

are also many places, many ways, in which people are coming together. We should hear more about these scenes than we do.

Part of the trouble is the media's understandable tendency to look for news only in the old, familiar places: city hall, the courts, the police stations, the union halls – places where there's always a man whose institutional credentials (“spokesman,” “president,” “mayor”) allow the news to fit easily into prevailing journalistic pigeonholes. The result often resembles a shadow-play: plastic figures saying plastic things which are transmitted in a plastic way – but we all know that the *real* story, the real news, is happening in some other dimension. It is happening in the streets, in laboratories, within families, beneath the sea, behind the closed doors of foreign boardrooms and, most crucially of all, inside people's heads. But because these exciting developments don't immediately generate “events,” they tend to be ignored or – what is worse – distorted by the archaic perceptions of cop-shop journalism.

Let us now, in the words of one authoritative source, make One Thing Perfectly Clear: these are not blanket criticisms. Our best newspapers, our best radio and television reporters, are fully aware of these limitations of the conventional journalism, and have been striving for years to expand its perceptions. In many cases they have succeeded magnificently. In deploring the media's weaknesses, we wish to avoid the old journalistic trap of failing to acknowledge their strengths.

Among these strengths, unfortunately, a penchant for self-criticism is not conspicuous. In the course of our hearings we became astonished that an industry so important, so prosperous, so intelligent as the communications business has developed so little formal machinery for upgrading its personnel and its product.

Apart from the Canadian Managing Editors Conference (an *ad hoc* body which tries to meet once a year) and a couple of excellent local groups, there is no organization worrying about how news is presented and how that presentation can be improved. The American Newspaper Guild worries about salaries. The Canadian Association of Broadcasters, the Canadian Daily Newspaper Publishers Association and its weekly counterpart worry – oh, how they worry! – about revenues.

But nobody seems to worry, outside the office at least, about the quality and relevance of their performance. Nor did anyone from newsrooms or boardrooms appear to be much concerned with the industry's astoundingly offhand approach to recruitment and personnel development. The news business is above all a “people” business. But if IBM had been as unconcerned about the kind of people it attracts and the conditions under which they work, it would still be making adding machines.

This is doubly unfortunate, because government cannot and should not attempt to remedy some of the weaknesses we've been discussing. Only the industry can do that – the people who own the media and the people who work for them. As Victoria *Times* publisher Arthur Irwin told the Committee: “Only journalists can make journalism work.”