

procedures fail there must be redress, not a shameful willingness by those at the top to duck behind a general democratic principle...⁽¹⁴⁾

There are two major institutional bulwarks at the CBC to ensure fairness, honesty and objectivity in the Corporation's news and public information programming: the journalistic policy and the Ombudsman. The journalistic policy failed miserably to influence the production and airing of *The Valour and the Horror*, and the office of the Ombudsman only began an independent investigation after the Sub-Committee had announced its intention of holding hearings.

THE JOURNALISTIC POLICY OF THE CBC

The CBC is in the process of reviewing its existing journalistic policy in light of the new *Broadcasting Act*. The revised policy is expected to remain essentially the same as the current policy, which was adopted in February 1988. The following extracts from the policy hand book *Journalistic Policy* have been chosen because they seem relevant to a discussion of *The Valour and the Horror*.

In the Foreword, then President of the CBC, Pierre Juneau, said:

Journalists will have opinions and biases of their own and their attitudes will naturally be affected by their geographic and cultural roots. But professional standards should prevent these attitudes from leading them into bias and prejudice. For journalists to be professional, in this sense, is not to be without opinions but to be self-aware and self-correcting, so that their reporting is done in a judicious and fair manner.

Under a section dealing with journalistic principles the code notes that information programs must reflect the following "established Journalistic Principles:"

- Accuracy: the information conforms with reality and is not in any way misleading or false. This demands not only careful and thorough research but a disciplined use of language and production techniques, including visuals.
- Integrity: the information is truthful, not distorted to justify a conclusion. Broadcasters do not take advantage of their position of control to in any way present a personal bias.

(14) Proceedings, 5:82.