conducting and sponsoring the poll must interpret it.

Most politicians feel that poll results influence voting results.

'Worst lies ahead' for the President

WASHINGTON (UPI-AP) — The worst is yet to come for President Nixon, an impeachment investigator warned yesterday.

Rep. John Conyers, a Michigan Democrat and member of the House of Representatives judiciary committee, said Nixon should have been impeached already for "stonewalling" against Watergate and related investigations.

"He has impaired the constitutional process of impeachment to such extent that it may not be workable against a president," he said.

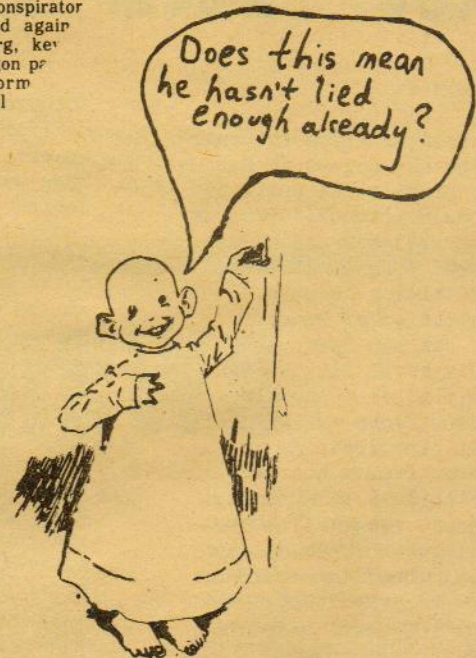
Conyers

from the laundered v provided by Mr. Nix said.

Conyers also said the President could be a co-conspirator directed again Ellsberg, key Pentagon pr

A former special Colson that der

The Toronto Sun, Monday, June 24, 1974 3



The Yellow Kid Editorial Cartoon

REVIVAL

It is probably naive to think otherwise. If polls are read, as they are often presented, as a sneak preview of the election, then they have to have some effect. There is a black-out on election day vote counts from time zones where voting ends earlier because it is feared that a bandwagon effect or a might as well not vote attitude might prevail. Surely the same fear is valid in the case of well documented, authoritatively presented surveys.

The pollsters take no risk. Although it was not long after their prediction of a landslide for 1936 Republican presidential nominee Alfred M. Landon that the *Literary Digest* ceased publication, it is rare for an inaccurate survey to have such an effect.

There is no legislation to control polling. The concept of freedom of the press opposes any. But professional ethics call upon self-control. At the very least the limitations and past record of surveys should share equal billing with each poll's findings.

FILLER: 'JUICIEST' OF NEWS

BY BERNARD BIRMAN

When newspaper people find they have some space between columns they usually find some bizarre, unusual story to use as filler. The "filler" is probably the most interesting part of the paper. Easily recognizable in their heavy print, most people pass over to another story giving only brief attention to unusual circumstances such as dried cow manure competitions in Beaver, Oklahoma. Perhaps you remember reading about the probation sentence given to Wilfred Grist of Devizes, England for freeing 968 pigs. In addition to eating an airplane, "the pigs also damaged four gates, two and a half tons of hay, a hay wagon, 30 asbestos sheets, half a ton of cattle food, electric wires and three acres of pasture. Ten pigs died fighting among themselves." (*Toronto Star*)

It is hard to forget about the misfortunes that Midland farmer Peter Derks suffered. In a revealing filler the *Star* told us that Derks, whose leg had just been broken in two places by a fallen log, had led a tough life. "His house burned down in 1961. He lost three fingers in a machine in 1963. His wife was killed by a bull in 1967. His pigpen collapsed in 1968. He lost money in a slaughterhouse bankruptcy July 1st. His barn burned Aug. 16th and his car was stolen and burned Aug. 18." (*Toronto Star*)

Not everyone has merely glanced over these amazing "filler" articles. Mr. Allen Nelson, a geography department director at Wilson Heights Junior High School in North York has compiled a huge file of unusual filler articles related to his interest in geography. For many years he has, with the help of his students, researched and sent letters to many governments in his search for confirmation of unbelievable news.

Students got Mr. Nelson interested in the bizarre. "Now kids are different. They get interested in unusual gimmicks." Mr. Nelson stated.

Mr. Nelson agreed to provide us with some of his findings and confirmations. During World War II, at airports near the Gulf of Mexico, grease was not available so bananas were used as launch skids. Many people remember the land cave-in at St. Jean Viene, Quebec, but few know that one year later a victim's body was found washed up at Bathurst, New Brunswick. In the Eastern United States, Chesapeake Bay was an example of "fresh water" pollution. Nearby mountain water desalinated and reached Chesapeake Bay as fresh water. This altered the Bay's salt content. The damage to sea life resulted in a multi-million dollar fishing loss.

One of Mr. Nelson's earliest findings concerned Nigerian lung fish (*Time-Life Publications*). The lung fish, which can grow up to six feet in length and weigh 100 pounds, walks from mud puddle to mud puddle on paddle-like fins. It secretes a membrane around itself when water dries up. The encasement wears off in water. One year, a cold front came into the New England States during May. Over one-quarter of a million scarlet tanager, swallows, and warblers died since the cold air stopped the breeding of insects that they ate, causing them to starve.

The latest unusual occurrences that Mr. Nelson is researching concerns spiders and fish. In Darwin, Australia, hundreds of small fish have rained from the sky. They have fallen on cattle farms 200 miles from the sea in Australia's Northern Territory during the last two weeks.

Meteorologists and scientists say the fish may have been sucked from the sea by tornadoes and

blown inland. (*Toronto Star*). After corresponding with the Australian government, Mr. Nelson has found that this occurrence has happened no less than 50 times and there is still no concrete explanation. Part of Australia has been hit by a spider plague. Telephone wires have been short-circuited as a result. "Farmers said some days the sky was blotched out with clouds of flying spiders-as high as 13,000 feet." (*Toronto Star*) Mr. Nelson is still researching this event.

Mr. Nelson's work involves more than clipping articles in the local papers. It is best to look at another country's newspaper for information on Canadian news since what might seem common place in one country is unusual in another. The easiest country in confirming unusual events is Australia. With most other countries, communications is difficult. A problem is language barriers.

Of all the newspapers in Toronto, the *Star* has the greatest quantity of filler articles. The *New York Times* with "all the news that's fit to print" is the best source. Mr. Nelson sends out 500 letters each year. About one out of every hundred bringing in "really worthwhile results." One day he received ten books and hundreds of xeroxed pages from Kansas in response to his five word question. All he had asked was, "Why did man spread West?"

"Mr. Nelson's work is not only interesting, it is valuable. Many people have urged him to put his files together to compile a book. He is presently considering this and hopefully his findings, of which I have presented only a minute portion, will be made public. The next time you pass over a filler, you may be missing the juiciest part of the pulp.

THE BIZARRE IS DAMNED

BY MURRAY MISKIN

Early in this century an eccentric journalist compiled massive files of unbelievable, yet documented, events that would baffle anyone. This man, Charles Fort, believed that there is no line of division between the possible and impossible as defined arbitrarily by science. What science calls impossible poses a dilemma which can not be solved. What can a scientist say when asked to explain a documented account of a rain of blood?

Science responds, and perhaps you also respond, by ignoring it. Call it a hoax or merely laugh and then read about Queen's Park. Nevertheless, the compiled evidence is overwhelming and its implications, if taken seriously, are devastating. Fort calls this evidence "The Damned" because it is condemned to obscurity.

THE BOOK OF THE DAMNED By Charles Fort is available for 75 cents as an Ace Paperback.

Can you bear the impossible when it really happens?

?!

The front page story in the last edition of this paper, entitled Sun Ghoulish, did not include the name of its' author and thus appeared to be an editorial. The article was written by Allen Klarreich.

US CONTROL OF THE MEDIA

BY TRISH IRVIN

"Magazines constitute the only national press we possess in Canada... In terms of cultural survival, magazines could potentially be as important as railroads, airlines, national broadcasting networks, and national hockey leagues." This is the belief of Senator Keith Davey and his Special Senate Committee on Mass Media.

The future of the Canadian magazine industry is presently in a precarious position. At the time the Davey report was prepared there were in this country only four large circulation consumer magazines whose prospects and financial condition could be described as healthy. They were *Time*, *Reader's Digest*, *Miss Chatelaine*, and *Toronto Calendar*.

Unfortunately, in the magazine industry, the odds against success have always been enormous. The Committee found that in the 1920's, some 96 consumer magazines were launched or were already in existence in Canada and 23 died. Seventy-five were started in the 1930's and 65 died. Ninety-two commenced publication during the 1940's and 70 died. During the 1950's 29 new magazines were launched and 50 died. More than 250 magazines were launched between 1960 and 1969 and 137 died.

This excess of births over deaths, however, is no indication of a healthy and growing industry. Neither circulation nor advertising revenues of all Canadian consumer magazines have grown as fast as the population.

One of the obvious reasons for the industry's stagnating state is American overflow circulation. American magazines, unhampered by any protective legislation, pour into the country by tens of millions. Although Canadians said they preferred Canadian magazines to American by a margin of 56% to 37%, in 1969 Canadians bought American magazines by nearly a four to one ratio over Canadian magazines.

American publishing companies, by selling their goods in Canada are only taking advantage of an obviously profitable situation. Canada has not taken any measures to discourage overflow circulation or encourage a domestic periodical industry. In many cases, certain classes of American magazines have no Canadian alternative. Neither the consuming Canadian nor the enterprising American can be blamed.

Overflow circulation creates stiff competition for advertising revenues from other media. In the scramble for available advertising dollars the print media are more and more, being shouldered aside. The Davey Report found that, in fact, all the print media have experienced a decline in their shares of total advertising revenue. Radio and especially television advertising create an even greater pinch for the magazine industry.

Augmenting this problem even further is the situation of *Time* and *Reader's Digest*. These two American magazines together share 56% of the total advertising revenue spent in Canada on major consumer magazines. This situation is due to the fact that, although the Canadian Income Tax

Act prohibits Canadian businesses from deducting expenses for advertising in foreign magazines, *Time* and *Reader's Digest* are exempted from this legislation because of special Canadian sections in them. This means that these two magazines are in a preferred economic position to compete with Canadian magazines and other American magazines.

To deal with this situation, the Committee proposed the removal of the special privileges granted to *Time* and *Reader's Digest*. Even if the two magazines did find it possible to continue to publish their Canadian editions despite the removal of the exemptions, they would at least be competing on a more equitable basis than before. If this did not improve the health of the Canadian magazine industry, the Committee suggests that the two magazines could be required to sell 75% of the stock of their Canadian subsidiaries to Canadian residents.

American domination in Canadian media is also very prevalent in our television industry. The significant portion of Canada's population which lives in areas bordering the United States, is within direct range of American television station broadcasts. The influence of American television in Canada has been further increased by the appearance of cable television, which, in 1972, was pumped into 1,689,335 Canadian homes. Also, at the time of the Report, 36.5% of the English CBC's weekly programming was American.

The dominance of American television is clearly seen in such border areas as the Toronto-Hamilton area. In this area Canadians watch 34 million hours a month of American station and 43 million hours of Canadian television. But when the American programs carried by Canadian television stations are taken into account, it becomes clear that American programming predominates. Another disturbing fact reported by the Davey Commission was that Canadians preferred American television to their own at a rate of 54% to 43%.

The Davey Committee did not have to make any recommendations to curb American influence in Canadian television and radio. The Canadian Radio-Television Commission (C.R.T.C.) had already ruled that by 1972 all Canadian stations must carry 60% Canadian programming, and of the 40% foreign content no more than 30% could come from any one foreign country such as the United States.

Perhaps the Canadian public can safely entrust the development of the Canadian broadcasting system to the C.R.T.C. but what about our print industries? It would seem logical to just carry out the Committee's recommendations. But if one believes, like Marshall McLuhan, that reading as a pastime, is in a natural state of decline, then the Committee's idea of legislative measures seems to be a futile exercise. Despite McLuhanism, many of us will persist in believing that print will continue to play a major role in whatever kind of society we may evolve. So why not implement Davey's recommendations right now?

MAKING AMENDS

BY MURRAY MISKIN

Ernest Hemingway, a former reporter for the *Toronto Star*, commenting on the nature of human existence, once said, "We're all bitched from the start." This may or may not be true for all of man's ventures but it seems to have been true for *The Yellow Journal*.

We had originally intended to put out a weekly tabloid-size newspaper but were victims of massive price increases. We moved production to a non-profit print shop (funded by the notorious O.F.Y. Program) and reduced the size of the paper. After receiving the lay-out for our first paper the printers spent two weeks trying to get their press to work. Finally in desperation the embryonic *Yellow Journal* was sent to a commercial shop which was not equipped for the page size we requested. We ended up with a drastically shrunken first edition which in appearance was not impressive.

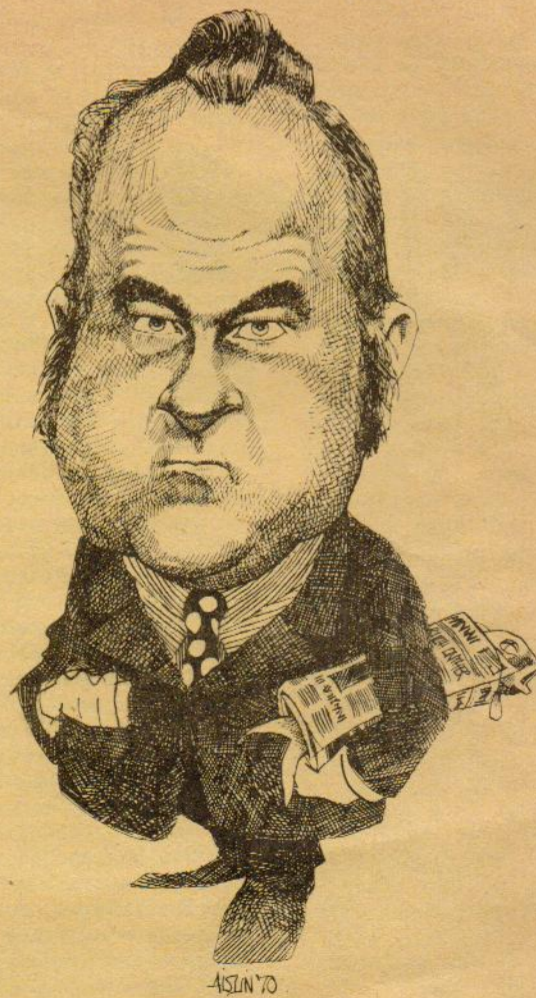
The second edition was overdue and the O.F.Y. Print Shop was still not ready. The decision was made to make major changes in our format. We switched printers and went to Newsweb Enterprise, the most professional and efficient operation in Toronto. The paper went back to the original concept of a tabloid and the cost turned us into a fortnightly. For a minimal printing charge our circulation doubled from 1,000 to 2,000.

This should end our troubles. The paper is now bigger, reaches twice as many people, and is up to date. We have more time to research articles and devote to our T.V. show.

In our plagued beginnings the T.V. show kept our spirits up by materializing as scheduled. In the first show we had intended to interview a person about the secret behind Brazil's well-known economic boom in these days when most nation's economies are faltering. What was to be a report on the torture of the Brazilian populace was cancelled when at the last minute the interviewee was detained elsewhere. That segment was replaced by an interview with Bernie Birman of our staff about his 1972 candidacy for North York Hydro Commissioner. We were pleased with our first show, as a first show.

In our second paper we advertised that the second show would include an interview with Larry Zolf of the C.B.C. and "the bizarre beating of a liberal candidate in Nathan Phillips Square". Both events were video-taped but Porto-Pak camera troubles made the tapes unusable. If you were watching the second show and noticed a slight resemblance to the first, it was not a hallucination.

May I remind you now that this is your column in which readers' criticisms of *The Yellow Journal's* content are to be aired. Our delay in publishing is probably the main reason I have not received many comments yet. With three papers out now I hope it is not too optimistic to say that my next column will be devoted entirely to its original purpose. Call me at 363-9519, or write: Just Another Yellow Journal, R.P.I./H-10, 50 Gould St., Toronto MSB 1E8.



Next issue: A wrap-up on the Davey Report.