

Review: exposing the media

By FRASER MacDOUGALL
Herald Special

Content, a periodical for and about journalism, got its start in 1970 at a time of unusual ferment in the calling.

Now two men who served, in turn, as publisher-editor present a collection of its material in *The News: Inside the Canadian Media*, edited by Dick MacDonald and Barrie Zwicker (Deneau Publishers; 357 pages; \$12.95).

Two factors contributed in large part to the ferment that gripped journalism when Dick MacDonald launched the magazine in 1970:

- University graduates, products of the rebellious 1960s, brought their activist stance into the newsrooms, seeking more say in what they reported, how they wrote and what was published.

- The report of the Senate Committee on the Mass Media headed by Senator Keith Davey which looked at society's messengers and found

them wanting in many respects.

TWO PROBES
The contents of the book span the period between the two most recent inquiries into the mass media in Canada, by the Davey committee and the Royal Commission on Newspapers, headed by Tom Kent, which began its examination in 1980 and reported in 1981.

The book contains reports on both - on Davey from Content in 1975, five years after the report, and on Kent by Zwicker in an article prepared especially for the book.

Other fresh material includes essays by two journalism department heads - Peter Desbarats of the University of Western Ontario in London on credibility of the media, and Richard Lunn of Ryerson Polytechnical in Toronto on journalism education.

BURRS, THORNS
Founder MacDonald writes in the introduction that Content "didn't set out to comfort the afflicted" but to "afflict the

comfortable. We hope we're still doing that. The state of the world is too precarious for a single journalist to feel comfortable. That's why we have media critics: Burrs and thorns."

The selected articles concentrate on criticism with more burrs for the people who manage media enterprises - broadcasting and print - than for those who write, edit and otherwise prepare news for broadcast or publication.

The above approach doesn't hurt the book one whit. People in the news field need constant criticism, and they know it well. Otherwise, how can anyone account for the buzz of media criticism that comes from any meeting of journalists, even when only two come upon one another by chance.

That sport of self-criticism has gone on for the 65

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Orval's weekend weather report

Sat...Small breeze, a few clouds, with a high of 23 and a low of 18.
Sun...Same.



Memorial service planned

Continued from page 1
their support of UN resolutions and in opening its doors to several hundred Iranian Baha'is who have been stranded in countries outside of Iran by acts of the revolutionary regime.

As they continue to alert the public to these outrageous crimes being committed by a regime defiant of world opinion, they want to express their gratitude for these many expressions of conscience from members of all faith communities, civic leaders, colleagues and friends.

They feel that it would be most helpful at this time for people to give their support to actions Canada is now considering by writing their MPs. They may also write directly to the Iranian Embassy.

A memorial service will be held at the Milton

Public Library, Wed. July 27 at 8 p.m. All are welcome.

Barry D. Timleck
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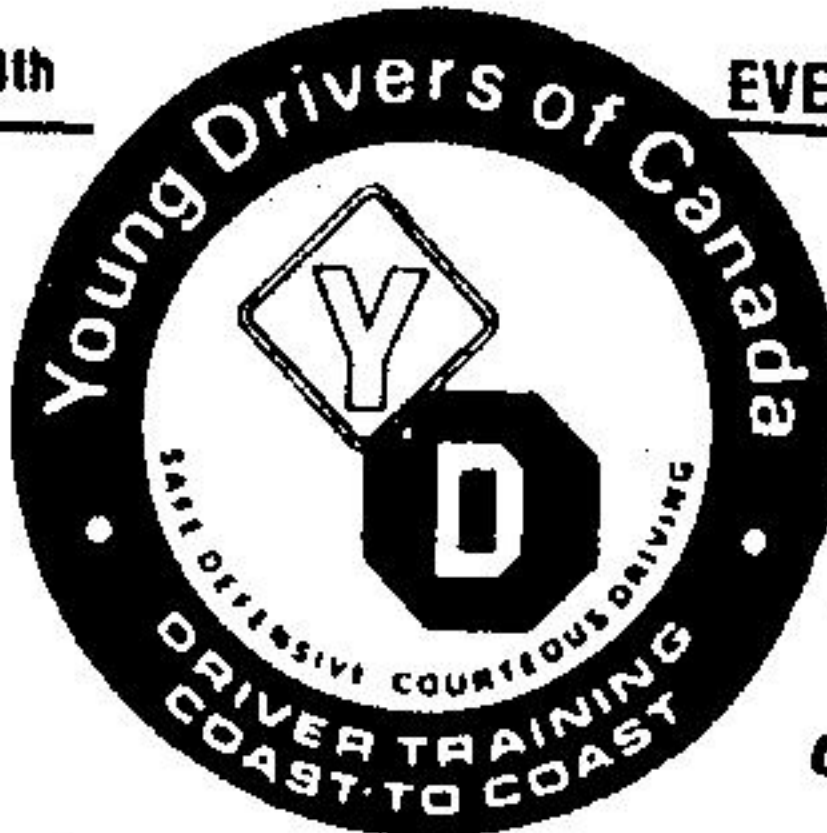
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