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STEREOTYPES IN THE DAILIES

BY TRISH IRVIN

Media operations are often criticized in areas of content, presentation and reporting. Little criticism, however, is given to the usage of words in their proper contexts.

Mass communication seems to take liberties in the application of words to describe ideas and events.

The media must find the most effective means of classifying events, people, and ideas into recognizable and readily definable categories. New experiences are seen in the light of old ones, and the familiar aspects are used as the basis of classification: This inevitably opens the door for stereotyping.

Stereotypes are important, if frequently inaccurate, short cuts to communication. They make it possible for communication to proceed in a reasonably orderly and rapid fashion.

Robert O' Hara, in his book, "Media for the Millions", emphasizes how important the stereotype is to interpersonal communication, and how it is indispensable in mass communication. "Without stereotypes, mass communication would not exist. The communication of factual material would become a tedious proposition--- news reporters would be faced with unthinkable problems in the handling of events and the sports page would, in all likelihood, disappear completely, so dependent are they on the stereotype."

To define words like "democracy," "right-wingers," and "communism," in terms applicable to the article, would be literally impossible. Explanations of every "progressive intellectual expert" would take pages of valuable newspaper. It is much easier to explain a Chinese revolt as a "cultural revolution" (*Toronto Sun*, July 18) than to explain the intricacies of the reasons for revolt. *The Toronto Star*, on July

16, had the headline "Design Blueprint for 'Better City' Going to Public." In all probability, very few readers would be able to agree on their ideas for a "a better city."

The stereotype is vital to mass communication because the limitations of time and space make the extensive working out of characters or situations impossible. It enables, for example, the reporter to frame the message with the least amount of lost motion. The reader is then able to comprehend what is being said with equal speed and facility. The reader is given situations and characters that have become familiar to him through seeing and hearing them time and again in various mass-communication situations.

A definition of "hippie" is impossible if not totally unnecessary. Everyone has a conception of what a hippie is.

A stereotyped word, such as hippie, can produce an accustomed and automatic response by the reader. Though alternative responses may be available, the reader, conditioned to stereotyped reactions, could unknowingly be accused of being close-minded.

The advertising industry is a major source for stereotypes. O' Hara states in his book, that the advertising industry is able to manipulate us in an effort to make us form self-conceptions which are profitable to the advertiser. "Advertising persuades us to conceive of ourselves as consumers of products, and specifically of products that fulfill a definite need, real or imagined, and that will aid us in attaining a goal." An example is the advertising created need of people in our society to be what is considered "attractive."

A task for all participants in mass communication is to recognize stereotypes as abstractions and simplifications which have only a partial and superficial resemblance to reality. Our task is to control stereotypes rather than submit to their control.

getting to the heart of housing

by Tim Johnston

"Housing starts slowing down builders warn" and "Cities short of tax money for building" are sure signs that something is amiss with the construction industry or is it the money that's the problem? In any case the Toronto Dailies have been devoting a lot of time to what people have been doing or will have to do to get a roof over their heads. If our heads is the only worry, what will become of our hearts?

The *Toronto Star's* Real Estate section, which most likely has been increasing its' readership in past months, is where the first quote of this article originated. The article in *The Star*, July 20, quotes Ronald T. Williams, President of the Toronto House Builders Assoc., as seeing a drastic decline in housing starts. A shortage of materials is one cause according to Williams but most important is the shortage of money.

Although Prime Minister Trudeau's promise of aid for homebuyers would help the housing situation it still only covers the tip of the iceberg of inflation related to building. The shortage and cost of supplies will not change. The only way houses will become cheaper is in quality but that is a situation few papers are devoting space to right now.

The Globe And Mail has been following the money around well in the housing issue and should be commended for doing so. An article by Patrick Howe on July the fifth demonstrated that even municipalities and not just the people in them are looking for building funds. In another section of the same article *The Globe* reported on B. C.'s housing ills, relating them to the Barret government. Slowdowns in Montreal starts were tallied along side the only gains, which took place in the Edmonton area.

Noted in all papers was the coverage of the rise in Mortgage rates. While *The Toronto Star* would use headlines relating the situation to "house-buying cost" *The Globe and Mail* in a more business-like manner would use figures for their headlines. Whichever way they report it, it's bad news for people in low and middle income levels and it relates directly to a decline in the quality of life.

The problem is immense and I am in no way implying that the fourth estate should be trying to affect the economic sector. Getting a home for people who need one is a motherhood issue and blows can be struck it seems, only to the heart. Most everyone in the economic sphere has to read the newspaper, everyone will eventually be affected to some degree.

Moshi Safdie, the Montreal architect who designed Habitat is sure single family dwellings are going to disappear from the urban community. That is, as far as I can see, a decline in the quality of life no matter how big your window boxes are.

KENORA OCCUPIERS SUPPORTED

BY GREG MCMASTER

While the land occupation of Anicinabe Park at Kenora by Ojibwa Indians is continuing, press coverage has almost disappeared. All the papers have ignored the appearance of white supporters at the Park, and a solidarity demonstration Friday, 26, was ignored by the *Star* and the *Sun*.

At the Queen's Park demonstration, about 100 people set up a picket line in support of the Indians. A speech was given by Vern Bellecourt, a veteran of the American Indian Movement occupation at Wounded Knee. Bellecourt described how the oppression of native people was structured into North American society. He said that given the circumstances, actions like Wounded Knee and Kenora are the only way for native people to defend their rights.

The *Globe and Mail* covered the occupation in an article Saturday July 27, in which only the last part of the Bellecourt speech, taking statements out of context, was reported. The *Globe* did another story on the background and reasons for the occupation on Monday, July 29.



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RAID COVERED

BY GREG MCMASTER

On Tuesday, July 30, approximately 40 police cars staged a raid on Rochdale College. It began when two officers snuck into a side door and made an arrest, without showing a warrant to anyone. As Rochdale residents gathered to protest, fighting broke out. That was when the rest of the police came. According to some residents, "a cop ran around the corner of the building with his gun cocked", and two young women "had their faces smashed with flashlights."

The event received mixed coverage the next day. The *Sun* ran a front-page, blood-and-violence-at-Rochdale article headlined: ROCHDALE RUCKUS, with a picture. However, they did run the most factually complete article, stating what actually happened. CHUM News quoted a police statement blaming "the usual Rochdale crowd of troublemakers", and stated only that "some people claimed to have been injured", with no follow-up.

The *Star* printed a large story emphasizing that the police came in with a warrant to search for a stolen object and were viciously attacked so that they needed reinforcements. A resident was quoted as saying no warrant was shown.

The story did not reach the pages of the *Globe and Mail* until its last edition, when a small notice made page one, reporting the 'battle' as consisting of bottle-throwing by residents after police reinforcements "helped the others to leave the building".

None of the papers covered a midnight protest demonstration by incensed Rochdadians, although CHUM mentioned it the next morning.

STAR'S

BY PAMELA ROY

So far in *The Yellow Journal*, we have devoted a large proportion of space to exposing cases in which the press has shirked its responsibility to the public. This could instill undue mistrust towards the newspaper business on the part of our readers. It is only fair to look at the other side, and comment on the measures that a paper can take to correct itself and to control the quality of its reporting.

The *Toronto Star* has had an impressive history in this area. It has organized a number of disciplinary systems within itself, several of which pass beyond the informal self-scrutiny maintained by all reliable news outlets. They have developed into formal controls equalled by few papers in North America.

Supervision is exercised at all stages of preparation. At the grass-roots level, the accuracy of a report is the responsibility of the reporter. It is up to him to get the facts straight and to check sources wherever possible. Each story is read by at least three editors to minimize printed faults such as grammar and spelling.

The editors also have the power to change or delete any part of the story that they feel to be unsuitable for publication. Guidelines for reporting and editing are set by *The Star's* policy manual, which has evolved over the years since the paper's birth in 1892.

The policy sets forth the rules by which *The Star* polices itself in reporting. In addition to covering measures such as legal restrictions to protect the paper from law suits, the

SELF CONTROL

manual provides a set of principles to ensure ethical journalism within its pages. For example, if a story contains remarks derogatory to an individual or organization, the manual calls for the maligned party to be approached and given the opportunity to reply. If forthcoming, the response is published; if not, the paper indicates that the person in question was not available for comment or refused to answer.

In crime stories, the policy manual acts to protect the right of the citizen to have a fair trial. *The Star* will not print statements by police which tend to incriminate a person under suspicion. At one time, for instance, the press was allowed to cover preliminary hearings of court cases, which are held to weigh the evidence against the accused in order to determine the need for trial. *The Star* refused to report on such hearings on the grounds that the defendant was unable to protect himself. Later the law was changed, and coverage by the media is now prohibited.

The fourth estate is often accused of promoting racial stereotyping and prejudice. (The charge was raised again by Al Hamilton, publisher of the Black newspaper *Contrast* in a recent issue of *The Yellow Journal*). *The Star's* treatment in such matters is set forth on page 40 of the policy manual, which states that "no reference should be made to racial origin, unless it is an absolutely essential part of the story. In crime stories particularly, care must be exercised."

Basically, the manual attempts to prevent undesirable material from being published. Vigilance is also practiced in areas where the editors have no direct con-

trol over the content of articles. Letters to the editor have been known to contain false information invented by persons aiming for publicity for their own ends. When such a case is considered a possibility, the editors sometimes check the name and address given to see if it is legitimate.

Despite the measures taken to maintain its standards, errors can and often do get through into print. *The Star* has several systems set up to encourage public feedback on its coverage.

One of these is the Bureau of Accuracy, which has been in operation for more than twenty years. Almost every day it publishes a notice inviting readers to respond if they find stories that they consider incorrect, slanted, distorted or unethical. About 200 complaints a week are received by mail or through the 24-hour tele-phone service.

If corrections are necessary, most are printed in a small box and placed in the second page. If the editors feel the error was very important, the correction appears on the front page.

Every day a secretary clips a few news reports out at random and sends a copy to the individuals covered, with a questionnaire, asking them to comment on the kind of treatment they received. The replies are kept in mind as guides for future action.

A most significant feature in this area is the position presently held by Borden Spears entitled, "Your Man at The Star". Mr. Spears has an extensive background in journalism, having been an executive editor of the *Financial Post* and from 1964 to 1969 an editor of *Maclean's* magazine. Now a senior editor with *The Star*, he is responsible for representing "the readers interests in the *Star's* news-room".

Subtle Press Manipulation

BY PAMELA ROY and MURRAY MISKIN

All politicians understand the press' power. The daily press is a major channel of communication between an elected representative and the people he is elected to represent. Government strategists know that the voting public's opinion is strongly influenced by press coverage.

Despite attempts to protect itself there are times when a newspaper inevitably succumbs to skilful tactics. When manipulation is handled with subtlety, it is called public relations.

Borden Spears, in a column published in the *Toronto Star*, March 30, 1974, described the situation. "Governments", he said, "are masters at the game, a favorite and simple technique being that of the multiple announcement, or government by press release."

New programs are announced and receive redundant coverage at every stage of their development. Publicity follows announcement of planning, Throne speeches, budget speeches, ministerial statements, and every stage of implementation.

Governments can also intentionally 'leak' news to reporters. The lucky reporter gets a 'scoop'

with an exclusive story given front page coverage. Then, a short time later, the official announcement is made. Net result—double coverage.

Spears believes that the best technique is a press conference. A good 'news manager', as Spears calls these expert manipulators, can get reporters to eat out of his hand. A well prepared statement and a press hit greets the reporter who merely has to turn up at the conference room at the right time. Usually the reporter returns from the easy assignment with an instant story which in print, is just the way the news manager wanted it.

Press conferences are treated like real events which they are not. Anybody can become respectable and newsworthy by having one. Spears gives a hypothetical example: "Stand on a street corner and demand the abdication of the Queen, and you will only embarrass the passerby. But call yourself the Committee for Reform of Ancient Privileges (CRAP), hire a room and hold a press conference, and you may even make page one."

I hope you do not find this article helpful.

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FILLER

HACK N' SACK ?

FILLER OF THE WEEK

Man charged with sawing off wife's head

HACKENSACK, N.J. (UPI) — A New Jersey man charged with sawing his wife's head off and burying her body in upstate New York was arraigned yesterday and ordered held on \$100,000 bail.

New York state police said they were continuing their search in the town of Taghkanic for the head of Evelyn North, 38.

The Toronto Sun, Monday, July 15, 1974

DOUBLE ENTENDRE OF THE WEEK

Given life, sex offender loses appeal

THE GLOBE AND MAIL,

WEDNESDAY, JULY 31, 1974

No longer directly engaged in the production of news Mr. Spears tries to be an objective assessor of the performance of the press in general and the Star in particular. He reads the paper over critically every day and communicates with the editor involved if he considers a report to be lacking in quality or accuracy. Stories are reviewed if they depart from the policy manual or if they are improperly back-grounded or presented.

Mr. Spears also comments on his findings in a feature appearing every Saturday on the editorial page. His columns usually point out some areas in which the press suffers shortcomings, with examples drawn from recent issues of the Star. This is accompanied by analysis and explanations written from a knowledgeable and impartial standpoint.

An ombudsman role of this type is a rarity in journalism. Approximately twenty papers on the continent employ someone in a similar capacity.

Commenting on his work, Mr. Spears said, "It is unusual, I think, to have somebody inside, monitoring, acting as a sort of inter-conscience, but not engaged in the hurly-burly of producing the news."

"It's a way of scolding the paper publicly for its' own sins; but more important, I think, it is a way of educating readers on how to read a newspaper. There is a great deal of ignorance about the press. People are mystified as to why newspapers do what they do. This is an opportunity sometimes to explain why they do what they do, how they do it, and why they go wrong sometimes".

In addition to having a relatively extensive internal system of self scrutiny, The Star is the only Toronto paper which is a member of the Ontario Press Council. The Council is an independent organization established by eight Ontario newspapers. It operates as an impartial medium between the press and the public, with the aim of encouraging the highest journalistic standards. One of its' major functions is to consider complaints by members of the public against participating papers, and to decide on their validity.

As a member of the press council, the Star reports all decisions made by the council. When the issue involves the Star, the story is carried on the front page.

It is undeniable that the Star takes measures to control accuracy and to report ethically.

MINOR OFFENDERS : NAMES PUBLISHED ?

BY TRISH IRVIN

The establishment of guidelines for court reporters to follow, so as to avoid the unnecessary and harmful publicity suffered by individuals, is one of the many recommendations of the John Howard Society to the Ontario Press Council.

The recommendations were given in response to a letter sent out by the Press Council, voicing the complaint of a Toronto man that it was unnecessary and harmful to publish the name of a person charged with a minor offence.

A minor offence can be dealt with right at the time of the initial appearance in court, and is called a summary conviction. (For example, theft under \$200, or assault).

After the complaint was made to the Press Council, informed opinions of professionals in the civil and human rights agencies were needed.

The Press Council, in chapter 7 of the 1st Annual Report, revealed that there was no uniformity of practice by the papers in the publishing of a person's name, who was charged with a minor offence. The report informed us that there was also a diversity of opinion among the experts.

"But once again we were confronted with conflicting opinions. Even related organizations like the Elizabeth Fry Society and the John Howard Society did not agree with each other. Both sides presented forceful arguments for and against the use of names."

If the arguments are so forceful, perhaps we should be told them.

The *Toronto Star*, on Friday, May 31, made an attempt at informing the public of these opinions. Unfortunately, the body of the article was written from chapter 7 of the Annual Report and was just as vague.

In an interview, Mrs. Sylvia Kirby, of the Elizabeth Fry Society, expressed only opinions the agency as they had no policy on the subject as yet.

First of all, the agency felt that there should be a distinction between small and large communities. In a small community the person and their family will definitely be affected whereas

for the most part in a big city, the individual is not readily identified.

Mrs. Kirby commented on other areas where she considered press coverage damaging.

"People in court can be charged but found not guilty. It's very hard to clear your name of its been in the press. The press does not publish notices of those who get off. We recommend that the press report an offence only when the person is found guilty."

The society also believes that young people, drawn towards negative attention, will experience a false sense of importance by seeing their name in print. This might cause them to commit a crime again in order to receive the same attention.

The Elizabeth Fry Society still wants to see the courts open to the public and press, as a safeguard. "But the individual should be able to decide whether or not he wants his name used. The press should allow those wishes to be granted."

The John Howard Society's spokesmen, Mr. Keith Couse and Mr. Charles Houston, held many beliefs similar to the Elizabeth Fry Society.

The agency agreed that the name names of people who have been charged with minor offences, should not be released until a conviction has occurred. Mr. Houston explained, "A person, once he has been charged, is assumed guilty. The basic assumption of innocent until proven guilty, is violated. Also, the papers should be prepared to print information in the same degree of detail, of the people who have been acquitted."

Mr. Couse felt that selective reporting, or the random way in which these offences are reported is "unfair, exploitive, and harmful." "The public get a distorted and inaccurate view. Reporting only certain selective crimes is a prime source of public misconceptions."

The John Howard Society, as well as recommending guidelines for court reporters, suggested that reporters study the situation in a little more depth and perhaps be more analytical in explaining current crime trends.

IN DEFENCE OF PATRONAGE

A. G.

One of the most effective checks in our balanced system of government is provided by the press. An effective tool deployed by the press is investigative reporting.

Probably the best of this type of reporting in the country is that conducted by the *Globe and Mail*. When one considers the very high standards adhered to by that paper and the incredible revelations they have brought forward (Caledon Estates, Pickering land deals, Moog) it is really a record of which any newspaper can be proud. In fact, it is apparent to most observers of provincial politics that the real, effective opposition to the government at Queen's Park is provided by neither the Liberals nor New Democrats but rather the *Globe and Mail*.

However, this record does not make valid every aspect of the *Globe's* reporting in this field. An incident that occurred during the recent federal election illustrates this point.

It was during the election campaign that the *Globe and Mail* first printed a story alleging that Labor Minister John Munro had favored his supporters in making recommendations for appointments.

Thus the *Globe* readers were presented with that bogeyman of bogeymen--patronage. When society's press and much of its' intelligentsia, use that word they conjure up horrifying images of Boss Tweed and Mayor Daley, goldbricking, open wire rooms and crooked cops.

Patronage is part of the governmental system but the above description does not accurately reflect its function of effect. There can be bad patronage, but there can also be good patronage. Neither the *Globe* nor Mr. Munro's official opponents in the election criticized the people appointed by Munro as being unsuitable for appointment. Is it not reasonable to expect that when a Cabinet minister or Member of Parliament recommends a prospective job holder, all else equal, he will recommend a friend. Who would he be expected to recommend, an enemy? If you were running a business or service would you want to hire someone to help who disagreed with what you were doing?

So, when John Munro is 'caught' in the act of doing what comes naturally, why the furor in Canada's National Newspaper? Why front page? And why did the story just happen to break at the peak of the campaign? Are we expected to believe timely printing of this story and the *Globe* endorsement of the Progressive Conservatives is pure coincidence?

The whole matter of patronage and how the press deals with it deserves lengthy discussion. In Munro's case, his landslide re-election victory gives an indication of how the voters feel about it. But what about the press? In this paper there is an article dealing with stereotypes in the newspapers. The press certainly stereotypes patronage.

In the first issue of the *Yellow Journal*, we mentioned a story that appeared in Bob MacDonald's column in the *Toronto Sun*. MacDonald alleged that Stanley Haidasz, the federal Liberal Minister responsible for Multiculturalism had a conflict of interest in that the Multiculturalism secretariat had approved a grant for a group that included the Minister's daughter. The facts of the matter as explained in the *Yellow Journal* were that 1) The grant was not sought from, nor approved by Mr. Haidasz' Multiculturalism Ministry. Rather it was obtained from the Opportunities for Youth Department. 2) While Marie Haidasz was on the application for a grant she did not retain her association and received no monies through it. The matter is a difficult one to explain, so the charge might have been very effective in hurting Mr. Haidasz unjustly.

The federal election saw the airing of further charges of favoritism (another stereotype) regarding the allocation of Opportunities for Youth grants. The press, especially the *Toronto Sun*, gave much space to this matter. What it really came down to was this: it appeared Metro constituencies, where there were Liberal MP's, received a greater share per capita of OFY grants than other ridings. If that has significance, it may lie in the fact that a more effective MP is, not surprisingly, more effective at obtaining support for his constituents. If for example, Mitchell Sharp (Eglinton) and Donald MacDonald (Rosedale) seem to have done especially well with OFY, perhaps the diligence of the Ministers' staff is the explanation. It is the other Members of Parliament who should be criticized for not doing enough for their constituents. It can not be said that the grants are given because the ridings are Liberal. The projects selected for funding are selected because of recommendations from OFY staff and an MP would have to give good reasons for trying to reverse a decision.

OFY administrators rigorously oppose any possible slide toward political involvement in the awarding of grants. The press has from time to time reported on this. But there is a deeper issue involved here. The press does not explain it and they should.

The real battle lines in the question of political involvement is not between some ill-defined good and evil, but rather between political decision making and bureaucratic decision-making. We do not pretend to know which process the public prefers. However, when political decision-making is deemed faulty or ill-advised, our system provides a clear-cut remedy.

An area almost totally ignored by the media has been the great strides made in recent years by the Prime Minister's Office in the field of political and service appointments. A special assistant to the Prime Minister and a staff member from his office attend to all Order-in-Council appointments. They search on a continuing basis for candidates of the right calibre who might be considered from time to time for appointments. This method is comparable to that employed by private consulting firms, in executive searches. The Prime Minister is briefed regularly on senior appointments to the Public Service. The Order-in-Council unit also ensures consensus in respect of all proposals for appointments submitted to cabinet by consultation with the individuals and groups affected by the appointment.

The process described above is one important to our system. We must reiterate that it has rarely been described in the press.

One last point in this discussion of patronage. Really, patronage is helping one's friends. If this can be accomplished while still selecting the best person for the job, then nothing could be more right or fair.

MAKING RECRIMINATIONS

(THE VARIOUS REFERENCES TO 'WE' IN THIS COLUMN INCLUDE DIFFERENT PEOPLE AT DIFFERENT TIMES, AND RARELY EXPRESS UNANIMOUS OPINIONS.)

by Murray Miskin

During this summer I have often used this column to inform you of the Yellow Journal's internal operations. I did this, usually in an apologetic manner, in order to let readers know some of the problems one can have when running a small newspaper and a community cable television show.

We have run into another problem which is extremely common in almost every kind of non-profit business--funding. The Yellow Journal generates no income from our services, as they are given to the public free of charge. We receive a grant to support our work. Our grant comes from the government of Canada's Opportunities for Youth Program and it is conditional upon doing certain work under certain conditions as specified in a contract.

We had been told by our O.F.Y. representative that we were doing our work well and that he was satisfied. We, however, were not fully pleased with our quality. A number of articles had been printed in our paper which we considered to be of less than desirable quality. One article about the recent Brazilian trade tour had a headline larger than the story. The reason for this is that we had not been receiving enough stories because one member of our staff was not working, but rather always coming up with excuses for not writing articles.

We had been warned several times privately that if he wanted to continue working with us he would have to begin producing. He pleaded with the editors not to bring this up at a meeting claiming that he would do his work in the future. We agreed, but finally, after six weeks of operation, the editor had received several complaints from others on our staff and the issue was brought up at a full staff meeting. In a vote it was decided to fire him and hire a replacement.

He appealed to O.F.Y. and at a meeting July 12 with our O.F.Y. representatives the whole issue was discussed. They accepted the firing but did not like the fact that we had earlier reached private agreements instead of discussing the problem at a full staff meeting. Then to our surprise we were told that the project was having serious personality conflicts and the work was not going well. We were told that we would not be able to hire a replacement and before we could comment the meeting was abruptly ended and the whole Yellow Journal staff was asked to leave.

We examined our contract which indicated to us that our staff could not be reduced without our agreement to such a contract amendment. Following the O.F.Y. Toronto staff meeting on Wednesday July 17 we were told that our request for a replacement was rejected and the project would be under review for the next two weeks.

We stood up for our legal rights and began appeal procedures determined to go to the cabinet minister responsible and perhaps to the courts if necessary. Friday July 19 the first phase of our appeal to the O.F.Y. Regional Director took place after he was briefed by our O.F.Y. project officers.

Following a review of both sides of the case, Mr. Hobbs decided that the work of the Yellow Journal

would be reviewed over the next two weeks and either terminated or allowed to continue. We did not object to this because it was their right to terminate funding whenever they pleased. What we did object to was that we would not be allowed to have Susan Bigelow, whom we had hired to fill the vacancy, work with The Yellow Journal while the review was taking place. They did not deny the illegality of forcing a staff reduction. They wanted to make it legal by having us sign a paper agreeing to the change. We were told that if we did not agree to sign they would use their legal rights and immediately terminate the project's funding.

We accused them of blackmail and they did not deny it. We were told that we must accept or reject their offer immediately or else have all work stopped for a week to give us time to decide. A suspension would have set us back in our newspapers schedule and lost our time slot by not producing a scheduled show. That could not be done.

In a quick staff meeting The Yellow Journal had to decide whether to give in to blackmail and not have a large enough staff to put out the kind of newspaper we wanted to or to allow The Yellow Journal to come to an immediate end. We were all agreed that if we were to continue working under the conditions demanded we would not be able to maintain the enthusiasm we felt before and most of us would treat our work like just another job, but all of us need employment and would be hurt by its' loss. We voted six to one in favor of giving in to the demands. I was the only dissenter and seriously considered resigning.

This is the fifth issue and after this it will be decided by the O.F.Y. Toronto staff whether or not to let us continue. If you do not see a sixth paper, you will know why not.

These events of the past few weeks have had a significant impact on the paper. The fourth paper was put together in the middle of the turmoil. Because of almost daily staff meetings the paper was delayed one week. Most of the content was written at the time when Susan had just joined our work and for once we had a full working staff.

This, the fifth paper was prepared entirely after our "agreement" with O.F.Y. in a spirit of disillusionment and bitterness. I sincerely apologize to our readers for any decline in the quality of The Yellow Journal. You may decide for yourself who is to blame.

I have gone into much detail describing this problem of The Yellow Journal even though it is not very relevant to the theme of our paper: how the newspapers of Toronto treat the news. I have done this because what has happened is very important to us and has affected the internal operations of this newspaper more than any other event. I believe you have a right to know and I do not feel that I would be able to continue my job without letting you know.

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In the next issue, which is our last one I will discuss the total impact and degree of success of The Yellow Journal and where we can go from here in our scrutiny of how the press is serving the public.

CABLE COMPANY CAPERS

BY BERNARD BIRMAN

How many of you have spent idle moments considering the possibility of creating your own television program? The idea probably seemed impossible until you heard that a program could be created at a local community access T.V. studio. But, I have found it is still not easy to produce your own cable program.

In an interview with Lanny Morry of the CRTC in Ottawa, the myth that anyone could produce a cable TV show was shattered. I asked her what obligations there are by cable companies to produce local community programming and she said there were none. There are no CRTC regulations governing cable community programming. It is left to the discretion of the individual companies although the CRTC produced a guide line of encouragement in July, 1971. Without regulations, the CRTC is hoping for experimentation and innovation, and to satisfy the cable companies' fear of being sued for slander or obscenity.

In defining what cable companies must do to keep licensed, the CRTC established conditions which are written on their licences. The area they serve and the rates charged are established by the CRTC. They could serve any amount of subscribers, ranging upward from a few hundred.

For those companies without their own studio facilities there is no obligation for the cable station to broadcast community programs from other sources.

There is no set time for the renewal of licences. It ranges from a year to a maximum of five years. Cable T.V. is set up on a community basis with a certain amount of non-profit programming because the CRTC thought that big city stations can not do day to day broadcasts for local communities. A large established cable system tends to have more community programs. The cable company's channel can put something back into the community with cheaper transmission and less sophisticated equipment.

License renewal can be turned down for reasons which vary from community to community. The only cable licence turned down for renewal was in Wawa, Ontario. Because of bad picture reception, petitions and public meetings brought a one year licence renewal for improvement. After a year there were no improvements and their licence was taken away.

A cable station can stop programming for the summer. They tend to cut back on summer staff because of holidays or they find it hard to sustain winter programs.

The motive which precipitated my investigation was the fact that a cable television company, Willowdowns Cable (which serves the north-central district of North York) had refused to broadcast our Yellow Journal program, although it had already been produced in a studio. It was my hope that by contacting the CRTC, a regulation would be found that would force the company to carry the program. Unfortunately Willowdowns had the legal right to turn us down for any reason whatsoever. Even for having a vacationing summer staff. I was fortunate in meeting Gene Cymbalisky, technical manager for Willowdowns cable so that I could ask a number of questions (he did not know of his station's refusal to broadcast our program).

Willowdowns can not afford original programming because of the cost of cameras and a studio. They only have 3,000 subscribers and do not generate enough revenue to meet the costs. There were, according to Mr. Cymbalisky, no new materials available to broadcast since the cable companies that make tapes are closed. When I mentioned that our own show was produced at Keeble he then stated that Willowdowns would program a show on request, even though we were turned down with no questions asked concerning program material.

After asking Cymbalisky about whether the community was getting an unfair deal by not having a studio community programming he replied that most other operators would broadcast anything and that, "Most of the stuff is not worth watching." He felt that Willowdowns was fulfilling its community obligations by giving comparable signal reception plus an extra station (channel 17) rarely provided to cable subscribers without extra charge. As to the fact that the same amount paid by each subscriber to Willowdowns is paid by others, Cymbalisky felt that the only thing the company does not provide is community programming. The area gets less of it because of the low number of subscribers presently, with a potential of only 4,000.

As for future plans, there were none written down on paper, only suggestions that a mobile broadcasting unit might be used, an improvement over a camera unfit for production.