

BRENDA LARGE

some of the news copy so they could make more money advertising."

"The People" dragged on for two or three issues after The 4th Estate came out, and then folded.

THE WEEKLY IS ONE of several new papers in Canada that uses a style of journalism that has made some French papers the best in the world.

they got softer, and started worrying about money. They leveled off in order to protect their advertising, and that's something we won't do."

The 4th ESTATE

by Lloyd Buchinski

"A PRODIGAL RETURNS: A NEW PAPER IS BORN, and change is in the air" — That's how MacLean's Magazine saw Nick Fillmore, The 4th Estate, and their potential in the Halifax area one year ago. And as long as Nick is editing, the change will have to settle on the conditions in Halifax long before it touches The 4th Estate.

The Davie Report on Mass Media declared the Maritimes "a journalistic disaster area" because of papers like the Mail Star and The Chronical Herald, but gave The 4th Estate a favourable report and placed it on the list of papers that serve their readers rather than their advertisers.

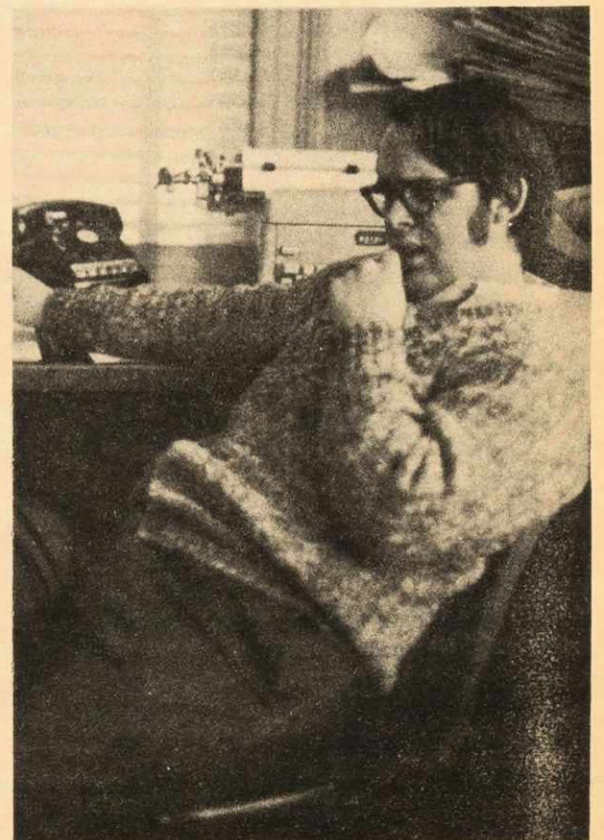
THE 4TH ESTATE WAS STARTED two years ago when Nick and his father broke away from "The People", a bi-weekly paper that Nick had helped to start, but he left when "they wanted me, as managing editor, to tone down on the toughness of

Each reporter specializes in one field, and writes on this field from the point of view of an expert, rather than from a supposedly objective outlook. A perfectly objective news story is impossible, as Nick points out. "Simply by deciding which item to use as a lead, you unavoidably slant your story one way or another."

IN SPITE OF THE FACT that "The 4th Estate" serves its readers rather than its advertisers, Nick predicts that the paper will continue to increase its advertising income. "It will pay from a purely economic point of view. We already have a larger circulation than any weekly in the area, and we're working on a survey which I think will show that we have seven readers per copy."

However, even if it means losing advertising, The 4th Estate will stick to its guns. "We hope that 'The 4th Estate' will never level out and start avoiding hard news stories. One other paper in Nova Scotia, "The Highlander", began as radically and as effectively as we did, but when they got bigger

NICK'S SLIGHTLY IDEALISTIC point of view (anyone who works six full days a week for \$40 and gives the paper's job a higher priority than advertising revenue has to be idealistic) is resulting in a lot of practical good work. The Help Wanted page is one of the services the paper provides. It "solves problems, gets answers, cuts red tape, stands up for rights," claimed Fillmore, and it will soon have the services of a full time lawyer and a social worker. "And then we'll see what happens to slum landlords."



NICK FILLMORE