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**A Survey of International News Coverage  
by the  
Canadian Media**

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A Survey of International News Coverage  
by the  
Canadian Media

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## CHAPTER 1 - INTRODUCTION

It is a curious paradox. Just as Canada stands on the threshold of a far-reaching communication revolution that could reshape our society completely, Canadians appear to be turning their backs on the world and turning their gaze inward. Satellites, lasers, fibre optics, two-way television, and home computer terminals are likely to bring profound changes to our lives in the near future. But, while the new technologies are shrinking the world, our perceptions of the world seem to be narrowing as well. We have come a long way from the heady days of the Pearson era, when Canadians prided themselves on their active involvement in international affairs.

John Ritchie, former Canadian ambassador to the United States, has suggested that political turmoil within Canada in recent years has shifted the interest of Canadians away from international affairs. Others claim it is the worsening economic situation that has caused people to be more concerned with affairs at home.

Nowhere is the prevailing introspective mood reflected more clearly than in the news media which, rather than using the new communication technologies to cover the Global Village more comprehensively, appear to be concentrating increasingly on their own familiar 'neighbourhoods' within the village.

Such an attitude can only lead to future misunderstandings and tension. It is absolutely impossible to comprehend major domestic social, political or economic developments adequately unless they are put into a global context. Nor is it possible, in an increasingly interconnected world, to respond intelligently

to developments elsewhere in the world unless we are well informed - and it is not good enough that only policy makers are well informed. The Third World, in particular, is assuming increasing importance in global affairs. Decisions made there strongly influence world prices of oil and other essential commodities; political unrest in southern Africa, the Middle East, southeast Asia, and elsewhere affect people everywhere. The flow of news from other parts of the world can be turned off with the flick of a dial, but the flow--and the impact--of events cannot.

This feeling that the news media are doing an inadequate job of covering the world has been backed up with very little research. There have been some studies of newspaper and television coverage of international affairs in general, but there is virtually nothing in Canada dealing specifically with the Third World and issues related to it.\*

This study helps to fill part of the gap. It was carried out in two phases. The first, conducted in the summer and fall of 1977, was an analysis of Third World coverage in Canadian newspapers and periodicals. It was done under the auspices of the Canadian Council for International Co-operation, and was made possible by a grant from the International Development Research Centre.

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\*One of the leading studies in Canada was done in 1969 by T.J. Scanlon of Carleton University for the special Senate committee on mass media (see "Canada sees the world through U.S. eyes: One case study in cultural domination", by T.J. Scanlon, Canadian Forum, September 1974). Two recent studies of Third World coverage in U.S. news media are described in the Journal of Communications, Vol. 29, No. 2, Spring 1979. (See "International Affairs coverage on U.S. network television", by James F. Larson, and "The New York Times coverage of equatorial and lower Africa", by Jeff Charles, Larry Shore, and Rusty Todd.)



It was followed up in the spring of 1979 by a study of coverage of the Third World by selected Canadian radio and television networks. Alternative sources of information about the Third World were also examined, through a review of the public information programs of some selected Canadian organizations and groups with special interests in international affairs. This second phase of the study was also supported by the IDRC.

The rather bothersome term 'Third World' appears frequently in this report. It has begun to take on a pejorative sense, especially in the countries it refers to. There appears to be a suspicion that it actually means 'third class' or 'third rate'. Originally, the term referred to countries, most of which gained their independence in the decades following the Second World War, that did not align themselves in the Cold War polarization between East and West. They were also called developing countries, less developed countries, or underdeveloped countries, but none of these terms fit the situation perfectly either. Another term discerned a new type of global polarization - lumping the industrialized Cold War protagonists together as the 'North', and calling the Third World, or underdeveloped, countries the 'South'.

None of these terms are totally satisfactory. Yet, it is reasonably clear what countries are being referred to. They form a bloc, called the 'Group of 77' (although there are now well over 100) at UNCTAD meetings. They generally tend to identify with each other in the debate over a new international economic order. Thus, for the purposes of this study, 'Third World' is used as an admittedly less than perfect shorthand term, referring to all countries of Latin America, the Caribbean,

Africa, the Middle East, Asia and the South Pacific, with the exceptions of Japan, Australia and New Zealand. Israel and South Africa are included when reference is made to their relations with neighbouring states, or to the Palestinian and non-white populations within their respective borders.

A report to IDRC was prepared in 1977, based on the results of the study of Third World coverage in newspapers and periodicals. That report appears here as Chapter 2. It has been revised somewhat and a small amount of additional material has been added, while material that appeared in the appendices of that report has not been included here. In Chapter 3, the study of radio and television networks is described. It is based on a brief monitoring of newscasts and current affairs programs, as well as interviews with some senior network production personnel. Chapter 4 contains accounts of measures being taken to influence international coverage in the news media and to provide information directly to the Canadian public. The organizations and groups involved are considered in three categories: journalism education programs; international research and information groups; and international development agencies. Some conclusions drawn from this study are presented in Chapter 5.



## CHAPTER 2 - NEWSPAPERS AND PERIODICALS

Three general conclusions - none of them very surprising - can be drawn from the results of the survey of newspapers and periodicals.

First, a majority of editors contacted expressed interest in Third World affairs, but most ranked international coverage as a low priority for their publications, often claiming a lack of reader interest in such coverage.

Second, although there are some welcome exceptions, Third World coverage generally concentrates on a few currently 'hot' news events. There is a lack of depth in much of the coverage, and a great many developments are not covered at all.

Third, there is very little Canadian perspective of global events, and Third World points of view are almost totally absent from news reports and analyses in most Canadian print media.

The three main components of the study were a questionnaire, personal interviews, and content analyses. Copies of the questionnaire were sent to the editors of 1,286 publications across Canada. These included all daily and community weekly newspapers, all foreign language newspapers, and several selected religious, farm and business publications and consumer magazines. The overall response rate was 21.9 per cent (Table 1).

Because the questionnaire was kept brief to ensure a reasonably good response rate, some additional information was needed. This was obtained through interviews of editorial staff of some 30 publications, and involved visits to 23 daily newspapers from coast to coast, one news magazine, one business publication, one farm publication, two church papers, and attendance at the annual conference of the Canadian Community Newspapers Association. Staff members of Canadian Press (CP), Southam News Service, and Thomson News Service, and several freelance journalists were also interviewed.

The content analyses involved studies of coverage of the Third World in 11 Canadian publications, six of them daily newspapers. Five English-language dailies were chosen, and they represent a variety of sizes ranging from large and medium-sized metropolitan and regional newspapers to small-town dailies. One was selected from each of the five major regions of Canada (British Columbia, the Prairies, Ontario, Quebec, and the Atlantic region), and each is owned by a different national or regional newspaper publishing group. The five English-language dailies are the Kamloops Sentinel (Thompson Newspapers), the Saskatoon Star-Phoenix (Sifton group), the Ottawa Journal (FP Publications), the Montreal Gazette (Southam Newspapers), and the Fredericton Gleaner (Irving group). One French-language daily, Le Devoir of Montreal, was selected.

These newspapers are not necessarily typical of their regions, groups, or sizes, but they are probably fairly representative of the daily newspapers that are read by most Canadians. Notable for their absence from this list are the major Toronto dailies. It was decided after some deliberation to omit them from the content study, partly because none can be considered a 'typical' newspaper, and time limitations restricted the study to one daily from each region. It would be a very interesting exercise to do a comparative study of foreign coverage in the three Toronto dailies.

Other publications studies were the Smiths Falls Ont. Record News, a community weekly; the Western Producer, an agricultural weekly published in Saskatoon; the Financial Post, a business weekly published in Toronto; the Canadian Churchman, published monthly in Toronto; and Maclean's, a weekly news magazine published in Toronto.

For the dailies, every issue published in December 1976 and in June 1977 was studied. The analysis of Maclean's spanned the year 1978, while the study of the other four publications covered the period from the beginning of

July 1976 to the end of June 1977. Copy filed by the cooperative news service, Canadian Press, was also studied for a one-week period in June 1977.

### Interests and priorities among editors

One measurement of interest in international affairs is a tally of the number who filled out the questionnaire and returned it. The response rate from all dailies was 30.9 per cent, with a high rate of 61.5 per cent coming from Quebec (Table 1). The rate from community newspapers was 18.1 per cent and slightly higher from foreign-language publications. Certain religious, farm and business publications and consumer magazines were selected to receive the questionnaire and their response rates were well above the average.

Some light may be shed on the matter of variations in response rates by answers to a question regarding interest in Third World issues. All respondents from daily newspapers who answered this question claimed to be either very interested or interested (Table 2). This generally high level of interest corresponds with the above average response rate from daily newspapers, although the much higher response rate from French language dailies is not explained.

Among respondents from community newspapers, the expressed level of interest in Third World affairs was lower than it was among daily newspaper respondents. This corresponds with a lower response rate from community newspapers. There is also a difference in interest levels between respondents from English language and French language community newspapers. The ratio of interested to not interested among English language respondents was approximately 5:1, while among French language respondents, it was about 2:1. This corresponds with a higher response rate from English language community newspapers.

All respondents from religious and farm publications and consumer magazines expressed interest in Third World issues, and there were also high response rates in these three categories. The response rate from foreign language publications was near the overall average, but the level of interest among those who responded was quite high (a ratio of 12 interested to each one not interested). The level of interest among respondents from business publications was lowest (2 of 4 respondents not interested), although the response rate was above the overall average.

In general, interest in Third World issues was high among respondents (an overall interested/not interested ratio of 8:1). Also, with a few exceptions, in categories where there was a high response rate, the level of interest was high.

Although a large proportion of respondents to the questionnaire expressed personal interest in Third World issues, this interest is not generally reflected in the priorities followed when selecting news items. In one question, respondents were asked to rank international, national, regional/provincial, and local/metro news in the order in which items would probably be selected for use in newspapers. In the case of daily newspapers, the majority of respondents ranked local/metro news first, regional/provincial news second, national news third, and international news fourth (Table 3a). This was true in both language categories and in all five regions of Canada. A few newspapers in Western Canada and in Ontario ranked national news in first or second place, but only one newspaper gave international news second priority; the others all ranked it third or fourth.

As some respondents pointed out, selection of news items is not as cut-and-dried as it may appear in this question; many factors are considered in the selection of a news story. But generally, other things being equal, selection of news items would follow the order of priorities described above.

Among community newspapers, the same order of priorities (local, regional, national, international) was evident, and Table 3b shows that there were very few exceptions. The few newspapers that gave a high priority to international news are newspapers located on Canadian armed forces bases or newspapers aimed at an 'ethnic' readership.

There was more variation in responses from foreign language publications, but a clear majority gave top priority to international news (Table 3c). National news was chosen by a plurality of respondents as second priority, while regional/provincial news was ranked third and local/metro news was fourth. None of the lower priorities were as clear as the choice of international news as top priority.

The majority of respondents from religious publications considered national news to be the top priority. Most ranked international news in either second or third place (Table 3c). On most farm publications, regional and provincial news appears to receive top priority. Few respondents bothered to list lower priorities, but it appears that international news ranks third or fourth with most respondents.

On consumer magazines, national coverage is considered to be the first priority. Most respondents ranked international coverage third, although a few ranked it second or fourth (Table 3c). On business publications, national, regional and local coverage are all first priorities, depending on the nature of the publication. International coverage was generally given third priority.

#### Proportion of copy that is 'international'

Respondents were asked to estimate roughly what proportion of their news and editorial copy was 'international' in nature. As expected, there was considerable variation in estimates, but they were not inconsistent with findings of the content analyses.

Among respondents from daily newspapers, estimates varied widely, but most were between 10 and 30 per cent (Table 4). In general, estimates from English language dailies were higher than those from French language dailies. On a regional basis, the estimates from Quebec and British Columbia were somewhat lower than those from other regions.

The results of the content analyses showed that the percentage of the average 'news hole' devoted to Third World news and editorial items ranged from 2.2 to 8.3 per cent on the six daily newspapers studied (Table 26). The proportions for all international coverage would be considerably higher than that, so the estimates from respondents are probably fairly accurate.

The majority of estimates from community newspapers indicated that less than 10 per cent of their space was devoted to international coverage; almost all made estimates of less than 15 per cent (Table 4). One quarter of all the respondents claimed that they have no international coverage at all. The contents of one community newspaper were analysed and it was found that Third World items occupied an average of less than one per cent of the space. Again, it appears that estimates are fairly accurate.

Foreign language publications had the highest estimates of international coverage; most respondents made estimates of more than 20 per cent. None of these publications were analysed, but it can be assumed that only those aimed at readers originally from Third World countries would have significant amounts of Third World coverage.

The estimates of respondents from religious publications were all between 15 and 49 per cent international coverage. The analysis of the Canadian Churchman showed that it devoted 15.2 per cent of its editorial space to Third World items. The Third World accounted for the majority of its international coverage.

Most of the estimates from farm publications were below 10 per cent. The Western Producer had an average 5.7 per cent of its news hole devoted to Third World items - probably a higher percentage than most farm publications. It was the only farm publication to estimate more than 10 per cent of its space was devoted to international coverage, and the analysis indicates that the estimate is probably quite accurate.

The estimates made by respondents from consumer magazines varied widely --most were below 50 per cent and above five per cent. The analysis of Maclean's showed that the section titled 'World News' contained an average of 8.6 per cent of all news and editorial copy in the period just before it became a weekly. After it became a weekly, the average jumped to 14.7 per cent.

The estimates from business publications were all below 15 per cent. In the Financial Post, an average of 4.3 per cent of its space was used for Third World-related copy. Total international coverage could very likely have been near 15 per cent.

#### Frequency with which Third World items are used

Respondents were asked to estimate approximately how often Third World editorial material was used in their publications. The estimates, particularly from daily newspapers, were surprisingly low. Slightly less than half of all respondents from daily newspapers estimated that Third World items were used in every issue (Table 5). One-third of the respondents estimated that Third World material appeared less frequently than once in every two issues. However, the analysis of six daily newspapers showed that three of the newspapers contained Third World items in every issue, and in the other three newspapers, Third World copy appeared in at least 90 per cent of the issues studied (Table 25).



It is possible that some of the low estimates are the result of respondents misunderstanding the question and considering only editorial page material, but not news items. It is also possible that some respondents did not interpret Third World copy as broadly as was done in the content analysis. For example, in the analysis, any editorial or article dealing with Canadian textile import policy would have been included if it referred to textile production in the Third World.

The vast majority of respondents from community newspapers estimated that Third World copy was used less than once in every two issues. This was born out in the content analysis. The Smiths Falls Record News contained Third World items on average approximately once every four issues.

Foreign language publications were fairly evenly divided between those that used Third World items at least once in every two issues, and those that used such material less often. This was also true for consumer magazines. Maclean's contained at least one item in every issue studied.

The majority of respondents from religious publications estimated that Third World material is used in every issue. This was the case with the Canadian Churchman, as the analysis demonstrated.

Most of the farm publications respondents estimated that Third World material was used less often than once in every two issues. The analysis of the Western Producer showed that such material was used in every issue - which was more frequent than was estimated even by respondents from that publication.

Respondents from business publications estimated that they used Third World items less than once in every two issues. The analysis of the Financial Post showed a much higher frequency - only one of the 50 issues studied contained no Third World items at all.

### Types of items with Third World content

Respondents were asked to check off categories of items that were used most frequently in their publications in relation to Third World coverage. The category checked most frequently by respondents from daily newspapers was news reports. It was followed by news backgrounders, general features, editorials/columns, letters to the editor, photos/illustrations with no accompanying article, and cartoons, in that order (Table 6).

The analyses of six daily newspapers showed much the same order of frequency in the appearance of various types of items. Nine rather than seven categories were used and items were ranked in order of frequency for each newspaper, then the scores were weighted to arrive at an overall ranking for all six newspapers. Results showed items appearing in the following order of frequency: news reports, news briefs, news backgrounders, general features, columns, unaccompanied photos, editorials, cartoons and letters.

Respondents from community newspapers ranked editorials and columns highest, followed by general features, letters, news reports, unaccompanied photos, news backgrounders, and cartoons (Table 6). The analysis of the Smiths Falls Record News showed that the most frequently used types of items were general features, editorials, unaccompanied photos, and columns, in that order (Table 23a).

Respondents from foreign language publications ranked news reports, general features and unaccompanied photos highest. On consumer magazines, general features are used most frequently, followed by news backgrounders (Table 6). The analysis of Maclean's showed backgrounders were used most often, followed by brief sidebars or boxed items and then by general features.

Respondents from religious publications listed editorials and columns, news reports, and general features most often (Table 6). The analysis of the Canadian Churchman showed that news reports, general features, news backgrounders, and letters were used most often (Table 24a).

On farm publications, general features and news reports were checked off most often (Table 6). These estimates were verified in the analysis of the Western Producer, which used news briefs, news reports, and general features most frequently (Table 21a).

In responses from business publications, only news reports were checked by more than one respondent (Table 6). In the Financial Post, news backgrounders, general features and news briefs were all used more frequently than news reports (Table 22a).

#### Topics appearing most frequently

From a list of topics related to the Third World, respondents were asked to check the five that they believed appeared most frequently in their publications. Of the 19 topics listed, respondents from daily newspapers checked political upheavals, natural disasters, international crimes, personalities in the news, and trade and aid most often (Table 7a). No respondents from dailies checked urban problems or music, arts, and entertainment. Other topics rarely checked off were: women's issues, religion, scientific research, health and medicine, and education. In the content analyses, three additional topic categories were used. The results from the study of six daily newspapers were generally similar to the responses to the questionnaire. Political affairs ranked highest, followed by political and social upheavals; trade, aid and economic affairs; personalities in the news; and international crimes. Natural disasters were not in the news as often as most respondents believed. Among the lowest ranking topics were education, environmental issues, communications and transportation, women's issues, and scientific research.

Respondents from community newspapers listed agriculture and food, travel and tourism, and natural disasters most often. Topics mentioned least often were military news, urban problems, and scientific research (Table 7b). The analysis of the Smiths Falls Record News showed that items dealing with trade, aid and economic affairs; agriculture and food; personalities in the news; and travel and tourism, were used most often (Table 23a).

Respondents from foreign language publications mentioned political upheavals, immigration from the Third World, natural disasters, and personalities in the news most frequently (Table 7c). On consumer magazines, political upheavals, personalities in the news, travel and tourism, and population issues were mentioned most often. The analysis of Maclean's showed that political affairs ranked first, followed by personalities in the news and political and social upheavals.

Respondents from religious publications mentioned religion most often, followed by agriculture and food, natural disasters, and trade and aid (Table 7c). In the Canadian Churchman, items dealing with religion and political and social upheavals appeared most often, followed by political affairs and trade and aid (Table 24a).

Respondents from farm publications named agriculture and food most frequently, followed by natural disasters, energy issues, and trade and aid (Table 7c). On the Western Producer, trade and aid was the topic dealt with most frequently, followed by political affairs, political and social upheavals, and agriculture and food (Table 21a).

Repondents from business publications mentioned energy issues, trade

and aid, and business and investment most often (Table 7c). On the Financial Post, articles dealing with trade and aid, business and investment, and travel and tourism appeared most frequently. There were no items dealing with energy issues (Table 22a).

Respondents were also asked to check off topics they felt could use more coverage. Respondents from daily newspapers mentioned population issues most frequently, followed by immigration from the Third World, agriculture and food, energy issues, education, health and medicine. French language respondents mentioned population issues, trade and aid, and education most often (Table 8a).

In the case of community newspapers, agriculture and food, population issues, education, energy issues, health and medicine were checked off most often (Table 8b). Population issues, education, agriculture and food were also mentioned frequently by respondents from foreign language publications (Table 8c). Agriculture and food, business and investment, trade and aid, and energy issues were most frequently mentioned by respondents from religious publications.

It is rather significant that the same topics - population issues, agriculture and food, energy issues, education, health and medicine - were mentioned by many respondents in all types of publications. At the same time, few respondents wanted to see more coverage of political upheavals, natural disasters, or international crime.

#### Origins and processing of Third World news items

Respondents were asked to name the staff member on their publications who has primary responsibility for foreign news and feature coverage. On most daily newspapers, either the news editor or the wire editor is responsible. Only two of the newspapers that replied to the questionnaire have a foreign editor (Table 9).

On most community newspapers, the news editor is responsible for any foreign items. On some newspapers - most probably the smaller ones - the editor has this responsibility (Table 9). The news editor was also mentioned most frequently by respondents from the other types of publications. Five of the respondents from foreign language publications said they have foreign editors, as did two respondents from consumer magazines (Table 9).

Respondents were also requested to estimate the percentage of Third World news and features written by their staffs or exclusively for their publications. Almost all respondents from daily newspapers said that less than 10 per cent of Third World copy is staff written (Table 10). This assertion is born out by the analyses of six daily newspapers. It showed that the proportions of staff written material on various newspapers ranged from a high of 10 per cent (Table 17b) to a low of 0.7 per cent (Table 15b).

An interesting phenomenon appeared in responses from community newspapers. A large number of respondents - almost two-thirds - said that less than five per cent of their Third World copy is staff written. Just under one-half of all respondents said that they had no staff written material on the subject. At the other end of the spectrum, however, nearly one-quarter of all respondents said that more than 80 per cent of their Third World copy is staff written. Most of these respondents claimed that all such copy is staff written (Table 10). Very few respondents gave estimates between these two extremes.

A possible explanation of this curious difference in responses is that the Third World copy used by many community newspapers is mostly in the form of press releases and other handouts. On a smaller number of newspapers, meanwhile, very little of this material is used; virtually the only material dealing with the Third World is the occasional staff written editorial or column.

The analysis of the contents of the Smiths Falls Record News showed that 33.3 per cent of its Third World copy was staff written (Table 23b), thus placing it somewhere between the two extremes.

Estimates by respondents from foreign language publications also ranged widely, but they were more evenly distributed (Table 10). This was also true for consumer magazines. Meanwhile, religious publications appear to rely more heavily on staff written material, and farm and business publications rely on non-staff resources more often. The content analyses do not indicate so marked a difference between these publications however. They **show that** 28.4 per cent of Third World material in the Canadian Churchman was staff written (Table 24b), while the proportion was 22 per cent for the Financial Post (Table 22b), and 10.6 per cent for the Western Producer (Table 21b).

The overwhelming majority of Third World items in daily newspapers originate with the wire services. Respondents to the questionnaire listed Canadian Press, Associated Press, Reuter, United Press International, and Agence France-Press in that order of frequency. The content analyses of six dailies also showed these five major wire services are used extensively, the order of frequency being as follows: AP, Reuter, CP, UPI, and AFP. Quite often, news reports as they appear in newspapers are actually a combination of copy from two or more wire services.

Only a few of the larger newspapers have their own foreign correspondents, and few of these are based in Third World countries. At the time of the survey, the Toronto Star had correspondents in London, Washington and Hong Kong, as well as a host of stringers elsewhere. The London correspondent covers Europe and the Middle East. The Globe and Mail and FP Publications had correspondents in London, Washington and Peking. The Globe and Mail also had stringers in Paris, Rome, Africa, and Southeast Asia.



Southam News Services had a correspondent based in Nairobi, and another writer who covered Asia, but was based in Ottawa. There was also a free lancer in Buenos Aires, whose articles from Latin America were used in several Southam group newspapers. A correspondent based in Paris covered the Middle East.

The Thomson newspapers relied heavily on Thomson News Services, which had a foreign affairs columnist and a business columnist based in Toronto.

The Canadian Press had staff members at the United Nations, New York, Washington, London and Paris, and a stringer in India. It occasionally sends a team of reporters overseas to cover major events such as the Olympics. There was also one CP reporter in Ottawa who concentrated on international affairs. CP relies on its link with AP and Reuter for most of its news from the Third World.

Among the non-daily publications, Maclean's had correspondents in London and Paris, and stringers throughout the world, including Africa, Asia and Latin America.

Many of the respondents also mentioned that they make use of stringers and free lance writers (Table 11a). This is reflected in content analyses, although use of such material is much less frequent than use of wire copy. The other major source of copy is the syndicated services of major newspapers. The New York Times News Service appears to be used most often, according to both the questionnaire responses and the content analyses. Other U.S. newspaper services mentioned were those of the Christian Science Monitor, the Washington Post and Los Angeles Times, the Washington Star, the Chicago Daily News, and the Chicago Sun-Times. British newspapers mentioned

were The Economist, The Times, the Sunday Times, The Observer, The Telegraph, and the Daily Express. Among Canadian newspapers, the Globe and Mail and the Toronto Star were mentioned. In addition, the Southam and Thomson newspaper groups have news services providing copy to member newspapers.

Responses from community newspapers show that they make use of press releases most often to get Third World material. Stringers and free lance writers were also mentioned by a substantial number of respondents. Only a few newspapers subscribe to wire services or the syndicated services of major newspapers. Two services singled out by several respondents were those of the United Church and the Canadian International Development Agency (CIDA). The analysis of the Smiths Falls Record News revealed material originating with special contributors and free lance writers, CIDA, and the United Church.

Respondents from foreign language publications mentioned wire services, press releases and free lance writers as the most common sources of Third World material. Press releases and free lance writers were the most often mentioned sources of non-staff written copy in all other types of publications (Table 11b).

On daily newspapers, the use of wire services syndicated services and other non-staff written material does not appear to be declining. The majority of respondents from daily newspapers said that the level of usage of such copy is either the same as it was a year earlier, or it had increased (Table 12).

The majority of respondents from community newspapers claimed that they use no services of any sort. Of those that do, most claim to be using them as much as, or more than, a year earlier (Table 12). The same is generally true with other publications.

Most respondents who use news services or other such resources appear to be satisfied with, although not very enthusiastic about, the quality of the services. Almost all respondents from daily newspapers said the quality of copy they received is good or satisfactory. Only one respondent described the quality as excellent; two said it was unsatisfactory (Table 13).

Opinions among respondents from community newspapers were roughly the same as those of their daily counterparts. Among respondents from other types of publications, religious publications and consumer magazines appear to be most satisfied with the quality of material they are receiving.

#### Desire for alternative news services

Respondents were asked whether they would be interested in purchasing Third World material from an alternative Canadian-based news service if it were available. More than 20 respondents from daily newspapers expressed interest in such a service, although most would make use of it only occasionally. News backgrounders, in-depth analyses, and general features appear to be the most popular types of material (Table 14).

About 50 respondents from community newspapers were interested in receiving some material from such a service, again mostly on an occasional basis. General features were by far the most popular type of item, followed by news backgrounders, and photos and illustrations.

Among the other types of publications, more than 30 respondents showed interest in the service. Respondents from foreign language publications showed most interest in general features, photos and news backgrounders; respondents from religious publications showed preferences for news backgrounders, general features, maps and drawings; respondents from farm publications and consumer magazines mentioned general features most often; and news backgrounders were mentioned most often by respondents from business publications.

### Content analyses

The daily newspapers generally followed the major news events during the period of the study, as did the Western Producer in its 'International News' and 'World Briefs' columns. In December 1976, the major news stories related to the Third World were: the aftermath of the Lebanese civil war; an OPEC meeting in Qatar; Geneva talks regarding a Rhodesian settlement and continuing fighting in and near Rhodesia; riots in South Africa; and political purges and uprisings in China.

Two events dominated the news in July 1977: the taking of hostages by South Moluccan terrorists in the Netherlands and the Commonwealth conference in London. The hostage-taking story was included in this study because it involved Third World immigrants in an industrialized country. Issues at the Commonwealth conference tended to be overshadowed by stories of Idi Amin's exploits and the possible fate of the Commonwealth Games in Edmonton.

One event important to the Third World was the conference on international economic co-operation (the so-called North-South conference co-chaired by Canada's Allan MacEachen) which ended in early June 1977 in Paris. Perhaps because it dealt with complex economic issues and because their impact on Canada was unclear, most publications studied did not give the conference much coverage. CP sent a staff member to the meetings and, in the first three days of June, he wrote five articles. The CP wire also carried six Associated Press and Reuter articles from Paris, and two articles on the same subject originated in Ottawa in those three days.

Of the publications, Le Devoir and the Ottawa Journal had the best coverage of the conference. During the first seven days of June, Le Devoir put together four fairly extensive articles on the conference, using copy from Reuter, CP, AP and Agence France-Presse. One of the articles appeared on the front page. Le Devoir also had an editorial and an analysis piece on the subject by George Vigny, its foreign affairs specialist at the time.

The Journal put together three articles from AP, Reuter and other wire service material and one by stringer Leo Ryan. It also used a backgrounder by Flora Lewis of the New York Times and an editorial was written on issues arising from the conference.

The coverage of Third World events and issues in general over the entire period of the study varied considerably among the 11 publications studied. On the following pages, the publications are considered individually and, where relevant comparisons are made.

### Kamloops Sentinel

Of the six daily newspapers studied, the Kamloops Sentinel had the least coverage of the Third World, both in terms of the total number of items in two months (174) and in terms of the share of its news hole (average 2.2 per cent). The Sentinel is the smallest of the dailies studied, both in circulation (about 8,000) and in size (average 14-16 pages daily). It was faced with several problems. At the time of the study, it was recovering from a strike that had hurt it seriously, and it faced very stiff competition from a local weekly newspaper.

Table 15a shows that the largest single number of items in the Sentinel were news briefs. Together with news reports, they accounted for more than two-thirds of all Third World items used. The major stories of the day were reported, but there was little else. There was an average of one news back-grounder in every second issue. Only one general feature appeared during the entire study period. Well over half of all items dealt with political and social upheavals, political affairs, and international crimes, while agriculture, food, health, medicine, population issues, etc. received almost no coverage.

Table 15b shows that the vast majority of items originated with three major wire services - AP, CP, and Reuter. The only other major source was Thomson News Service's foreign affairs analyst, John Harbron. The managing editor said that he had the freedom to purchase material from other sources, subject to the approval of the publisher, but this had not been done. Most financial and manpower resources are put into local coverage. In the study period, there was only one staff written article on a subject related to the Third World, giving the Sentinel the lowest percentage of staff written material among the dailies (0.7 per cent).

While the level of coverage in the Sentinel appears to be inadequate, the situation in Kamloops is probably not very different from that in many other small Canadian cities. The staff of the Sentinel point out that anyone who is particularly interested in international affairs can purchase the Vancouver papers. Editors of other small dailies suggested that news programmes and documentaries by CBC radio and by the television networks provide adequate coverage of national and international affairs, leaving the daily newspaper with the primary task of covering local and regional affairs.

However, that argument could be extended to exclude dailies from the local field too. Weekly newspapers, radio and television stations also emphasize local coverage extensively, so that it is not the exclusive domain of the dailies either.

In fact, daily newspapers have at least one advantage over the other media and it should allow them to be more, rather than less, competitive in terms of news coverage. The advantage is that daily newspapers have space available for far more news reporting and analysis each day than the time available for those activities on radio and television (with the possible exception of all-news radio). Similarly, even a small daily has more space available in a week than does the average weekly.

In the case of the Sentinel, not much space is available. The real question is whether the editorial staff is making the best possible use of available space, even assuming all international news reporting and analysis averages no more than one full page per day. More could be done, especially on the part of the Thomson Newspaper group as a whole.

#### Saskatoon Star-Phoenix

With a circulation of about 50,000, the Star-Phoenix is a medium-sized regional newspaper serving central Saskatchewan. It had an average of 48 pages per issue, with its size ranging from 36 pages to 64 pages during the study period. Thus, its average news hole was slightly smaller than, but comparable to, those of the two larger daily newspapers in the study. Over the two-month study period, Third World items accounted for an average 5.5 per cent of the news hole, making it second only to the Ottawa Journal among the dailies studied (Table 26). The total number of items was 486 (Table 16a), second only to the Montreal Gazette among dailies.



More than half of all items in the Star-Phoenix were news reports (Table 16a). It also used a substantial number of news backgrounders and had more general features on Third World subjects than any other newspaper studied. It averaged slightly more than one Third World-related backgrounder as well as one general feature on the subject per issue. For a newspaper of its size, this is a good average. The fact that a large number of general features was used suggests that the editors were willing to devote additional space to subjects that were not currently "in the news". Table 16a indicates that features dealt with subjects such as music, arts and culture, agriculture and food, and personalities in the news.

As on all other daily newspapers studied, political affairs, political and social upheavals, and economic affairs were the most frequent subjects of news reports, news briefs, and backgrounders. There were few columns or editorials dealing with Third World subjects.

There was a lack of variety in sources of Third World items. Three major wire services - AP, Reuter, and CP - provided the overwhelming majority of news reports, news briefs, and backgrounders, as well as more than half of the general features. The Star-Phoenix did use the New York Times service occasionally (20 items), and this certainly improved the depth of its coverage. However, there was very little from other sources.

Only 2.7 per cent of all items were staff written, giving the Star-Phoenix the second lowest average among the dailies studied. Even in terms of the actual number of staff-written items, the Star-Phoenix compared poorly with other dailies. Most staff-written copy is written locally and it might

be argued that little that is related to the Third World can be written in a city such as Saskatoon, aside from occasional reports of fund-raising campaigns. However, a look at the weekly Western Producer, also published in Saskatoon, reveals that there is considerable scope for writers in that city to produce interesting articles on a variety of topics related to the Third World.

In general, the Star-Phoenix probably devotes an adequate amount of space to Third World coverage, but it would do well to diversify its sources away from the wire services, particularly for backgrounders and general features. More Canadian - especially western Canadian - views of the world would help strengthen Star-Phoenix coverage.

#### Ottawa Journal

For more than a year prior to the study, the Journal had been plagued by labour problems. This had a detrimental effect on its financial position and on circulation, which dropped from more than 90,000 to less than 80,000. No doubt, this also had an effect on staff morale.

Given these problems, the Journal's performance, so far as this study was concerned, was surprisingly good. In part, this is attributable to the fact that the newspaper's managing editor was a former foreign correspondent; it had a very well qualified foreign affairs writer and analyst; and there was a foreign editor on staff.

Despite its financial problems, the Journal averaged 58 pages per issue during the study period, giving it an average news hole comparable to that of the Montreal Gazette. An average of 6.1 per cent of the space available was devoted to Third World items during the study period (Table 26), giving the Journal the second best record among dailies studied in that respect. The number of items was smaller than in either the Star-Phoenix or the Gazette, which had comparable news holes, but which devoted slightly less space to Third World items. The implication is that items in the Journal were generally longer and more substantial.

This is born out to some extent by the fact that the Journal used 94 back-grounders during the study period (Table 17a), more than any other daily newspaper in the study, and an average of almost two per issue. It used more general features than the Gazette, about the same number of news reports, and far fewer news briefs.

Political affairs, political and social upheavals, and trade, aid, and economic affairs received heavy emphasis in the Journal.

Wire services, in particular AP, Reuter, CP and UPI, provided the majority of items, especially news reports and briefs. However, the source of backgrounders and general features was more diversified than in the case of the Star-Phoenix and compared favourably with the Gazette. The Journal made extensive use of the New York Times service - almost one item per issue - and used Gemini News Service extensively, particularly during the Commonwealth Conference in June 1977. It also made use of Globe and Mail reports from Peking (Table 17b).

Ten per cent of all items in the Journal were staff written, giving it the best record among the dailies studied. Being based in Ottawa was an advantage in that many international stories were closer at hand than in other cities. Even so, the editors had to take some initiatives to make staff available for such coverage.

While the Journal probably had the best Third World coverage among the daily newspapers studied, it has since undergone a major shake-up of its senior editorial staff, apparently because it was losing the circulation war to the rival Ottawa Citizen. The new editorial management intended to go the way of most other Canadian dailies by strengthening the Journal's local coverage.

One editor insisted that the changes would not necessarily have an adverse effect on international coverage. But, unless the average number of pages in each issue increases, it is inevitable that something will have to be cut if local coverage is increased. Judging by the priorities of editors as shown in this study, international coverage is likely to be the first area where cuts are made.

#### Montreal Gazette

Like the Journal, but for different reasons, the Gazette had been experiencing financial difficulties. The political situation in Quebec, which has led to an exodus of many English-speaking Quebecers, had caused both circulation and advertising revenue on the Gazette to decline. At the time this survey was conducted, the circulation of the Gazette was about 115,000.

Since then, it increased substantially following a lengthy strike at the rival Montreal Star. It had also meant that the editorial staff had been devoting much more attention - and news space - than normal to Quebec, leaving less space for coverage of other areas, including the Third World.

During the study period, the Gazette averaged about 44 pages per issue - less than either the Journal or the Star-Phoenix. But, possibly because of declining advertising, the average news hole of the Gazette was approximately the same size as that of the Journal. The amount of that space devoted to the Third World was 5.2 per cent during the study period - lower than three of the other dailies (Table 26). As was mentioned, the Quebec situation may be a partial explanation of the low percentage.

The total number of items in the Gazette was 510 (Table 18a), higher than in any other newspaper studied. However, almost one-third of these items were news briefs, far more than in any of the other newspapers. News reports were used as frequently as in the Journal, and backgrounders were used quite often as well. There were very few general features, and most of these were travel articles. The Gazette did use more editorials on Third World topics than any of the other dailies.

The distribution of topics was much the same as in the other dailies, with political affairs and political and social upheavals accounting for half of all items. Illustrations - photos, cartoons, maps, drawings - were used more often in the Gazette than in any of the other newspapers studied.

Again, the wire services - AP, UPI, Reuter, CP, and combinations of these - supplied most of the Third World copy. Among other sources, Southam News Service was most prominent, giving the Gazette a Canadian perspective in almost one-third of its backgrounders. That seems to be a low figure, but it is higher than on many Canadian dailies. The Gazette also made occasional use of the services of several British and American newspapers.

The proportion of staff-written material was only 5.2 per cent, and editorials accounted for half of all staff-written items. The reason for this rather low figure may be that more staff resources were being devoted to coverage of Quebec at the time of the study.

Given the fact that the Gazette probably reduced the amount of space available for international coverage as coverage of Quebec increased, it benefited from condensing many news reports into news briefs, thus allowing more space for backgrounders. Otherwise, in-depth coverage of the Third World might have suffered even more.

### Le Devoir

Le Devoir of Montreal is not typical of French-language newspapers in Canada. It is a serious newspaper that is highly respected and well read by political leaders and important decision makers. Its circulation has always been small, and it had declined to less than 30,000 at the time of this study. Following the election of the Parti Quebecois in November 1976, the circulation of Le Devoir began to increase, perhaps because many people were searching for serious analysis of events in Quebec.

At the time, Le Devoir was under the leadership of Claude Ryan, a well-known public figure who played an active role in the day-to-day editorial operations and whose personality was very prominent in the newspaper. He later stepped down as publisher and became leader of the Liberal Party of Quebec, but the style and format of the newspaper have remained much the same.

Le Devoir is small in size as well as in circulation. During the study period, it had an average of 22 pages per issue. However, it carried comparatively little advertising, with the result that the average news hole available amounted to almost half of the total space - a much higher proportion than in any of the other newspapers studied. As a result, the average news hole was slightly smaller than in the Fredericton Gleaner, and about 60 per cent of that of the Montreal Gazette.

Le Devoir used 333 Third World items during the study period, about two-thirds of the number in the Gazette. However, items in Le Devoir were generally lengthier, and accounted for an average of 8.3 per cent of all space available, well above the level in the Gazette or any of the other dailies studied (Table 26).

As on most other daily newspapers studied, most items in Le Devoir were news reports or news briefs (Table 19a). There was an average of slightly more than one backgrounder or general feature in each issue. There were also frequent columns on the editorial page by foreign affairs analyst Georges Vigny, dealing with issues related to the Third World.

The most commonly discussed topics were the same as on other dailies - political affairs, political and social upheavals, and economic affairs. Other subjects received only sporadic coverage.



Wire services - mostly AFP and Reuter - provided the majority of items, with CP being used less frequently and AP supplying most photos (Table 19b). Among other sources, free lance writers and special correspondents provided several backgrounders and general features.

Staff-written material accounted for 8.6 per cent of all items, a proportion surpassed only by the Journal. The columns by Georges Vigny accounted for almost half of all staff-written copy.

One of the most interesting projects of Le Devoir during the study period was a 20-page supplement in June 1977, which contained about 60 articles written by 36 African exchange students in Quebec. The articles provided a perspective on Canadian life and on Third World problems not normally found in Canadian newspapers.

In general, Le Devoir provides a good example of the type of coverage of the Third World that could be provided by smaller newspapers.

### Fredericton Gleaner

During the study period, the Gleaner experienced some problems, although not of a financial nature. Several members of the editorial staff resigned in a dispute over the coverage of local and provincial issues. This problem should not have had any noticeable impact on the Gleaner's foreign coverage.

The Gleaner had a smaller circulation than Le Devoir (about 20,000) but during the study period it was larger, with an average of 30 pages per issue. However, because it also contained more advertising, the news hole was only slightly larger than that of Le Devoir.

The number of Third World items used during the two-month period was 224 (Table 20a), much lower than the figure for Le Devoir (333), but higher than the figure for Kamloops Sentinel (175). The items occupied an average of 4.7 per cent of the space available, the second lowest average among daily newspapers studied.

Due to greater use of news reports and less use of news briefs than in the Sentinel, the average length of items in the Gleaner was greater than those in the Sentinel. It averaged about one backgrounder or general feature per issue and there were also a few editorials on Third World topics.

Again, as on other dailies, political affairs, political and social upheavals, personalities in the news and economic affairs, as well as international crimes, dominated Third World coverage.

AP, Reuter and CP were the most common sources of Third World items, with UPI being used less frequently (Table 20b). Free lance and syndicated writers, such as Gwynne Dyer, supplied several backgrounders. Few other sources were used. Staff-written items - half of them editorials - accounted for 4.0 per cent of all items. This output was almost equal to that of the much larger Saskatoon Star-Phoenix, and was better in terms of the proportion of total items.

Third World coverage in the Gleaner is probably typical of coverage in newspapers of its size. There is room for improvement. The real problem seems to be a general lack of interest in the subject and an attitude that it can be covered better by other newspapers or other news media.

#### Western Producer

This weekly farm newspaper is published in Saskatoon and is distributed primarily in the four western provinces. Its circulation is approximately 150,000.

During the study period, the Western Producer averaged 52 pages per issue. A large amount of space is devoted to classified and other advertising, giving the newspaper a comparatively small news hole - just under one-quarter of its total space. Because it uses tabloid-size pages, the average news hole is smaller than those of any of the dailies studied.

Despite the space restrictions, the Western Producer used 467 Third World items during the study period - an average of about nine per issue, which was comparable to the averages of the larger daily newspapers studied (Table 21a). However, many of these items were news briefs, and even news reports were generally short, so that all Third World copy accounted for 5.7 per cent of the average news hole (Table 26).

The Western Producer used backgrounders fairly frequently and there was an average of close to one general feature per issue. Editorials and columns on Third World topics were used on an average of once in every three or four issues.

Trade, aid and economic affairs was the topic dealt with most often. Many of the items in this category were about exports of Canadian crops and international prices and supplies of various commodities. Not surprisingly, agriculture and food also got extensive coverage. Topics that were heavily covered in daily newspapers, such as political affairs, political and social upheavals, and personalities in the news, were covered mainly in news briefs.

The Western Producer subscribed to one wire service - Reuter - and it received most of its news reports and news briefs from that source. The Christian Science Monitor was one of the chief sources of backgrounders and general features. Releases from government agencies such as IDRC and CIDA also were used occasionally.

Staff-written material accounted for 10.6 per cent of all items, a higher proportion than in any of the daily newspapers studied (Table 21b). It was fairly well balanced between general features, editorials, news reports, and columns.

Third World coverage in the Western Producer was adequate for a farm paper, although there is always room for improvement. It also provides an example of how medium-sized and small daily newspapers could handle coverage, especially with staff-written material. Overall, it contained the same

average number of items per issue as the larger dailies studied. However, most news items were condensed into news briefs or short news reports, freeing more space for backgrounders and features. The result was that it was able to provide in-depth coverage of some less well reported subjects without using a larger percentage of its news hole than most of the daily newspapers.

### Financial Post

The Financial Post is a weekly business newspaper published by Maclean-Hunter Ltd. in Toronto. It has a circulation of about 160,000.

During the study period, the Financial Post averaged 40 pages per issue and its average news hole was approximately the same as those of the larger dailies studied. An average 4.3 per cent of the weekly news hole was devoted to items with Third World content (Table 26). This was somewhat smaller than the percentages on the larger daily newspapers. The total number of items, at 167, (barely three per issue), was much smaller than in any of the dailies or in the Western Producer (Table 22a).

However, items in the Financial Post were generally much longer on average than those in other publications. Few news reports or news briefs related to the Third World were used. Most items were rather lengthy backgrounders or general features. There was an average of about one backgrounder and one general feature in each issue (Table 22a).

As would be expected, trade, aid, and economic affairs, as well as business and investment, were the most common topics of backgrounders, news briefs, and news reports. General features were almost equally divided between these topics and, interestingly, travel and tourism. Presumably, Financial Post readers like to combine pleasure with business when travelling abroad.

Two series of articles by writers dealing with conditions in South America and southern Africa accounted for most of the backgrounders on political affairs. Other topics received scant attention in the Financial Post.

No wire service copy was used - at least, none was credited, although some of the news briefs might have come from those sources. Free lance writers, including ones who were commissioned to produce series of articles, accounted for about half of all Third World items. Staff-written copy accounted for 22 per cent of all items (Table 22b). This is a higher proportion than in most of the publications studied. The actual total of 36 items amounts to somewhat less than one staff-written item per issue. Most of the items were backgrounders.

During the study period, the Financial Post included an eight-page supplement on Brazil. It contained 12 articles.

Third World coverage in the Financial Post is not comprehensive, even in the areas of business and investment reporting. However, the editors are interested in increasing their coverage of the Third World, the main problem being that of finding writers who can deal with economic and financial issues competently.

Smiths Falls Record News

This was the only community weekly newspaper studied. In some ways, it may be typical of community newspapers, although no attempt was made to select a typical newspaper. The Record News has a circulation of about 6,000 and Smiths Falls is a town with just under 10,000 population in eastern Ontario.

There were very few items (just 18) during the study period that dealt with the Third World in any way. The managing editor of the newspaper during the early part of the study period was interested in Third World issues and had been involved in programmes of international cooperation at the community level. When he left the newspaper, there was a slight drop in the number of Third World items.

General features accounted for one-third of all items, and editorials and columns accounted for another one-third. Trade and aid were the subject of almost half of the items. One example was a feature about Canadian aid for reconstruction in Guatemala.

Some of the items were from contributors, while others were from organizations such as CIDA (features), the Unitarian Service Commission (photos), and the United Church (feature). Staff-written material amounted to 33.3 per cent of all items (Table 23b). Editorials accounted for most of the staff-written material.

The amount, types and quality of Third World copy in community weeklies depends very much on the interests and attitudes of publishers and editors, so there is considerable variety. A local angle is important but is not always present in these items. Few items in the Record News had a local angle.

### Canadian Churchman

The Canadian Churchman is published monthly 11 times per year by the Anglican Church of Canada from its headquarters in Toronto. Its total circulation is approximately 280,000.

During the period of the study, the Churchman averaged 28 pages per issue. The 'news hole' amounted to nearly three-quarters of all space in the publication. Third World items occupied an average of 15.2 per cent of 'news hole' space, a much higher proportion than in any of the other publications studied (Table 26). A total of 122 items (Table 24a) were used during the study period, for an average of better than 10 per issue, also the best record among publications studied.

News reports, general features, backgrounders and letters appeared in roughly equal proportions. As expected, religion was one of the topics dealt with most often. Political and social upheavals, political affairs, trade, aid and economic affairs also received a considerable amount of coverage. Another fact worth noting is that items in the Churchman were well illustrated. The ratio of illustrations to total items was higher in the Churchman than in any of the other publications studied (one illustration to two items).



No source was given for many of the items in the publication. Of those that were attributed, most were written by staff or by free lance writers and correspondents. Staff-written copy amounted to 28.4 per cent of all items (Table 24b).

The scope of coverage in the Churchman is more limited than in general interest publications, but several of the features and backgrounders were very well written and informative. Strong interest in the Third World and its problems was more evident in this publication than in any of the others. To some extent, the large circulation of this publication and others like it ensures that many Canadians are getting some exposure to Third World issues that they would not otherwise get from reading only daily newspapers. However, it is too much to expect a church publication to do the job of daily newspapers (the Christian Science Monitor must be one of the few exceptions).

#### Maclean's Magazine

Maclean's is a news magazine published by Maclean-Hunter Ltd. in Toronto. In September 1978, it increased its frequency of publication from biweekly to weekly. Its circulation at the time was about 700,000, making it by far the largest publication to be examined in this study.

At the time of the original study, Maclean's foreign editor had said that there were plans to increase foreign coverage in the magazine after it became a weekly. So, an analysis of international coverage in the magazine was done in 1978. The analysis covered the last 16 issues of the magazine as a biweekly and the first 16 issues as a weekly.

The study showed that the 'World News' section had indeed expanded. In the period before the changeover, Maclean's averaged 70.8 pages per issue, with 27.8 pages of advertising. As a weekly, it averaged 66.3 pages per issue, with 22.2 pages of advertising. As a result, the space for news and editorial material increased only slightly - from 43.0 to 44.1 pages per issue. Meanwhile, the World News section increased substantially, from an average 3.7 pages to 6.5 pages per issue. The average number of articles in the section, including sidebars and boxes items, increased from 3.9 to 7.3 per issue. And the average number of items related to the Third World increased from 1.6 to 3.4 per issue.

There was also an increase in the number of items related to the Third World in other sections of the magazine. In the 16 issues before the changeover, there were 14 items--an average of less than one per issue. In the first 16 issues as a weekly, Maclean's had 23 items.

However, after becoming a weekly, Maclean's tended to cut down on the length of its articles. As a biweekly, it had a section called 'Closeup: International Affairs', and in the study period, this section had lengthy articles on India, China, Jamaica, Mexico and Cuba, each ranging from four to six pages in length. There was also a lengthy interview of Prime Minister Begin of Israel. After Maclean's became a weekly, this section was dropped, and few articles went into as much depth as these had.

The analysis shows that the number of general features stayed the same (Table 26), although they were shorter in the post-changeover period. There were big increases in the number of backgrounders and sidebars or boxed items, all of which tended to be shorter than the feature articles.

Coverage of political affairs and personalities in the news increased substantially, while coverage of political and social upheavals remained about the same. These three categories accounted for about 75 per cent of all items both before and after the changeover.

One's overall impression is that, since Maclean's became a weekly, articles have become shorter and breezier, and there is a somewhat greater emphasis on people, rather than on issues or ideas. Most of the lengthy feature articles, including cover stories, tend to be on 'lifestyle' topics, and they are generally about current trends in North American lifestyles. No doubt, this format is considered to be the one most likely to boost circulation of the magazine. As far as international coverage is concerned, except for the backgrounding of the major stories of the week, Maclean's still appears to ignore most of what is happening in the world outside of North America, so it is not a good substitute for various non-Canadian news magazines in that respect.

### Datelines

The places of origin of items in nine of the publications were recorded. They were then classified by continent or major region. Interestingly, much of the Third World news originates, not in the Third World, but in Europe, Canada and the United States. On four of the six daily newspapers studied, Europe was the leading source of Third World items, and it ranked second on the other two. Canada and the United States were the primary sources of items on two dailies and ranked second on another. Among the other publications, Canada and the United States were the leading sources of items in the Western Producer and Canadian Churchman, and ranked second in the Financial

Post. (There were no datelines in the Record News). Europe was much less important as a news source on non-dailies than on dailies.

It is also interesting to note that, although the study period covered the same months for all publications, different areas received varying amounts of emphasis in different publications. For some reason, Latin America and the Caribbean ranked low in all publications except the Financial Post, where it was the leading source of items. It is not clear whether the Financial Post's interest in Latin America and the Caribbean reflects a high level of Canadian investments there or not. The lack of emphasis on Latin America in the daily newspapers reflects a traditional lack of interest in the region by most Canadians.

Among the other continents and regions there was little consistency among publication in their coverage. In the Kamloops Sentinel, Africa ranked high, while Asia and the Middle East were lower, but well above Latin America (Table 15c). In the Saskatoon Star-Phoenix, the four Third World areas received almost equal prominence (Table 16c). In the Ottawa Journal (Table 17c), Montreal Gazette (Table 18c), and Fredericton Gleaner (Table 20c), Asia and Africa ranked above the Middle East, while in Le Devoir, Africa ranked well above the Middle East and Asia (Table 19c). In the Western Producer, Asia ranked high, while Africa was much lower and the Middle East was much below that (Table 21c). In the Financial Post, there were very few items from outside of the Western Hemisphere (Table 22c). In the Canadian Churchman, Africa ranked high, while there was much less coverage from other Third World areas (Table 24c).

TABLES FOR CHAPTER 2TABLE 1 - RATES OF RESPONSE TO THE QUESTIONNAIRE

	<u>No. Questionnaires Sent</u>	<u>No. Questionnaires Returned</u>	<u>Response Rate</u>
Daily Newspapers			
English-Language	98	27	27.6%
French-Language	12	7	58.3%
British Columbia	18	6	33.3%
Prairies	20	6	30.0%
Ontario	45	12	26.7%
Quebec	13	8	61.5%
Atlantic	14	2	14.3%
Total	110	34	30.9%
Community Newspapers			
English-Language	798	152	19.0%
French-Language	161	22	13.7%
British Columbia	129	25	19.4%
Prairies	287	55	19.2%
Ontario	308	60	19.5%
Quebec	162	20	12.3%
Atlantic	66	12	18.2%
Territories	7	2	28.6%
Total	959	174	18.1%
Other Publications			
Foreign-Language	137	29	21.2%
Religions	19	11	57.9%
Farm	14	7	50.0%
Consumer Magazines	32	14	43.3%
Business	15	4	26.7%
Net Returns		273	
Spoiled (name of publication missing)		8	
Total returns	1,286	281	21.9%

TABLE 2 - LEVEL OF INTEREST IN THIRD WORLD ISSUES, AS EXPRESSED BY RESPONDENTS

	<u>Very Interested</u>	<u>Interested</u>	<u>Not Interested</u>
Total Daily Newspapers	4	26	-
English-Language	4	21	-
French-Language	-	5	-
British Columbia	-	5	-
Prairies	2	4	-
Ontario	2	8	-
Quebec	-	7	-
Atlantic	-	2	-
Total Community Newspapers	27	86	24
English-Language	26	76	18
French-Language	1	10	6
British Columbia	4	15	2
Prairies	7	31	6
Ontario	11	27	10
Quebec	2	7	6
Atlantic	2	5	-
Territories	1	1	-
Foreign-Language Publications	12	12	2
Religious Publications	8	3	-
Farm Publications	2	4	-
Consumer Magazines	3	10	-
Business Publications	-	2	2

TABLE 3a - ORDER OF PRIORITIES IN NEWS COVERAGE RANKED BY RESPONDENTS

Total Daily Newspapers (34)				
	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
International	-	1	6	27
National	3	7	24	-
Regional/Provincial	6	24	2	2
Local/Metro	29	3	-	1

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English-Language Dailies (27)				
International	-	1	6	20
National	3	7	17	-
Regional/Provincial	4	19	2	2
Local	24	1	-	1

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French-Language Dailies (7)				
International	-	-	-	7
National	-	-	7	-
Regional/Provincial	2	5	-	-
Local	5	2	-	-

TABLE 3a - ORDER OF PRIORITIES IN NEWS COVERAGE RANKED BY RESPONDENTS

British Columbia Dailies (6)				
	<u>First *</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
International	-	-	3	3
National	1	2	3	-
Regional/Provincial	-	3	1	2
Local/Metro	6	-	-	-

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Dailies (Prairies) (6)				
International	-	1	-	5
National	1	1	4	-
Regional/Provincial	1	5	-	-
Local/Metro	6	-	-	-

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Dailies (Ontario) (12)				
International	-	-	1	11
National	1	2	9	-
Regional/Provincial	1	10	1	-
Local/Metro	10	1	-	1

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Dailies (Quebec) (8)				
International	-	-	1	7
National	-	1	7	-
Regional/Provincial	3	5	-	-
Local/Metro	6	2	1	1

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Dailies (Atlantic) (2)				
International	-	-	1	1
National	-	1	1	-
Regional/Provincial	1	1	-	-
Local/Metro	1	-	-	-

\* Some respondents gave two categories equal ranking as top priority.



TABLE 3b - ORDER OF PRIORITIES IN NEWS COVERAGE AS RANKED BY RESPONDENTS

## Total Community Newspapers (174)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
International	1	1	2	115
National	2	-	116	2
Regional/Provincial	4	128	1	1
Local/Metro	160	5	1	-

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## English-Language Community Newspapers (152)

International	1	1	2	101
National	1	-	101	2
Regional/Provincial	4	109	-	1
Local/Metro	139	4	1	-

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## French-Language Community Newspapers (22)

International	-	-	-	14
National	1	-	15	-
Regional/Provincial	-	19	1	-
Local/Metro	21	1	-	-

TABLE 3b - ORDER OF PRIORITIES IN NEWS COVERAGE AS RANKED BY RESPONDENTS

Community Newspapers (B.C.) (25)				
	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
International	-	-	1	17
National	-	-	17	1
Regional/Provincial	-	18	-	-
Local/Metro	25	-	-	-
<hr/>				
Community Newspapers (Prairies) (55)				
International	1	1	-	38
National	1	-	38	-
Regional/Provincial	2	37	-	1
Local/Metro	49	2	1	-
<hr/>				
Community Newspapers (Ontario) (60)				
International	-	-	1	38
National	1	-	37	1
Regional/Provincial	-	46	1	-
Local/Metro	56	1	-	-
<hr/>				
Community Newspapers (Quebec) (20)				
International	-	-	-	12
National	-	-	14	-
Regional/Provincial	-	18	-	-
Local/Metro	20	-	-	-
<hr/>				
Community Newspapers (Atlantic) (12)				
International	-	-	-	8
National	-	-	8	-
Regional/Provincial	1	8	-	-
Local/Metro	9	1	-	-
<hr/>				
Community Newspapers (Territories) (2)				
International	-	-	-	2
National	-	-	2	-
Regional/Provincial	1	1	-	-
Local/Metro	1	1	-	-

TABLE 3c - ORDER OF PRIORITIES IN NEWS COVERAGE AS RANKED BY RESPONDENTS

## Foreign-Language Publications (29)

	<u>First</u>	<u>Second</u>	<u>Third</u>	<u>Fourth</u>
International	17	4	2	4
National	9	8	3	3
Regional/Provincial	2	5	9	5
Local/Metro	1	5	6	8

## Religious Publications (11)

International	-	4	5	1
National	7	1	1	1
Regional/Provincial	1	5	3	1
Local/Metro	2	-	1	4

## Farm Publications (7)

International	-	-	1	2
National	1	1	2	-
Regional/Provincial	6	-	-	-
Local/Metro	-	2	-	1

## Consumer magazines (14)

International	-	3	7	3
National	9	4	1	-
Regional/Provincial	4	6	3	-
Local/Metro	1	-	2	8

## Business Publications (4)

International	-	-	2	-
National	2	-	1	-
Regional/Provincial	1	3	-	-
Local/Metro	1	-	-	1

TABLE 4 - PERCENTAGE OF EDITORIAL MATERIAL THAT IS 'INTERNATIONAL', IN  
OPINIONS OF RESPONDENTS

	0%	1-4%	5-9%	10-14%	15-19%	20-29%	30-49%	50-100%
Total Daily Newspapers (34)	-	1	3	8	6	12	2	2
English-Language Dailies (27)	-	-	1	6	5	11	2	2
French-Language Dailies (7)	-	1	2	2	1	1	-	-
Dailies (B.C.)	-	-	1	3	1	1	-	-
Dailies (Prairies)	-	-	-	1	1	3	1	-
Dailies (Ontario)	-	-	-	2	2	6	1	1
Dailies (Quebec)	-	1	2	2	2	1	-	-
Dailies (Atlantic)	-	-	-	-	-	1	-	1
Total Community Newspapers	41	62	35	13	3	1	2	2
English-Language Commun. Newspapers	38	53	31	12	3	1	1	1
French-Language Commun. Newspapers	3	9	4	1	-	-	1	1
Commun. Newspapers (B.C.)	6	7	7	4	-	-	-	-
Commun. Newspapers (Prairies)	12	21	8	5	1	1	1	1
Commun. Newspapers (Ontario)	18	21	13	3	1	-	-	-
Commun. Newspapers (Quebec)	4	7	4	-	-	-	1	1
Commun. Newspapers (Atlantic)	1	5	2	1	1	-	-	-
Commun. Newspapers (Territories)	-	1	1	-	-	-	-	-
Foreign-Language Publications	-	1	1	2	1	7	9	6
Religious Public.	-	-	-	-	2	4	3	-
Farm Publications	-	3	3	-	-	1	-	-
Consumer Magazines	-	1	2	2	3	2	3	1
Business Public.	1	1	-	2	-	-	-	-

TABLE 5 - FREQUENCY WITH WHICH THIRD WORLD NEWS OR EDITORIAL ITEMS ARE USED,  
ACCORDING TO RESPONDENTS

	<u>At least once in every issue</u>	<u>About once in every two issues</u>	<u>Less than once in every two issues</u>
Total Daily Newspapers	15	8	11
English-Language Dailies	13	6	8
French-Language Dailies	2	2	3
Dailies (B.C.)	3	1	2
Dailies (Prairies)	5	1	-
Dailies (Ontario)	2	5	5
Dailies (Quebec)	4	1	3
Dailies (Atlantic)	1	-	1
Total Community Newspapers	7	7	142
English-Language Community Newspapers	5	7	124
French-Language Community Newspapers	2	-	18
Community Newspapers (B.C.)	-	-	22
Community Newspapers (Prairies)	4	3	45
Community Newspapers (Ontario)	1	4	48
Community Newspapers (Quebec)	2	-	15
Community Newspapers (Atlantic)	-	-	10
Community Newspapers (Territories)	-	-	2
Foreign-Language Publications	8	6	13
Religious Publications	8	1	2
Farm Publications	1	1	5
Consumer Magazines	3	4	7
Business Publications	-	-	4

TABLE 6 - TYPES OF ITEMS WITH THIRD WORLD CONTENT IN CANADIAN PUBLICATIONS

	News Reports	News Backgrounders	Editorials/ Columns	General Features	Photos/ Illustrations (No accompanying article)	Cartoons	Letters to the Editor
Total Daily Newspapers (34)	31	28	23	27	18	17	19
English-Language Dailies (27)	24	25	20	23	16	17	16
French-Language Dailies (7)	7	3	3	4	2	-	3
Dailies (B.C.) (6)	4	5	4	5	2	3	2
Dailies (Prairies) (6)	6	6	4	6	4	4	4
Dailies (Ontario) (12)	11	11	9	11	9	8	9
Dailies (Quebec) (8)	8	4	4	4	2	1	3
Dailies (Atlantic) (2)	2	2	2	1	1	1	1
Total Community Newspapers (174)	54	47	82	69	53	28	69
English-Language Community Newspapers (152)	41	40	78	64	46	25	65
French-Language Community Newspapers (22)	13	7	4	5	7	3	4
Community Newspapers (B.C.) (25)	8	5	15	7	7	7	14
Community Newspapers (Prairies) (55)	18	17	27	25	21	9	20
Community Newspapers (Ontario) (60)	15	16	31	27	16	9	25
Community Newspapers (Quebec) (20)	10	8	4	4	6	2	5
Community Newspapers (Atlantic) (12)	3	1	5	4	3	1	5
Community Newspapers (Territories) (2)	-	-	-	2	-	-	-
Foreign-Language Publications (29)	19	14	14	17	15	7	10
Religious Publications (11)	10	7	11	9	7	4	5
Farm Publications (7)	4	2	3	5	3	-	3
Consumer Magazines (14)	4	7	5	11	5	3	4
Business Publications (4)	2	1	1	1	-	-	1

TABLE 7a - TOPICS RELATED TO THE THIRD WORLD APPEARING MOST FREQUENTLY IN CANADIAN PUBLICATIONS,  
ACCORDING TO RESPONDENTS

	Daily Newspapers							
	<u>Total</u>	<u>English- Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>
Political Upheavals (wars, coups, etc.)	31	24	7	5	6	10	8	2
Natural Disasters (earthquakes, drought)	28	22	6	5	5	10	6	2
International Crimes (hijackings, kidnappings)	25	19	6	5	4	7	7	2
Personalities in the News	21	15	6	2	4	7	7	1
Trade, Aid, etc.	17	14	3	4	1	8	3	1
Agriculture, Food	10	9	1	2	3	4	1	-
Energy Issues	10	10	-	1	5	2	1	1
Travel, Tourism	10	6	4	1	2	3	4	-
Business, Investment	8	7	1	1	3	2	2	-
Immigration from the Third World	5	5	-	1	1	3	-	-
Sports	5	4	1	2	1	1	1	-
Population Issues	4	4	-	1	1	1	-	-
Education	3	3	-	1	-	2	-	-
Health, Medicine	3	3	-	1	-	2	-	-
Scientific Research	2	1	1	1	-	-	1	-
Religion	2	2	-	1	-	1	-	-
Women's Issues	1	1	-	1	-	-	-	-

TABLE 7b - TOPICS RELATED TO THE THIRD WORLD APPEARING MOST FREQUENTLY IN CANADIAN PUBLICATIONS,  
ACCORDING TO RESPONDENTS

	Community Newspapers								
	<u>Total</u>	<u>English- Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>	<u>Territories</u>
Agriculture, Food	55	47	8	6	21	18	7	3	-
Travel, Tourism	45	40	5	8	13	17	5	2	-
Natural Disasters	42	33	9	4	16	13	8	1	-
Trade, Aid, etc.	31	27	4	3	12	10	3	3	-
Personalities in the News	29	25	4	8	8	8	4	1	-
Health, Medicine	28	22	6	3	10	9	4	2	-
Population Issues	26	21	5	4	8	8	5	1	-
Political Upheavals	24	20	4	4	10	6	4	-	-
Education	21	16	5	2	6	7	5	1	-
Energy Issues	19	17	2	4	3	9	3	-	-
Religion	16	15	1	3	6	5	-	2	-
Business, Investment	14	11	3	2	3	5	3	1	-
International Crime	13	11	2	1	4	6	2	-	-
Women's Issues	13	9	4	-	2	6	5	-	-
Immigration from the Third World	12	12	-	2	7	2	1	-	-
Sports	10	10	-	4	3	3	-	-	-
Music, Arts, Entertainment	10	9	1	-	-	8	2	-	-
Scientific Research	8	8	-	1	2	3	1	1	-
Urban Problems	2	2	-	-	-	1	1	-	-
Military News	2	2	-	1	-	-	-	1	-



TABLE 7c - TOPICS RELATED TO THE THIRD WORLD APPEARING MOST FREQUENTLY IN CANADIAN PUBLICATIONS,  
ACCORDING TO RESPONDENTS

	Types of Publications				
	<u>Foreign- Language</u>	<u>Religious</u>	<u>Farm</u>	<u>Consumers Magazines</u>	<u>Business</u>
Political Upheavals	21	3	1	8	-
Immigration from the Third World	13	3	-	3	-
Natural Disasters	12	6	3	2	-
Personalities in the News	12	3	-	8	-
International Crimes	10	-	-	-	-
Travel, Tourism	9	-	1	6	1
Energy Issues	8	3	3	3	2
Population Issues	7	3	2	6	-
Music, Arts, Entertainment	7	-	-	1	-
Trade, Aid, etc.	6	6	3	4	2
Education	6	3	-	3	-
Sports	6	-	-	-	-
Religion	6	11	-	-	-
Business, Investment	4	2	1	2	2
Agriculture, Food	2	8	7	5	1
Health, Medicine	2	4	1	3	-
Scientific Research	2	-	2	-	1
Women's Issues	2	-	-	1	-
Urban Problems	1	-	-	1	-

Table 8a - TOPICS RELATED TO THE THIRD WORLD THAT COULD BE COVERED MORE EXTENSIVELY, IN THE OPINIONS OF RESPONDENTS

	Daily Newspapers							
	<u>Total</u>	<u>English Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>
Population Issues	13	10	3	1	4	5	3	-
Immigration from the Third World	10	9	1	-	3	5	2	-
Agriculture, Food	9	9	-	1	2	4	1	1
Energy Issues	9	8	1	3	1	2	2	1
Education	9	7	2	2	1	3	2	1
Health, Medicine	9	8	1	1	1	6	1	-
Personalities in the News	8	7	1	1	-	5	1	1
Business, Investment	8	7	1	2	1	3	2	-
Women's Issues	8	7	1	-	3	2	2	1
Trade, Aid, etc.	7	4	3	1	-	3	3	-
Urban Problems	7	7	-	1	2	3	1	-
Scientific Research	4	4	-	2	1	1	-	-
Sports	4	4	-	-	2	-	1	1
Political Upheavals	3	2	1	1	-	2	-	-
Music, Arts, Entertainment	3	3	-	1	1	1	-	-
Natural Disasters	2	1	1	-	-	1	1	-
Religion	2	2	-	-	2	-	-	-
Travel, Tourism	1	1	-	-	1	-	-	-

TABLE 8b - TOPICS RELATED TO THE THIRD WORLD THAT COULD BE COVERED MORE EXTENSIVELY, IN THE OPINIONS OF RESPONDENTS

	Community Newspapers							
	<u>Total</u>	<u>English- Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>
Agriculture, Food	25	23	2	3	8	11	3	-
Population Issues	24	19	5	4	5	9	5	1
Education	22	19	3	6	2	8	4	2
Energy Issues	20	19	1	3	4	10	2	1
Health, Medicine	20	18	2	2	3	10	3	2
Scientific Research	18	15	3	2	2	8	2	4
Trade, Aid, etc.	17	15	2	4	4	5	2	2
Travel, Tourism	16	13	3	2	4	6	1	3
Immigration from the Third World	16	16	-	2	3	8	1	2
Urban Problems	14	12	2	5	-	5	3	1
Personalities in the News	11	9	2	2	1	5	1	2
Music, Arts, Entertainment	11	10	1	2	1	5	2	1
Women's Issues	9	7	2	1	1	4	3	-
Business, Investment	8	7	1	2	2	3	1	-
Sports	8	7	1	1	-	5	1	1
Religion	8	8	-	2	1	5	-	-
Political Upheavals	7	4	3	1	1	2	2	1
Natural Disasters	6	3	3	-	1	1	2	2
International Crimes	2	1	1	-	-	1	-	1
Military News	1	1	-	-	-	-	-	1

TABLE 8c - TOPICS RELATED TO THE THIRD WORLD THAT COULD BE COVERED MORE EXTENSIVELY, IN THE OPINIONS OF RESPONDENTS

	Types of Publications			
	<u>Foreign-Language</u>	<u>Religious</u>	<u>Farm</u>	<u>Consumer Magazines</u>
Population Issues	8	2	-	-
Education	7	1	-	-
Personalities in the News	6	-	-	3
Agriculture, Food	6	3	1	-
Business, Investment	5	3	-	-
Health, Medicine	5	1	-	1
Travel, Tourism	5	-	-	2
Natural Disasters	4	-	-	-
Trade, Aid, etc.	4	3	1	2
Energy Issues	4	3	1	1
Urban Problems	4	1	-	-
Religion	4	2	-	1
Women's Issues	4	1	-	1
Political Upheavals	3	1	-	-
Immigration from the Third World	3	2	-	2
Scientific Research	3	-	1	1
Music, Arts, Entertainment	3	1	-	1
International Crimes	2	-	-	1
Sports	2	-	-	-
Co-operatives	-	-	2	-

TABLE 9 - STAFF MEMBER WHO HAS PRIMARY RESPONSIBILITY FOR FOREIGN NEWS/FEATURE COVERAGE

	<u>News Editor</u>	<u>Foreign Editor</u>	<u>Wire Editor</u>	<u>Editor</u>	<u>Managing Editor</u>	<u>Other</u>
Total Daily Newspapers	17	2	12	-	1	2
English-Language Dailies	14	2	9	-	1	1
French-Language Dailies	3	-	3	-	-	1
Dailies (B.C.)	1	-	4	-	-	-
Dailies (Prairies)	6	-	-	-	-	-
Dailies (Ontario)	5	2	4	-	1	1
Dailies (Quebec)	5	-	2	-	-	1
Dailies (Atlantic)	-	-	2	-	-	-
 Total Community Newspapers	 96	 -	 -	 12	 3	 15
English-Language	83	-	-	10	3	13
French-Language	13	-	-	2	-	2
British Columbia	12	-	-	3	2	1
Prairies	34	-	-	2	1	2
Ontario	33	-	-	4	-	9
Quebec	10	-	-	2	-	3
Atlantic	5	-	-	1	-	-
Territories	2	-	-	-	-	-
 Foreign-Language Publications	 17	 5	 -	 5	 -	 -
Religious Publications	7	-	-	3	-	1
Farm Publications	5	-	-	-	1	1
Consumer Magazines	3	2	-	1	-	6
Business Publications	3	-	-	-	-	-

TABLE 10 - PERCENTAGE OF THIRD WORLD NEWS/FEATURES WRITTEN BY STAFF OR EXCLUSIVELY FOR PUBLICATION,  
ESTIMATED BY RESPONDENTS

	0%	1-4%	5-9%	10-19%	20-39%	40-59%	60-79%	80-99%	100%
Total Daily Newspapers	10	8	4	1	1	-	-	-	-
English-Language	9	5	4	1	1	-	-	-	-
French-Language	1	3	-	-	-	-	-	-	-
British Columbia	3	1	-	-	-	-	-	-	-
Prairies	2	2	-	-	-	-	-	-	-
Ontario	2	3	2	1	1	-	-	-	-
Quebec	1	2	2	-	-	-	-	-	-
Atlantic	2	-	-	-	-	-	-	-	-
Total Community Newspapers	54	23	4	2	6	2	2	5	23
English-Language	48	17	2	2	6	2	2	5	23
French-Language	6	6	2	-	-	-	-	-	-
British Columbia	6	2	1	-	3	-	-	1	3
Prairies	18	6	1	1	3	1	1	2	7
Ontario	22	9	-	1	-	1	1	1	11
Quebec	5	4	2	-	-	-	-	-	1
Atlantic	3	2	-	-	-	-	-	1	-
Territories	-	-	-	-	-	-	-	-	1
Foreign-Language Publications	5	1	2	3	4	2	2	3	2
Religious Publications	1	-	-	3	2	-	1	2	1
Farm Publications	3	1	-	-	-	-	-	2	-
Consumer Magazines	2	-	2	-	1	2	-	3	1
Business Publications	1	-	-	-	1	-	-	-	-

TABLE 11a - ORIGINS OF THIRD WORLD NEWS/FEATURES NOT WRITTEN BY STAFF

	<u>Total</u>	Daily Newspapers						
		<u>English- Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>
Canadian Press	33	26	7	6	6	11	8	2
Associated Press	28	23	5	4	6	9	7	2
Reuter	20	18	2	3	3	8	4	2
Stringers/Freelance Writers	17	14	3	1	2	8	5	-
UPI	11	7	4	2	1	2	5	1
Agence France-Presse	10	7	3	1	2	2	4	1
New York Times News Service	10	9	1	1	4	3	2	-
Press Releases	8	5	3	-	2	4	2	-
The Economist	6	6	-	-	2	3	1	-
Washington Post/Los Angeles Times	5	5	-	1	-	3	1	-
Christian Science Monitor	5	5	-	-	2	1	1	1
London Times	3	3	-	-	1	1	1	-
The Guardian	3	3	-	1	1	-	1	-
Southam News Service	3	3	-	-	1	1	1	-
Gemini News Service	2	2	-	-	-	1	1	-
The Observer	2	2	-	-	1	-	1	-
NEA	2	2	-	-	1	1	-	-
Sunday Times	2	2	-	1	-	-	1	-
Others	8	7	1	2	2	1	2	1

TABLE 11b - ORIGINS OF THIRD WORLD NEWS/FEATURES NOT WRITTEN BY STAFF

	Community Newspapers							
	<u>Total</u>	<u>English- Language</u>	<u>French- Language</u>	<u>B.C.</u>	<u>Prairies</u>	<u>Ontario</u>	<u>Quebec</u>	<u>Atlantic</u>
Press Releases	86	71	15	10	31	29	11	5
Stringers/Free Lance Writers	26	23	6	4	7	10	5	2
Canadian Press	11	9	2	3	4	2	2	-
Associated Press	4	4	-	1	2	1	-	-
United Church	5	5	-	-	1	3	-	1
CIDA	4	4	-	-	1	1	1	1
New York Times News Service	2	2	-	-	2	-	-	-
Others	37	32	5	5	16	10	4	2

	Other Publications				
	<u>Foreign-Language</u>	<u>Religious</u>	<u>Farm</u>	<u>Consumer Magazines</u>	<u>Business</u>
Canadian Press	14	-	-	1	-
Associated Press	11	-	-	-	-
Press Releases	11	7	5	2	1
Stringers/Free Lance Writers	10	9	1	10	1
Reuter	8	-	2	-	-
UPI	7	-	-	-	-
The Guardian	5	-	-	-	-
New York Times News Service	4	-	-	-	-
Agence France-Presse	3	-	-	-	-
London Times	2	-	-	-	-
The Economist	2	-	-	-	-
Washington Post/LA Times	2	-	-	-	-
Others	13	12	5	6	-



TABLE 12 - PROPORTION OF EDITORIAL BUDGETS DEVOTED TO USE OF WIRE SERVICES, SYNDICATED SERVICES, OTHER NON-STAFF WRITTEN MATERIAL (CHANGE OVER PREVIOUS YEAR)

	0%	Same as previous year (more than 0%)	Increased over previous year	Decreased from previous year
Total Daily Newspapers	1	13	8	2
English-Language	1	9	6	2
French-Language	-	4	2	-
British Columbia	-	1	2	1
Prairies	-	2	2	-
Ontario	1	6	1	-
Quebec	-	3	3	1
Atlantic	-	1	-	-
Total Community Newspapers	84	25	7	3
English-Language	72	23	7	3
French-Language	12	2	-	-
British Columbia	12	2	2	-
Prairies	26	8	3	1
Ontario	28	12	2	2
Quebec	9	2	-	-
Atlantic	8	-	-	-
Territories	1	1	-	-
Foreign-Language Publications	6	2	4	1
Religious Publications	-	3	1	-
Farm Publications	3	3	-	-
Consumer Magazines	2	3	1	-
Business Publications	2	1	1	-

TABLE 13 - EVALUATION BY RESPONDENTS OF NON-STAFF WRITTEN COPY ON  
THIRD WORLD TOPICS

	<u>Excellent</u>	<u>Good</u>	<u>Satisfactory</u>	<u>Unsatisfactory</u>
Total Daily Newspapers	1	10	21	2
English-Language	1	5	19	2
French-Language	-	5	2	-
British Columbia	-	1	4	1
Prairies	1	2	3	-
Ontario	-	3	9	-
Quebec	-	4	3	1
Atlantic	-	-	2	-
Total Community Newspapers	7	28	54	6
English-Language	4	23	48	5
French-Language	3	5	6	1
British Columbia	-	1	9	2
Prairies	2	12	18	3
Ontario	2	7	22	-
Quebec	3	6	3	-
Atlantic	-	2	2	1
Foreign-Language Publications	1	9	10	2
Religious Publications	3	3	5	-
Farm Publications	-	1	6	-
Consumer Magazines	4	3	5	-
Business Publications	-	1	-	1

TABLE 14 - RESPONDENTS INTERESTED IN PURCHASING THIRD WORLD MATERIAL FROM AN ALTERNATIVE CANADIAN-BASED NEWS SERVICE

	News Backgrounders		In-depth Analyses		General Features		Maps, Drawings		Photos		Cartoons	
	Reg.	Occ.	Reg.	Occ.	Reg.	Occ.	Reg.	Occ.	Reg.	Occ.	Reg.	Occ.
Total Daily Newspapers	3	19	-	18	3	19	6	9	4	12	-	3
English-Language	3	17	-	13	2	15	6	6	3	9	-	3
French-Language	-	2	-	5	1	4	-	3	1	3	-	-
British Columbia	1	4	-	3	-	3	-	1	-	1	-	-
Prairies	2	4	-	5	2	3	4	1	2	4	-	2
Ontario	-	7	-	5	-	7	2	3	1	4	-	1
Quebec	-	4	-	5	1	6	-	4	1	3	-	-
Atlantic	-	-	-	-	-	-	-	-	-	-	-	-
Total Community Newspapers	3	29	6	18	4	46	1	13	7	21	3	13
English-Language	1	23	4	14	1	38	-	10	4	15	3	11
French-Language	2	6	2	4	3	8	1	3	3	6	-	2
British Columbia	-	3	1	1	1	5	-	1	2	1	1	1
Prairies	1	11	2	4	1	12	-	3	-	6	1	4
Ontario	-	8	1	6	-	20	-	5	2	7	1	4
Quebec	2	5	2	3	2	6	1	3	3	4	-	3
Atlantic	-	1	-	3	-	2	-	-	-	2	-	-
Territories	-	1	-	1	-	1	-	1	-	1	-	1
Foreign-Language Publications	5	7	2	4	2	12	2	2	7	5	3	3
Religious Publications	1	6	1	4	1	5	1	5	1	4	-	1
Farm Publications	-	1	-	1	-	2	-	-	1	1	-	-
Consumer Magazines	-	-	-	2	3	4	1	2	1	2	1	3
Business Publications	-	2	-	1	-	-	-	-	-	-	-	-

TABLE 15a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS APPEARING IN THE KAMLOOPS SENTINEL  
TOTALS FOR DECEMBER 1 - 31, 1976 AND JUNE 1 - 30, 1977

Topics	News Briefs	News Reports	Columns	News Backgrounders	Photos (No article)	Cartoons	General Features	Total
Political and Social Upheavals	24	14(1)	1	2	(1)	-	-	42(2)
Political Affairs	16	11(4)	8	4	-	(2)	-	41(6)
Personalities in the News	14(2)	5(2)	1	1	(6)	(1)	-	28(11)
Trade, Aid, Economic Affairs	6	10(4)	3	2	-	(1)	-	22(5)
International Crimes	6	5	-	1	-	-	-	12
Immigration from the Third World	1	2	2	-	-	-	-	5
Natural Disasters	4	1	-	-	-	-	-	5
Business, Investment	1	2(1)	-	-	-	-	1	4(1)
Sports	2	2	-	-	-	-	-	4
Agriculture, Food	1	1(1)	-	1	-	-	-	3(1)
Education	-	-	1	-	-	-	-	1
Health, Medicine	1	-	-	-	-	-	-	1
Urban Problems	-	1	-	-	-	-	-	1
Travel, Tourism	1	-	-	-	-	-	-	1
Religion	1	-	-	-	-	-	-	1
Music, Arts, Culture	-	1	-	-	-	-	-	1
Communications and Transportation	-	-	1	-	-	-	-	1
Environmental Issues	-	-	-	-	-	(1)	-	(1)
Total	78(2)	55(13)	17	11	(7)	(5)	1	174(27)

(Illustrated items are in parentheses)

TABLE 15b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
KAMLOOPS SENTINEL DECEMBER 1 - 31, 1976 AND JUNE 1 - 30, 1977

<u>Sources</u>	<u>News Briefs</u>	<u>News Reports</u>	<u>Columns</u>	<u>News Backgrounders</u>	<u>Photos (No article)</u>	<u>Cartoons</u>	<u>General Features</u>	<u>Total</u>
AP	36	30	-	3	4	-	-	73
CP	17	16	-	6	4	-	-	43
Reuter	23	8	-	-	-	-	-	31
Thomson News Service	-	-	17	-	-	-	-	17
Free Lance, Syndicated Writers	-	-	-	-	-	4	-	4
Calgary Herald	-	-	-	2	-	-	-	2
Toronto Sun	-	-	-	-	-	1	-	1
Staff	-	-	-	-	-	-	1	1
Unnamed Source	2	1	-	-	-	-	-	3
Total	78	55	17	11	8	5	1	175

Proportion Staff Written Material 0.7%

TABLE 15c - PLACES OF ORIGINS OF THIRD WORLD COPY (DATELINES)  
KAMLOOPS SENTINEL DECEMBER 1 - 31, 1976 AND JUNE 1 - 30, 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Europe	37	Geneva/London/Paris/Assen, Netherlands
Africa	29	Capetown/Salisbury/Johannesburg/Nairobi
Canada, U.S.	27	UN/Washington/Toronto/Ottawa
Middle East	21	Beirut/Doha/Cairo/Kuwait
Asia	17	Tokyo/Ankara/New Delhi/Nicosia/Peking
Latin America, Caribbean	8	Havana/Buenos Aires

TABLE 16a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
SASKATOON STAR-PHOENIX DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	News Reports	News Briefs	News Back- grounders	General Features	Photos (No article)	Cartoons	Columns	Editorials	Letters	Total
Political Affairs	99(6)	21	17	2	(1)	-	1	1	-	142(7)
Political and Social Upheavals	54(5)	19	16(1)	4	(1)	-	-	-	-	94(7)
Trade, Aid, Economic Affairs	28	8	12	4	-	-	-	-	-	52
Personalities in the News	19(1)	16	6(3)	5(2)	(1)	(2)	-	-	-	49(9)
International Crimes	18	6	5(2)	2	-	-	-	-	-	31(2)
Business, Investment	9	3	-	3	(1)	-	-	-	-	16(1)
Music, Arts, Culture	6	2	-	7(1)	-	-	-	-	-	15(1)
Natural Disasters	4	8	1	1	-	-	-	-	-	14
Sports	8	4	-	-	-	(1)	-	-	-	13(1)
Agriculture, Food	3	1	1	5	-	-	-	-	-	10
Immigration from the Third World	3(1)	1	-	3	-	-	1	-	1	9(1)
Military Issues	3	1	3	-	-	-	-	-	-	7
Population Issues	1	1	1	2	-	-	1	-	-	6
Travel, Tourism	2(1)	-	-	3(1)	-	-	-	-	-	5(2)
Urban Problems	1	-	-	3	-	-	-	-	-	4
Religion	1	1	-	2	-	-	-	-	-	4
Energy Issues	-	1	-	2	-	-	-	-	-	3
Health, Medicine	2	-	-	1	-	-	-	-	-	3
Scientific Research	-	-	-	2	(1)	-	-	-	-	3(1)
Communication and Transportation	-	-	1	1	-	-	-	1	-	3
Education	2(1)	-	-	-	-	-	-	-	-	2(1)
Women's Issues	-	-	-	1(1)	-	-	-	-	-	1(1)
<b>Total</b>	<b>263(15)</b>	<b>93</b>	<b>63(6)</b>	<b>53(5)</b>	<b>(5)</b>	<b>(3)</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>486(34)</b>

(Illustrated items are in parentheses)

TABLE 16b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
SASKATOON STAR-PHOENIX DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	<u>News Reports</u>	<u>News Briefs</u>	<u>News back-grounders</u>	<u>General Features</u>	<u>Photos</u>	<u>Cartoons</u>	<u>Columns</u>	<u>Editorials</u>	<u>Letters</u>	<u>Total</u>
AP	132	46	21	16	15	-	-	-	-	230
Reuter	72	38	16	10	-	-	-	-	-	136
CP	45	8	12	4	-	-	-	-	-	69
New York Times Service	-	-	11	9	-	-	-	-	-	20
Staff	2	-	1	5	3	-	-	2	-	13
Freelance, Syndicated writers	1	-	1	6	1	1	1	-	-	11
Combined wire services	10	-	-	-	-	-	-	-	-	10
AFP	1	1	-	1	-	-	-	-	-	3
Gallup/CIPO	-	-	-	-	-	-	2	-	-	2
Toronto Star Syndicate	-	-	-	1	-	-	-	-	-	1
Edmonton Journal	-	-	-	-	-	1	-	-	-	1
Washington Star	-	-	1	-	-	-	-	-	-	1
Special	-	-	-	1	-	-	-	-	-	1
Unnamed Source	-	-	-	-	1	1	-	-	-	2
Other	-	-	-	-	-	-	-	-	1	1
Total	263	93	63	53	20	3	3	2	1	501

Proportion staff written material 2.7%

TABLE 16c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
SASKATOON STAR-PHOENIX DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

<u>Area</u>	<u>No. Items</u>	<u>Most common datelines</u>
Canada, US	118	UN/Washington/Ottawa/Edmonton
Europe	85	Geneva/Paris/London/Brussels/Rome/Vienna/Assen
Asia	68	Peking/Hong Kong/Jakarta/Nicosia/Bangkok/New Delhi
Africa	68	Cape Town/Salisbury/Nairobi/Johannesburg
Middle East	65	Beirut/Doha/Damascus/Tel Aviv/Cairo
Latin America, Caribbean	60	Mexico City/Buenos Aires/Kingston/Havana/Rio
Australia, South Pacific	1	de Janiero

TABLE 17a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
OTTAWA JOURNAL DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	<u>News Reports</u>	<u>News Backgrounders</u>	<u>News Briefs</u>	<u>General Features</u>	<u>Editorials</u>	<u>Letters</u>	<u>Columns</u>	<u>Cartoons</u>	<u>Totals</u>
Political Affairs	73(9)	41(19)	16	5(1)	5	3	-	(1)	144(30)
Political and Social Upheavals	40(3)	12(3)	14	1(1)	-	3	-	-	70(7)
Trade, Aid, Economic Affairs	35(3)	16(6)	3	5	2	1	-	-	62(9)
Personalities in the News	33(4)	8(1)	6	4(2)	-	2	3(1)	-	56(1)
International Crimes	17(2)	4(2)	3	1	1	-	-	-	26(4)
Business, Investment	13	1(1)	2	1	-	-	-	-	17(1)
Sports	10(1)	1	-	2	2	-	-	-	15(1)
Music, Arts, Culture	7	-	2	3(1)	-	-	2	-	14(1)
Immigration from the Third World	4(1)	2	2	2(1)	-	-	-	-	10(2)
Natural Disasters	5(1)	-	4	-	-	-	-	-	9(1)
Religion	2	2	-	2	-	-	-	-	6
Military Issues	2	4(1)	-	-	-	-	-	-	6(1)
Travel, Tourism	-	-	2	3(2)	-	-	-	-	5(2)
Agriculture, Food	2	1(1)	-	1	-	-	-	-	3(1)
Health, Medicine	3	-	-	-	-	-	-	-	3
Urban Problems	-	1	-	2	-	-	-	-	3
Population Issues	-	-	-	2(1)	-	-	-	-	2(1)
Energy Issues	1	-	-	-	-	-	-	-	1
Communication and Transportation	-	1(1)	-	-	-	-	-	-	1(1)
Totals	247(24)	94(35)	54	34(9)	10	9	5(1)	(1)	454(70)

(Illustrated items are in parentheses)



TABLE 17b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
OTTAWA JOURNAL DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	News Reports	News Back- grounders	News Briefs	General Features	Editorials	Letters	Photos	Columns	Cartoons	Totals
AP	76	12	5	2	-	-	4	-	-	99
Reuter	59	6	4	2	-	-	-	-	-	71
CP	34	11	1	-	-	-	-	-	-	46
Staff	14	9	1	6	10	-	-	5	-	45
UPI	33	4	2	1	-	-	2	-	-	42
New York Times Service	4	23	-	11	-	-	-	-	-	38
Combination of Wires	14	-	1	1	-	-	2	-	-	18
Gemini News Service	-	13	-	-	-	-	-	-	-	13
Freelance, Syndicated Writers	1	6	-	4	-	-	-	-	1	12
Globe and Mail	1	4	-	3	-	-	-	-	-	8
London Observer	1	3	-	1	-	-	-	-	-	5
London Express	-	-	-	2	-	-	-	-	-	2
Washington Star	-	1	-	1	-	-	-	-	-	2
AFP	2	-	-	-	-	-	-	-	-	2
Press Releases	1	-	1	-	-	-	-	-	-	2
London Economist	-	1	-	-	-	-	-	-	-	1
Unnamed Sources	7	-	39	-	-	-	-	-	-	46
Other	-	1	-	-	-	9	-	-	-	10
Total	247	94	54	34	10	9	8	5	1	462

Proportion staff written material 10.0%

TABLE 17c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
OTTAWA JOURNAL DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

Area	No. Items	Most Common Datelines
Europe	99	Geneva/Paris/Vienna/Moscow/London/Assen
Canada, U.S.	81	UN/Washington/Ottawa
Asia	69	Hong Kong/Peking/New Delhi/Tokyo/Bangkok
Africa	65	Salisbury/Nairobi/Cape Town/Johannesburg
Latin America, Caribbean	45	Mexico City/Buenos Aires/Culiacan Mexico/Kingston
Middle East	36	Beirut/Doha/Cairo

TABLE 18a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
MONTREAL GAZETTE DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	News Reports	News Briefs	News back- grounders	General Features	Editorials	Columns	Photos (no article)	Cartoons	Letters	Totals
Political Affairs	80(8)	37	23(16)	1	6	-	-	-	-	147(24)
Political and Social Upheavals	54(6)	36	15(3)	-	1	-	-	-	-	106(9)
Personalities in the News	22(4)	16(3)	3	2(1)	1	1	(2)	-	-	47(10)
Trade, Aid, Economic Affairs	19(6)	7	10(2)	-	4	6(2)	-	-	1	47(10)
International Crimes	18(2)	15	4(2)	-	-	-	-	-	-	37(4)
Business, Investment	15(1)	5	9(4)	-	-	-	-	-	-	29(5)
Natural Disasters	4(3)	10	-	-	-	-	(1)	-	-	15(4)
Travel, Tourism	-	1	-	12(5)	-	-	-	-	-	13(5)
Immigration from the Third World	8(2)	2	1	1(1)	-	-	-	-	-	12(3)
Music, Arts, Culture	3	2	-	2	-	2(1)	-	-	-	9(1)
Health, Medicine	2(1)	3	1	-	-	-	(1)	-	-	7(2)
Sports	4	1	-	-	1	1	-	-	-	7
Military Issues	3	3	1(1)	-	-	-	-	-	-	7(1)
Religion	3	1	2	-	-	-	-	-	-	6
Energy Issues	-	3	2	-	-	-	-	-	-	5
Agriculture, Food	2	2	-	-	-	-	-	(1)	-	5(1)
Population Issues	1	-	2(1)	-	-	-	-	-	-	3(1)
Women's Issues	2	1	-	-	-	-	-	-	-	3
Urban Problems	-	-	2	-	-	-	-	-	-	2
Scientific Research	-	1	-	-	-	-	-	-	-	1
Communication and Transportation	1	-	-	-	-	-	-	-	-	1
Environmental Issues	1	-	-	-	-	-	-	-	-	1
Totals	242(33)	146(3)	75(29)	18(7)	13	10(3)	(4)	(1)	1	510(80)

(Illustrated items are in parentheses)

TABLE 18b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
MONTREAL GAZETTE DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	<u>News Reports</u>	<u>News Briefs</u>	<u>News back- grounders</u>	<u>General Features</u>	<u>Editorials</u>	<u>Columns</u>	<u>Photos</u>	<u>Cartoons</u>	<u>Letters</u>	<u>Totals</u>
AP	62	20	12	3	-	-	16	-	-	113
UPI	61	18	9	1	-	-	5	-	-	94
Reuter	47	22	7	1	-	-	-	-	-	77
Combination of Wires	35	3	6	-	-	-	1	-	-	45
CP	24	6	3	-	-	-	1	-	-	34
Staff	-	-	4	5	13	4	1	-	-	27
Southam News Service	1	-	13	2	-	-	-	-	-	16
Freelance, Syndicated Writers	-	-	8	1	-	1	-	-	-	10
Canadian Dow Jones	5	1	2	-	-	-	-	-	-	8
AFP	1	4	-	-	-	-	-	-	-	5
London Sunday Times	-	-	3	-	-	-	-	-	-	3
Chicago Daily News	1	-	1	1	-	-	-	-	-	3
London Economist	-	-	3	-	-	-	-	-	-	3
Financial Times of Canada	-	-	-	-	-	3	-	-	-	3
Christian Science Monitor	-	-	1	-	-	-	2	-	-	3
Chicago Sun-Times	-	-	1	1	-	-	-	-	-	2
Toronto Star Syndicate	-	-	-	-	-	1	-	-	-	1
Vancouver Province	-	-	-	-	-	1	-	-	-	1
London Telegraph	-	-	1	-	-	-	-	-	-	1
London Daily Express	-	-	-	1	-	-	-	-	-	1
Unnamed Sources	5	72	1	1	-	-	-	-	-	79
Other	-	-	-	1	-	-	-	1	1	3
Total	242	146	75	18	13	10	26	1	1	532

Proportion staff written material 5.2%

TABLE 18c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
MONTREAL GAZETTE DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Europe	92	Geneva/London/Moscow/Rome/Vienna/Paris/Assen
Africa	85	Johannesburg/Cape Town/Salisbury/Nairobi/Addis Ababa
Asia	69	Hong Kong/ New Delhi/Bangkok/Manila/Tokyo/Peking
Latin America, Caribbean	68	Mexico City/Buenos Aires/Kingston/Havana/Rio/Guatemala
Canada, U.S.	67	UN/Ottawa/Washington/Vancouver
Middle East	63	Beirut/Cairo/Tel Aviv/Damascus/Doha/Jerusalem
Australia, South Pacific	3	

TABLE 19a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
LE DEVOIR DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	<u>News Reports</u>	<u>News Backgrounders</u>	<u>News Briefs</u>	<u>General Features</u>	<u>Columns</u>	<u>Photos (No article)</u>	<u>Editorials</u>	<u>Letters</u>	<u>Totals</u>
Political Affairs	87(5)	21(3)	6	3	8	(1)	-	-	126(8)
Political and Social Upheavals	47(3)	12(2)	7	-	-	(2)	-	-	68(7)
Trade, Aid, Economic Affairs	15	5	11	4(2)	1	-	1	-	37(2)
Personalities in the News	14(1)	1	4	2	1	-	-	-	25(4)
International Crimes	13(1)	-	3	-	-	-	-	-	16(1)
Agriculture, Food	3	-	3	1	-	-	-	-	7
Sports	5	1	-	1	-	-	-	-	7
Religion	2	2	1	2(1)	-	-	-	-	7(1)
Business, Investment	4	-	2	-	-	-	-	-	6
Immigration from the Third World	2	2(1)	1	-	-	-	-	1	6(1)
Natural Disasters	3	-	1	-	-	(1)	-	-	5(1)
Military Issues	4	-	-	-	1	-	-	-	5
Travel, Tourism	-	-	-	4(4)	-	-	-	-	4(4)
Health, Medicine	2	-	1	-	-	-	-	-	3
Scientific Research	-	-	-	2	-	(1)	-	-	3(1)
Music, Arts, Culture	-	-	-	2(1)	1	-	-	-	3(1)
Urban Problems	-	-	1	1	-	-	-	-	2
Women's Issues	1	-	1	-	-	-	-	-	2
Environmental Issues	-	-	1	-	-	-	-	-	1
Totals	202(10)	44(6)	43	22(8)	12	(8)	1	1	333(32)

(Illustrated items are in parentheses)

TABLE 19b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
LE DEVOIR DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	<u>News Reports</u>	<u>News Backgrounders</u>	<u>News Briefs</u>	<u>Photos</u>	<u>General Features</u>	<u>Columns</u>	<u>Editorials</u>	<u>Letters</u>	<u>Totals</u>
Combination of Wires (mostly AFP and Reuter)	80	25	2	-	-	-	-	-	107
AFP	60	7	20	-	1	-	-	-	88
Reuter	49	3	9	-	2	-	-	-	63
AP	5	-	6	24	1	-	-	-	36
Staff	2	3	1	-	9	12	1	-	28
Freelance, Special Correspondents	-	4	-	-	9	-	-	-	13
CP	5	1	1	3	-	-	-	-	10
Le Monde	-	1	-	-	-	-	-	-	1
Unnamed Sources	-	-	4	-	-	-	-	-	4
Other	-	-	-	-	-	-	-	1	1
Totals	202	44	43	27	22	12	1	1	352

Proportion staff written material 8.6%

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TABLE 19c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
LE DEVOIR DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Europe	74	Geneva/London/Paris/Assen/Moscow
Africa	56	Nairobi/Cape Town/Salisbury/Johannesburg/Algiers/Libreville
Canada, U.S.	45	Washington/Ottawa/New York/UN/Montreal
Latin America, Caribbean	44	Buenos Aires/Mexico City/Havana/Kingston/Santiago/Brasilia
Middle East	40	Damascus/Beirut/Doha/Jerusalem/Cairo/Kuwait
Asia	34	Peking/Bangkok/New Delhi/Ankara/Tehran/Manila

TABLE 20a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
FREDERICTON GLEANER DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	News Reports	News back- grounders	General Features	News Briefs	Photos (No article)	Cartoons	Editorials	Columns	Letters	Totals
Political Affairs	45(4)	12(2)	2	3	-	(3)	2	-	1	68(9)
Political and Social Upheavals	21(1)	10(2)	-	2	(3)	(2)	1	-	-	39(8)
Personalities in the News	14(3)	4(1)	3(1)	3	(4)	(1)	1	-	-	30(10)
Trade, Aid, Economic Affairs	12	4(1)	3	1	(1)	(2)	-	1	1	25(4)
International Crimes	13(1)	4	1	2	(2)	-	-	-	-	22(3)
Immigration from the Third World	3	1	1	-	-	-	-	1	-	6
Music, Arts, Culture	1	-	5	-	-	-	-	-	-	6
Sports	3	-	-	1	-	-	1	-	-	5
Natural Disasters	-	-	1	2	(1)	-	-	-	-	4(1)
Agriculture, Food	-	1	2	1	-	-	-	-	-	4
Energy Issues	-	1	1	1	-	-	-	-	-	3
Urban Problems	-	-	2	-	(1)	-	-	-	-	3(1)
Business, Investment	2	-	-	-	-	-	-	-	-	2
Travel, Tourism	-	-	1	1	-	-	-	-	-	2
Military Issues	2	-	-	-	-	-	-	-	-	2
Religion	1	-	-	-	-	-	-	-	-	1
Women's Issues	-	-	1	-	-	-	-	-	-	1
Communication and Transportation	1	-	-	-	-	-	-	-	-	1
Environmental Issues	-	-	1	-	-	-	-	-	-	1
Totals	118(9)	37(6)	23(1)	17	(12)	(8)	5	2	2	224(36)

(Illustrated items are in parentheses)

TABLE 20b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
FREDERICTON GLEANER DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

	News Reports	News back- grounders	General Features	Photos	News Briefs	Cartoons	Editorials	Columns	Letters	Totals
AP	61	7	5	-	7	-	-	-	-	80
Reuter	25	4	11	-	9	-	-	-	-	49
CP	28	5	4	-	1	-	-	-	-	38
Freelance, Syndicated Writers	-	14	2	-	-	2	-	1	-	19
UPI	1	2	-	14	-	-	-	-	-	17
Staff	2	-	1	-	-	2	5	-	-	10
Christian Science Monitor	-	4	-	-	-	-	-	-	-	4
AP/CP	1	-	-	-	-	-	-	-	-	1
AFP	-	-	-	-	1	-	-	-	-	1
CIPO	-	-	-	-	-	-	-	1	-	1
Toronto Star	-	-	-	-	-	1	-	-	-	1
Copley Newspapers	-	1	-	-	-	-	-	-	-	1
Unnamed Sources	-	-	-	6	-	4	-	-	-	10
Other	-	-	-	-	-	-	-	-	2	2
Totals	118	37	23	20	17	9	5	2	2	233

Proportion staff written material 4.0%

TABLE 20c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
FREDERICTON GLEANER DECEMBER 1-31, 1976 AND JUNE 1-30, 1977

Area	No. Items	Most Common Datelines
Canada, U.S.	45	Washington/UN/Ottawa
Europe	40	Geneva/London/Assen
Asia	31	Tokyo/Hong Kong/New Delhi/Peking/Ankara/Singapore
Africa	28	Johannesburg/Salisbury/Dar es Salaam/Nairobi
Latin America, Caribbean	27	Mexico City/Buenos Aires/Havana/Kingston/Rio
Middle East	18	Beirut/Doha/Kuwait



TABLE 21a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
WESTERN PRODUCER - JULY 1976 - JUNE 1977

	News Briefs	News Reports	General Features	News back- grounders	Editorials	Letters	Columns	Photos No) article)	Cartoons	Totals
Trade, Aid, Economic Affairs	47	72(1)	13(3)	10(1)	5	3	5	(2)	-	157(7)
Political Affairs	53	13	1(1)	3	1	1	-	(1)	(1)	74(3)
Political and Social Upheavals	47	9	1(1)	4(2)	1	5	-	-	(2)	69(5)
Agriculture, Food	9	40	6	7	3	-	1	-	-	66
Natural Disasters	11	8	-	-	-	1	-	-	-	20
Personalities in the News	10(1)	4(1)	2(2)	1	-	-	1	(2)	-	20(6)
Scientific Research	-	6	3(1)	-	1	-	-	-	-	10(1)
Military Issues	7	-	-	1(1)	-	-	-	-	-	8(1)
Business, Investment	3	2	-	2	-	-	-	-	-	7
Travel, Tourism	-	-	6(1)	-	-	-	-	-	-	6(1)
International Crimes	3	-	-	1	1	-	-	-	-	5
Population Issues	1	-	-	1	2	-	-	-	-	5
Urban Problems	-	-	2	-	-	-	-	(2)	-	4(2)
Sports	-	1	1	1	1	-	-	-	-	4
Environmental Issues	-	2	1(1)	1	-	-	-	-	-	4(1)
Energy Issues	-	1	1(1)	1	-	-	-	-	-	3(1)
Communication and Transportation	1	-	1(1)	-	-	1	-	-	-	3(1)
Religion	-	-	1	-	-	-	-	-	-	1
Music, Arts, Culture	-	-	1	-	-	-	-	-	-	1
Totals	192(1)	158(2)	40(12)	33(4)	15	11	8	(7)	(3)	467(29)

(Illustrated items are in parentheses)

TABLE 21b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
WESTERN PRODUCER - JULY 1976 - JUNE 1977

	<u>News Briefs</u>	<u>News Reports</u>	<u>General Features</u>	<u>News Backgrounders</u>	<u>Editorials</u>	<u>Letters</u>	<u>Photos</u>	<u>Columns</u>	<u>Cartoons</u>	<u>Totals</u>
Reuter	178	121	-	8	-	-	-	-	-	307
Staff	1	9	17	-	12	-	4	7	-	50
Christian Science Monitor	-	2	14	24	-	-	1	-	-	41
Freelance, Syndicated Writers,	-	1	3	-	3	-	-	1	3	11
CIDA	2	4	2	-	-	-	-	-	-	8
IDRC	1	6	-	-	-	-	-	-	-	7
London News Service	-	-	1	-	-	-	1	-	-	2
Bermuda News Service	-	-	2	-	-	-	-	-	-	2
CP Air	-	-	-	-	-	-	1	-	-	1
Unnamed Sources	10	15	1	1	-	-	2	-	-	29
Other	-	-	-	-	-	11	-	-	-	11
Totals	192	158	40	33	15	11	9	8	3	469

Proportion staff written material 10.6%

TABLE 21c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
WESTERN PRODUCER - JULY 1976 - JUNE 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Canada, US	98	Washington/UN/Ottawa/Ames, Iowa
Asia	94	New Delhi/Jakarta/Singapore/Hong Kong/Manila/Peking
Europe	61	Paris/London/Rome/Geneva
Latin America, Caribbean	51	Buenos Aires/Havana/Rio/Mexico City/Lima/Kingston
Africa	49	Johannesburg/Salisbury/Nairobi/Lusaka
Middle East	25	Tel Aviv/Beirut/Cairo
Australia, South Pacific	3	

TABLE 22a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
FINANCIAL POST - JULY 1976 - JUNE 1977

	<u>News Backgrounders</u>	<u>General Features</u>	<u>News Briefs</u>	<u>News Reports</u>	<u>Editorials</u>	<u>Columns</u>	<u>Cartoons</u>	<u>Letters</u>	<u>Totals</u>
Trade, Aid, Economic Affairs	22(8)	14(11)	11	10	4	2	(1)	1	65(20)
Business, Investment	15(7)	9(4)	9	9	-	-	-	-	42(11)
Travel, Tourism	1	21(16)	9	1	-	-	-	-	32(16)
Political Affairs	12(7)	-	-	1	-	1	(1)	-	15(8)
Urban Problems	-	2(1)	-	-	-	-	-	-	2(1)
Religion	2(2)	-	-	-	-	-	-	-	2(2)
Military Issues	1(1)	1(1)	-	-	-	-	-	-	2(2)
Agriculture, Food	1(1)	-	-	-	-	-	-	-	1(1)
Population Issues	-	-	1	-	-	-	-	-	1
Scientific Research	-	-	1	-	-	-	-	-	1
Sports	-	-	-	-	1	-	-	-	1
Music, Arts, Culture	-	-	-	-	-	1	-	-	1
Communication and Transportation	-	-	-	1	-	-	-	-	1
Environmental Issues	1	-	-	-	-	-	-	-	1
Totals	55(26)	47(33)	31	22	5	4	(2)	1	167(61)

(Illustrated items are in parentheses)

TABLE 22b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
FINANCIAL POST - JULY 1976 - JUNE 1977

	<u>News Backgrounders</u>	<u>General Features</u>	<u>News Briefs</u>	<u>News Reports</u>	<u>Editorials</u>	<u>Columns</u>	<u>Cartoons</u>	<u>Letters</u>	<u>Totals</u>
Freelance, Syndicated Writers	34	43	-	5	-	3	2	-	87
Staff	21	1	-	8	5	1	-	-	36
Financial Times News Features (London)	-	1	-	-	-	-	-	-	1
Unnamed Sources	-	2	31	9	-	-	-	-	42
Other	-	-	-	-	-	-	-	1	1
Totals	55	47	31	22	5	4	2	1	167

Proportion staff written material 22.0%

TABLE 22c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
FINANCIAL POST - JULY 1976 - JUNE 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Latin America, Caribbean	44	Mexico City/Rio/Port of Spain/Buenos Aires/Kingston
Canada, U.S.	24	Ottawa/Washington/Toronto
Asia	11	Taipei/Manila
Africa	5	
Middle East	5	
Europe	3	
Australia, South Pacific	3	

TABLE 23a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
SMITHS FALLS RECORD NEWS - JULY 1976 - JUNE 1977

	<u>General Features</u>	<u>Editorials</u>	<u>Photos (No article)</u>	<u>Columns</u>	<u>News Reports</u>	<u>News Briefs</u>	<u>News Backgrounders</u>	<u>Totals</u>
Trade, Aid, Economic Affairs	3(1)	1	(1)	1	1	1	-	8(2)
Agriculture, Food	1	2	-	-	-	-	-	3
Personalities in the News	-	-	(2)	-	-	-	-	2(2)
Travel, Tourism	2	-	-	-	-	-	-	2
Political and Social Upheaval	-	1	-	-	-	-	-	1
Health, Medicine	-	-	-	1	-	-	-	1
Environmental Issues	-	-	-	-	-	-	1	1
Totals	6(1)	4	(3)	2	1	1	1	18(4)

(Illustrated items are in parentheses)

TABLE 23b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
SMITHS FALLS RECORD NEWS - JULY 1976 - JUNE 1977

	<u>General Features</u>	<u>Editorials</u>	<u>Photos</u>	<u>Columns</u>	<u>News Reports</u>	<u>News Briefs</u>	<u>News Backgrounders</u>	<u>Totals</u>
Staff	-	4	1	1	-	-	-	6
Contributors, Freelance Writers	2	-	-	1	-	-	-	3
CIDA	2	-	-	-	1	-	-	3
Unitarian Service Commission	-	-	2	-	-	1	-	3
United Church	1	-	-	-	-	-	-	1
Unnamed Sources	1	-	-	-	-	-	1	2
Totals	6	4	3	2	1	1	1	18

Proportion staff written material 33.3%

TABLE 24a - TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS  
CANADIAN CHURCHMAN - JULY/AUGUST 1976 - JUNE 1977

	<u>News Reports</u>	<u>General Features</u>	<u>News Back- grounders</u>	<u>Letters</u>	<u>Photos (No article)</u>	<u>News Briefs</u>	<u>Editorials</u>	<u>Cartoons</u>	<u>Totals</u>
Political and Social Upheaval	7(3)	-	7(5)	16	(2)	1	1	-	34(10)
Religion	11(3)	11(10)	2(2)	-	(4)	5	1	-	34(19)
Political Affairs	-	3(3)	5(4)	-	(1)	2	3	(1)	15(9)
Trade, Aid, Economic Affairs	2(1)	5(5)	4(3)	-	-	-	-	-	11(9)
Personalities in the News	2	2(2)	-	2	(1)	-	1	(1)	9(4)
Business, Investment	2	-	1	2	-	1	-	-	6
Agriculture, Food	1	1	1(1)	-	-	-	-	-	3(1)
Education	-	2(1)	-	-	(1)	-	-	-	3(2)
Natural Disasters	1	1	-	-	-	-	-	-	2
Urban Problems	-	1(1)	-	-	(1)	-	-	-	2(2)
International Crimes	1	-	-	-	-	-	-	-	1
Travel, Tourism	-	-	-	-	-	-	-	(1)	1(1)
Music, Arts, Culture	-	-	-	-	(1)	-	-	-	1(1)
Totals	27(7)	26(22)	20(15)	20	(11)	9	6	(3)	122(58)

(Illustrated items are in parentheses)

TABLE 24b - SOURCES OF THIRD WORLD ITEMS CLASSIFIED BY TYPES OF ITEMS  
CANADIAN CHURCHMAN - JULY/AUGUST 1976 - JUNE 1977

	<u>News Reports</u>	<u>General Features</u>	<u>News back-grounders</u>	<u>Letters</u>	<u>Photos</u>	<u>News Briefs</u>	<u>Editorials</u>	<u>Cartoons</u>	<u>Totals</u>
Staff	2	12	6	-	-	-	5	-	25
Freelance, Correspondents	2	8	9	-	-	-	1	3	23
World Council of Churches	2	-	2	-	-	-	-	-	4
CIDA	-	-	1	-	-	-	-	-	1
Unnamed Sources	21	6	2	-	11	9	-	-	49
Other	-	-	-	20	-	-	-	-	20
Totals	27	26	20	20	11	9	6	3	122

Proportion staff written material 28.4%

TABLE 24c - PLACES OF ORIGIN OF THIRD WORLD COPY (Datelines)  
CANADIAN CHURCHMAN - JULY/AUGUST 1976 - JUNE 1977

<u>Area</u>	<u>No. Items</u>	<u>Most Common Datelines</u>
Canada, U.S.	26	Toronto/Washington/New York/Ottawa
Africa	19	Johannesburg/Gambia/Uganda
Europe	9	Geneva/London
Latin America, Caribbean	8	Buenos Aires
Asia	4	Colombo
Middle East	3	Jerusalem



TABLE 25 - NUMBER OF ISSUES OF 10 NEWSPAPERS IN WHICH AT LEAST ONE  
THIRD WORLD ITEM APPEARED

<u>Daily Newspapers</u>	<u>Total No. Issues Studied</u>		<u>Issues with at least one Third World Item</u>	
	<u>December 1976</u>	<u>June 1977</u>	<u>December 1976</u>	<u>June 1977</u>
Ottawa Journal	26	26	26	26
Saskatoon Star-Phoenix	26	26	26	26
Montreal Gazette	26	25	26	25
Le Devoir	26	25	25	25
Fredericton Gleaner	26	26	24	26
Kamloops Sentinel	26	26	22	24
<u>Weekly Newspapers</u>	<u>July-Dec. '76</u>	<u>Jan.-June '77</u>	<u>July-Dec. '76</u>	<u>Jan.-June '77</u>
Western Producer	26	26	26	26
Financial Post	24	26	24	25
Smiths Falls Record News	26	26	8	6
<u>Other</u>				
Canadian Churchman	5	6	5	6

TABLE 26 — TOPICS RELATED TO THE THIRD WORLD AND TYPES OF ITEMS

MACLEAN'S MAGAZINE — JANUARY TO SEPTEMBER 1978 (BIWEEKLY) AND SEPTEMBER 1978 TO JANUARY 1979 (WEEKLY)

	News Backgrounders		Sidebars, boxes briefs		General features		Letters		Interviews		Columns/ Reviews		Totals	
	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After	Before	After
Political affairs	9	22	-	6	1	-	1	1	-	-	1	-	12	29
Personalities in the news	1	11	1	4	2	-	-	1	2	3	1	-	7	19
Political and social upheavals	8	7	1	3	-	2	2	-	-	-	-	-	11	12
Music, arts, culture	1	-	-	1	2	1	-	-	-	-	-	1	3	3
International crimes	2	-	1	-	-	-	-	-	-	-	-	-	3	-
Trade, aid, economic affairs	2	2	-	-	-	-	-	-	-	-	-	-	2	2
Religion	-	1	-	-	-	2	-	-	-	-	-	-	-	3
Travel, tourism	-	-	-	-	1	-	-	1	-	-	-	1	1	2
Business, investment	-	-	-	-	-	1	-	1	-	-	-	-	-	2
Immigration from the Third World	-	1	-	-	-	-	1	-	-	-	-	-	1	1
Health, medicine	-	-	1	1	-	-	-	-	-	-	-	-	1	1
Energy issues	-	1	-	1	-	-	-	-	-	-	-	-	-	2
Communications	-	2	-	-	-	-	-	-	-	-	-	-	-	2
Agriculture, food	-	-	-	1	-	-	-	-	-	-	-	-	-	1
Totals	23	47	3	16	7	7	4	4	2	3	2	2	41	79

TABLE 27 - PERCENTAGE OF THE AVERAGE 'NEWS HOLE' OF 10 SELECTED PUBLICATIONS CONTAINING THIRD WORLD NEWS ITEMS OR EDITORIAL MATERIAL

<u>Dailies</u>	<u>December 1976</u>	<u>June 1977</u>	<u>Overall</u>
Kamloops Sentinel	2.2%	2.2%	2.2%
Saskatoon Star-Phoenix	5.0%	6.0%	5.5%
Ottawa Journal	5.0%	7.3%	6.1%
Montreal Gazette	5.9%	4.5%	5.2%
Le Devoir	7.5%	9.0%	8.3%
Fredericton Gleaner	4.0%	5.3%	4.7%
<u>Others</u>	<u>July-Dec. 1976</u>	<u>Jan.-June 1977</u>	<u>Overall</u>
Canadian Churchman	10.8%	18.9%	14.0%
Financial Post	4.2%	4.3%	4.3%
Smiths Falls Record News	n/a	n/a	n/a
Western Producer	7.7%	3.7%	5.7%



## CHAPTER 3 - RADIO AND TELEVISION

The electronic media have become extremely important as sources of information for many Canadians. Several public opinion surveys have shown that television is the preferred means by which most people get their news. And the television audience is vast; somewhere in the vicinity of four million Canadians watch an average evening news broadcast.

Meanwhile, radio continues to have large audiences as well. With transistor and car radios, it is possible to listen at almost any time and any place. The licencing of many new FM radio stations in recent years has added to the variety in programming, although it has also increased the fragmentation of the listening audience. While television is often the most graphic and dramatic of all news media, radio is usually first in breaking news stories.

These factors make it important that radio and television be included in a study of how the news media are covering international affairs. But there are other reasons as well. As noted in Chapter 2, most newspapers give top priority to coverage of local and regional news. There seems to be a general assumption that national and international news can be covered best by national news media. The problem is that there are very few national print media. The Globe and Mail claims to be a national newspaper, but its readership outside of Toronto is mainly among a few thousand opinion leaders. Magazines such as Maclean's, Weekend, and The Canadian qualify, but they are all weeklies, and only Maclean's contains news of the week. On a daily basis, only the major radio and television networks

concentrate on national and international news coverage for a mass audience numbering in the millions. The very fact that some newspaper editors have "passed the buck" onto them, means that the networks deserve some scrutiny.

As this study makes evident, radio and television news coverage is somewhat limited, both in the number of stories and in the depth of coverage. As a result, it is important to look at current affairs programming and documentaries as well. They provide much of the depth and backgrounding absent from most news reports.

One limitation of this study is that the periods covered in the content analyses were perhaps too brief to give a complete profile of levels of news coverage. However, the study does provide at least an indication of how well the Third World is covered on Canadian radio and television.

#### CBC Radio

CBC's English-language radio services originate mainly from Toronto, while the French-language service is headquartered in Montreal. On the English-language service, the main morning news program, 'World at Eight', had a cumulative audience of 1.4 million for its six editions going to 32 CBC owned and operated stations. The cumulative audience for the evening program 'World at Six' was about 750,000 at the time of this study. These figures do not include listeners to privately-owned radio stations receiving the CBC news.

Altogether, CBC Radio produces 35 editions of the news daily, Monday to Friday, totalling six hours and nine minutes in all. On Saturdays, including the program 'The House', Radio News produces 36 editions, totalling seven hours and 37 minutes. On Sundays, including the program 'Sunday Magazine', it produces

32 editions, totalling nine hours and 13 minutes. The weekly output is 243 editions of news, totalling 47 hours, 35 minutes, and it amounts to more than 425,000 words.

Radio News has staff foreign correspondents in Washington, London, Paris and Moscow, and has access to the television news correspondent in Africa, as well as to French network staff. At the time of this study, attempts were being made to put a staff correspondent into Peking as well. In addition, Radio News uses free lancers based in Europe, southern Africa, the Middle East, Latin America, the Caribbean, Asia and Australia. Most of them also work for newspapers. Reports from eight or nine of them are used quite regularly. CBC also has access to BBC correspondents, but uses them less now than in the past. The editors feel there are now very few places in the world where they could not come up with someone in their own network to cover an event.

CBC attempts to recruit as correspondents Canadians or people who are knowledgeable about Canada. One of the jobs of staff correspondents is to be on the lookout for new free lancers. The free lancers are briefed on the types of news to look for. About once a year, each free lancer visits Toronto to brief the senior assignment editor on what is happening in his part of the world. The assignment editor relies mainly on newspapers and wire services to keep up to date on what is happening and to check facts. The senior editors also have a regular weekly bull session to review events.

Among the problems in covering Third World countries is the shortage of qualified free lancers in some areas--most of them want to go to high-interest areas where they can earn more

money. There are also problems of red tape and poor communications links. Some subjects related to the Third World, such as the Law of the Sea Conference, are difficult to report in a meaningful way. CBC is developing specialist reporters who can go anywhere in the world to cover major stories. So far, it has agricultural, industrial and science specialists.

The analysis of coverage by the two networks shows that one-third of all stories during the study period were related to the Third World, although most were not very long (see Chart 1). Much of the news was generated by the signing of the Middle East peace treaty.

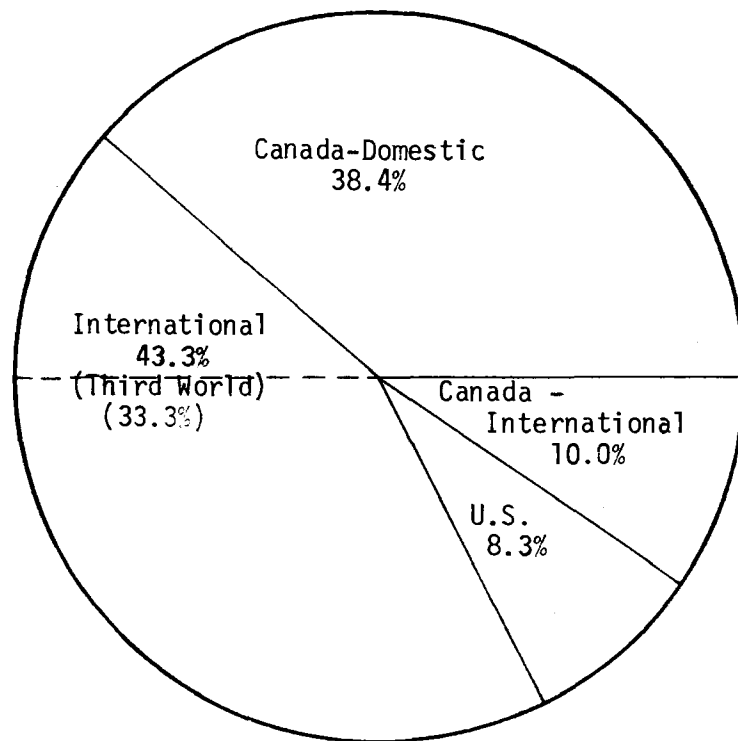
The French service had a much smaller proportion of Third World coverage, both in the number of stories and in the amount of time (see chart 2). One possible reason is that the Canadian federal election was announced during the time that the French service was being monitored, and election coverage may have eaten into time normally given to non-Canadian news. Without election coverage, the Canadian domestic share of the total would amount to about 50 per cent for both the number of stories and amount of time.

The French newscast, like the English, lasted for about 30 minutes each evening. But only the first 15 minutes were devoted to news reports, while the last segment was made up of three commentaries or press reviews, each one lasting about five minutes. During the four days of the study, there was one commentary and two press reviews of the Middle East peace treaty.

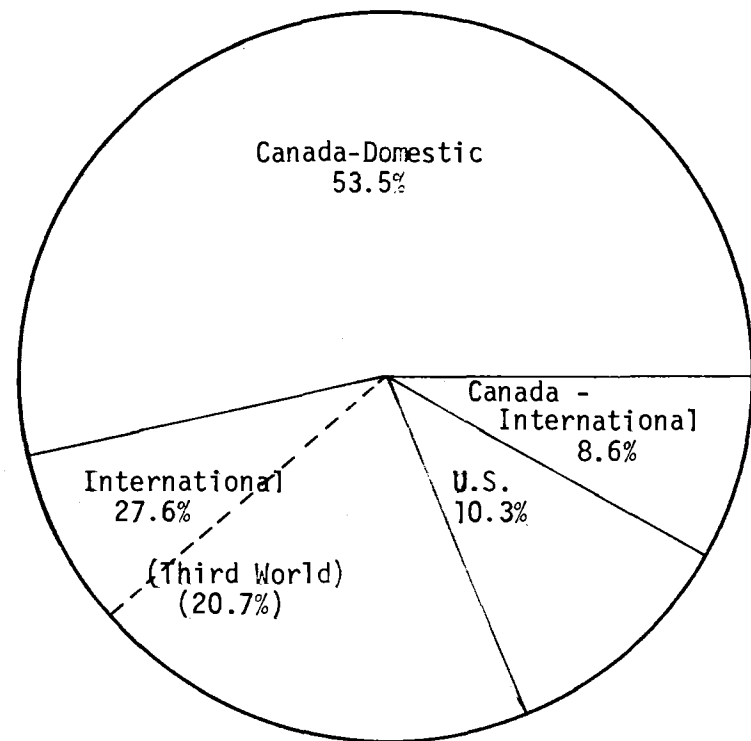
Although the French service had only half as much time as the English service for news reports, it used between 11 and 14 items per day, compared with 13-18 items per day on the English service. Thus, the French-language news reports tended to be much shorter than the English-language reports.



CHART 1. Classification of stories, 4 days in March 1979,  
CBC English Radio News "World at Six."

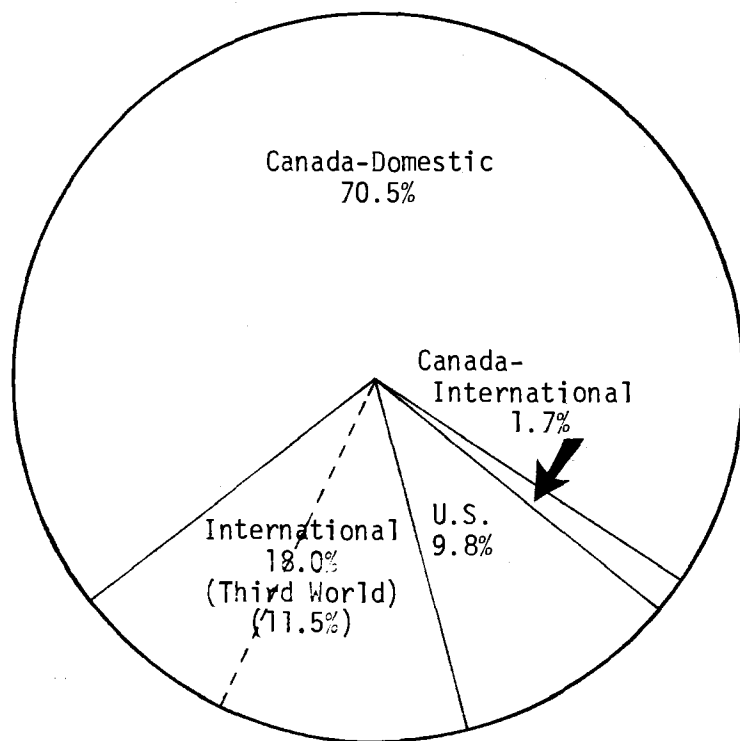


Based on number of stories  
Total items - 60

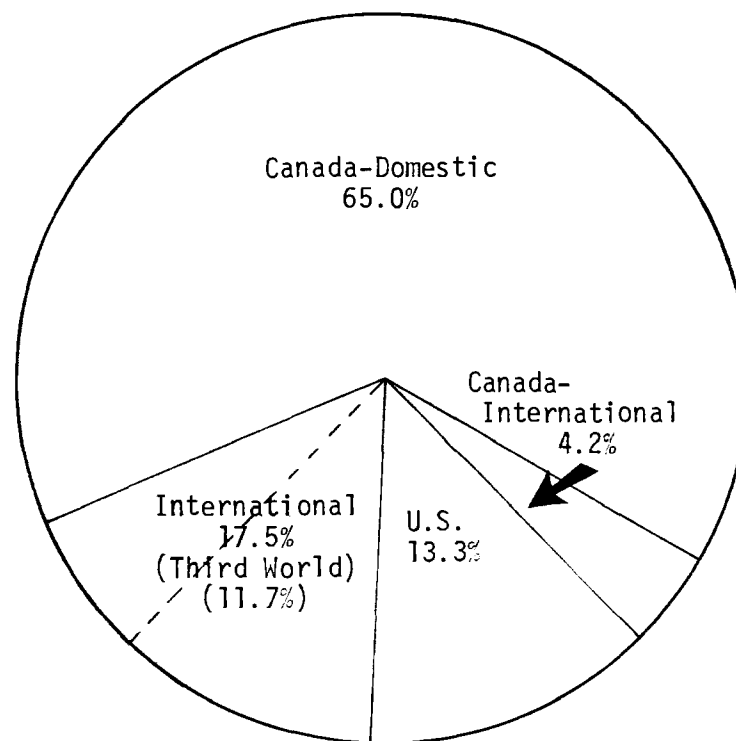


Based on time  
Total time - 116 minutes

CHART 2. Classification of stories, 4 days in March-April 1979,  
CBC French Radio News.



Based on number of stories  
Total items - 61



Based on time  
Total time - 120 minutes

The discrepancies in proportions of coverage shown on the charts may not be too significant. The figures can be compared with those in a study conducted by Arthur Siegel of York University for the Canadian Radio-Television and Telecommunications Commission (CRTC). In an analysis done on the same 10 days in May 1977, he found international coverage outside of the United States totalled 11.4 per cent of all stories and 10.6 per cent of time on English radio. On French radio, it was 18.4 per cent of all stories and 10.1 per cent of time. It appears that the amount of time devoted to international coverage can fluctuate considerably from day to day, depending on the major news events.

The most noteworthy point is that, even with a full half-hour of news coverage, the CBC has less than 20 news items and just over 4,000 words - the equivalent of two or three pages in a daily newspaper.

#### CKO Radio

CKO, the only all-news radio network in Canada, first came on the air in July 1977. It has been criticized, particularly by other members of the news media, for not achieving sufficiently high standards of quality in its broadcasting, and for departing increasingly from an all-news format. Network management maintains that quality is improving, and that programs such as phone-in shows and sportscasts have news value.

At the time of this study, CKO had six stations with local studio facilities--in Ottawa (where network news originates), Toronto, Montreal, Edmonton, Calgary and Vancouver--and a repeater station in London, Ont. It was planning to add stations in Regina, Winnipeg, Saint John, N.B., Halifax, and St. John's, Nfld. by 1981. All stations except the one in Montreal are on

the FM band, which some observers found rather surprising for an all-news operation. But the network news editor argues that FM radio is increasingly popular--87 per cent of the population in the Ottawa area had FM sets in 1977. He maintains that listeners find it easy to switch from a mostly music FM station to CKO to get news, weather and other information. In the United States, where there are 82 all-news radio stations, listeners tend to tune in three times a day--in the morning, at noon, and in the evening. CKO listeners have the network tuned in for an average of four hours a week. And the management claims the audience is growing--CKO's Toronto audience jumped from 60,000 to 262,000 in about one year.

The basic format is an hourly 'news wheel' (see Chart 3), which breaks the hour into relatively brief segments--rarely longer than five minutes. On the day CKO was monitored for this study--from 8 a.m. to 8 p.m.--there were only three lengthy items, a news feature lasting 13 minutes, a special report lasting five minutes, and an interview lasting seven minutes. Actual national and international news time, including those three items, in the 12 hour period, was three hours, 46 minutes. During the rest of the time, there were local reports, sports, weather, commercials, a two-hour phone-in show, and a 43 minute live broadcast of question period from the House of Commons. National and international headline summaries were repeated 49 times, lasting about two minutes each. Longer news reports were given 17 times and lasted about six minutes each time. There were a total of 328 news items, so each one lasted an average of just over half a minute.

In fact, one criticism of the network is that its news items are too brief, there is little follow-up, and there are few

CHART 3. Typical hourly news wheel,  
CKO Radio.

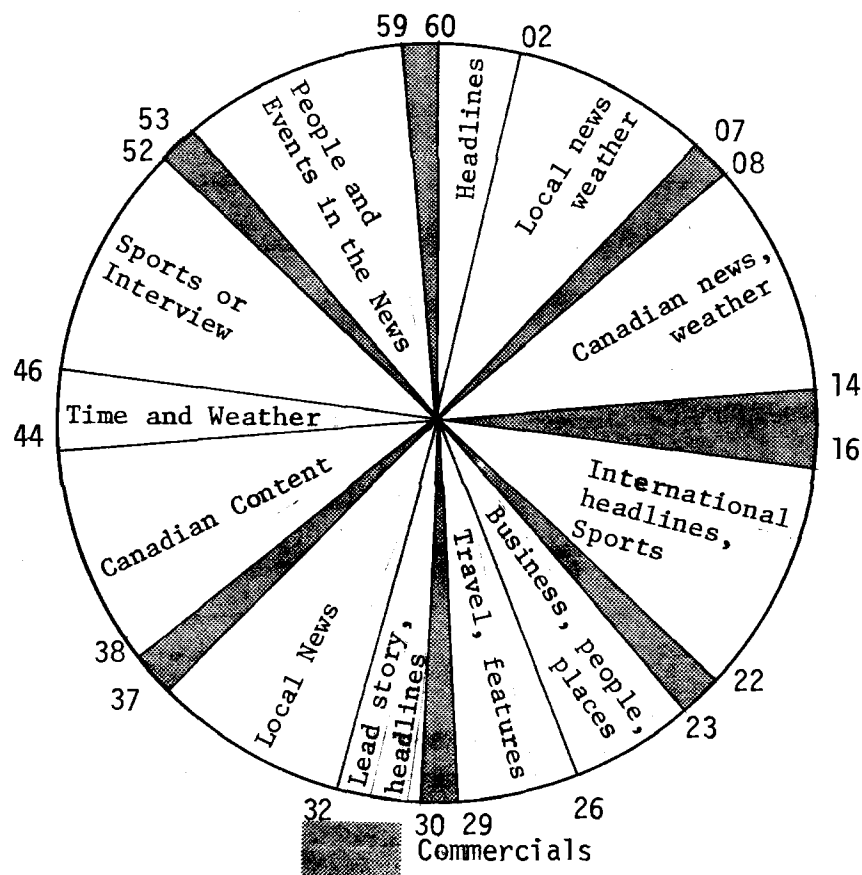
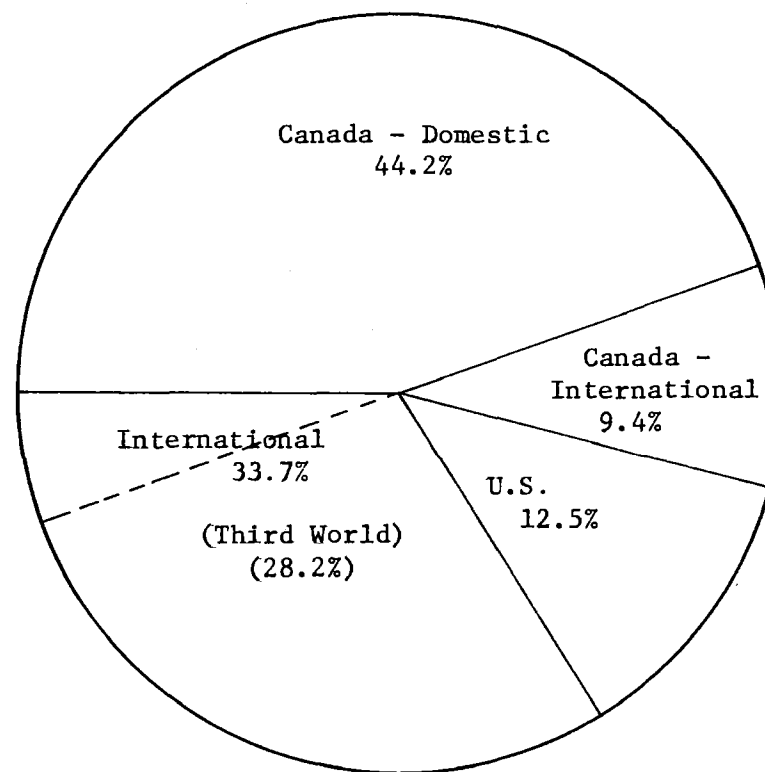


CHART 4. Classification of stories,  
CKO Radio, 8 a.m.-8 p.m.  
March 14, 1979.



Based on number of stories  
Total items - 266

current affairs features. The network news editor replied that most items are kept under three minutes because surveys showed people are 'turned off' by longer items. However, there were longer items in the early evenings and on weekends, he said. For example, CKO had used a 14-minute piece on Idi Amin.

The network does not stick too rigidly to its 'news wheel', giving it the freedom to give live coverage of breaking news stories. It was the only Canadian network that carried the Middle East peace treaty signing live. Also, it went live from Three Mile Island, Pennsylvania, for 45 minutes during the nuclear accident there.

The network has no foreign correspondents, claiming the cost--about \$70,000 for one correspondent per year--is too high. It relies heavily on ABC and BBC for its international coverage, and also receives AP voice and wire services, Reuter wire, UPI wire, Voice of America, Christian Science Monitor, British Information Service, Broadcast News, and the CP wire. It carries about 200 voice reports per day, and about 65 per cent are international. The purchase of services accounts for about 25 per cent of all news costs. Some staff members have gone to Europe and the Middle East, either to cover conferences or on junkets.

#### CBC Radio Current Affairs

Two of the leading current affairs programs on CBC radio are 'Sunday Morning' and 'As It Happens'. 'Sunday Morning' is three hours long, once a week, while 'As It Happens' is a 1½-hour program Monday to Friday. Both programs have a significant amount of international content--including items from the Third World--and both tend to cover stories that are not necessarily prominent in the news.

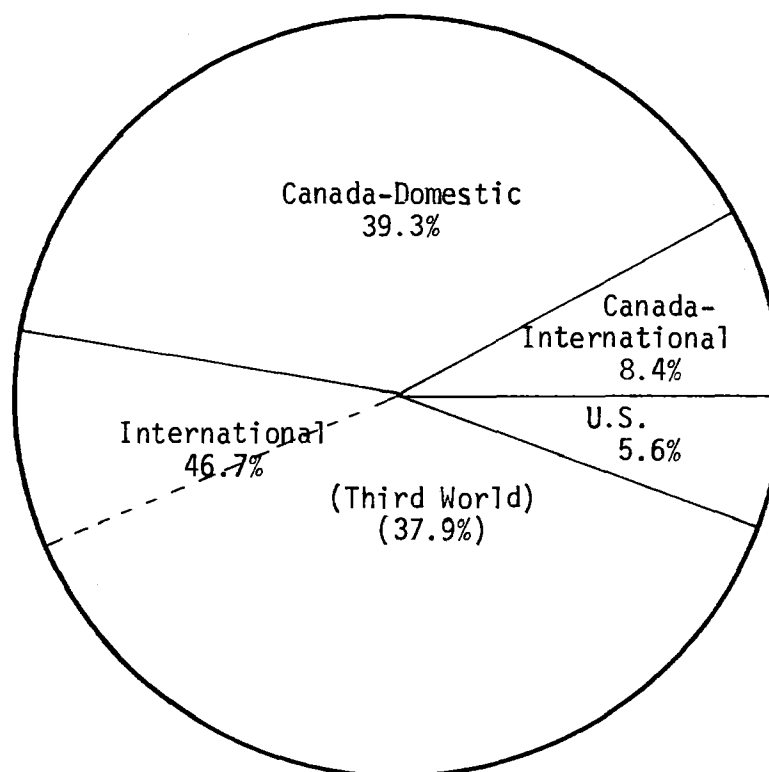
'Sunday Morning', in particular, gives extensive and comprehensive coverage to international affairs. It was claimed by the staff that about 60 per cent of the material is international. This study showed that, including U.S. coverage and coverage under the 'Canada-International' category, 60 per cent is almost the exact proportion of international coverage (see Chart 5).

It is no accident. The executive producer, Mark Starowicz, made a very conscious effort to emphasize international affairs in the program, claiming a "phenomenal hunger for international coverage" by the audience. This assertion was based in part on a survey of CBC radio listeners. A questionnaire was sent to 1,532 people who had written to CBC at some time in the past, and 800 replied. National and international news ranked at the very top among 20 program categories for heavy and medium CBC listeners, with 'enjoyment indices' of 84 and 81, respectively. These are considered to be very high. Among light CBC listeners, national and international news ranked a close second, with an 'enjoyment index' of 77, behind local news and weather, and well above any other program category.

Another indicator of interest is the size of the audience. At the time of this study, the program was heard on 28 CBC owned and operated stations and over 100 affiliated stations, with a total cumulative audience of 1.5 million. The International Review, which is the last half-hour segment of the program, had an audience of 630,000, and the audience in the third hour of the program was growing more rapidly than the audience for the first two hours.

According to Mr. Starowicz, the market for international coverage was left to 'Sunday Morning' almost by default. The

CHART 5. Classification of stories, CBC "Sunday Morning,"  
March 18-April 8, 1979, 4 days.



Based on time  
Total time - 636 minutes



program tries to serve, in a sense, as a substitute for a national Sunday newspaper--there are none in Canada. He claimed print media were doing little and international coverage on television was weak, partly because of the high costs involved.

On the first hour of 'Sunday Morning', there is usually in-depth analysis of some of the major news events of the week. The executive producer said the lead item was an international story about 50 per cent of the time. In the four programs studied here, during the federal election campaign, the Middle East peace settlement was the lead item twice and received extensive coverage both times. The nuclear accident in Pennsylvania was the lead item in the third program, and a domestic Canadian issue led off the fourth program. On the last two programs, the war in Uganda was the second major item.

The second hour of the program usually had news features--each one the equivalent of a full-length magazine article. Rather than having panel discussions or interviewing academics, 'Sunday Morning' tends to do documentaries in the field. They started by doing documentaries of about 30 minutes, then went all the way to one hour--something few other programs would dare. In the study period, 'Sunday Morning' had an hour-long documentary on the rise of Islam. Half of it was from Iran and the other half was from Pakistan.

In the third hour, the International Review usually included four items, each lasting between five and 10 minutes. The Third World was well represented, with coverage of issues in Iran, Grenada, South Africa, Yemen, Uganda, the Middle East, Pakistan and China during the study period.

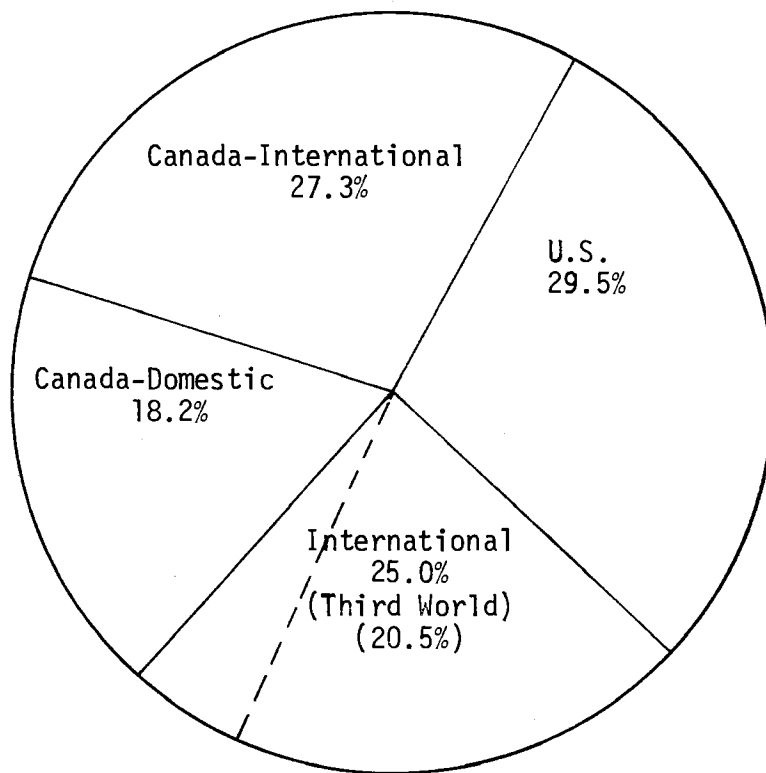
The program had a foreign editor and staffers based in London, New York, Washington and Paris, as well as a network of about 100 free lance correspondents. Half of them also contributed to 'As It Happens'. About 30 per cent of the correspondents were British; there were no Canadians. This free lance network was more extensive than that of CBC news.

Unlike 'As It Happens', 'Sunday Morning' does documentaries, so it must recruit people who are capable of doing extensive pieces of journalism. Staffers are sent out to do some major stories. In Third World countries, the major problems are accreditation and bureaucratic red tape.

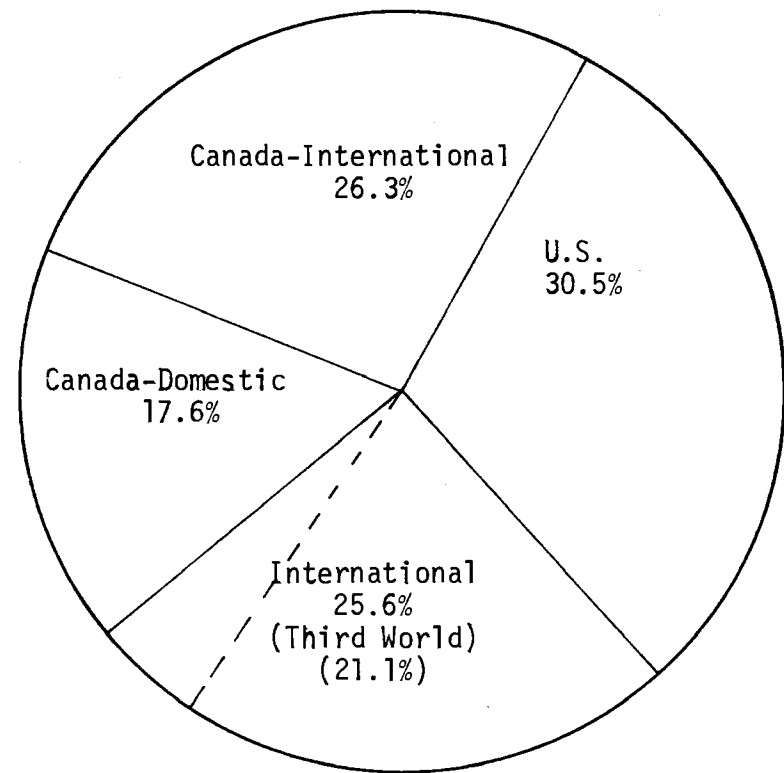
'As It Happens' has been one of the most popular CBC radio programs for more than a decade. In the Toronto area, it outdraws CHUM, one of the leading radio stations aimed at young people. It's format has been to have an interviewer talk to a wide variety of major newsmakers, as well as offbeat characters by telephone. Normally, there are about 12 items in a program, with each one lasting 5-10 minutes. It has a larger proportion of material from the United States than many other programs, and international material from outside North America occupied about a quarter of the time (Chart 6).

In general, 'As It Happens' followed the major news stories in its international coverage, with items on the Middle East peace treaty, Iran, Uganda, and Nicaragua during the study period. It also tackled the difficult subject of the GATT international trade negotiations.

CHART 6. Classification of stories, CBC "As It Happens,"  
March 19-22, 1979, 4 days.



Based on number of items  
Total items - 44



Based on time  
Total time - 289 minutes

### CBC Television

As is shown in Charts 7 and 8, CBC television news is heavily dominated by domestic Canadian news. This is particularly true on the French network, where there is a substantial amount of news about Quebec. The figures may have been distorted somewhat, especially on the French network, by the fact that the federal election campaign was in progress while this survey was carried out. Election items accounted for about 10 per cent of the time on the English network. On the French network, they accounted for about 20 per cent of all items and 30 per cent of all time on the newscasts. Chart 8 also shows that many international items on the French network were very brief, and international coverage accounted for little of the total newscast time.

However, there is some evidence that domestic Canadian coverage predominates at other times as well. A check of the Siegel study done in 1977 shows that domestic Canadian coverage accounted for 66.9 per cent of all stories and 74 per cent of all time on the English network, and 71.2 per cent of all stories and 82.5 per cent of all time on the French network.

Coverage of the Third World received little time on the newscasts during the period of this study. 'The National' devoted about half of the time on an extended newscast to the Middle East peace treaty on the day that it was signed. On the other three days the newscast was monitored, however, there were only one or two Third World news items per newscast, and they lasted a total of from two to five minutes in a 25-minute newscast.

'Le Telejournal' was not monitored on the night of the treaty signing, but in the four newscasts that were studied, the first 15 minutes were almost exclusively domestic Canadian news each time. The only exceptions were brief two-minute reports of the Pennsylvania nuclear accident in two of the newscasts. Most international coverage was mixed in with other Canadian news during the last 10 minutes of the newscasts.

While it is certainly true that national news is the top priority for CBC television, one also suspects that one reason for the overwhelming preponderance of national news is because it is cheaper and easier to get--especially during an election campaign when everything is "laid on" by the political parties. A large amount of CBC news originates from just a few places. According to the Siegel study, 73 per cent of the news disseminated by CBC radio and television originated in just four cities--Ottawa, Quebec City, Montreal and Toronto.

There is no doubt that cost is a limiting factor in foreign coverage. The CBC television chief news editor estimated that it would cost at least \$150,000 a year to operate the average bureau--and it would cost much more in Africa. War zone insurance is also expensive. A television bureau requires a correspondent, a cameraman and possibly a sound man as well, making it much more expensive than operating a radio bureau, which costs more than a newspaper bureau.

The English network had bureaus in London, Paris, Johannesburg, and Washington at the time of this study. The Hong Kong post was vacant, but the network was in the process of opening a bureau in Peking, together with the French network. Radio-Canada had bureaus in London, Paris, Washington and Brussels, and at one

time, the two networks shared a bureau in South America. Television also made use of a radio correspondent in Moscow.

Increasingly, CBC is doing "hit and run" reporting, flying a reporter into a location for anywhere from a week to a month to cover events. They realize this is not ideal coverage, but feel it is better than nothing. At one time, the CBC relied heavily on U.S. networks, getting about 70 per cent of its foreign items from them. Now, it has links with CBC and NBC, which supply about 20 per cent of its foreign material. It is a member of Visnews, a British-based, world-wide television news operation, in which most Third World countries are linked. Film is flown to London, processed, then sent out on a daily 10-minute satellite feed with about eight items. CBC uses an average of about three Visnews items per day on its newscasts.

'The National' the major daily production of CBC English television news, had an average audience of 1.5 million viewers per evening during the time of this study. In addition to 'The National', the television news staff produces the Saturday and Sunday news, news bulletins, a review of the week in Parliament, and the program 'Newsmagazine', which has some 40-45 minute news specials. Few of them are foreign stories, mainly because of the high cost.

The main current affairs program on CBC television is the weekly 'Fifth Estate'. According to its senior producer, Ron Haggert, about half of all news stories are mandatory, leaving the news staff with little flexibility. In current affairs programming, the journalist is much more influential, and there are no mandatory stories.

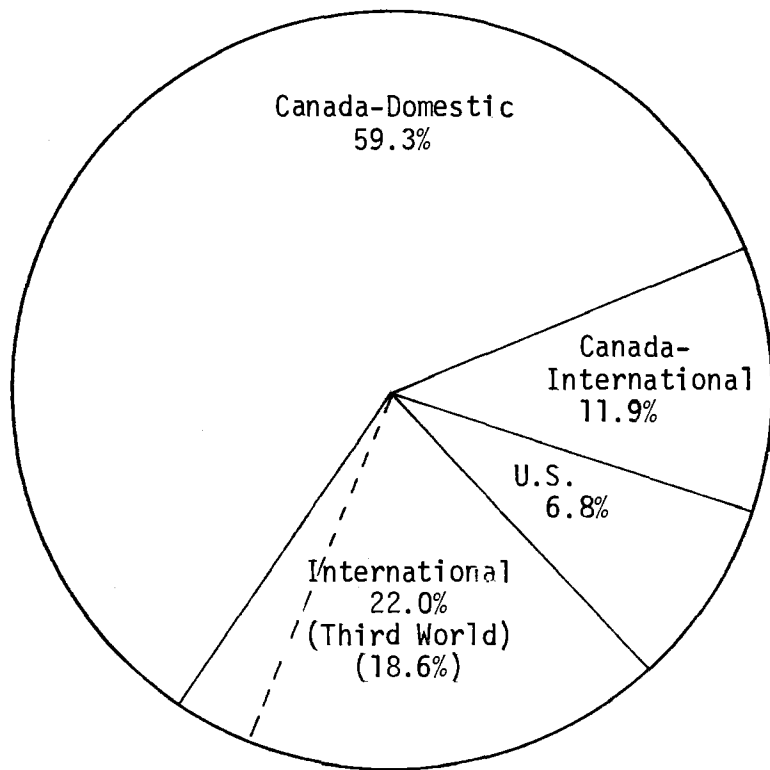
There are four main criteria used in selecting stories for 'Fifth Estate': the story must be interesting for a large audience; costs must be held down; there must be a good mix of items in terms of subject matter, geographic area and interest; and the material must be filmable. The hour-long program has three hosts and each handles one item lasting about 18 minutes. The classic mix of items is: exposé, light relief, and 'meet an interesting person', although this formula is often violated.

There are about 25 programs per season. Since its first season, 1975-76, 'Fifth Estate' has done many international stories, including interviews with Indira Gandhi and with the Shah of Iran, a story on South Vietnam, another on new oil wealth in Abu Dhabi, an interview with mercenaries going to Africa to fight, and an hour-long documentary on CIDA.

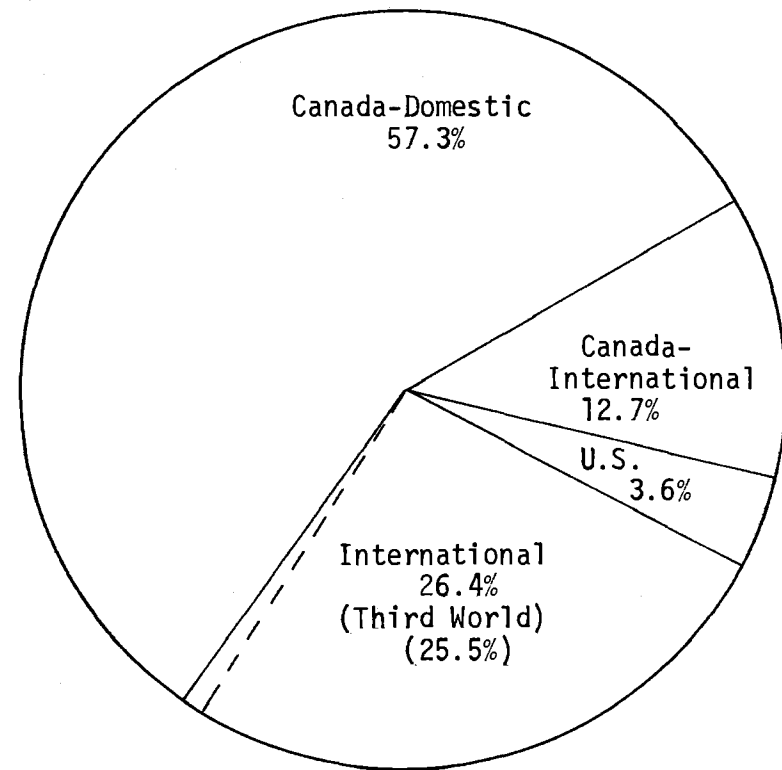
Partly because of the cost--one item can cost anywhere from \$5,000 to \$100,000 in addition to salaries--international coverage is dropping. The staff makes a trip to Europe during the summer to gather material for the next season. On any overseas trip, they try to get material for several items on the program.

The audience for the program in 1978-79 averaged 1.4 million, an increase over the previous season. Audiences ranged from 800,000 up to 2.4 million. On CBC's 'enjoyment index', the program often scores around 80. Interestingly, some of the most popular programs were ones that dealt with very complex issues.

CHART 7. Classification of stories, CBC English Television,  
"The National," March 19-26, 1979, 4 days.



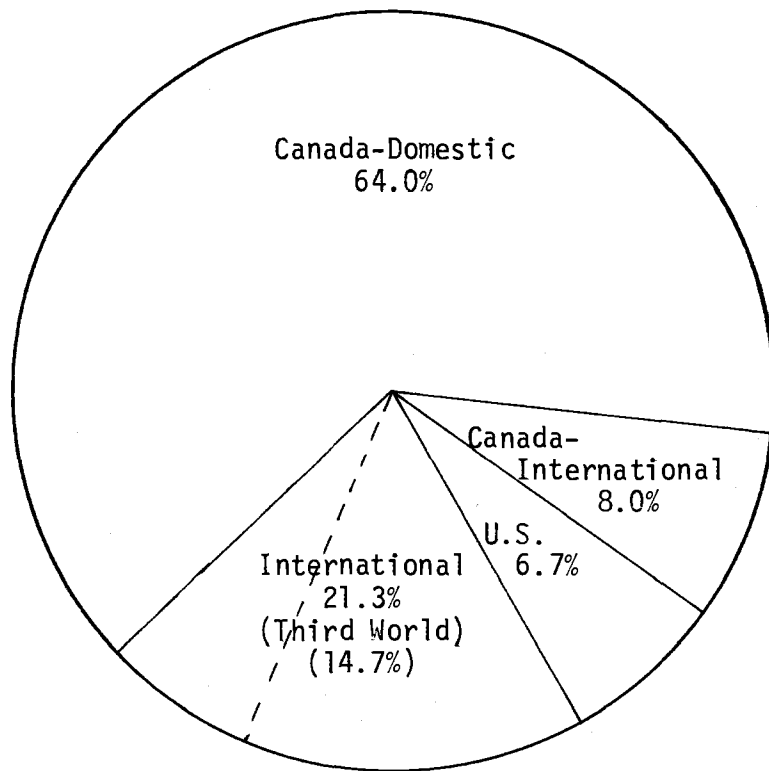
Based on number of items  
Total items - 59



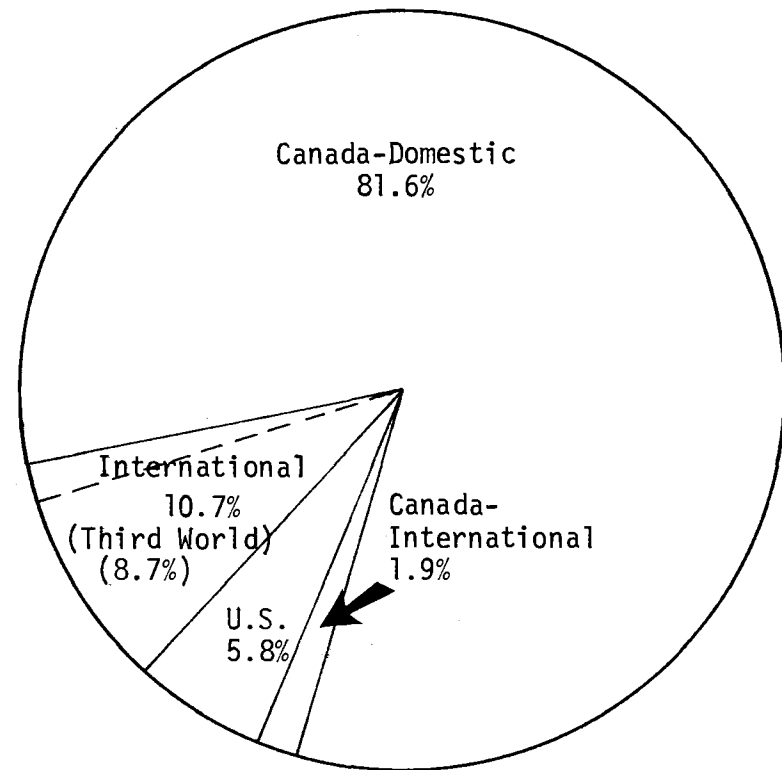
Based on time  
Total time - 110 minutes



CHART 8. Classification of stories, CBC French Television,  
 "Le Téléjournal," March 22-April 2, 1979, 4 days.



Based on number of items  
 Total items - 75



Based on time  
 Total time - 103 minutes

CTV

The order of priorities in news coverage at CTV is, Canada first, then North America, then Europe, then the Third World. During this study period, the Third World ranked higher than either Europe or the United States in coverage (see Chart 9). Overall, CTV news gave heavy emphasis to domestic Canadian news, but not as much as CBC. In fact, a high proportion of the Canadian news was on the federal election campaign--about half of all stories and two-thirds of the time--so international coverage may normally take a somewhat higher percentage of all coverage, and a much higher share than on the CBC.

One interesting comparison between the two networks is their coverage on March 26, 1979, the day the federal election was announced and the Middle East peace treaty was signed. CBC led off with 11 minutes of election coverage, then had 18 minutes of coverage of the peace treaty. Following the regular newscast, there was an election special report, lasting about 25 minutes. CTV led off with nine minutes on the election and followed with 16 minutes on the peace treaty. Later in the newscast, there was also a six-minute background piece on the Middle East situation, but no more on the election. In following days, however, election coverage increased substantially, and there was much less international coverage.

The differences in coverage on March 26 could be interpreted in two ways. Either CBC was able to respond more quickly to fast-breaking news--the election announcement--with comprehensive coverage, or it was the judgement of CTV editors that the peace treaty was the most significant story of the day and thus deserved more coverage than the election announcement.

In fact, although CTV did have a higher proportion of international coverage during the study period than did the CBC, it did not have as large a staff outside Canada. It had one bureau in London, with two reporters and two cameramen covering Europe, the Middle East and Africa, and a bureau in Washington for coverage of the United States. It also decided to add one foreign bureau, and chose Peking over Africa. The Peking bureau, which initially was to provide only voice reports from one reporter, probably will not supply much hard news--it is more of a prestige posting. It was decided that someone could be flown in to cover breaking stories in Africa. CTV has no one in South America, and almost no news comes from there.

The network has stringers around the world who alert it to news events and do the initial research. The network then decides whether to send a staff reporter. It also makes use of international material from NBC, ABC, UPI Television News, BBC, ITN (Independent Television News in Britain) and Visnews.

At CTV news, there appears to be a declining interest in covering international events with its own staff. Part of the problem is cost--it was estimated that it would cost \$250,000 to put a reporter and cameraman in a foreign posting for one year. This, combined with the feeling that audience interest in foreign news is declining, has led to the drop in coverage.

There is also a feeling that CTV could not possibly compete with the major U.S. networks in their international coverage. One intriguing suggestion made by Don Cameron, a senior CTV news executive, after working together with CBC and Global Television in producing the election debate by the three federal political party leaders, was that the networks should pool their resources,

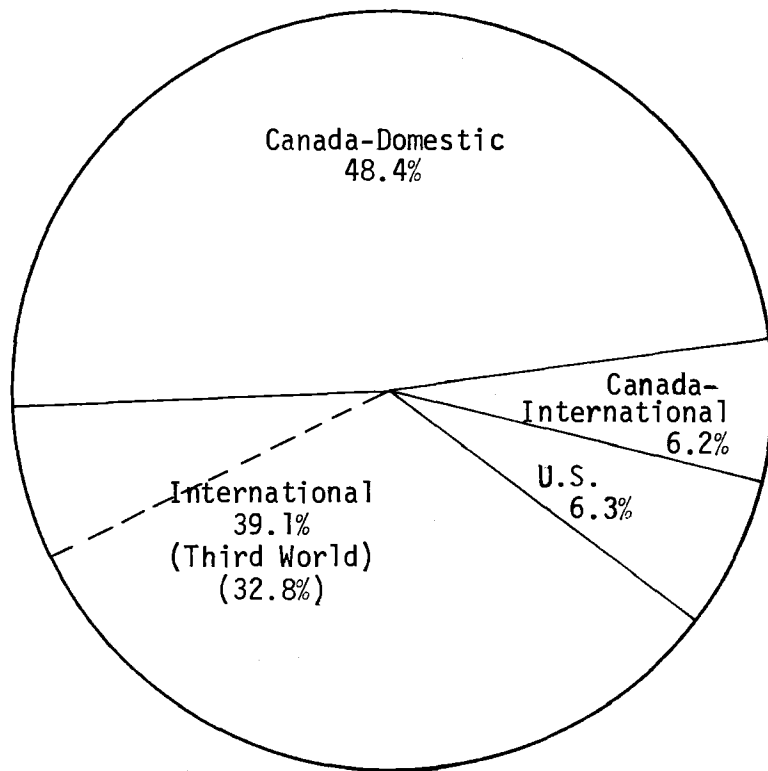
creating two new networks--one specializing in news and current affairs, and the other specializing in entertainment. That would be the only way, he said, that a Canadian network could afford a newsgathering operation on a par with the U.S. networks. However, that would create a news monopoly that many would find unacceptable.

The major current affairs program of CTV is 'W-5'. In 1978-79, its audience averaged 1.2 million and went as high as two million for some programs. A one-hour program, it normally had three items, each with a different host, and a feature about personalities from the past, called "Where are they now?" Normally, the three major items would consist of one investigative piece, one foreign piece and one profile. In the four programs studied between March 18 and April 8, 1979, there were 16 items, including the "Where are they now?" items. They were categorized as follows: Canada-domestic, 1; Canada-international, 4; United States, 7; international, 4. There were none that touched on the Third World.

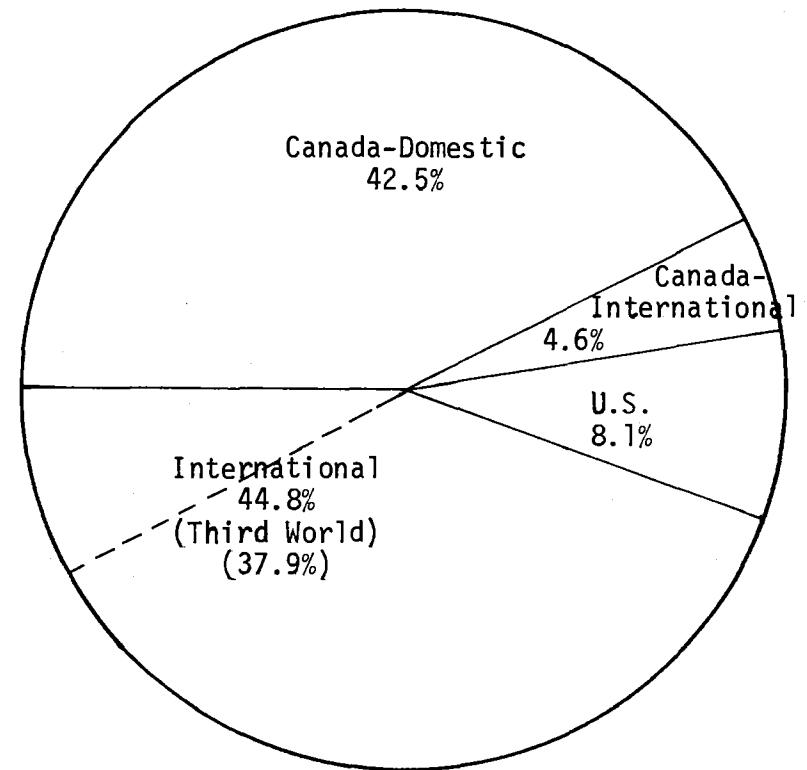
However, 'W-5' staff do go to Third World countries occasionally. Like CBC's 'Fifth Estate', they do much of their travelling during the summer. One item that drew a big--and mixed--response from the audience, was a hard-hitting interview of Anglican Primate Ted Scott, attacking his support, through the World Council of Churches, for African guerilla movements.

Another CTV program that has a growing audience and has some international coverage is the morning program 'Canada AM'. Its audience in 1979 was in the vicinity of 250,000 to 300,000--and was particularly large in hotel rooms. During the Middle East peace negotiations, the program originated from Israel and from Cairo for three days.

Chart 9. Classification of stories, CTV News,  
March 26-29, 1979, 4 days.



Based on number of stories  
Total stories - 64



Based on time  
Total time - 87 minutes

### Global Television

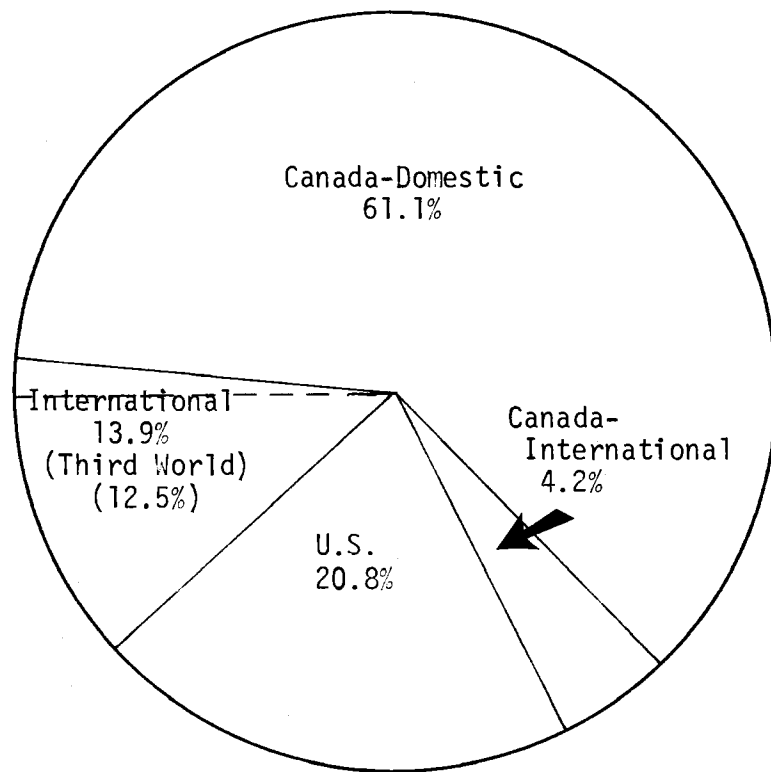
Global News was monitored in April 1979, when the federal election campaign was in full swing. This may be a partial explanation for the high proportion of domestic Canadian items (see Chart 10). In the newscasts studied, about 45 per cent of all Canadian stories and 40 per cent of the time for Canadian stories were devoted to election coverage.

The news program lasts for one hour, and includes sports, business and weather reports, as well as commercials. The actual time for national and international news reports is generally about 28 minutes, not much longer than on the other networks. The maximum number of international items from outside North America in any single newscast was five, totalling four minutes. On one newscast, there were no international items.

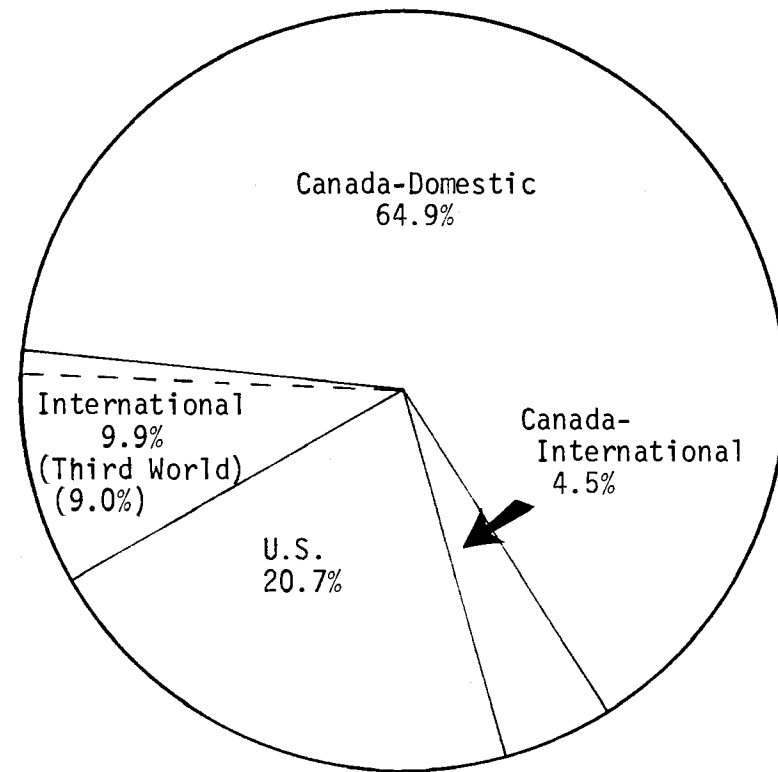
Global is essentially a regional television network in southern Ontario, although its newscasts are carried on stations in four major Western Canadian cities. As the smallest of the English-language networks, it is the least capable of providing foreign coverage through its own resources. At the time of this study, it had no foreign bureaus; it depended completely on ABC and ITN for international coverage. Occasionally, staff would cover foreign events, but it appeared to be occurring with less frequency. Occasionally, too, Global would use film provided by free lancers, and write the scripts itself.

Senior news staff were aware of the shortcomings. It was felt that Global would not be seen as a genuine news service until it broadened its coverage of the world. There had been some discussion in the CRTC of removing the CBC from the commercial broadcasting field. If this happened, there was a

CHART 10. Classification of stories, Global Television News,  
April 2-5, 1979, 4 days.



Based on number of stories  
Total stories - 72



Based on time  
Total time - 111 minutes

feeling that Global would have to become a full-fledged national commercial network providing competition for CTV. There already were plans to add more independent stations as affiliates, until eventually there would be a coast-to-coast network for news. This in turn might provide the impetus for the network to expand its coverage into the international field.

In addition to the news, Global also had news specials and documentaries. Some were on international topics, but they rarely involved travel outside Canada. One practice was to take, for example, a half-hour documentary from a U.S. network and build some Canadian angles around it to make an hour-long program.

Global claims that it provides an alternative to the other networks in its new programming, that it offers more honesty. That may be so, but until it provides more comprehensive international coverage, it is not living up to its name by providing the needed global context to its reporting.

#### TV Ontario

TV Ontario is an educational television network operated by the Ontario Educational Communication Authority, a provincial government agency. The series 'One World' was specifically on Third World issues and how they were perceived in Canada. It was co-produced by two staff producers who had strong personal interests in Third World issues. One of them had produced two other similar series for the network, 'Third World Tapes' and 'Africa File'.

'One World' was a low-budget project--the entire series cost only \$180,000 to produce. Outside funding came from CIDA and UNESCO. There were 13 half-hour, issue-oriented programs in the series. They covered the following topics: the new



international economic order; art and artifacts from the Third World; trade and tariffs; international resource cartels (such as OPEC); women in development; food and agriculture; tourism in Third World countries; foreign cultural domination in Canada and Third World countries; transfer of appropriate technology; people-to people aid; news media coverage of the Third World; images of the Third World as seen in Canada; and transnational corporations operating in the Third World.

The programs all began with a point-counterpoint debate between two well-known media personalities--Laurier LaPierre and Barbara Amiel--on the issue of the program. They were followed by interviews of anywhere from four to eight people by two hosts. The interviews were interspersed with film segments from various library stocks.

The products were rather uneven. Some of the people interviewed were very informative, while others contributed little to the topic being discussed. In general, a strong visual impact--the essence of television--was absent, something common to much of TV Ontario's discussion-type programming. However, the major television networks do not always make the best use of the medium either.

The producers were aware of the limitations--caused mainly by the small budget. They were not able to do any filming in Third World countries, and only made two trips to do interviews--one to London and one to Washington. Because of tight deadlines, they were not always able to get the people they wanted for interviews. In addition, the program received little promotion, was in a poor time slot--10.30 p.m. on Tuesday--and the series began in January, which is mid-season.

In spite of the shortcomings, the series did well. Feedback was generally positive. The series drew audiences ranging from 30,000--which is above average for TV Ontario--down to just under 20,000. That was just the first exposure; videotapes of the programs were available for use in high school classrooms, and printed support material was being prepared for teachers and students. CBC was planning to air the series and one other provincial educational network was interested in purchasing it.

Since most funding from Ontario's Ministry of Education is tied to curriculum, the producers were hoping that International Development would be designated as a course. That would give them scope to launch more ambitious projects. One they had in mind as a follow-up to 'One World' was a three-year project to prepare a series of programs on the scientific aspects and social implications of several agricultural projects (with a Canadian component) in Third World countries, using a format somewhat similar to some of the successful television science programs. These would be produced in the Third World.

#### CHAPTER 4 - ALTERNATIVES

Fortunately, anyone who is keenly interested in learning more about international affairs, and particularly Third World affairs, need not rely only on radio and television, daily newspapers and consumer magazines. There are many Canadians who are actively involved in a wide range of development programs overseas, and many more who are committed to the task of helping their fellow Canadians to develop a better understanding of events and issues around the globe. Some of them work in co-operation with the news media, both in attempting to upgrade the quality of its coverage of international affairs, and in feeding information to it. Others aim their information directly at the general public or at specific sectors of the public. They operate both at the national level and at the local and regional levels.

It would require a much more exhaustive report than this one to cover all of the individuals and groups in Canada that are involved in working with the news media and providing information on international affairs to the public.\* A small number, representing a cross-section of these organizations, has been selected, and they are described briefly in this chapter. They can be divided into three main categories: journalism education programs, including journalism schools and other media-related training programs with an international focus; international research and information groups; and international development agencies with public information and international development education programs.

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\*There are several fairly comprehensive listings of organizations in this field, including a directory of Canadian non-governmental organizations engaged in international development assistance, published by the Canadian Council for International Co-operation in Ottawa, and a publication entitled, "How 'you' can get involved in Canada", produced by CUSO, also in Ottawa.

JOURNALISM EDUCATION PROGRAMS  
Carleton University

The Carleton School of Journalism in Ottawa has offered courses in international reporting for several years, under the direction of David Van Praagh, a professor who has had lengthy experience as a foreign correspondent. The courses are offered at three levels and have proven to be very popular.

At the fourth-year level in the bachelors program, a full course in international reporting has been offered since 1973-74. An average of 15 students per year take this course, and as many as 29 have enrolled in it. Several students have done honors research projects--extended pieces of journalism--on international topics such as: Sino-Canadian relations, the CUSO-SUCO controversy, international development education in Ottawa high schools, the Tanzania-Zambia railway, Canadian media coverage of China, and the UNESCO declaration on the mass media.

Since 1977-78, there has been a half course in international reporting for students in the one-year journalism program. About half the students generally take the international option. There has also been a full course in international reporting at the masters level since 1975. At the time of this study, about 12 masters theses had been completed at the school, and two were on international topics. One dealt with Canadian-Caribbean relations and the other one examined the oil industry in China.

The main thrust in the international courses is to get students to understand complex issues related to the Third World. The intention is not to turn students into foreign correspondents, but to help them to become aware of international ramifications of events they will analyse as reporters and editors.

India and China are studied as development models, and foreign aid policies of CIDA, IDRC and Canadian non-governmental organizations are examined. Students do extensive reading in these areas and are brought into contact with government and embassy officials in Ottawa. Most students also spend one week at United Nations headquarters in New York, doing intensive reporting assignments as accredited journalists. The Ottawa Journal has been publishing about three of their articles a year. The masters students have also gone to Washington to visit the U.S. State Department and the World Bank. So far, it has not been possible to send any students to Third World countries, but they are encouraged to travel abroad and to do free lance reporting.

#### University of Western Ontario

With financial support from CIDA, a joint program for international development reporting was set up in 1977 at the School of Journalism at the University of Western Ontario in London and the Secteur Journalisme et Information at Laval University in Quebec City.

At Western, there is a 12-month M.A. program, in which there are four-month courses on the international development aspects of journalism. A B.A. is the minimum entrance requirement, but a few M.A. and Ph D graduates have also entered the program. Most students have not had extensive experience in journalism, so the program provides a general background that acquaints them with the field. About 90 per cent of the graduates go directly into journalism-related jobs, and a few go into international development careers.

One option available to all students in the program has been a course on international reporting taught by Doug Mackenzie, the executive secretary of Western's Office of International Education. As part of the course, officials from CIDA, IDRC, UNDP and other development agencies have spoken to the students. Students in the program also attend news conferences to which Third World spokesmen are invited.

Aside from its teaching functions, the program sponsors major conferences on Canada's relations with the Third World. These are essentially seminars for professional journalists, and bring them into contact with key people from the Third World and from the international development field. There have been seminars on world food and agriculture, the new international economic order, energy issues, and population.

The program also brings journalists, teachers and administrators from Third World countries to the campus for seminars with students. Another function is to send selected students to Third World countries on assignments.

#### Laval University

Laval's Faculty of Arts has offered a journalism diploma since 1975. The career-oriented program lasts two terms, and accepts both Honors B.A. graduates and people with several years experience in journalism or a related field.

The international reporting course, established by former journalist Florian Sauvageau, forms a part of the regular reporting program. Its objective is to improve the quality of reporting in the field of international news, and particularly international development news. The course has proven to be popular. In the first year, 46 students registered. As part

of the course, experienced journalists from Radio-Canada, and Quebec and foreign newspapers and magazines give guest lectures in which a variety of international subjects are given close examination. Several mini-conferences on a variety of topics have also been organized.

### Third World Centre, Ryerson Polytechnical Institute

Ryerson has a journalism school and a radio and television school, but neither offers any international reporting courses. However, a development journalism group has been organized by Maxwell Brem at Ryerson's Third World Centre. It has up to 20 student members, most them journalism students, as well as faculty advisors.

The group's major project is publication of an international development-oriented newspaper called Connections. It is published six times a year, with financial assistance from CIDA. The group's only association with the journalism department has been use of facilities such as typesetting equipment and light tables. A proposal has been made for a workshop course to be offered by the Third World Centre (which is to be renamed the International Development Centre), with students receiving credit for it in the journalism department.

Connections had a print run of 10,000, with about two-thirds of the copies distributed to evening students at Ryerson, and the remainder mailed to individuals and organizations with an interest in international development. The newspaper, which in its first year was a 16-page tabloid, is well written and well designed. There is an informal educational component to its preparation, in that students are learning about international development through doing research for stories.

The group intends to develop a library and files, eventually building up a development news agency-cum-information service. It has also been developing more input into its newspaper from sources outside the Ryerson campus.

#### Canadian Daily Newspaper Publishers Association

The CDNPA, based in Toronto, is more than 60 years old. Initially, it emphasized national advertising and sales, but in the early 1970s it was restructured along the lines of a standard newspaper, with divisions handling advertising, circulation, administration, education, research, and production.

A full-time editorial services manager, Dick MacDonald, was hired in 1975. He has become involved in four main activities: organizing regional educational seminars on subjects such as news photography, newsroom management, and the press and the law; publishing a newsletter in English and French 10 times a year; developing a library and reference centre; and conducting research with an editorial flavor.

He has also organized two pilot projects--one in which a senior editor goes to a journalism school to serve as a resource person for students, and an exchange between publishers and journalism professors.

He has a personal interest in upgrading the quality of international reporting. At one time, he attempted to organize a seminar on international affairs together with the International Press Institute. But the Canadian branch, made up mostly of publishers, said it didn't sound interesting. He has been involved in the annual international development seminars at the University of Western Ontario, and put together a book, entitled Petroleum and Beyond, based on the proceedings of one seminar. He is also on the advisory committee of the United Nations Association.



INTERNATIONAL RESEARCH AND INFORMATION GROUPSTen Days for World Development

There are probably few organizations in Canada that have a greater awareness and understanding of what is happening in the Third World than the churches. Most churches that had foreign mission programs and that now support development projects in the Third World, keep their own constituencies aware of these programs. One major inter-church public information program is Ten Days for World Development, a national development education program sponsored by the Anglican, Roman Catholic, Lutheran, Presbyterian and United churches.

It began in 1973, when church leaders spent 10 days in February travelling and speaking about the problems of under-development and why the churches should be involved. Since then, it has grown into a permanent public information organization with a national office in Toronto, a national liaison officer in Ottawa, and 60 local committees across Canada. The most concentrated activity is still during the 10 days in February, but there is more in-depth work year-round by local committees.

Ten Days provides information in three ways. Each year, it prepares a national leader's kit containing in-depth articles, resources, and contacts for committees. About 20,000 copies are distributed to local committees and clergy in participating churches. It is also developing more audio-visual materials for the kit. A second approach is to bring visitors from the Third World who are knowledgeable about issues or areas being discussed. Local committees organize public events involving

the visitors. The third approach is to use the existing media. For example, there have been two programs on CBC's 'Man Alive', dealing with issues raised by Ten Days. Local committees also get together to produce regional tabloid newspapers, and are getting more involved in training seminars and are developing closer links with groups in the Third World.

In the earlier years, Ten Days dealt with general international development issues. Now it builds its information and education campaigns around particular themes and tries to draw parallels between Canada and the Third World. For three years ending in 1979, it concentrated on food, and brought several well known experts to Canada to speak on aspects of the subject. Beginning in 1980, it will focus on the theme of work, looking at international unemployment, working conditions, tariff barriers to 'cheap labor' goods from poorer countries, and other related topics. The new theme may also provide an opportunity to erode the traditional suspicion of labor unions that has existed in churches.

#### Development Education Centre

DEC is a non-profit, independent collective with 11 staff and several volunteers in Toronto. It serves as a resource centre, providing books, pamphlets, slide-tape shows and films on a variety of Canadian and Third World issues by mail order service to groups and organizations across Canada, including colleges, schools, unions, film groups, community groups, and libraries. Some of the films have been censored in their countries of origin, and part of the distribution revenue is returned to the film makers. In addition to the mail order service, there is a reference library and book shop at the Toronto office.

The collective members are also engaged in research and production of materials. They have produced pamphlets and slide-tape shows, and have established a book publishing company called Between the Lines, together with a publishing group in Kitchener, Ont. At the time this report was written, they had published books on the operations of Inco, the mining giant, on the socialization of doctors, and on the educational system in North America. They had also produced a film on education. Another DEC project is production of a radio program, called 'From a different perspective', which deals with global issues. It was distributed to 13 Canadian radio stations. The group is about 60 per cent self-supporting. It receives some grants from churches and from CIDA.

#### New Internationalist

The New Internationalist is an international monthly magazine focusing on development issues. It is published in Britain by Oxfam and Christian Aid. It was established in 1973 by several former Oxford University students who formed an editorial collective in a town near the university. The magazine has a world-wide circulation of more than 30,000. Each issue generally concentrates on one main topic, and the magazine has earned a reputation for its hard-hitting and often controversial investigative articles.

One of magazine's problems had been that, although it aspired to be truly international, it was predominantly British. In November 1977, it began a unique attempt to broaden its base by adding a Canadian editor, based in Toronto, to the four British members of the collective. It was also considering

the addition of editors in Australia and the United States. The Canadian editor, Wayne Ellwood, had two primary tasks: to promote the magazine in Canada, increasing its subscriptions from less than 1,000 to 3,500 in two years, and to assist in the editorial production of the magazine.

The promotional work began well, even though only a limited amount of time was spent on it. By the spring of 1979, subscriptions were up to 3,000, and the editor was talking of boosting them to 4,500, at which point the Canadian operation would be completely self-supporting. CIDA and several non-governmental organizations had provided financial support for the first two-year period, but it was not clear whether the support would be extended beyond 1979.

The magazine is edited on a rotational basis, with two of the five editors teaming up to produce each issue. The Canadian editor must travel to England three times a year to edit the magazine, so he spends about one month per year at the 'headquarters'. He also writes articles and gets other Canadian writers to submit articles for every issue. Among the Canadian articles have been ones dealing with nuclear energy, the 'People's Food Commission, and 'plant breeders' rights'.

#### Southern Africa Research Centre

SARC is a Toronto-based group that began in the early 1970s as a support group for African liberation movements in Angola and Mozambique. It now concentrates on doing research and providing information on events in Southern Africa.

Most of its efforts go into production of a monthly bulletin called Safrican News, begun late in 1978. It has a distribution list of about 500, including all daily newspapers, and some individuals and organizations. The bulletins contains news backgrounders and feature articles, making use of information sources not normally tapped by the news media, such as, for example, the African liberation movements. There has been a conscious effort to keep the 'jargon' of highly politicized groups out of the reports, and to use an acceptable journalistic writing style.

To date, the group has not been successful as a news service selling material to the news media, but journalists are beginning to use it more often to provide background information and to make contacts in arranging interviews with people from southern Africa. In mid-1979, two members of the group joined a contingent of 20 Canadian journalists at the Commonwealth conference in Zambia, and had an opportunity to help brief the journalists on southern African issues. They also visited Angola and Mozambique to write articles and line up new contacts for their service.

SARC has received financial support from several churches and other non-governmental organizations.

#### Inter Pares

Inter Pares is a small Ottawa-based organization established in 1975. It is committed to the idea that international development assistance should be based on support for the efforts initiated by local groups in Third World countries, rather than externally imposed schemes that are often grandiose and ill-conceived. It is involved in supporting local projects in Bangladesh and Africa.

In Canada, it has been producing material on international topics for radio and television. It decided to move into this field following a CRTC ruling that FM radio stations should become more involved in foreground programming. Since FM stations produce little such material themselves, it was felt that there would be a market for professionally produced feature material from Third World countries.

Inter Pares lined up stringers from around the world to send it material on tape. Most of the tapes dealt with perceptions of development, rather than on heavy analyses of issues. The material was then put together in Ottawa studios into 27-28 minute program packages, and radio stations were given the option of using the full program or taking material out and using it as fillers.

Radio stations liked the material, but only about 15 of them bought it. In fact, FM stations have simply ignored the CRTC ruling, and the project has not paid for itself. There was also a problem in getting high quality material from the overseas stringers. As a result, Inter Pares is now re-evaluating this project. Meanwhile, it now has its own sound studio, which is being used to do work for various organizations, including IDRC and Metres for Millions.

#### North-South Institute

The North-South Institute is an Ottawa-based 'think-tank' established in 1976 to engage in public research on issues of relations between the industrialized nations of the 'North' and the underdeveloped nations of the 'South'. Its objectives are to collaborate with other groups in research and exchange of information, to offer an independent voice on various international

issues, and to keep international development issues before the policy makers and public.

The first published product of NSI research was called North-South Encounter and was released in 1977-78. It consisted of four volumes: 'The Third World and Canadian Performance'; 'Third World Deficits and the Debt Crisis'; 'Commodity trade: test case for a new economic order'; and 'World food and the Canadian breadbasket'. The first volume, which was a 'report card' on Canada's development assistance performance, received considerable media attention.

Since then, NSI has published another annual review of Canada's performance, a book of science and technology for development, and a series of studies on industrial adjustments. It also publishes several smaller research papers each year. The publications, with print runs of 2,000-4,000, go to universities, colleges, high schools, libraries, some bookstores, non-governmental development organizations, development education groups, government departments, and businesses--especially those with investments in the Third World.

Journalists in the parliamentary press gallery have gradually become aware of the institute and some of them are making more use of its resources. The institute also organizes one major conference a year on an international issue and gets some public exposure that way. In addition, the executive director and a few other members of the small staff travel extensively, have frequent speaking engagements, and are often interviewed on radio or television in communities they visit.

### Canadian Institute of International Affairs

The CIIA was founded more than 50 years ago as part of a network of similar organizations in the Commonwealth. It was modelled on the Royal Institute of International Affairs and the U.S. organizations, and had two main functions: to stimulate informed public opinion on international affairs and Canada's role in the world; and to provide a forum for discussion and supply the public with information on international affairs.

The institute has 19 English-language and four French-language branches in Canada and one branch in New York. Its national office is in Toronto and it has an office in Quebec City to co-ordinate French-language activities. The Parliamentary Centre for Foreign Affairs and Foreign Trade serves as its Ottawa office.

The institute's public information program has many aspects. It arranges speakers for hundreds of branch meetings each year, and participates in seminars on international affairs. It has the largest international affairs library in Canada, with over 22,000 books, and provides lending and information services. It does not conduct research itself, but it encourages research projects in Canadian foreign policy. It organizes delegations of members to meet counterparts in other countries and conducts briefing tours to capital cities.

It publishes three periodicals. The International Journal is a scholarly journal published quarterly, with a circulation of 5,000. International Canada, published jointly by the CIIA and the Parliamentary Centre, is a monthly summary of Canadian government actions and positions in relation to international



affairs. It has 1,500 subscribers. Behind the Headlines contains essays on a variety of international topics and is distributed to the institute's 2,700 members. The Quebec office published the quarterly Etudes Internationales, and Choix, the equivalent of Behind the Headlines. The CIIA also publishes books, including the Wellesley Papers, which are on strategic issues, and a biennial series, Canada in World Affairs.

#### United Nations Association

The UNA in Canada is a voluntary association and as such is not an official UN Information Centre. It does not handle materials from UN agencies, only publications from the General Assembly and the Security Council, as well as UN posters, booklets and flag sets. The national office in Ottawa initiates conferences and seminars and co-ordinates activities in 20 branches across Canada. The branches organize public meetings and seminars, show films, organize model UN assemblies in schools, and produce cable television programs. There is some collaboration between the UNA and the CIIA.

The UNA has an information officer, but it has not had close contacts with the news media to date. Membership at one time was about 9,000, but it has declined to 2,000, partly as a result of the image the UN has developed in recent years as an arena for Third World rhetoric and a place where very little is accomplished.

To increase its membership and support, the UNA is attempting to broaden its scope to include more international issues and not just UN-related topics. For example, it would like to organize a conference on Canada and Africa. To raise its public profile, it held a United Nations Day reception at the Governor General's residence in 1979, and introduced the Pearson Award for the Canadian contributing most to international affairs.

## INTERNATIONAL DEVELOPMENT AGENCIES

### Canadian International Development Agency

CIDA, the principal foreign aid agency of the federal government, provides support, through its NGO division and Public Participation Program funding, for a large number of Canadian non-governmental organizations that provide information on Third World issues to the public. CIDA also has its own programs for dealing with the news media and the public, handled by its public affairs division.

The division has a staff of three media relations officers who have the difficult task of dealing with the news media, which have often been critical of CIDA. One new initiative of the media relations section is the briefing of selected journalists and broadcasters on certain issues related to CIDA. Another initiative is the preparation of situation reports (background material) for journalists. This is sometimes done in conjunction with press conferences or press releases. Yet another initiative is the arrangement of visits by CIDA representatives to selected news media. Other ongoing activities include the preparation of 20-25 photo features a year for weekly newspapers, the preparation of tapes for radio stations, the arrangement of radio and television interviews, the arrangement of speaking engagements for CIDA officers, the monitoring of newspapers by an in-house clipping service, and the handling of public enquiries, which average about 600 per month.

The division also produces a large number of publications. The leading one is Development Directions, a magazine published every two months. It reports on CIDA-supported activities and

and deals with a wide range of issues related to international development. It has a distribution of 31,000. Another major publication is Action, a quarterly published in newspaper format and aimed at the NGO community. Its distribution is close to 17,000. Other publications include the Annual Review, a CIDA Handbook, a periodically revised world development map, regional, country, and sectoral fact sheets, and an official publication on Canada's aid strategy and philosophy for the 1980s.

There is also an audio-visual section which is involved in slide-tape, VTR and film productions, preparation of radio and television promotions, and production of posters, kiosks and exhibitions.

Funding of the Western-Laval international journalism program and the TV Ontario series 'One World' was also channelled through this division.

#### International Development Research Centre

One of the most important activities of IDRC's Communications Division is publishing. It serves as a support division for IDRC's four program divisions, which support research projects around the world in the fields of agriculture and food, health and population, social sciences, and information sciences. Many of the publications are technical reports of the proceedings of conferences and seminars sponsored by IDRC, or are related to the findings of research projects funded by IDRC. Most of these publications are aimed at relatively small numbers of specialists.

IDRC also publishes some books on subjects of more general interest aimed at a wider public. Another major element of its

public information program is a quarterly magazine called IDRC Reports, which has English, French and Spanish editions. Many of the articles are related to IDRC-supported projects, but the magazine also touches on broader issues in its coverage. The division also publishes an annual review, annual report, projects list and other similar material. One successful project has been a feature service that was initiated in Africa and Asia in 1976. Like other such services, the features have been distributed to newspapers free of charge, but the service has become so popular that IDRC is considering selling the features.

The division also has an active audio-visual unit that has produced several films and has built up a large file of still photos related to IDRC projects around the world.

In its public information programming, IDRC has traditionally kept a low profile in Canada, concentrating mainly on informing parliamentarians and academics who are interested in aspects of its work. Gradually, this approach has changed and IDRC now spends more time attempting to brief the news media on its activities. In recent years, it has held an average of one seminar a year for journalists. Researchers working on IDRC-supported projects around the world are brought to Canada to describe their work to journalists. Some of these briefing sessions have paid off in the form of coverage in newspapers and the electronic media. In general, IDRC still maintains a low-key approach, preferring to make resources available on request, rather than targeting in on an audience with a media 'blitz'.

## Red Cross

The Red Cross is one of the largest and best known voluntary agencies in Canada, with an annual ~~budget~~ of \$80 million in 1979. With headquarters in Toronto and divisional offices in all 10 provinces, it has over 800 branches across Canada. It has 2,700 full-time staff, 3,000 part-time staff, and more than 100,000 card-carrying members. Its programs touch millions of Canadians. Of its 17 services, 16 are domestic. However, through the League of Red Cross Societies in Geneva, it is involved in many international programs. For example, following the earthquake in Guatemala in 1976, the Canadian Red Cross raised \$1.3 million in relief funds.

At Red Cross headquarters, there is a small international office. It handles all international aspects of Red Cross work--dealing mainly with disaster relief, development projects and international relations. In addition, two staff members work on tracing families separated by wars or natural disasters.

Vast amounts of information about relief operations and development projects come in from Geneva every day on the telex. Much of this is channelled to the divisions, but rarely to the news media. However, after a major disaster, the news media will often check with the Red Cross international office and it sends material directly to them. The international office also handles a variety of documents, such as annually updated fact sheets containing, for example, medical and nutritional information on over 100 countries, and national disaster preparedness plans. This material is sold to interested organizations in Canada.

There is also a public relations office at headquarters. It attempts to get as much information as possible to the public

on overseas activities of the Red Cross, feeding copy to the mass media, as well as to Red Cross divisions and branches. The office attempts to respond as quickly as possible to requests for information after a disaster, but it is often disappointed at the scanty coverage it gets. To increase coverage, public relations staff have talked to news media people, even offering to write features for them. But major publications would not use that material. Lifestyles editors give coverage once in a while. Radio stations are probably the most receptive in making use of brief, newsy items. The office also produces a quarterly tabloid publication with a circulation of 100,000 and a variety of other publications.

Another important part of the Red Cross public information effort is its youth program, which has been active in classrooms for more than 50 years, providing materials on health and safety, community services, and international relations. For many years the international friendship exchanges, linking a class in Canada with one overseas, were very popular, but the numbers involved have levelled off in recent years.

Every year, a national project is launched in schools to raise money for a development project in a Third World country. More important than the fund raising is the educational aspect, as students become knowledgeable about the development project and the people involved in it. In 1978, they worked on a project in Mauritania and in 1979 they began a three-year project in India. The youth office also prepares educational resource packages on international development. The largest 1979 educational project was a joint Red Cross-UNICEF effort for the International Year of the Child. It is described later.

UNICEF

UNICEF has several very effective programs to raise funds for its work around the world. One is the greeting card program which has been popular for many years. Another is the youth program, which concentrates on getting children to collect money for UNICEF at Hallowe'en.

The Canadian headquarters in Toronto and each of the 10 provincial offices have public information officers to service the other committees by, for example, sending out press releases when greeting cards are ready, and sending out reminders about Hallowe'en collections. The public information staff also write stories in interest to newspapers, answer inquiries, and prepare promotional material. They prepared some very successful television commercials using Peter Ustinov. Everyone involved in the production donated their time.

Most of the booklets, folders and flyers are produced by UNICEF headquarters in New York, then distributed in Canada by the Toronto office.

Red Cross-UNICEF International Year of the Child Project

This ambitious \$1.7 million project focusing on schools was probably the largest in Canada connected with the International Year of the Child, and the print aspect of it may have been the largest in the world. CIDA supported it with a grant of \$800,000. Planning began in 1977 and the project had the support of all provincial education departments.

One major element of the project was preparation of the teachers. Under the direction of a project co-ordinator, teacher training workshops were held in the spring and fall of 1979 in each province. They were administered by joint Red Cross-

UNICEF provincial committees. Teachers were selected from all school boards to attend the workshops. They, in turn, gave seminars to teachers in their own boards.

The massive publishing project involved the production of about six million books and pieces of paper. English and French publishers were hired and they engaged seven authors and two artists. The heart of the project was the teachers' edition, which covered all levels of the program, with an introduction for teachers. Copies were prepared for 285,000 elementary and secondary school teachers in Canada. The primary section was for children aged 5-7, and was accompanied by a set of eight spirit masters for each of 14,500 elementary schools across Canada. The junior section, for ages 8-12, included a 24-page pupils' book. A total of 1.7 million were printed. The secondary section, for ages 13-18, was accompanied by a 23-page pupils' book. More than 2.6 million were printed. Posters were also prepared for all classrooms.

A one-hour feature television program, parallel to the print program, was also produced and aired on CBC and Radio-Canada on October 22, which was designated as International Day of the Child. The popular scientist and communicator, David Suzuki, was host of the CBC program.

The intention of this project was to provide knowledge, leading to empathy and action. It was hoped that one outcome would be that departments of education would designate international development education as a course on their curricula. In 1979, only British Columbia had done that, and Alberta was planning to do it. The teachers' edition was designed to last for about three years, and it was hoped that enough interest would be sparked that commercial publishers would begin to develop similar materials.



## CUSO

Canadian University Service Overseas and its francophone counterpart, SUCO, together constitute one of the largest non-governmental international development agencies in Canada. Since 1961, they have been posting Canadian volunteers in many Third World countries and supporting a growing number of development projects.

CUSO has also maintained active public information programs, not only on university and college campuses, but also in communities across Canada. Responsibility for this work rests with the public affairs division at CUSO's Ottawa headquarters. One of its major projects has been publication of the quarterly magazine CUSO Forum. About 7,000 copies of each issue are distributed to all volunteers and Canadian staff, all returned volunteers, as well as others interested in CUSO. The magazine is more than a house organ. It has achieved a high standard of quality with issues focusing on topics such as the news media coverage of the Third World, labor, alternative lifestyles, and literacy. Once a year, it has also focussed on one region of the Third World. In 1978, it dealt with West Africa.

The division also produces promotional brochures, handbooks for new volunteers, and other publications, and handles all CUSO advertising. The volunteer recruitment program is much more issue-oriented than it once was. For example, the health team might show the controversial film "Bottle Babies"--a strong indictment of baby formula manufacturers--in its recruitment drive.

The public affairs division also handles rentals and loans of CUSO audio-visual materials, including films, slide-tape

generated at the annual College Bowl football game, where the net proceeds go to Cansave. Also, annual 'roasts' of prominent personalities have been organized, with proceeds going to Cansave.

The Toronto Sun is not noted as being particularly sympathetic to Third World causes or foreign aid, but it has carried on a Cansave sponsorship campaign begun by The Telegram. Each year the newspaper sends a reporter overseas to do stories on Cansave projects. It also holds contests and gives extensive support to the Cansave fundraising campaign.

#### Foster Parents Plan

Few international development programs offer the average Canadian a better opportunity to participate in development at a very personal level. Through the FPP, Canadians can 'adopt' a child in a Third World country and make regular contributions to support the child. In return, the 'foster parent' receives a photograph and a case history of the child. An exchange of letters usually follows and, in some cases, the correspondence has continued for many years. Some Canadians have gone to visit their 'foster children'.

In reality, the assistance, which is carried out by teams of development workers, involves not just a child but the family of the child and often the whole community. Over 35,000 Canadians are involved in the plan, and plans in Canada, the United States, Australia and the Netherlands support over 90,000 children and their families, mostly in the Third World.

FPP dealings with the news media are mainly through their very effective advertising, which appears mainly in news magazines

and religious newspapers. It also sends news releases to local newspapers where people have joined the plan. FPP has a staff of 45 people at its Toronto headquarters maintaining the links between foster parents and children.

#### Care Canada

Care concentrates heavily on providing information as part of its fundraising. It makes extensive use of public service advertising on newspapers and television, preparing all its own material. There is strong competition for public service space and Care has been emulated by other agencies. Content in the advertising is based on Care projects, usually in 'exotic' settings in Asia, Africa, and Latin America.

Care also produces over 100,000 copies of donor newsletters every year--appeals are made four times a year. Care has three part-time staff outside its Ottawa headquarters. They do some public relations and development education work.

#### Unitarian Service Committee

The USC, under the long-time leadership of Dr. Lotta Hitschmanova, deals with the news media mainly for publicity and fund-raising purposes. Based in Ottawa, it sends public service spots to hundreds of radio and television stations. It has an arrangement with three Western Canadian dailies, whereby it sends information and pictures, and a reporter at each newspaper writes articles based on the material. A considerable amount of money is raised that way. It also sends a full-page layout to six newspapers, and sends a package of 10 fillers a month to all daily and weekly newspapers in Canada. Five are human interest items and five contain USC information. Captioned photographs are sent to all women's editors and also to all

weekly newspapers during the fall fund-raising campaign. In addition, development education material is sent to all USC volunteers, and brochures, newsletters, and other publications are sent to the 34,000 regular USC contributors across Canada.

#### Canadian Crossroads International

Crossroads is a relatively small organization run mainly by volunteers. It sends about 100 Canadians--mostly in their early 20s--to four-month placements in parts of Asia, Africa, and the Caribbean. About 25-30 volunteers from the Third World come to Canada for an equal period. Crossroads, with headquarters in London, Ontario, has about 70 local committees. They distribute promotional literature, recruit volunteers, raise funds, and do development education work. One main means of contact with the public is through new volunteers. Each is expected to raise part of the cost of his trip overseas by giving talks, showing films, etc. in churches, schools and elsewhere in his community. There is little contact with the news media, except for public service announcements and occasional feature articles in local newspapers, radio and television.

#### Canadian Labour Congress

The CLC has an international affairs department which is involved in three projects overseas. It also publishes a newsletter, called Labour Views on International Affairs. In addition, articles on international development issues are published occasionally in the CLC magazine Canadian Labour, which reaches 40,000 subscribers. The main purpose of this department is to raise the consciousness of Canadian labour union members regarding international issues and their implications.

shows and video tape material. In addition to issuing news releases, it has occasional direct contacts with the news media. Among other things, it has worked with CBC's 'Fifth Estate' in preparing programs on Guatemala and on seed breeders' rights, and with 'As It Happens'. During the Commonwealth conference in Lusaka in 1979, CUSO-Zambia organized a briefing of Canadian journalists and took them on a tour of refugee camps.

In mid-1979, a funding crisis at CUSO was threatening to curtail public information activities severely. The public affairs budget was down to just over half of what it had been at one time. CUSO Forum was on the verge of being terminated unless alternative funding could be found, and other activities were in danger of being cut back to a bare minimum.

#### Cansave

The Canadian Save the Children Fund has grown from a fundraising arm of the British organization of the same name to an independent voluntary agency with an annual budget of about \$3 million and its own development projects overseas. Its national headquarters are in Toronto and it has four regional offices and 27 branches.

As with other similar organizations, it is more likely to get covered in the news media when there is a disaster. In general, it gets better press, radio and television coverage in smaller communities. An annual fund-raising campaign is launched in the period before Christmas each year and there are attempts to get press coverage. Cansave sells Christmas cards, and local branches hold bazaars, sales and coffee parties to raise funds. Public service advertising is carried free of charge on radio and television. Considerable publicity is

Canadian Teachers Federation

The CTF, based in Ottawa, has an international programs section responsible mainly for international development assistance projects in Africa, Asia, the Caribbean and the South Pacific. Much of the work involves academic and professional upgrading of teachers overseas. Each summer, 65-70 Canadian teachers go overseas to work on these projects. One of the spin-off benefits is that both they and their Canadian students learn more about the Third World as a result. The CTF has maintained a low profile about this program, issuing no press releases. One year, it submitted stories to the newspapers in hometowns of teachers working in the program. Some of the smaller papers used the stories. The office has made several unsuccessful attempts at a development education program. Many teachers, however, are active in international development education at the local level.

CHAPTER 5 - CONCLUSION

Communications expert Marshall McLuhan has said that expectations that it is possible to improve international news exchanges between the nations of the North and the South are futile. In an interview, he claimed the world has already gone beyond the state where news is meaningful, because radio and television have changed our perceptions of reality. "All news is fantasy at the speed of light," he said, and wondered whether brief electronic images conveying news are in fact better than no news at all.

It certainly is questionable whether news flow can bridge the growing chasm between rich and poor countries. Nowhere is the gap in perceptions of news and the role of the news media more clear than in the deliberations of, and reactions to, UNESCO's international commission for the study of communication problems--better known as the MacBride Commission. Western news media have been extremely critical, often almost hysterical, in their condemnation of certain proposals entertained by the commission. In particular, they have attacked proposals by the Yugoslav commissioner, Bogdan Osolnik, who acted as a spokesman for non-aligned nations, and the Tunisian commissioner, Mustapha Masmoudi, who reflected the thinking in many Third World states.

With the aim of creating a "new world information order", the commissioners suggested many useful measures that would reduce the domination of international news exchanges by the major Western wire services--AP, UPI, Reuter, and AFP--and would also bring more 'balance' to what they considered to be largely biased and negative reporting of Third World events by

Western journalists. But three proposals especially raised hackles in the Western news media: that governments licence journalists, that governments require news media to publish retractions or corrections of false or distorted reports, and that an international code of ethics be established for journalists. Critics of these proposals argued that governments are generally poor judges of what is correct or false, that journalists must be protected from repressive governments, and that news media function best when they are self-regulating. The critics usually made ringing declarations in favor of freedom of the press, and their position appeared to prevail at the UNESCO conference on communications in Paris in 1978.

Nevertheless, nothing has been resolved; the chasm remains as wide as ever. It may well be true that, in the non-Western world, societies are more communal and cohesive, and that what has become known as 'development journalism'--the concentration of reporting and analysis on events and issues that contribute to the overall social, political and economic development of a society--is best suited for those areas. But most Western journalists, grounded in a very different tradition, will probably always be suspicious of such an approach, feeling that it could too easily play into the hands of a totalitarian dictatorship. To them, the state-run news media and news agencies in most of the Third World are no more than propaganda machines.

In the West, definitions of news are not linked to development goals, as in the Third World, but they are just as subjective. One CBC news chief put it bluntly; "News is whatever the editor says it is", adding that he always knew what was news when he saw it. U.S. media expert Elie Abel, who was a member of the



MacBride Commission, listed several qualities that make news: it must be timely; it must interest large numbers of people; it ought to be fresh, in the sense of telling the reader or listener something that has not come to his attention earlier; it ought to contain information that is useful to the public in arriving at personal decisions; and it represents a departure from the normal, everyday pattern of life. Other important factors are prominence, proximity, and conflict.

It is clear that "hard news" in the Western news media usually fits most of these criteria. There is also "soft news" dealing with lifestyles and with long-term developments, but it is usually relegated to back pages in newspapers and rarely gets used on radio or television newscasts, even though, in the international context, it is usually what people from the Third World would consider to be "development news".

Part of the problem may be caused by overly high expectations of the news media, especially as communication technology becomes increasingly sophisticated. Many members of the MacBride Commission and other observers of the news media no doubt see a more balanced flow of international news as a means of creating more understanding among people in different parts of the world and stimulating greater commitment for the goals of international development.

Certainly, understanding, empathy, and commitment to common goals for the benefit of all mankind are worthy goals. But, for there to be understanding, there must be communication, and some communications experts would argue that news reports do not meet even the basic criterion--that there be a dialogue, a two-way flow of messages. News reports are messages flowing one way--from the news centres to the mass of the population.

Although such a rigid definition of communication may not be accepted, it must be admitted that the news media in their present forms are at best limited in their effectiveness as genuine communications media. And the feedback mechanisms that do exist--letters to the editor pages and radio hotline shows--contribute to polarization on issues at least as often as they contribute to greater understanding or consensus.

Even where the amount of news coverage has increased significantly, for example, the coverage of Quebec in the Canadian news media, the "two solitudes" continue to exist. People are unwilling to give up their stereotypes of other people, and the news media tend to reinforce them. English-language news media, through the use of loaded words, almost always portray Quebec premier Rene Levesque and the Parti Quebecois as the villains in what is simplified into a kind of long-running morality play. Meanwhile, the French-language media tend to portray the English as intolerant rednecks, giving overblown coverage to any example of discrimination against francophones anywhere in Canada.

The same is often true of coverage of the Third World--Idi Amin becomes the stereotyped primitive African savage; coups and revolutions are continuing proof that people of the Third World are incapable of managing their own affairs. News that doesn't fit the stereotypes is ignored or played down. It appears that two global solitudes are evolving.

This study shows that the complex problems of inadequate international news coverage are reflected in the Canadian news media. Are we forced to conclude that the whole exercise of trying to make news meaningful is futile, as Marshall McLuhan implies? Certainly, people are now faced with an information

overload, but there is still a hunger for news. The great mass of information now available forces people to become more discriminating, more selective. The news media, although still tremendously influential, need to re-establish their relevance.

Newspapers and magazines

For newspapers to meet the challenge, there must be a better understanding of the shifting roles of the various news media, as competition for the attention of readers, listeners, and viewers intensifies. The electronic media have shown that they are able to do certain things best. For example, the daily newspaper is not able to compete with radio in terms of reporting the news first--and all-news radio, if successful, may even widen the gap. Meanwhile, television can create a visual impact that is not possible in newspapers.

Daily newspapers place great importance on their local reporting, but their primacy in that area is being challenged too. The quality of journalism in community and suburban weeklies has improved substantially in recent years and, with the assistance of offset presses and new typesetting equipment, these publications have become more competitive than ever before. In some smaller communities, daily newspapers appear to be losing the battle to the weeklies.

There is a danger that daily newspapers, especially some smaller ones, could be caught in a squeeze between radio and television on the one hand and the weeklies and magazines on the other. What is needed is a shift in emphasis and the assumption of a new role by daily newspapers. They must become daily newsmagazines, with good local regional, national and international in-depth coverage, leaving the other media to

provide the sorts of coverage for which they are best suited. The dailies are in a good position to assume such a role; they reach more Canadians than any other print media, and they have more editorial space available in the same period of time to explain and interpret events than do weekly newspapers and weekly or biweekly newsmagazines. They can also provide more depth to their coverage on a daily basis than radio or television. As social, political, economic and technological issues become more complex, and as events in faraway places impinge more directly on the everyday lives of Canadians, there is a need for a style of journalism that provides more investigation, more interpretation, and a better understanding of events.

To some extent, without any dramatic shift in policy, many daily newspapers have been moving in this direction. But there is still a feeling among many students of the media, as well as among readers, that the editorial space in newspapers is not put to the best possible use.

Coverage of the Third World is just one aspect of the total picture. If newspapers are to remain a 'window on the world' for many Canadians, good coverage of issues and events in the Third World is essential. The amount of space devoted to Third World coverage is bound to fluctuate. More important than the amount is how that space is used. In line with the changing role of newspapers, more of the existing space could be devoted to backgrounders, analysis, human interest and lifestyle features, as well as articles dealing with agriculture, food, energy, education, health, population, and other issues. To allow for this, many lengthy political reports could be condensed into much briefer articles.

More Canadian and Third World views of the world should be included among these backgrounders and features, leaving hard news coverage to AP, Reuter, UPI and the other major newsgathering agencies.

Admittedly, with the exception of the largest dailies, resources for improved in-depth coverage are scarce. But newspapers could do more collectively. The Thomson group can certainly afford to have more than two columnists and a couple of correspondents in Canada and no one abroad. CP could also do more, as the Senate committee on mass media pointed out a decade ago.

A variety of resources, ranging from specialized training courses for journalists to information banks and investigative and research services for newspapers are needed and may become available in future.

In the magazine field, publishers follow the advice of marketing experts even more slavishly than in newspapers. Most magazines that are successful carve out an identifiable market, then try to hold onto it. Many of the specialized publications do a good job of serving their readers. Newsmagazines, to justify their existence, have to do more than rehash what already appeared in newspapers. This is particularly true with foreign coverage.

#### Radio and television

For the electronic media, there are other problems. Television news anchorman Peter Trueman touched on the key problem in his familiar sign-off line following his nightly news commentary: "It may not be news, but that's reality."

Another news executive recognized the problem too, when he said, in this study, "There's a hell of a lot more to reality than 25 minutes of news every evening." Both of them clearly understood that they are selecting a few news items, based generally on the definition of news given earlier in this chapter, and presenting a very incomplete and, hence, distorted slice of reality. Yet, people come to perceive those brief electronic images as reality, and even the type of news programming that was portrayed in the film 'Network' no longer seems bizarre.

The longest radio or television newscasts are generally about a half hour long and contain a little over a dozen news items--the equivalent of about two pages in an average daily newspaper. The sum total of the day's international news may be three or four stories lasting five to ten minutes. That certainly isn't reality.

Radio's greatest advantage in competition with the other media is that it is usually first with the news. But it is usually just the bare bones. Most privately owned radio stations give little more than the headlines, while the CBC covers national and international news a little more comprehensively. But it is programs like CBC's 'Sunday Morning' and 'As It Happens' that show radio at its best, in providing some background and depth to the news. All-news radio has not yet lived up to its potential in Canada, but it could present current affairs programming of the same type.

Television news is generally watched once a day by most people, which means they have probably heard the news already on the radio or read it in a newspaper. So, unless it had film footage to accompany major stories, television news adds

nothing. Often, the already limited news time is either filled with trivia, because there is film to go with it, or the viewer gets to watch the face of a news anchorman as he reads a major news story without any film.

The problem, as one television news producer admitted, is that television has not yet come of age; it can't tell a story right. It is not mature enough to understand the essence of the medium. One study in the U.S. showed that, on average, people could remember no more than one story just one hour after a newscast. Television is best at conveying an emotional impression, not at imparting facts--and who can say which is more 'real'? Yet, possibly because television relies heavily on wire services and newspapers for its supply of news, and because many television news people began their careers in newspapers, they do a poor job of making the best use of the medium. Current affairs programs and news specials generally do a much better job of giving the viewer a feeling for what is happening. So does the 'docu-drama'. McLuhan may have been right; no news may be better than the news as television presents it. Certainly as far as the Third World and international coverage are concerned, other types of programming, if handled well, do a much better job than the daily newscasts.

### Alternatives

Some alternative sources of information about the Third World have been reviewed in this report. They certainly fill in many of the gaps left by the news media, and provide a wide range of facts and opinions both on general issues and on specialized topics. One hopeful sign for the future is the increasing emphasis being placed on international development

education in schools. Perhaps, the next generation will have broader horizons and a greater interest in global issues than the present one.

But for the average person, the daily newspaper, radio and television are still the primary sources of information about what is happening in the world. It would certainly be beneficial if the news media developed closer ties with, and drew on the resources of the alternative sources that are available in Canada.

Also, the international alternatives need support and encouragement. A Third World news pool linking national news agencies is in the formative stages, while a few Third World-based news services, such as Inter Press Service, have been in existence for some time. They may provide Third World countries with the needed alternatives to the Western wire services. They could also furnish news media in the West with a different perspective to the news. They are unlikely to replace existing news sources, although the direction of the UNESCO debate suggests things may become increasingly difficult for the Western foreign correspondent covering the Third World. However, a newspaper has nothing to lose, for example, by putting copy from some of the alternative services on a page with the heading "The World as others see it."

Lurking just below the surface throughout this discussion has been the awareness that the news media are likely to be shaken up by major technological changes in the near future. Print media could be replaced by electronic newspapers; television networks could disappear, to be replaced by--who knows?--specialized electronic magazines.



But, no matter what the media of the future look like, there will still be journalists, and they will still have the awesome task of sifting through an enormous mass of information and selecting what is relevant for their audiences. Their job has become increasingly important in our media-dominated society, and requires a great deal of intelligence, integrity, and commitment to the highest ideals of journalism. Are they equal to the job?

