

# AN ANATOMY OF THE TIME, CANADA LOBBY AND HOW IT CONTROLS WHAT IS PUBLISHED FROM THE LAST POST



Three months ago, at a Toronto dinner event, Ronald MacEachern of the Maclean-Hunter Publishing Company spied Dalton Camp in the crowd, rushed up to him and pumped his hand, muttering solemnly: "Thanks for standing by us, Dalton." Unsolicited support is always gratifying, and the column Camp had written a few days earlier in the Toronto Telegram pleased a very special group of men.

Among them was John Crosbie, little-known but very powerful in the publishing trade.

Another was Steve LaRue in Toronto. His equal number in Montreal was Paul Zimmerman. Both are, again, powerful men but remain behind the scenes.

William Nobleman is also a critically important member of that group, but the least powerful.

Maybe the most powerful is "Bud" Drury, President of Treasury Board and a senior member of the Liberal Cabinet.

These men share a task -- organizing one of the most powerful lobbies unleashed at Ottawa in recent years. And they've been busy at it for a long time, preparing for the crisis to come in October.

In trade shorthand, these men are known as "The Time Lobby."

MacEachern is the strongman of Maclean-Hunter, Canada's largest publishing business, a conglomerate of 110 enterprises. His talk is organizing industry pressure, and parliamentary support.

John Crosbie is president of the Magazine Advertising Bureau in Toronto, a company that doesn't seek publicity. His forte is organizing pressure from Canada's largest advertisers and seeing that people like the Canadian Manufacturers' Association see things from the right point of view.

Steve LaRue is the Managing Director of Time International of Canada, liaison man with Time-Life headquarters in New York, the late Henry R. Luce's ambassador to Canada, and the man who controls Time magazine in the country.

Paul Zimmerman is the president of the Reader's Digest Association (Canada) Ltd., a glib, well-polished man who shares with Steve LaRue such tasks as making sure the paper mill owners and the national distributors toe the Lobby line.

William Nobleman, the publisher of the beleaguered magazine Saturday Night, has the job of convincing other magazine publishers and editors that the Lobby's position is the only reasonable one.

Quietly, and without the glare of headlines, these men are putting powerful screws on Ottawa to preserve their empire. They know how to go about it -- they or their predecessors went through this battle twice before, and showed they could overrule even a Cabinet.

Their aim, which was unexpectedly supported by Camp in his newspaper column, is to protect the special privileges in Canada of Time and Reader's Digest. The rewards are over \$14 million in advertising for the two magazines last year, and control of the Canadian publishing industry--control which virtually gives them the power to decide which magazine flourishes and which dies.

Their target is a document that just recently got off the typewriter, and that has them scared.

The reason for the Time Lobby's frenzied battle is to be found in that report, which might help tip the lucrative applecart America's largest magazine publishers have in Canada.

The document is the Report of the Special Senate Committee on Mass Media -- the Keith Davey Report for short -- which will not be released to the public for another month.

And this is what's in the report that scares them:

1) The Davey Committee recommends the cancellation of the special privileges of Time and Reader's Digest in Canada.

(Although Davey has personally been pressing for an immediate cancellation, other committee members have pressured for cancelling the privileges in five years only. It is still uncertain which formula will emerge.)

2) The committee recommends the setting up of a body which would be empowered to grant low-interest or no-interest capital loans to publishing enterprises in order to help them establish or grow. Much like the Film Development Corporation, the body would judge that this or that publishing venture is professionally viable and competently administered, and approve a loan equal to the amount the publishing venture has been able to raise by itself from private interests. If the publishing group succeeds in raising, say

\$100,000 of its estimated \$200,000 budget, then this body would be empowered to grant a long-term capital loan of another \$100,000. While the report discourages the idea of direct government subsidy to a publication, it encourages capital aid to a venture that has been able to attract a significant amount of private capital on its own initiative.

Through the report remains secret, The Last Post has learned from sources close to the Committee that these two recommendations form a principal part of it, with the proposal to give financial support to the industry being the chief one.

The report argues that Canada's publishing industry is as essential to the country's survival as its broadcasting system, and as worthy of support as its film industry.

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