

A SURVEY OF CANADIAN BROADCAST
NEWS STAFFS, 1968-70

Thesis for the Degree of M. A.
MICHIGAN STATE UNIVERSITY
FREDERICK KENNETH BAMBRICK
1970

THESIS

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ABSTRACT

A SURVEY OF CANADIAN BROADCAST NEWS STAFFS, 1968-70

By

Frederick Kenneth Bambrick

The present study was undertaken partly as the result of innumerable studies done indicating broadcast news to be the major source, for many, of news and information, and partly in an attempt to put together a picture of the size of the broadcast job market in the light of the rapid increase in the numbers of journalism-communications courses in Canadian schools and universities.

If many people rely on radio and television for news and information, it becomes important to know how many broadcast personnel are involved in news, what the general staff sizes are of the stations, how well-educated are the newsmen, and how much experience they have in doing their jobs. For the educators, they should be aware of the size of the job markets likely to be available to their students, and the rate of expansion in the Canadian broadcast news field.

Because of the relatively small size of the Canadian broadcast industry, it was decided to conduct the study through a mail census of all radio and television stations.

The instrument designed for the job was a highly structured questionnaire which was mailed to station managers.

The questionnaire concentrated on two kinds of broadcast employees: News Employees, who were defined as station staff spending 75 per cent or more of their time in gathering, writing, editing, broadcasting, or otherwise processing news, including newscasts, documentaries, commentaries, and editorials; General Broadcast Employees, who were defined as station staff with some news responsibilities, but who spend less than 75 per cent of their time in news work.

Two hundred and twelve responses, representing 287 stations, were received. This was 57 per cent of the original mailing, and 64 per cent of the stations in the study. The responses were checked both geographically and by population centres, and appeared to be broadly representative of the broadcast industry in Canada.

One hundred and eighty-nine questionnaires were tabulated and analysed. These represented 139 radio staffs, 16 television staffs, and 34 radio-television staffs. Because many of the responses covered more than one station, the word "staffs" is used here rather than station.

The tabulated replies showed Canadian broadcasting to have required, during the study period, about 100 additional News Employees and 39 General Broadcast Employees annually. The reported News Employee total for 1970 was 897, compared to 757 in 1968. For General Broadcast Employees, the 1970 total was 415, compared to 358 in 1968.

From an educational point of view, about half of the News Employees, and more than 60 per cent of the General Broadcast Employees, were said to have only completed high school. Twenty-eight per cent of News Employees, and about 20 per cent of General Broadcast employees had completed some university work, while about 10 per cent of News Employees and seven per cent of General Broadcast Employees had university bachelor degrees.

Thirty-four per cent of the General Broadcast Employees, and about half of the News Employees were reported as having more than five years of broadcast experience.

The study suggested that schools and departments of journalism-communications had contributed to this point very few news broadcasters. This was evident both from answers about staff with formal training, and from the general absence of news staff with university degrees.

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A THESIS

Submitted to
Michigan State University
in partial fulfillment of the requirements
for the degree

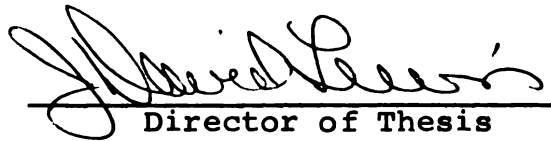
MASTER OF ARTS

Department of Television and Radio

1970

2-12-54

Accepted by the faculty of the Department of Tele-
vision and Radio, College of Communication Arts, Michigan
State University, in partial fulfillment of the requirements
for the Master of Arts Degree.


Director of Thesis

ACKNOWLEDGMENTS

I would like to express my appreciation to the following people for the parts they played in the various stages of this thesis.

Professor W. B. Key, of the University of Western Ontario, London, Ontario, for his help and direction in the preparation of the questionnaire.

Bruce Routledge, and the staff of The London Free Press, for their part in the design and printing of the questionnaire.

Mrs. Betty Campbell, for the help in the early typing stages.

My wife and family, both for their very real help in the mailing process, and their general good will and encouragement at all stages.

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CHAPTER 1

BACKGROUND IN CANADIAN BROADCASTING

Canada is a land that exists because of communications.

It stretches more than 3,000 miles between the Atlantic and Pacific oceans. The first communications were provided by waterways up through the St. Lawrence River and the Great Lakes.

These natural communications systems were later supplemented by Canada's two huge railways, the privately-owned Canadian Pacific Railway and the publicly-owned Canadian National Railways. Both these systems played large roles, in the early days of this century, in the transmission of news and entertainment as well as goods and people, and thus, in communications in its narrower sense.

Canadian Pacific Telegraphs was, until the formation of newspaper wire services, for many years the gathering and transmission source for national and international news for Canadian newspapers. CPT employees gathered and sent clacking along their lines news from their local areas, while the company agreement with Associated Press gave it access to

the resources of the large American news gathering organization.¹

The demise of the railroad company as a news source resulted from a combination of increasing disenchantment with the amount of news being provided, particularly international news, and constantly increasing rate structures which the company sought to extract from newspapers.²

The CNR, while not active in news service for print, put together in the beginning of the radio era the first radio network in Canada, and used radio-equipped coaches as drawing cards for customers. The CNR broadcast what is believed to have been the first network newscast in 1923 when former British Prime Minister Lloyd George was visiting in this country. The broadcast consisted of items from wire sources and the Montreal newspapers.³

Unification of this sprawling country over its vast distances and scattered population centres has always been a Canadian problem. For this reason, it is scarcely surprising that, almost since its inception, broadcasting has worn a nationalistic face and has had as a stated goal the promotion of Canadian talent and the creation and preservation of a Canadian identity in opposition to the large and

¹M. E. Nichols, (CP): The Story of the Canadian Press (The Ryerson Press, Toronto, 1948), p. 15.

²Ibid., p. 25.

³E. A. Weir, The Struggle for Broadcasting in Canada (McClelland and Stewart Ltd., Toronto, 1965), p. 7.

powerful American influence from the south.

Commercial broadcasting began in Canada in 1919 when station XWA, owned by the Marconi Wireless Telegraph Company, was licensed in Montreal.⁴ That station, now known as CFCF, has been broadcasting continuously for more than 50 years.

As in the United States, the trickle of broadcast stations soon became a flood as small radio clubs, large corporations, universities, radio manufacturers, newspapers, church groups, provincial governments and the railroads rushed into the new venture.

Almost from the outset, however, Canadian broadcasting was beset by a typical Canadian problem: stations concentrated in the major cities where the population and advertising money were, leaving large areas of more sparsely settled land without service. In addition, most Canadian stations were low-powered and were subject to interference from powerful American and Mexican stations as they developed.⁵

An additional complication, and it remains one today, involved the cheap and easy access of Canadian broadcasters to American programming. The extent of the problem is evident from the fact that at one point the four stations in Montreal and Toronto were all hooked by wire into American networks and received more than half of their daily broadcast

⁴"It All Started in 1919", Broadcaster, October, 1969, p. 54.

⁵CBC, "A Brief History and Background" (Ottawa, 1967), p. 2.

service from these sources.⁶ With no Canadian newsgathering source open to radio, Canadians were getting not only their entertainment but also their news from an American point of view.

Faced with the rapid growth of the new medium under regulations never intended to cover voice broadcasting, the Canadian government established a Royal Commission in 1928 under the chairmanship of Sir John Aird, president of the Bank of Montreal. The commission was to study the problem and make recommendations, which it did in 1929.⁷

The cornerstone of its recommendations was for the establishment of a publicly-owned broadcast system within the country, and the extinction of the fledgling private system.

The report said:

In our survey of conditions in Canada, we have heard the present radio situation discussed from many angles with considerable diversity of opinion. There has, however, been unanimity on one fundamental question-- Canadian radio listeners want Canadian broadcasting. This service is at present provided by stations owned by private enterprise and, with the exception of two operated by the Government of the Province of Manitoba, are operated by the licensees for the purpose of gain or for publicity in connection with the licensee's business. We believe that private enterprise is to be commended for its efforts to provide entertainment for the benefit of the public with no direct return of revenue. This lack of revenue has, however, tended more and more to force too much advertising upon the listener. It also

⁶Albert A. Shea, Broadcasting the Canadian Way (Harvest House, Montreal, 1963), p. 102.

⁷Canada, Royal Commission on Radio Broadcasting, 1929, "Aird Report", p. 5.

would appear to result in the crowding of stations into urban centres and the consequent duplication of services in such places, leaving other large population areas ineffectively served.

The potentialities of broadcasting as an instrument of education have been impressed upon us, education in the broad sense, not only as it is conducted in the schools and colleges, but in providing entertainment and of informing the public on questions of national interest. Many persons appearing before us have expressed the view that they would like to have an exchange of programs with different parts of the country.

At present the majority of programs heard are from sources outside of Canada. It has been emphasized to us that the continued reception of these has a tendency to mould the minds of the young people in the home to ideals and opinions that are not Canadian. In a country of the vast geographical dimensions of Canada, broadcasting will undoubtedly become a great force in fostering a national spirit and interpreting national citizenship.⁸

To carry out the import of these statements, the Aird Commission made, among others, these recommendations:

(a) That broadcasting should be placed on a basis of public service and that the stations providing a service of this kind should be owned and operated by one national company; that provincial authorities should have full control over the programs of the station or stations in their respective areas.

(b) That the company should be known as the Canadian Radio Broadcasting Company; that it should be vested with all the powers of private enterprise and that its status and duties should correspond to those of a public utility.

.....
 (f) That high-power stations should be erected across Canada to give good reception over the entire settled area of the country during daylight; that the nucleus of the system should be seven 50,000 watt stations; that supplementary stations of lower power should be erected in local areas, not effectively covered by the main stations, if found necessary and as experience indicates.

⁸Ibid., p. 6.

(g) That pending the inauguration and completion of the proposed system, a provisional service should be provided through certain of the existing stations which should be continued in operation by the Canadian Radio Broadcasting Company.⁹

The report also suggested that money for the company come from licence fees, from revenue from indirect advertising, and from government subsidies.

The recommendation for a publicly-owned system obviously came from the British model, while provision for some advertising revenue indicated a bow in the direction of the American private enterprise system. In short, it was a Canadian compromise.

Nothing happened immediately, however, as the report came just as the country was plunging into the Great Depression, and would, in 1930, be undergoing a change in government as the Conservative party swept into power under R. B. Bennett.

Also mixed into these factors was an appeal from the Province of Quebec to the Privy Council in London--then the final court on constitutional questions for Canada--challenging the federal authority over broadcasting. This appeal was resolved two years later in favor of the federal government.¹⁰

When a special committee of Parliament began to consider the Aird report in 1932, only 40 per cent of Canada's

⁹Ibid., p. 13.

¹⁰Earle Beattie, "CBC & CTV" (unpublished study, State University of Iowa, 1964), p. 9.

population could receive Canadian programming. The remainder either had no service, or were seriously hampered by interference from the American and Mexican broadcasters.

The existing situation was also one under which importation of American programming was reducing opportunity for Canadian talent, and interest in Canadian programming generally, a situation that was to be duplicated 30-odd years later in connection with television.

The director of the Toronto Conservatory of Music, testifying before the broadcasting committee of 1932, said:

. . . if a station owner is producing a sustaining program in Canada, why would he go to the expense of spending a certain amount of money in providing his own program when by buying it on a syndicate basis from New York, he can get something just as good, or pretty nearly as good, for a mere fraction of the original cost of the production. In other words, the Canadian musician has to meet dumping in the most extreme form that I have ever heard of.¹¹

The pressure was definitely on for some kind of national broadcasting system, and, in May of 1932, the committee recommended establishment of a chain of high-power national stations operating on clear channels, and a number of auxiliary stations on shared channels to provide coverage to the largest possible number of listeners. These latter were to be operated by private owners if they were not required for the national system.¹²

¹¹Shea, Broadcasting, p. 9.

¹²CBC, "History", p. 2.

At the same time, broadcasting was to be self-sustaining, depending on money from licences and advertising.¹³

Other features of the committee recommendation included: a directive that emphasis be placed on Canadian art and talent; that a three-man commission be appointed with the necessary powers to carry on broadcasting in Canada, including program regulation, facility construction and licensing.

Prime Minister R. B. Bennett commented on the introduction of the new Broadcasting Act:

. . . No other scheme than that of public ownership can ensure to the people of this country, without regard to class or place, equal enjoyment of the benefits and pleasures of radio broadcasting. Private ownership must necessarily discriminate between densely and sparsely populated areas. This is not a correctable fault in private ownership; it is an inherent demerit of that system. . . . Happily, however, under this system, there is no need for discrimination. . . .¹⁴

Thus, Canada's mixed system of public and private ownership in broadcasting was born under the Canadian Radio Broadcasting Corporation, but it was not until another Royal Commission, the Fowler Commission of 1955, that the fear of total nationalization was finally removed for the private broadcasters in Canada.

This commission, the third to that time on broadcasting, said:

¹³Beattie, "CBC & CTV", p. 13.

¹⁴CBC, "Broadcasting in Canada" (Ottawa, 1962), p. 11.

That the mixed Canadian system of public and private ownership is here to stay. . . .

That the state agency may grow as Canada grows, but its functions are not to be extended to do the whole job of providing radio and television services to Canadians.

That private stations should individually be required to justify the continued grant of a valuable franchise and that some may lose their licenses because of a shabby performance, but private operators should stop worrying about the bogey of nationalization that has filled them with suspicion and fear in the past. . . .¹⁵

However, several other changes and developments occurred in the years between 1932 and 1955.

The CRBC was born in the middle of the Depression, and was saddled from the outset with relatively limited revenue sources. As a result, it was in financial difficulties almost from the start.¹⁶ There wasn't enough money to build the string of high-power transmitters as recommended, though lower power national stations were developed at Vancouver, Montreal, Toronto, Ottawa, and Chicoutimi (Quebec) in the Commission's first year of operation.

The Commission also took over the stations that had been operated by the Canadian National Railways and some of the 53 private stations then in existence, and began a regular network service for a few hours a day in 1933.¹⁷

¹⁵Canada, Royal Commission on Broadcasting Report, Vol. 1, Queen's Printer, Ottawa, 1957, pp. 263-4.

¹⁶CBC, "History", p. 6.

¹⁷CBC, "History", p. 5.

"Broadcasting in Canada" had this to say about the early years of the Commission:

By 1936, the Commission had started network broadcasting on a regular basis and had developed the network schedule to six hours a day. It had undertaken network broadcasting in two languages. Its national network consisted of seven CRBC and 50 private stations. Yet the six hours of network broadcasting were confined to the evening hours. With only ten minutes of news heard on Commission stations each day, many private stations were picking up news from American stations. . . . In 1932, the power of all Canadian stations was about 45,000 watts, and the coverage about 40 per cent of the population. Four years later, the power had grown to 80,000 watts and the coverage of the national network was 49 per cent of the population. . . .¹⁸

The news bulletins on the CRBC were provided free by The Canadian Press on the understanding that news broadcasts would not be sponsored, a condition insisted upon by the member newspapers of CP. This co-operation was a compromise after attempts by the newspapers to bar CP copy from the air entirely had failed. No agreement could be reached for a formal policy among the CP members, and the question of providing service to radio was left for several years to an ad hoc set of rules.¹⁹ The CRBC and its successor, the Canadian Broadcasting Corporation, continued to get free service during the decade from 1933-43.

The CBC, established to succeed the CRBC in 1936, had a board of nine governors appointed by the cabinet. The members were chosen to give geographic representation to

¹⁸Ibid., p. 15.

¹⁹Nichols, (CP), pp. 263-64.

all areas of the country, and held office for three-year terms.

The CBC was charged with:

The responsibility for providing a national broadcasting service and given power to establish, maintain and operate broadcasting stations, to originate or obtain programs, collect news and to acquire private stations either by lease or by purchase. No private stations could operate as part of a network without CBC permission.²⁰

The CBC was also the body which recommended to appropriate government departments whether new private station licences should be granted, and it had the power to suspend the licence of a private station (for not more than three months) for the violation or non-observance of any regulations under the Act. At the same time, then, the CBC was both competitor and judge of private station operations in Canada.²¹

By 1940, the CBC had completed nine new stations and increased its network broadcasting from ~~44~~¹ hours to 113 hours a week. It also established a French-language network.²²

The outbreak of the Second World War that year brought with it increased public demand for information and news, a demand that was to remain and grow during the war years. It was in response to this demand that the CBC established

²⁰Beattie, "CBC & CTV", pp. 15-16.

²¹Ibid., p. 16.

²²CBC, "History", p. 9.

its own news service in 1941 with five newsrooms in Canada, and teams of correspondents in the theatres of fighting.²³

At about the same time, The Canadian Press faced up to the fact that its battle to keep sponsored news off the air was lost. News was being provided to Canadian stations by American organizations such as Transradio, United Press, and International News Service. As a result, CP established, in 1941, Press News Limited, and Canadian-gathered and oriented news was made available for sponsored broadcast.²⁴ Press News, now Broadcast News Limited, has since added a voice service to its operations. BN, unlike the parent CP, which operates as a co-operative, sells its service to Canadian stations.

The war eliminated major expansion by the CBC, but some low-power relay stations were added to help serve isolated areas, and the CBC International Service was established in 1942, with short-wave transmission starting in 1945 from Sackville, N. S.²⁵ A second network, "The Dominion" was also born, and was designed to provide a lighter kind of fare than the older "Trans Canada".²⁶

²³Weir, Broadcasting in Canada, p. 270.

²⁴Nichols, (CP), p. 267.

²⁵CBC, "History", p. 9.

²⁶Ibid., p. 11.

Radio had grown and flourished in the 1930's and into the 1940's, but the end of the war was to bring with it a new and seemingly threatening development: television. Commercial television began in the United States in 1948, and soon Canadians were clamoring for their own service.

The CBC undertook a study of the new medium in 1949.²⁷

The government, and later, in 1951, another Royal Commission, the Massey Commission, recommended the blending of a national public television service with private television stations in a meld similar to that of the existing radio service. The commission also rejected the grievances aired by private broadcasters asking for the establishment of a separate regulatory body for broadcasting so that the CBC would no longer function as regulator, prosecutor, judge, jury, and competitor.²⁸

On September 6, the CBC's first television station, CBFT, Montreal, went on the air, to be followed two days later by CBLT in Toronto.²⁹ A coast-to-coast network of TV stations was completed by 1955, including both French and English stations in Montreal. Also by that time, there were 23 private stations on the air, and another five were under construction.

²⁷Beattie, "CBC & CTV, p. 19.

²⁸CBC, "History", p. 15.

²⁹Beattie, p. 19.

The coming of television re-awakened the ever-present animosities between the public corporation and private broadcasters, and yet another Royal Commission, the previously mentioned Fowler Commission was set up.

The most controversial recommendation of this Commission was for the establishment of a Board of Broadcast Governors to be responsible for the direction, supervision and regulation of Canadian broadcasting.

The major functions of the new board were outlined as follows:

The Board shall, for the purpose of ensuring the continued existence and efficient operation of a national broadcasting system and the provision of a varied and comprehensive broadcasting service of a high standard that is basically Canadian in content and character, regulate the establishment and operation of networks or broadcasting stations, the activities of public and private broadcasting stations in Canada and the relationship between them and provide for the final determination of all matters and questions in relation thereto.³⁰

While the establishment of this board appeared likely at last to divide the operating (CBC) function, and the regulatory (BBG) function, conflicts arose during the next few years between the two; chiefly over the question of to what extent the BBG could, directly or indirectly, interfere with the operations of the CBC.³¹

A new factor appeared in 1961 with the creation of the Canadian Television (CTV) network, an affiliation of

³⁰Quoted in Beattie, "CBC & CTV", p. 23.

³¹Ibid., p. 23ff.

eight stations in Vancouver, Calgary, Edmonton, Winnipeg, Toronto, Ottawa, Montreal, and Halifax. A start was made by this new network with eight and a half hours of network programming a week, and this was increased to 14 hours the following year.³²

The new network meant not only competition for the viewer's time, but also for the advertiser's dollar. Three years after it began operation, CTV had ten affiliates and revenues of \$10,000,000.³³ These increased to 12 stations and about \$20,000,000 in revenue by 1970.³⁴

There was one other major change in Canadian broadcasting to the end of 1969. That was the rewriting of the Broadcasting Act in 1968.

The new Act changed little, but the change was significant. The most important of the alterations was the inclusion of Community Antenna Television (CATV) under the licensing provisions, and the creation of yet another new regulatory body, the Canadian Radio Television Commission.³⁵

The Commission was given broader powers than its predecessor BBG in that it actually issues licences rather

³²Ibid., p. 30.

³³Ibid., p. 31.

³⁴"Canadian Broadcasting: Litany of Sorrow", Time, April 27, 1970, p. 6.

³⁵"Ask Big, Snappy TV Watchdog", The London Free Press, October 13, 1967, p. 1.

than merely recommending them, as the BBG had done. In addition, the CBC was put directly under the new body, although the matter of licensing still is subject, where the CBC is concerned, to conference with the appropriate minister who can give direction where there is conflict.

The Act continues the strong nationalistic flavor of its forerunners, providing in part:

2(a) broadcasting undertakings in Canada make use of radio frequencies that are public property and such undertakings constitute a single system herein referred to as the Canadian broadcasting system, comprising public and private elements.

(b) the Canadian broadcasting system should be effectively owned and controlled by Canadians so as to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada.

... ..
(d) the programming provided by the Canadian broadcasting system should be varied and comprehensive and should provide reasonable, balanced opportunity for the expression of differing views on matters of public concern, and the programming provided by each broadcaster should be of a high standard, using predominantly Canadian creative and other resources.

(e) all Canadians are entitled to broadcasting service in English and French as public funds become available.³⁶

The newly-created body lost little time in showing that it intended to be much tougher than any of the prior regulatory agencies. It lifted the licence of radio station CJLS in Yarmouth, Nova Scotia, for allegedly tampering with its news presentation at the behest of advertisers and local

³⁶Canada, Broadcasting Act, Statutes of Canada, 1967-68, 16-17 Eliz II, pp. 203-204.

businessmen.³⁷ Early in 1970, the CRTC ordered three other stations--CKPM (Ottawa), CHIN (Toronto), and CHFM-FM (Calgary)--to give up their licences by the end of the year on the grounds of generally poor service.³⁸

Aside from these sharp checks to licencees, the Commission's other major moves have revolved around proposals for increasing the Canadian content on radio and television, and in curbing the wholesale importation, via cable, of American television programs.³⁹

For television, these new regulations include: a requirement that, by the start of the 1972-73 season, 60 per cent of prime-time television be Canadian. (The CBC was told to meet this standard by the fall of 1970.)

--Permission to include commercials, at certain intervals, within newscasts.

--Limitation of commercial interruptions to five per hour, and a maximum of 12 minutes.

--A limit on the importation of programming from any single non-Canadian source to 10 per cent of all programming.

For radio, the major change will be the requirement to make music programming at least 30 per cent Canadian,

³⁷The London Free Press, loc. cit.

³⁸"Three Radio Stations Ordered Off the Air", Globe and Mail, April 1, 1970, p. 1.

³⁹"Proposed Broadcast Regulations", Broadcaster, Feb. 1970, pp. 62-63.

with Canadian music defined as that which has any two of the composer, arranger, performers, production, and/or recording being Canadian or being done in Canada.

For cable companies, the Commission proposed that American programs be blacked out in the week prior to, or following, their showing on a Canadian network.⁴⁰

Private Canadian broadcasters claimed both that the high costs might drive them toward bankruptcy, and that Canadian viewers would turn away in droves from mediocre native programming.

It is not clear what the ultimate effect will be on broadcasting in Canada. There is some question, in an era of communications satellites, whether a nationalistic policy can be implemented.

It is clear, however, that the CRTC is trying, on a much more operational level than has ever been done before, to bring Canadian broadcasting in line with the spirit of the Broadcasting Act and to promote Canadian ideas, talent, and programming.

While broadcasters generally reacted unfavorably to the increased Canadian content rules, one area where there was little controversy is that allowing commercials within the body of a newscast. This is a substantial change in broadcast regulation, which, until this time, had forbidden

⁴⁰Blake Kerby, "Don't Fret, You'll Still See Buffalo TV", Globe and Mail, April 25, 1970, p. 25.

advertising to be inserted within a newscast, except between segments (news, weather, sports).

The revised regulations allow for commercials within the body of a newscast (between stories). More precisely, they will allow one two minute interruption after each ten minutes of news, provided that these do not interrupt a story, and that the news reader does not take part in them.⁴¹

The CBC stated it would stick to its policy of unsponsored news and public affairs programming, but since advertising--or more advertising--for news programs has been one of the staple requests of the private broadcasters, it appeared likely that there would be more advertising in most Canadian news programming.

On the other hand, the CRTC also said that in return for the opportunity to make additional revenue, the stations were expected to do a better job of collecting and presenting the news.

They were told they would have to pay more attention to their news departments and increase staff size as well as broadcast time devoted to news. This in turn, though at this time it is only conjecture, may increase the growth rate of the broadcast news field and create more demand for formally-trained newsmen both in Canadian radio and television.

⁴¹Patrick Scott, "More Canadian content proposed for TV, Radio", Toronto Daily Star, Feb. 13, 1970, p. 9.

CHAPTER 2

CONCEPT OF THE STUDY

The present study was undertaken for a variety of reasons. Among them was a desire to determine the size and quality, from an education and experience viewpoint, of the group of broadcast personnel who gather and deliver news in its various forms to the Canadian people.

Innumerable studies, mostly in the United States, point to the fact that radio and television have become, for many people, the chief source of information about what is going on in the world. If these media are to be the main suppliers of information, particularly, as many writers point out, to the young and to the disadvantaged sections of our society, the quality and source of it should be understood. These latter factors, however, are difficult to determine without first establishing the numbers and general quality of those through whose hands the information flows to the public.

An additional reason for undertaking the study was to broadly determine the sources from which broadcast newsmen are being drawn, and the place that formal journalism-communication education is playing in this field.

The attitudes of broadcasters to those with formal education, and the personnel needs of the industry, as seen by broadcasters, may also provide some guidelines to those engaged in formal training programs. Such viewpoints may help shape the direction, speed and scope of future expansion, and encourage closer co-operation between the academic and operating broadcast fields to increase the quality of news personnel.

JOURNALISM EDUCATION IN CANADA

In a study of broadcast newsmen in Canada, the question arises as to what formal (in-school) training facilities there are from which qualified newsmen might be drawn to radio and television stations.

Are these resources sufficient to supply the needs of the industry? Are they oriented in a way that will provide the training the students need and which the stations want? What is the background, the present state, and the possible future of school training for news broadcasters?

The question of the impact of school-trained newsmen on the industry will be examined in some detail in the discussion of the study itself.

Journalism education in Canada is 25 years old, but for most of its life to the present, it was an almost dormant backwater of the educational system. The first courses were established at Carleton University (then Carleton College)

in Ottawa, Ontario, in 1945. Course work in this field started at the University of Western Ontario, London, Ontario, in the fall of 1946, and this was shortly followed by a journalism program at Ryerson Polytechnical Institute in Toronto, Ontario.¹

There was virtually no change from those early post-war years until 1963 when Mount Royal Junior College in Calgary, Alberta, first offered a journalism course.² Then in the seven years from 1963 to 1970, courses in journalism-communications opened up rapidly in various parts of the country, particularly in Ontario's new Community Colleges, until more than 30 programs were available.³

The extent of the journalism education explosion in the 1963-70 period can also be seen by comparing enrolment of the three established schools in 1955 with predictions and available figures for 1969-70. In 1955, the University of Western Ontario had 55 students in all of its undergraduate journalism courses, as did Ryerson, while Carleton counted 42 enrolments in journalism. By 1969, these figures were 146 students in first year journalism courses at U.W.O., and 46 in other years of the program; 160 undergraduate journalists at Ryerson; 249 at Carleton.⁴

¹T. Joseph Scanlon, "Journalism Education in Canada", Gazette, Vol. XV, No. 2, 1969, p. 160.

²Ibid., p. 164

³Scanlon, loc. cit.

⁴Ibid.

Table 1 indicates the 1969-70 enrolments as reported by a number of universities and other schools offering some kinds of journalism-communications programs. The table also estimates the number of graduates for the spring of 1970. These figures do not all represent students who will be going directly into news work either in print or broadcast media. Some will find work in advertising, public relations, industrial publication, and others are in courses designed only to give them a look at the interrelations of media and society. Nevertheless, the reports from the schools do indicate more than 300 graduates anticipated in 1970, and more than 1,000 students proceeding through the undergraduate process.

TABLE 1
Reported Graduates, Enrolment in
Journalism-Communication Programs

Schools Reporting	1970 Graduates	1969-70 Enrolment
B. C. Inst. of Technology	25*	60
N. Alberta Inst. of Technology	15	37
S. Alberta Inst. of Technology	13	26
Niagara Community College	14	42
Cambrian Community College	NA**	NA
Loyalist Community College	NA	NA
Georgian Community College	NA	NA
Fanshawe Community College	26	63
Confederation Community College	16	18
Durham Community College	11	40
Laval University	3***	100
Univ. of Western Ontario	18	200
Carleton University	70	300
Ryerson Polytechnical Inst.	45	165
Others	60***	300
Total	316	1,351

*Estimated

**Answers not specific

***The Canadian Press, national survey, April 16, 1970

All three of the "original" journalism programs are primarily print-oriented. As Professor T. Joseph Scanlon observed in his article "Journalism Education in Canada", this is not surprising since all three were started under the guidance of print-oriented professionals. All three also require students to take a heavy mix of non-journalism studies, reaching 56 per cent of the undergraduate journalism program work at Ryerson, 67 per cent at Carleton and 68 per cent at the University of Western Ontario.⁵

Professor J. L. Wild, head of the U.W.O. Journalism Department, explained the philosophy in these words:

We hold that it is necessary to make a distinction between education for Journalism and Journalism training. We are of the opinion that training in technique is still best done in a newsroom, although some of this must be done in a Journalism program. We have cut down to the barest essentials the nuts and bolts technical work in our courses.

We see the function of a Journalism Department or Journalism School in a University as an instrument to focus the work that a student is doing in his liberal arts and science courses on news situations of the moment, to demonstrate to our students that the work they have been doing in economics, political science, history, English, psychology, etc., has practical value in helping them understand the complex world in which they are living so that they can report it to others meaningfully.⁶

While no formal studies appear to have been made to verify the need, many of the course offerings of the Community College and other technical training institutions in Canada

⁵Scanlon, "Journalism Education", p. 162.

⁶Professor J. L. Wild, "Schools of Journalism Supplement", Press Journal, Toronto, Oct. 1968, p. 2a.

which now have programs in journalism-communications appear to be aimed at the broadcast industry. Examples include the British Columbia Institute of Technology in Burnaby, B. C., which has a "Broadcast Communication" option in its Business Management area. In this field, students can take courses in broadcast statistics, technology, news, production, and law. The range includes voice training for air-work. Seventy-five graduates completed this course in the 1966-69 period.

The Northern Alberta Institute of Technology, in Edmonton, Alberta, reported that 12 of its 13 graduates had entered broadcasting, and, according to the school calendar, the offerings there in the two-year program include: "radio and television production which includes announcing, script and continuity writing, speech techniques and voice development . . . sound and video controls and the use and operation of all associated broadcast equipment."⁷

The calendar for Confederation College in Thunder Bay, Ontario, said the program there is aimed at producing "announcers, writers and production personnel, promotion and advertising. . . ."⁸

These descriptions are typical of the 15 replies received in answer to 26 letters of inquiry sent to

⁷Calendar 1969-70, Northern Alberta Institute of Technology, p. 264.

⁸Calendar, 1969-70, The Confederation College of Applied Arts and Technology, p. 70.

institutions across Canada which appeared to be offering some kind of communications or journalistic program. Several of the replies indicated that the programs at some schools stressed the broader philosophical aspects of communication and the relationships of media in society rather than the practical training aspect.

Durham College, Oshawa, Ontario, said, for instance, that it offered no journalism courses as such "primarily because so many other colleges . . . are in this field. Nevertheless, some of our students hope to pursue careers in newspapers, magazine, radio and television. These students are, with a couple of exceptions, enrolled in the Public Relations option."⁹

The University of Laval, Quebec City, recently instituted a degree course in journalism and information,¹⁰ while the University of Windsor is also embarked on a Communications Arts program,¹¹ although no detailed information could be obtained about the latter.

The Laval program, however, appears to be slanted toward a general and theoretical view of communications rather than the practical aspects. The calendar of this French language school gives this outline:

⁹Letter from Robert A. Crichton, Chairman, Applied Arts Division, Durham College of Applied Arts and Technology, Nov. 28, 1969.

¹⁰Letter from Tom Sloan, Universite Laval, Dec. 25, 1969.

¹¹Scanlon, "Journalism Education", p. 164.

L'enseignement en information est nettement universitaire dans son ampleur et dans son approche des problèmes. Il n'insiste pas sur techniques et les recettes; il vise à donner la compréhension du phénomène de l'information et de ses relations avec la vie de l'homme.

. . . Il fut noté par conséquent que le grade conféré n'est pas un diplôme professionnel habilitant immédiatement à l'exercice d'une profession précise.¹²

There are only two private broadcast schools in Canada, as far as can be ascertained. One is Career Academy, and the other is the National Institute of Broadcasting. The first is Toronto-based, and the second operates out of London, Ontario.

Career Academy began operation in Canada in 1968, and graduated between 200 and 250 students in the period up to the spring of 1970. The 400-hours of course work require four months at the academy school in Toronto, or about 10 months for correspondence students.¹³

The courses are devoted primarily to voice and technique training, although students attending academy classes practise editing and newscast assembly from wire service

¹²"J & I", Université Laval, 1969-70, p. 13.
 "Teaching in information is clearly of university level in its breadth and its approach to problems. It doesn't depend on techniques and formulae; it tries to give comprehension of the phenomenon of information and its relations with the life of man. . . . It must be noted, then, that the degree conferred is not a professional diploma which is immediately useful in a particular profession."

¹³Interview with Kenneth Glancey, Career Academy, London, May 10, 1970.

copy, and do some in-field coverage of news and sports events.¹⁴

The National Institute of Broadcasting did not reply to a written request for information about its correspondence course. Advertisements placed in the London, Ontario Free Press said the program requires "just one hour a day . . . to be Disc Jockeys, Newscasters, Sports Reporters, TV and Commercial Announcers",

While both the University of Western Ontario, in its four-year program, and Ryerson, with its three-year plan, build in some mandatory work in electronic journalism, and Carleton students all work on at least one television program,¹⁵ it seems probable, at least in the short run, that the bulk of Canadian post-secondary school training in the technical aspects of radio and television will be done at other than university level.

Many of the technical institutes and community colleges seem to be aiming directly at the electronic markets, and to be preparing their graduates with more of the basic technical knowledge of equipment than the universities have done, or are doing.

There are currently no post-graduate programs in journalism or mass communications in Canada, although the

¹⁴Glancy interview.

¹⁵Scanlon, "Journalism Education", p. 165.

University of Western Ontario has submitted a proposal for approval through official university channels for such a program, and Carleton's Journalism faculty are thinking along the same lines.¹⁶

¹⁶Interview with T. Joseph Scanlon, London, Ontario, March 12, 1970.

CHAPTER 3

DESIGN AND ANALYSIS

In designing an instrument for this study, one early decision that had to be made concerned the type of questions to be asked. Should they be open-ended, thus increasing the latitude of respondents in answering, or of a highly-structured nature that would elicit information in a more uniform manner?

Since the study was to be done as a mail census of Canadian broadcast outlets, the latter course was selected as best because it removed the necessity of an editor trying to interpret and classify meanings as expressed by the respondents. The single exception allowed was one open-end question at the end of the instrument which invited broadcasters to express their opinions about any personnel problems concerning either newcomers entering the field, or working conditions and opportunities as they existed at the time of the study.

No over-all coding or reproduction of these answers, where they were made, was attempted. Rather, the opinions were checked and a selection made among the replies to represent the general feelings expressed.

In design, the study outline was then further refined to classify the type of personnel being studied into two categories: those who work exclusively, or almost exclusively, gathering, writing, editing, or otherwise processing news in its various forms; those who are involved to some extent in news work, but who have other major duty commitments to their station.

For this purpose, the first category was designated as "News Employees", and these were defined as station staff "who spend at least 75 per cent of their time gathering, writing, editing, and/or broadcasting news--including newscasts, documentaries, depth reports, editorials, and commentaries". The second category was designated as "General Broadcast Employees" and defined as station staff "with some news duties, but who spend less than 75 per cent of their time in news work".

Two sections of the questionnaire were subsequently devoted to gathering various information relating exclusively to these two categories. A third section was added in which information was sought for areas that appeared to be equally applicable to both the News Employee and the General Broadcast Employee.

In the first section, dealing with News Employees, stations were asked about the number of News Employees on staff at the time of the survey, and also at the same point in time two years earlier. The two-year period was selected

in an attempt to avoid special situations which might have depleted or increased station staff in an unusual manner. It was felt that a one-year period of time was too short, and that a longer period than two years might impose undue difficulties on the respondents in remembering or looking up information, and thus, affect the numbers willing to provide answers for the study.

Respondents were also asked to indicate how many News Employees they had in each of six categories of experience, from less than one year to over five years, and to state how many News Employees in each of these categories had been hired in the two-year period covered by the study. Similar questions were asked concerning the education level of News Employees on staff, and for those News Employees hired during the 1968-70 period. These questions were expected to reveal any gross trend toward hiring of News Employees with more formal education than was represented on station staffs generally.

Other information sought in the News Employee section included:

The kinds of positions that were found to be the easiest and the most difficult to fill. This question was asked, both as a guide to the kinds of talents most in demand, and therefore the types of training that schools offering journalism-communications courses should consider most important, and also to test whether there was any indication

that broadcast newsmen might be becoming a more narrowly specialized group of single-purpose professionals.

Respondents were questioned about the number of News Employees leaving during the two-year period under study, both for other jobs within broadcasting, and for jobs outside the field. It was hoped that this would indicate the lateral mobility of newsmen within broadcasting, and highlight any substantial drain away from the business, for whatever reasons.

Further questions dealt with sources of applications, both as to numbers and quality in the eyes of the broadcasters. Another question sought to determine how many broadcast newsmen had come to broadcasting from the fields of print journalism.

The second section of the questionnaire dealt with the General Broadcast Employee. Similar information about numbers, experience, and education was requested here as was the case with the News Employee. The same is true for sources of applications and the quality of applicants from these various sources.

The major departure in this section was a question dealing with the number of hours the General Broadcast Employee had spent in news work during the two weeks prior to the questionnaire being answered. The two-week period was chosen, as in the case of the two-year hiring period, to avoid, if possible, any special situations, and at the same time to make answering the question as easy as possible.

The third section of the questionnaire was composed of questions applicable to both News Employees and General Broadcast Employees.

Respondents were asked to indicate how many vacant positions existed at the time of the survey for both News Employees and General Broadcast Employees. They were also asked what they considered to be the most important criterion in hiring for news and news-oriented jobs.

This section asked for information about the percentage of News Employees and General Broadcast Employees on staff with formal, in-school, journalism training, as well as how many of those hired in the two-year period had such training. Respondents were also asked to indicate, from a list of major faults, which ones they felt showed up most frequently in applicants coming from a school course dealing with journalism.

The final question was the previously-mentioned open-end query soliciting general comments about the personnel situation in broadcasting.

In developing the questionnaire, pre-test interviews were carried out with station managers and news directors of three radio stations and one television station in London, Ontario. Drafts of the questionnaire were mailed to each station along with a covering letter requesting an interview in each case. During the interviews, the station personnel were asked whether they had found any areas of unclarity or

confusion within the instrument. They were also asked to indicate whether the terms and terminology used were relevant to job classifications and duties of news and news-oriented personnel, and to make any suggestions about additional subjects or areas they felt should be included in such a study.

Few difficulties appeared to arise at this point, and a further pre-test procedure was undertaken. This involved mailing draft questionnaires to three television stations (in British Columbia, Manitoba, and Ontario) and seven radio stations (British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec and Nova Scotia). The stations were chosen as a judgment sample to cover major areas of the country from coast to coast. Nine of the ten stations returned completed questionnaires, and none indicated any major areas of difficulty in understanding the instrument or supplying the requested information.

In studying the broadcast news field in Canada, account must also be taken of network news operations, of the broadcast arm of The Canadian Press, and of existing independent voice services.

Three networks serve Canadian broadcasting: The Canadian Broadcasting Corporation, Radio Canada (the French language arm of the CBC), and the private CTV Television Network Ltd. The CBC branches function in both radio and television, while CTV is purely a television operation.

The CBC organization is a combination of owned-and-operated stations and privately-owned affiliates, while CTV is "owned" by its member stations, 12 in all, from coast to coast. Aside from these CTV members, all other television stations, except one, in Canada are owned by, or affiliated with the CBC. The single exception is the independent CHCH-TV in Hamilton.

The major television news effort of the CBC, at the time of the study was the 11 p.m. "National", which occupied a daily 20-minute time slot. There was a minor five-minute newscast at noon-time, five days a week, and a supper-hour 20-minute newscast originating in Toronto six nights a week. The latter was not widely used outside the Toronto area. At the time of the study, these were supplemented by two major weekly current affairs programs, "Thursday Night" and "Weekend", each running one hour. Numerous other features and specials were originated by the Corporation periodically.

In radio, the "World at 8" and the "World at 6", 15-minute and half-hour programs respectively, ran Mondays through Fridays, and appeared in abbreviated versions on Saturdays and Sundays. Both were released in various editions to correspond to Canada's time zones. These programs were supplemented by regional network news programs, and hourly newscasts, from three to five minutes each, at non-major newscast times.

As with the CBC television network, the major daily news service of CTV was an 11 p.m. newscast, and the network also offered at the time of the study a Sunday night hour-long information program, "W5". Two other public affairs programs were being offered regularly on a once-a-week basis, and the network reported numerous other information specials from time to time.

Aside from the networks, The Canadian Press wire service, and its broadcast division, Broadcast News Limited, are major sources of copy for Canadian radio and television stations. Others include the Associated Press, United Press International, and some connections with American network news services. Radio stations are also served by independent voice services, including Contemporary News System, News Radio Limited, Rogers Radio News and Standard Radio News.

It was felt that the standard station questionnaire was unsuited for gathering information about the available staffs in network radio and television, the Broadcast News operation, or the independent voice services. An interview was arranged and carried out with CBC personnel in Toronto. Attempts to arrange a similar interview with CTV officials were unsuccessful, although the private network did fill out a questionnaire similar to the one completed by the CBC. Both were truncated versions of the standard instrument, and dealt only with News Employees.

Similar abbreviated questionnaires were mailed to BN and to the independent voice services.

STUDY METHOD

Considering the relatively small number of radio and television stations in Canada, the drawing of a statistically meaningful sample of stations for the study appeared impractical.¹ As a result, the study proceeded as a mail census of Canadian stations, using the "1969 Fall Index" as published in Broadcaster magazine as a source list.²

Questionnaires with covering letters as integral parts of these, the letters translated into French where applicable, were sent to 369 station managers representing the 445 stations listed in the directory. Listings showing the same call letters and/or staff and company names were taken to mean that a single staff covered either two or more AM stations, or an AM/FM combination, and only one envelope was mailed, although a sufficient number of questionnaires was included to cover all the stations involved. In all cases, whether the indication was for a combined radio-television operation or not, separate mailings were initially sent to the listed television stations.

¹There are officially 986 radio and television stations in Canada. This includes 308 AM, 83 FM, 22 AM shortwave, 352 television, and 221 low power relay transmitters. The shortwave and LPRT stations were not considered in this study. The inflated figure of television stations must be reduced by hundreds of rebroadcasting outlets, leaving about 80 bona fide stations, many of which are radio-television combinations.

²"1969 Fall Directory Index", Broadcaster, Toronto, Nov. 1969, pp. 34-67.

While it would be desirable to know the exact number of combined radio operations, and the exact number of combined radio-television operations, this information was not precisely evident from an examination of the source list.

A follow-up mailing of an additional 191 pieces was made to non-respondents approximately one month after the first mailing. At this time, where indicated, only single mailings were made to what appeared to be radio-television combinations. Self-addressed and stamped reply envelopes were included in both mailings.

Two hundred and twelve responses were received, representing 287 stations. This was 57.18 per cent of the original mailing of 369, and 64.49 per cent of the 445 stations represented in that original mailing. The responses on 189 questionnaires, representing 256 stations, were coded and punched for computer tabulation. The remainder of the responses, 23, were not included either because they arrived too late for tabulation, or because serious confusion was found among the answers.

A hand check of those responses arriving late, however, indicated that the answers appeared generally to be in line with the information contained in those questionnaires included for analysis.

The original mailings were compared with responses on a province and territory basis as a check of the representativeness of the replies. The percentage of mailing and

the response percentage are in Table 2, and indicate good representation geographically.

The underrepresentation from the Province of Quebec was probably due to the fact that while many broadcast stations in this province are French, the questionnaire was not translated, although the covering letter was, for those mailings to French stations.

An additional reason may be that the province was in the early throes of an election campaign at the time of the study, and station staff were too busy.³

TABLE 2
Per Cent of Mailing, Response, By Area

	% of Mailing (N=369)	% of Returns (N=212)	Diff.
British Columbia	15.2	(15.1)	-0.1
Alberta	8.7	(8.9)	+0.2
Saskatchewan	7.3	(8.9)	+1.6
Manitoba	5.4	(6.1)	+0.7
P.E.I.	0.8	(1.0)	+0.2
Newfoundland	4.3	(4.3)	----
Nova Scotia	4.9	(4.7)	-0.2
New Brunswick	3.8	(3.3)	-0.5
NWT, Yukon	1.9	(2.4)	+0.5
Quebec	18.2	(13.7)	-4.5
Ontario	29.5	(31.6)	+2.1
	100.0	100.0	

³Letter from Luc Simard, General Manager CKRT-TV, Riviere-du-Loup, April 6, 1970.

The responses included in the tabulation and analysis fell into the following categories: radio staffs, 139; radio television, 34; television, 16. As previously stated, it would probably be useful to know the exact number of "pure" radio and television stations and the precise number of combinations covered by the survey mail list, but that this information appeared impossible to gather with any degree of certainty. Because of the multiple station coverage of many of the replies, results are considered in terms of staffs rather than stations.

The most reasonable course, in view of this inability to gather precise category totals, appeared to be to compare the responses and the listed stations in terms of population centres where they were located.⁴ The results, shown in Table 3, indicate some over-representation from the centres of 100,000 or more. The variation appears not to be significant, however, in view of the fact that these larger markets are the choice locations, and stations in these markets are the ones most likely to have sizable staffs of News and General Broadcast Employees.

⁴Canada Year Book, 1969, Dominion Bureau of Statistics, pp. 165-74.

TABLE 3
Per Cent of Stations, Response by Population Centre

Municipalities by population	Number of Stations (N=445)	% of Stations	Number of Stations Responding (N=287)	% of Response	Differ- ence
100,000 & more	126	28.32	92	32.05	+3.75
50,000 - 100,000	66	14.83	40	13.94	-0.89
25,000 - 50,000	75	16.85	45	15.68	-1.17
10,000 - 25,000	76	17.08	50	17.42	+0.34
1,000 - 10,000	79	17.75	45	15.68	-2.07
under 1,000	23	5.17	15	5.23	+0.06
	<u>445</u>	<u>100.00</u>	<u>287</u>	<u>100.00</u>	

NEWS EMPLOYEES

For tabulation purposes, the news staffs of combined radio and television stations were allocated evenly between the media, though all reports from these combinations indicated that one staff worked in both media. Where the reported totals from these combination stations were odd numbers, the extra staff was placed in the television listing on the grounds that television is, generally, more technically demanding.

According to the replies, the number of News Employees in Canadian broadcasting is growing at a rate of less than 10 per cent a year. The survey totals showed 897 News Employees on staffs in 1970, compared to 757 reported in 1968, an increase of 140, or 18.49 per cent over the two-year period.

Assuming the responses to be representative, as they appear to be from the area and population centre comparisons, and taking the reported increase as two-thirds of the actual, since the replies represented almost two-thirds of Canadian stations, it would appear Canadian broadcasting could absorb about 100 News Employees per year. The figure applies, of course, only to the 1968-70 period studied, and is exclusive of network and wire service personnel which will be discussed later.

The average number of News Employees per staff was indicated in the survey as 3.75 for radio, 5.20 for television,

and 4.75 over-all. The television staff size compares with the 5.66 average found in a 1969-70 television study done of Canadian TV stations by Gary McLaren. His report, "Television News in Canada--The Long and the Short of It", was based on replies from 32 television stations. The slightly lower number found in this study may be due to a larger number of television stations participating.

About one radio staff in ten reported no News Employees on staff at the time of the study, a slightly lower figure than the 12 per cent reporting no News Employees in 1968. There appeared, from the figures in Table 4, to be a modest, but clear, trend toward larger News Employee staffs over the two-year period.

TABLE 4

Radio, Television: News Employees on Staff

No. of News Employees on Staff	Number of Staffs Reported*					
	Radio			Television		
	1970 N=157	1968 N=152	Change	1970 N=47	1968 N=47	Change
1	32	41	-9	5	5	--
2	26	28	-2	6	7	-1
3	25	24	+1	10	9	+1
4	20	21	-1	4	3	+1
5	16	13	+3	5	5	--
6	11	9	+2	3	3	--
7	11	4	+7	4	3	+1
8	4	2	+2	0	2	-2
9	3	1	+2	2	1	+1
10+	9	9	--	8	6	+2

* See Appendix, in this study, p. 84.

For television, only one staff reported no News Employees for either 1968 or 1970, and the available figures again indicate a slight trend to larger staffs in this field, although the shift appeared to be smaller than that for radio.

Nearly three-quarters of the reporting radio stations had six or fewer News Employees, with almost half, 45 per cent, showing between one and three staff men, and another 25 per cent having between four and six.

For television, just over half of the reporting staffs had six or fewer News Employees. Thirty-five per cent were in the one to three man range, and 21 per cent had between four and six News Employees on staff. For the combined radio-television staffs, almost an even half said they had six or fewer News Employees, and these reports were divided between the staffs of one to three persons, and those from four to six. These percentages appear in Table 5, on the following page.

The relatively small size of most broadcast news staffs is reflected in the average staff size, the numbers of staffs reporting in each category, and also by the indicated preference of broadcasters for multi-purpose newsmen.

More than half of the radio replies, 52 per cent, said that News Employees who can report, edit, and announce are the hardest kind to find. This category was followed by editor-announcers (14 per cent), and about one response in ten (12 per cent) indicated that editors are the hardest

TABLE 5

News Employees by Staff Size Grouping

Staff Size Grouping *	Per Cent of Reporting Staffs		
	1970	1968	Change
<u>Radio</u> (N=139)			
1-3	45.33	54.68	-9.35
4-6	28.77	23.02	+5.75
7-9	9.36	4.32	+5.04
10+	5.76	5.76	-----
<u>Television</u> (N=16)			
1-3	35.72	42.86	-7.14
4-6	21.42	7.14	+14.28
7-9	7.14	21.43	-14.28
10+	28.56	21.42	+7.14
<u>Radio-Television</u> (N=31)			
1-3	25.81	25.81	-----
4-6	25.81	22.58	+3.23
7-9	16.13	25.81	-9.68
10+	29.04	19.37	+9.67

*See Appendix, in this study, pp. 85-87.

staff to find. Sixty per cent of the radio replies said the single-purpose announcer was the easiest kind of News Employee to find. Twenty-eight per cent said reporters were easiest to find, and six per cent said editors were the easiest staff men to come by. The figures are in Table 6, on the following page.

For responding television staffs, 27 per cent said reporter-editors were the hardest kind of News Employee to find, while editor-announcers, and the all-round reporter-

TABLE 6

Classification of Hiring Ease, Difficulty: Radio

Type of News Employee *	Most Difficult (N=148)	Easiest (N=138)
<u>Radio</u>		
Reporters	10	39
Reporters-announcers	19	5
Reporters-editors-announcers	77	0
Editors	19	9
Editors-announcers	21	1
Announcers	2	83

* See Appendix, in this study, p. 88.

editor-(film) cameraman-announcer categories were each listed as the most difficult to fill by about 20 per cent of the respondents.

In the easiest-to-find categories were the single-purpose film cameramen, announcers, and reporters. Forty-eight per cent of the respondents put the cameramen in this category, while 29 per cent said announcers were easiest to find, and 18 per cent named reporters as the easiest News Employee staff to come by. These replies are set out in Table 7, on the following page.

Most broadcast News Employees appear to have grown up in the business, rather than being transfers from newspaper and other print media.

TABLE 7

Classification of Hiring Ease, Difficulty: Television

Type of News Employee *	Most Difficult (N=43)	Easiest (N=37)
<u>Television</u>		
News Cameramen	1	11
Reporters	5	7
Cameramen-reporters	4	0
Reporters-editors-cameramen- announcers	8	0
Reporters-cameramen-announcers	1	0
Reporters-editors	12	0
Editors-announcers	9	0
Editors	2	1
Announcers	1	18

* See Appendix, in this study, p. 88.

Half of the responding staffs said they had no News Employees with previous print experience, and the remainder reported a total of only 177 News Employees who had, at one time or another, worked in print. This same clear division between print and broadcast newsmen appeared in responses to the question relating to News Employees hired between 1968 and 1970 to which the majority of respondents replied they had hired no one directly from a print job, and only 41 News Employees hired during this period were reported to have come directly from newspapers or other print media (see Appendix, p. 90).

At the same time, the responses indicated a high degree of mobility of News Employees within the broadcast industry. The replies showed that 42 per cent of the News Employees in broadcasting in 1968 had moved from one job to another in the business at least once by 1970. The drain from broadcasting to other fields appeared relatively light, with only 14 per cent of the reported 1968 News Employees having left the staffs for which they worked for jobs in other fields (see Appendix, p. 91).

The retention of News Employees within the broadcasting field is also indicated in the replies received about the experience levels in this area. For those News Employees for whom experience was reported, almost half had five or more years in broadcasting. All of the other categories, from under one year to 4-5 years, were represented almost equally in the responses. While no staff reported having more than four News Employees with three years or less experience, one reported having more than 10 who all had between three and four years' experience. One staff of five men reported with all members having between four and five years in broadcasting, and one with more than 10 in this category. Twenty-eight replies listed between five and nine staff men with over five years' experience, and one reported more than 10 in this senior category.

These latter figures, set out in Table 8, would indicate that the larger staffs of News Employees tend to be

composed of those newsmen with the longest experience in broadcasting, where their knowledge is added to the weight of numbers. Or, stated in other terms, new people tend to break into the business as News Employees on stations with smaller staffs and to move "up" to larger staffs as they become more experienced.

TABLE 8

Experience Levels of News Employees

Number of News Employees On Staff*	Staffs Reporting					
	Under 1 Yr.	1-2 Yrs.	2-3 Yrs.	3-4 Yrs.	4-5 Yrs.	Over 5 Yrs.
1	52	47	37	25	19	39
2	8	15	19	10	12	23
3	3	2	1	4	2	11
4	1	1	2	2	1	17
5	0	0	0	0	1	10
6	0	0	0	0	0	6
7	0	0	0	0	0	7
8	0	0	0	0	0	3
9	0	0	0	0	0	2
10+	0	0	0	1	1	1

* See Appendix, in this study, p. 94.

The experience levels of News Employees hired during the two years from 1968-70 appeared to be heavily weighted at the beginning and experienced end of the scale. Twenty-one per cent of those hired had less than one year's experience, while almost 30 per cent had more than five years in broadcasting. The third largest group, 17 per cent, was in the

2-3 years' experience category, while 13 per cent of those hired had from one to two years in broadcasting (see Appendix, p. 95).

On the educational side of the picture, News Employees tend to be high school graduates. The responses in this study showed that almost half, 49 per cent of the reported News Employees, were high school graduates. The next largest group, 28 per cent, had completed some university work, and a further 10 per cent had obtained university bachelor degrees. A few News Employees, about five per cent in each case, came to broadcasting with either less than complete high school education, or after attending a vocational institute (see Appendix, p. 92).

High school graduates remained the largest pool from which hiring was done during the 1968-70 period, with 47 per cent of the staff reported hired coming from this group. News Employees with some university education completed represented just over a quarter of the reported hirings. University graduates at the bachelor's degree level represented slightly more than 13 per cent of the hiring, an increase of about three percentage points in the ranking when compared to the News Employees, over-all, reported on staff in 1970. The difference appears to be too small to permit any conclusion to be drawn as to whether more university graduates are being recruited as News Employees than has been the case in the past (see Appendix, p. 93).

In attempting to test staff sizes for adequacy, the study asked respondents to indicate the standard work week at their stations, and then also the amount of overtime worked by News Employees during the two weeks prior to the questionnaire being answered.

One hundred and sixty-nine respondents answered these questions. The majority, 113, reported a standard work week of 35-40 hours. Thirty-six said the standard week was 40-45 hours, while another 14 said their normal work week was 30-35 hours. Only six reported regular work weeks of more than 45 hours.

About half the respondents, 90, reported their News Employees worked nine hours or less of overtime in the two-week period prior to the questionnaire, while 42 reported News Employees working between 10 and 19 hours of overtime. Thirteen said News Employees worked 20-29 hours overtime, and 10 reported 30-39 hours in overtime. Five reported News Employees worked 40-49 hours beyond the standard week, and one that more than 50 hours overtime had been compiled. In the latter two categories, explanations were offered that the time period overlapped with a special event, such as a winter carnival. Twenty-eight respondents said no overtime was worked in the period.

The reported overtime appears to be relatively modest, considering the demands of the news business, and it might be possible to conclude that the reported staffs are adequate,

at least for the coverage jobs they are doing (see Appendix, p. 96).

When employers are hiring, the personal interview is regarded as the most important screening tool, according to 127 of the respondents in the study. Traditional demonstration tapes were, by 98 respondents, regarded as the least important tool at this stage. Practice assignments were ranked as both the second most important and the second least important measurement for hiring.

In the "most important" category, however, this second place ranking, by only 28 respondents, was so far behind the 127 who placed the interview first that such assignments are apparently very lightly regarded as hiring tools (see Appendix, p. 97).

Unsolicited applications were reported to be the most frequent source of News Employees, as well as the best one. The concentration was highest in the frequency count, with 118 respondents reporting that this area was where most applications came from. Solicited applications and personal recommendations ranked second and third in frequency.

The largest number of respondents, 47, said unsolicited applications were their best source of new staff, but personal recommendation, cited by 44 respondents, was a close second for quality of staff applications. Forty-one responses said solicited applications were the best source of News Employees for them (see Appendix, p. 98).

While News Employees and General Broadcast Employees have been separated for the purposes of this survey, there is no intention of implying that stations have only one or the other type of employee on staff. Indeed, in most cases, the News Employee staff is complemented by some General Broadcast Employees who are involved in news work to some degree.

GENERAL BROADCAST EMPLOYEES

The field of the General Broadcast Employee is not only much smaller than that of the News Employee, but appears also to be growing at a somewhat slower rate.

Responses to this survey reported 358 General Broadcast Employees on staffs in 1968, and 415 in 1970, an increase of only 57 people, and a growth rate of about 15 per cent in two years, compared to 18 per cent over the same period for News Employees.

In addition, three-quarters of the staff members in this category spent nine hours or less in news work in the two weeks prior to the answering of the questionnaire. This indicates that their major functions lie elsewhere in broadcasting than in the news rooms, probably in the areas of announcing, and disc jockey work (see Appendix, p. 99).

Making the same assumption, that the reported staff increase here represents about two-thirds of the industry requirement, Canadian broadcasting appears to need about 39 new General Broadcast employees annually, less than half

as many as in the News Employee area.

Whereas replies dealing with News Employees reported an average of more than three per staff for radio, responses about General Broadcast Employees indicated an average of less than two per radio staff. The difference is even more marked in television where the News Employee average was more than five, while that for General Broadcast Employees is about one per staff, indicating, perhaps, that the television staffs tend to be more specialized. Table 9 illustrates the distribution by reporting staffs.

TABLE 9

Radio, Television: General Broadcast
Employees on Staff

Number of General Broadcast Employ- ees on Staff*	Radio		Change	Television		Change
	1970	1968		1970	1968	
1	23	24	-1	3	5	-2
2	26	24	+2	9	8	+1
3	17	16	+1	4	3	+1
4	9	10	-1	1	2	-1
5	17	10	+7	2	1	+1
6	9	8	+1	3	2	+1
7	0	3	-3	0	0	--
8	5	3	+2	0	0	--
9	1	0	+1	0	0	--
10+	0	0	--	0	0	--

* See Appendix, in this study, p. 100.

Grouping the staff ranges of General Broadcast Employees shows that 41 per cent of those radio staffs reported

in 1970 were composed of from one to three people, compared to 40 per cent in 1968. Almost 18 per cent reported General Broadcast staffs of four to six people, down from 22 per cent in 1968, and only seven per cent of the respondents had more than six employees in this category at the time of the study, a slight increase from the four per cent in this range reported for 1968.

For television stations, the percentage reporting General Broadcast Employee staffs of one to three persons was 43, a substantial jump from 27 per cent in 1968. Less than 20 per cent of the television staffs had between four and six employees of this kind, the same as for 1968, and none reported having more than six for either time period. These groupings are set out in Table 10, on the following page.

Table 10 also shows that just under three-quarters of the General Broadcast staffs in combined radio-television operations have one to three members. This compares to slightly more than three-quarters of the staffs reported in this range for 1968. Almost 14 per cent of the reported General Broadcast staffs ranged from four to six people both in 1968 and 1970, and just under three per cent had seven-to nine-man staffs for both years. Almost nine per cent of the reported General Broadcast staffs for 1970 had 10 or more of this kind of staff member as against slightly less than six per cent in 1968.

TABLE 10

General Broadcast Employees by Staff Size Grouping

Staff Size* Grouping	Per Cent of Reporting Staffs		
	1970	1968	Change
<u>Radio</u> (N=139)			
1-3	41.73	40.71	+1.02
4-6	22.30	17.98	+4.32
7-9	4.32	4.36	-0.04
10+	--	--	--
<u>Television</u> (N=16)			
1-3	43.75	37.50	+6.25
4-6	18.75	18.75	--
7-9	--	--	--
10+	--	--	--
<u>Radio-Television</u> (N=34)			
1-3	73.62	76.46	-2.84
4-6	14.70	14.70	--
7-9	2.94	2.94	--
10+	8.82	5.98	+2.84

* See Appendix, in this study, pp. 101-103.

As with News Employees, most General Broadcast Employees are high school graduates. Sixty per cent of the reported staff fell into this category, with the next largest group being those with some university education (19 per cent). Six per cent were reported as not having finished high school, while seven per cent had university bachelor degrees (see Appendix, p. 104).

These figures indicate a somewhat lower educational level for the General Broadcast Employee when compared to the

News Employee where 49 per cent were high school graduates, 28 per cent had some university education, five per cent had not completed high school and 10 per cent had bachelor's degrees.

The hiring pattern during the two years concerned in this study is also similar to that for News Employees, with the largest group, at 63 per cent, being high school graduates, 17 per cent having some university education, and slightly less than seven per cent with university bachelor degrees. Eleven per cent of those hired had less than a complete high school education, and three per cent were graduates of vocational training programs. Two hirings of General Broadcast Employees with post-graduate university degrees were reported (see Appendix, p. 105).

While the largest group of employees in the General Broadcast category was still in the over-five-years area, as with News Employees, the percentage figure was only 34 compared to almost half for those who spend almost all their time in news. Twenty per cent of the General Broadcast Employees had less than one year's experience in broadcasting, while another 30 per cent had from one to three years' experience, and the remainder from three to five years (see Appendix, p. 106).

Hiring in the 1968-70 period was heavily weighted with those having three years or less in broadcasting. About 33 per cent had less than one year's experience, and 42 per cent were reported as having between one and three years in

the business. Just over 15 per cent had four or more years' experience (see Appendix, p. 107).

NETWORKS, VOICE AND WIRE SERVICES

The information about network operations and the wire and voice services as they relate to Canadian broadcasting was obtained through a combination of interviews and correspondence. A meeting was arranged with program and personnel officials of the Canadian Broadcasting Corporation in Toronto. Attempts to meet with officials from the CTV network met with failure. In both cases, however, modified questionnaires, dealing only with News Employees, were filled out to supply information for this study.

Correspondence was used to gather information from Broadcast News Limited, the broadcast division of The Canadian Press, and from the independent voice services. Again, a modified form of the questionnaire was sent to the organizations.

The CBC, in its English and French branches, has more than a dozen "regional" points, but an accurate count of the actual network staff was impossible to obtain because the regional staff also show up in personnel counts from individual CBC stations in many of the returns. In some cases, too, the staff of one CBC station may be assigned for administrative purposes to the regional centre where it would also appear in any staff report from that centre.

However, in Toronto, one of the major CBC network points, the Corporation reported 48 News Employees in television and 33 in radio. While no figures were given for the staff size in 1968, the report said that 30 staff had left for other jobs in broadcasting during the 1968-70 period, and six others had gone into other fields. The only hiring reported was to replace these three dozen people.

The Corporation figures indicated a preference for well-educated and experienced staff far above the norms reported by individual respondents. More than 70 per cent of the CBC Toronto newsmen had university bachelor degrees, and almost all had more than four years' experience in broadcasting. The replacement hiring reported indicated 90 per cent of those hired were university graduates, and all of the replacement staff had at least two years' experience.

For CTV, the replies to the questionnaire said that its network news staff was separate from any station staff that might be reported by CTV member stations.

The figures supplied showed a network news staff of 42 in 1970, compared to 30 in 1968, an indication of rather rapid growth in news operations by the private network. Three-quarters of this staff was reported to have more than five years' experience in broadcasting, but detail of the educational level of staff members in 1970 was not given. Some indication of the probable situation, however, might be drawn from the statements that almost half of the staff hired

in the 1968-70 period had university bachelor degrees, and 54 per cent were high school graduates.

Broadcast News Limited is the major supplier of news copy for Canadian stations, with more than 200 stations in the Broadcaster source list subscribing to the service. BN operations are on a client basis rather than the co-operative system under which the newspaper-owned Canadian Press is organized. Other wire services available to Canadian broadcast outlets are CP, the Associated Press, and United Press International, though copy from these sources is written primarily for print distribution.

Several independent voice services are also available to Canadian broadcasters. These include contemporary News System, News Radio Limited, Rogers Radio News, and Standard Radio News.

Broadcast News has access to all the copy flowing through the CP print services, and BN staff at the start of 1970 was reported to comprise 43 newsmen, unchanged from 1968. Sixty-seven per cent of the BN staff had high school education, while the remainder either had some university education or complete university bachelor's degrees.

Twenty-eight of the BN staff had more than three years' experience, and of these, 21 had more than five years of broadcast news work. Two had less than one year; ten had between one and two; three had two to three years.

Canadian Contemporary News System was the only independent service to reply to the request for information. The broadcast news service has 14 customers across the country to which it supplies about 1,100 items per month.

Contemporary employs five reporters and draws on the news personnel of its customers. Two News Employees were hired by the service in the 1968-70 period, and both were reported as having more than five years' experience. Their educational level was not indicated, nor was that of other Contemporary news employees.

FORMAL JOURNALISM TRAINING

The replies in this study concerning station staff members, both News and General Broadcast Employees, indicate that educational institutions offering journalism/broadcast training have made almost no penetration of the Canadian broadcast market.

Almost 80 per cent of the respondents, including the networks and services, said that less than 20 per cent of their staffs involved with news work had any formal, in-school, training in this field, and in most of these cases the actual percentage was zero, as would be indicated by the general scarcity of university degrees and vocational training among reported staffs.

About 14 per cent of the respondents said that between 20 and 40 per cent of their News and General Broadcast

Employees had some formal training, while four per cent said news staff with such training formed between 40 and 60 per cent of their personnel. Two respondents said formally trained people made up more than 60 per cent of their News and General Broadcast Employee staff (see Appendix p. 108).

Roughly the same pattern is revealed in the training background reported for staff hired during the 1968-70 period, with 81 per cent reporting less than 20 per cent of the News and General Broadcast Employees hired--usually none--as having any formal background in the news field. The other percentage categories were almost all equally represented at about the six per cent level.

The most frequently reported deficiency among applicants with formal training, by just over 37 per cent of the respondents, was a lack of knowledge of practical broadcast techniques. The next most-mentioned category, by 20 per cent of respondents, was "other", which was generally indicated to mean a combination of technical deficiency, lack of general knowledge of public affairs, lack of initiative, and lack of information about the broadcasting industry in general. Eighteen per cent complained about the lack of general industry knowledge among formally trained applicants, while almost the same percentage said these applicants lacked initiative in news gathering (see Appendix, p. 109).

GENERAL COMMENTS BY BROADCASTERS

General comments solicited from broadcasters shed even more light on their attitudes, the skills they were searching for, and the deficiencies they were finding in applicants for jobs as News and General Broadcast Employees.

These tended to fall into three broad categories: criticism of journalism schools and their graduates; general criticism of new people trying to get into broadcasting; criticism of stations and the industry itself.

The schools were said to be too idealistic, too print-oriented, and much too unselective in the acceptance of students. Graduates and most newcomers were also faulted for their lack of ability to read, or to write readable and grammatical copy.

As one news director said: ". . . Candidates are ill-equipped to fill a WORKING function, and more equipped to fill a THINKING role on emergence from virtually ANY course of study. More emphasis must be placed on covering meetings, taking of notes; exercises in common-sense; initiative in creating news where there is none; ability to type; ability to question people at any level of responsibility; ability to re-write; ability to paraphrase, condense and expand; ability to organize oneself; ability to question oneself . . . and on and on and on."

A comparison might be made here with the APBE-NAB study reported in the Journal of Broadcasting which found

broadcasters in the United States complaining that it was difficult to hire staff with either satisfactory educational or broadcast experience, and that the demand for good people far exceeded the supply.⁵

Another broadcaster replied to the present study: "The only way to teach-train these students is to set up a dummy news operation and have it compete against the local stations. . . . This may not be practical, but to my mind is the only way to prepare a student for what he'll have to face in the outside world."

"Generally", wrote another, "the graduate has to be taught the techniques of news gathering, with the emphasis on what is news and what isn't."

Said others: "Journalism schools would be well advised to offer specialized training in senior year in radio TV techniques of writing, reporting, and the use of technical equipment."

--"Splicing of tapes and cueing of records are mechanical skills that most anyone can acquire quickly on the job. What is needed is training on writing techniques . . . and interpreting copy for the listener. I've yet to have a single graduate of a school of journalism or of broadcasting come in here who had any voice training. And it's not that easily had within the industry. Few practicing broadcasters are qualified teachers."

⁵"An Introduction to the APBE-NAB Broadcasting Employment Study", Journal of Broadcasting, Winter, 1963, p. 5.

--"Those I have known . . . have tended to be too idealistic in their approach to a story. Seem to follow a set pattern, have difficulty if a situation does not fall into one of the categories they have taken in school. . . ."

Both graduates and new applicants generally were said to lack elementary knowledge of good English and grammar, and to be seriously deficient in their ability to read copy. One respondent said he suspected some English teachers were taking their pay under false pretenses.

The most laconic reply said simply: "Lack of ability to spell and write good English".

Another elaborated, saying: "We find young applicants these days to be inarticulate, woefully ignorant of grammatical rules and possessed of starvation-level vocabularies."

Selections from other replies included:

--"Applicants coming from so-called broadcast schools do not seem to be able to read, write, spell or pronounce the English language."

--"My biggest beef is the fact that our school systems are not producing efficient communicators, especially oral communicators. They, generally speaking, don't have the basics in English grammar, vocabulary, spelling, etc. In this business, if you can't communicate, you can't perform."

--"It has been my experience that many young people applying for work as announcers have never really learned to read aloud."

--"The largest single deficiency in applicants is the lack of ability to be brief and accurate in word choice when reporting. Also, even university graduates are guilty of poor grammar and atrocious sentence structure."

Newcomers to the broadcasting business were also downgraded for their lack of commitment to a demanding profession, and for their know-it-all attitude after a short time on the job. Even wives, with their demands for a more-or-less regular routine, were criticized as a factor in drawing good men away from the business.

As one respondent said: "Very few are willing to devote personal time to broaden their talents, e.g., court reporting, municipal and provincial government procedure. Most seem content to specialize and do not realize one cannot be an effective newsman on a 9-5 basis. While there is no substitute for genuine talent in a broadcast presentation sense, I am more than willing to hire people who have the following: good judgment, reliability, devotion to news and an open mind to changes--and a complete personal commitment to the profession."

Others said:

--"There appears to be a new trend in, let's work 4 hours and get paid for 12."

--"We find most young people are just not interested in the odd hours worked in news departments. They like to read the newscasts but do not like to cover meetings, etc.,

especially in the evenings. News editors, and reporters must be extremely dedicated."

--"It seems to be getting more difficult each year to find reliable, competent employees who are willing to work hard and consistently at their jobs. . . ."

--"The worst thing that can happen, in many instances, comes when a radio journalist gets married. His wife, usually wanting to see her husband at least occasionally, complains until he quits and takes a civil service job with the pull he has with the local politicians, or joins the police force."

While schools and newcomers bore the brunt of most of the criticism made by those replying to the survey, the broadcast industry itself was, in a few cases, the object of attack for poor pay, poor working conditions, and a lack of security for those who would be broadcasters.

One respondent wrote: "80 dollars per week in medium size centres, less in small ones, leads to the traditionally slightly ragged newsman image. One of the worst problems lies with the employer who hires and fires on no notice, with an imperious wave of the pink slip. This is common. There is no security. . . . It hasn't occurred to the industry yet that maybe nobody is impressed with the glamor of the media any longer and won't work for nothing for fame.

"The chain stations exist by promising every newcomer that he is just what is required at _____. Work hard and you will be news director at _____. At 18 you believe it, at 22 you say to hell with it."

"Many broadcasters still regard news as a necessary evil, to be tolerated at the least cost. . . ."

Another, more briefly, said: "_____ is in much better shape than most stations. Biggest problems are low salaries and chintzy managements. We do very little in the area of working conditions, fringe benefits, and salaries to attract the kind of people we want."

And yet another: "Many experienced and valuable newsmen leave the media because of overwork. . . . Wages especially an issue in the instances of multiple ownership. This has led to an overall low quality in radio journalism, and an oversupply of 18 year old so-called news editors with nothing to offer but enthusiasm and the habit of juvenile editorializing."

CHAPTER 4

SUMMARY AND CONCLUSIONS

According to the results of this study, Canadians are getting their broadcast news from a relatively small (about 1,500) but experienced group of News Employees and General Broadcast Employees.

The rate of growth reflected in the reports indicates a need for about 140 additional news-oriented personnel each year for the period under study.

The study also showed most News Employees to be on station staffs of six or less. For radio, three-quarters of the News Employee staffs are in this range, while almost half of them have from one to three people. About half the reporting television and radio-television news staffs comprised six or fewer persons, while just over one-third of the television stations and about a quarter of the radio-television staffs had between one and three members.

Forty per cent of the reporting radio staffs had between one and three General Broadcast Employees, as did a similar percentage of reporting television stations. Three-quarters of the radio-television combinations were in this area. Numbers of General Broadcast Employees did not rise

above six in any reporting television station, or nine in radio, while in radio-television operations, six per cent had more than 10 employees in this category, and 14 per cent had between four and six staff members of this kind.

About half the members of News Employee staffs, and a little more than a third of the members of reporting General Broadcast Employee staffs, had more than five years' experience in broadcasting.

The average radio News Employee staff, as noted, was less than four people, and slightly more than five for television staffs.

Under these circumstances, it is possible to conclude that most radio stations must be doing little local coverage, and doing that little in a relatively superficial manner. With small staffs, and newscasts every hour or half hour, there simply do not appear to be enough bodies to do more than the bare essentials of covering their home towns, even in small markets.

The McLaren study¹ of Canadian television news operations, "Television News in Canada--The Long and the Short of It", reported TV stations carry an average of 47 minutes daily on week days of local-regional news, with the range being from a low of five minutes to a high of 110 minutes. Even here, 30 per cent of the copy carried came from the wire services rather than the staff.

¹Gary McLaren, "Television News in Canada--The Long and the Short of It" (Kitchener, Ontario, 1970), p. 5.

The balancing factor in this small staff situation is that most broadcast newsmen are reported to be experienced, having spent more than five years in broadcasting. Almost half of the News Employee staff who have this length of experience, however, are reported on staffs of more than six people; that is, on the larger staffs which, in all cases, represent a minority of the reported staffs.

Almost exactly one-half of the one-man staffs reported have no one with more than three years' experience, though most of these were in the one-to-three-year range.

The major indication is, however, that the more experienced men tend to be on the larger broadcast staffs where their experience is added to the weight of numbers.

It is difficult to conceive that news staffs of less than six people can do anything approaching a thorough job covering local events or explaining local situations to their audiences. They must, of necessity, depend heavily on wire copy, voluntary information that comes their way, plus whatever news they can glean from local and regional print outlets.

The staff difficulties are compounded, of course, by the fact that the small stations with the smaller staffs are also likely to be the places where newcomers break into the business.

In the matter of education, about 38 per cent of News Employees were reported as having either some university

education (28 per cent), or complete bachelor's degrees (10 per cent). The reports indicate about half of those staff people in the News Employee category have only high school education.

While it is too early for graduates of the fast-spreading Community College and technical institute communications courses to have made much impact on broadcast news, the older, established journalism courses at a few Canadian universities and colleges appear to be contributing a negligible number of staff to broadcast news. This would appear to lend support to Professor Scanlon's comment that the older schools are primarily print-oriented. This is confirmed by broadcasters who complain that few graduates appear to have had any voice training or to have been trained in the mechanical arts of broadcasting.

The recent spread of communications courses, of various kinds and content, aimed at the broadcast market is a fact which may, in the future, alter the picture as it was in this study.

However, with the relatively small market open for new employees in broadcast news and news-oriented jobs, there appears to be a possibility that the graduate-production capabilities of the schools will far outstrip the absorption capacities of Canadian broadcasting. This is particularly true when the apparent propensity of broadcasters to hire secondary school graduates is added to the picture.

There are several areas here to which attention should be given, both by professional broadcasters and education authorities.

The first of these is the practicality of small news staffs.

Television, which normally airs only one or two newscasts a day, may provide a guideline here. If budget considerations force a radio station to employ three or fewer newsmen, as 83 replies indicated is the case, consideration might be given to a drastic reduction in the number of newscasts, and to freeing what staff there is to get "outside" to cover the community in two, or perhaps three, major local reports a day.

Regional and national material, already packaged by the wire services for radio use, could be read by the duty air man, while anything of an urgent or important nature, breaking outside the local newscast times, could be aired directly by the roving staff through the use of portable transmission equipment. The point of the scheme would be to provide real and extensive local coverage rather than the illusion of it which appears must be the case now with many of the small staffs.

Asking a two- or three-man staff to both cover the local area and at the same time assemble, rewrite and air frequent newscasts is simply asking for the impossible.

Another area of exploration might be the simple abandonment of the frequent, repetitive, and essentially meaningless "news on the hour" routine now followed so slavishly that much radio news has become nothing except another two or three minutes of clatter in the background.² A station with the avowed and publicized policy of having only one or two newscasts per day, plus reports at any time something was actually happening, might succeed in winning the attention of listeners when news reports are presented.

In television, the five one-man news operations that were reported, both in this study and that done by McLaren, are probably not accurate in that it would appear totally impossible for one man to gather and present a television newscast.³ The probability is that these are all combined radio-television operations with larger staff working in both media.

Even so, the number is simply too small to represent more than a tokenist approach to news, and reflects little credit on the station(s).

In general, broadcasters with small staffs (and perhaps even those with middle-size staffs) might profitably take a look at what they are doing, with the idea, if staff cannot

²"Newsletter", RTNDA of Canada, Feb. 1970. Report that CKGM, Montreal, dropped regular evening newscasts as being often "repetitious".

³McLaren, "Television News", p. 2.

be enlarged, of using available manpower in a different way to do a better job.

In the light of expanding educational facilities, and the apparent limits of the Canadian market, both broadcasters and educators should be taking a close look at what is going on in this area. The former should be interested from the point of view of making sure that the schools are providing useful and relevant electronic broadcast training, while the latter should seriously review what they are doing. They should be concerned not only with preserving educational values, but with the fact that it appears likely there may even at present be too many courses being offered.

The broadcaster is interested in technical proficiency first, while the educator should be interested in producing a broader-based graduate who, incidentally, has also reasonable general technical proficiency. The situation requires co-operation between the two fields in at least two areas:

Representatives of both education and broadcasting, possibly a combination of the Canadian Association of Broadcasters and the Radio Television News Directors Association, should set up a study group to review the present status of both fields regarding demand, supply, training and course content. A recommendation from this group, after study and consideration, could go far toward rationalizing what is rapidly becoming an irrational situation in this field in Canada today.

The ideal situation might contain some, or all, of the following elements:

1. A careful comparison to match the production of graduates to the needs of the industry, both in numbers and quality.

2. A separation of functions, under which certain of the technical training might be totally within the field of the Community Colleges or other technical training centres, while the broader aspects of news-journalism might be the preserve of the universities.

3. Co-operation of elements within the educational ranks, including provincial authorities, to hammer out workable policies for the orderly progression of students from the Community Colleges and technical schools into university for those students who want both techniques and a broader education.

4. The establishment of a coherent, industry-backed, intern program for students, with participation in this program being a built-in requirement of the school courses.

At the moment, co-operation between schools and the broadcast industry is largely a matter of individual school-individual station goodwill.⁴ There would be much to be said in favor of an over-all internship plan which is feasible in the small environment of Canadian broadcasting.

⁴An advertisement in the Montreal Star, May 5, 1970, sketches a student training program between communications students at Loyola University and radio station CJAD.

In the meantime, however, the laments of broadcasters should not be ignored when they call for better-trained and more broadcast-oriented young people. From these comments, and from the reports showing few formally trained newsmen in broadcasting, there is evidence that the schools have not been doing the job as well as they might have been.

Indeed, the rapid growth of broadcast courses within technical centres and Community Colleges indicates a recognition of this, and there is an apparent need for the older, established university programs to shift, or alter, their emphasis in broadcast journalism to approach more closely the expressed needs of broadcasters.

SUGGESTIONS FOR FURTHER RESEARCH

This head-count study is intended simply as an indicator of the present state of the news area of Canadian broadcasting, and some trends which may be developing.

In examining the results, however, it became evident that there were some weaknesses in the study design which unintentionally cut off some interesting areas of inquiry.

For example, the questionnaire did not provide any convenient mechanism for correlating the numbers of News Employees and the numbers of General Broadcast Employees on staffs. Such correlation might have allowed the drawing of conclusions about the effective size of news staffs that would have been different from those apparent when the two

totals are looked at separately. Perhaps these relationships lie buried in the present statistics and can be drawn out at a later date, when time permits.

In another area, that of power, the questions asked of those participating in the study were not sufficiently precise to allow the comparison of station power to staff size.

The McLaren study did report some figures on the amount of time being devoted to local and regional news on television, and the use of staff-originated and wire copy.⁵ However, this, too, is only a beginning in this field.

Much more difficult to measure, and yet much more important to know, are the attitudes of both station managements and station employees toward the field of news and their respective roles in it. Yet, even before this, useful information might be gained through a content analysis of news presentations on selected radio and television stations in determining just what Canadians are being told, and how.

Working and wage conditions within the industry represent other basic information that could be assembled through compilation of statistical data and sampling of news staff opinion from those both currently and formerly in broadcasting.⁶

⁵McLaren, "Television News", p. 2.

⁶Professor C. E. Wilson, "Summary of a Survey of Former Reporters and Deskmen on Canadian English-Language Dailies of More than 10,000 Circulation" (University of Western Ontario, London, 1966).

Audience perception and expectation of broadcast news, particularly at the local level, is another area in which research might uncover information useful to the broadcaster. On a much more sophisticated level, testing could be done of experimental program design, both in radio and television, to determine whether new approaches to news presentation might be discovered that would succeed in communicating more effectively with the audience.

In fact, the entire field of broadcast research appears virtually untouched in Canada, and to present deeply important areas for further study.

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APPENDIX

The University of Western Ontario, London, Canada

College
of Journalism

ould appreciate your assistance in gathering information about broadcast news employees in Canada.

feel there is a growing need for trained and experienced news-
smen, and we hope, through this study, to document the
quality, and distribution of the present news corps.
It will provide broadcasters with useful and complete
information about news broadcast employees, and
enable them to measure themselves in comparison with other
news employees in Canada.

In addition, the study will help in guiding the various
colleges and other educational institutions in developing
curricula to prepare professional individuals for the broadcast
industry.

A questionnaire will be sent to all radio and television
stations in Canada. The average time for completing it is 12
minutes.

Thank you for your help and promptness in the collection
of data. A summary of the results should be available
soon and we would be happy to send you a copy if you
would like to have one.

Sincerely,



Kenneth Bambrick
Assistant Professor

Editor Notes:

.....

.....

.....

Name and title of person answering this questionnaire:

Station call letters, location of station: (eg., CKNX, Wingham, Ont.)

CARD ONE

1. Is your station:

- (CHECK ONE) 1. Television
2. Radio
3. Radio-TV combination

1-5

2. If radio, or TV-radio combination, is the radio:

- (CHECK ONE) 1. AM
2. FM
3. AM/FM

1-6

3. What is your transmitter power:

- (CHECK ONE) 1. up to 1 KW
2. 2-5 KW
3. 6-10 KW
4. 11-50 KW
5. over 50 KW

1-7

4. Is your station:

- (CHECK ONE) 1. Non-affiliated
2. CBC affiliate
3. CTV member
4. CBC owned-and-operated

1-8

SECTION ONE

NOTE: QUESTIONS 5 THROUGH 18 DEAL WITH STATION NEWS EMPLOYEES WHO SPEND AT LEAST 75 PER CENT OF THEIR TIME GATHERING, WRITING, EDITING, AND/OR BROADCASTING NEWS — INCLUDING NEWSCASTS, DOCUMENTARIES, DEPTH REPORTS, EDITORIALS AND COMMENTARIES. (IF YOU DO NOT HAVE ANY EMPLOYEES IN THIS CATEGORY, PLEASE SKIP TO SECTION TWO, PAGE 5).

News Employees Only

5. Do you have a formally established news department; that is, a staff section of one or more persons reporting to a designated supervisor in which the staff spend 75 per cent or more of their time on news work?

1. Yes
2. No

1-9

any news employees do you have in other radio, TV, or both?

RESPONSE: 1. Now
2. Two years ago

1. Now
2. Two years ago

single category of news job, which is the easiest? (Check

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

1.275310N

Employees do you have now? Did you have two years ago?
(radio, TV, or both).

Now _____
Two years ago _____
Now _____
Two years ago _____

1-10

1-12

1-14

1-16

of news job, in your experience, is the most difficult
easiest? (Check one only in each column).

Most Diff. Easiest

1-18 1-19

Most Diff. Easiest

1-20 1-21

Employees in the past two years left your station for

in broadcasting _____

1-22 1-23

Employees, new and replacement, have you hired in the

1-24

1-26

1-28

1-30

News employees fall into each of the following total
categories? (Time with you and with other stations).

No. of Employees

1-32

1-34

1-36

1-38

1-40

1-42

11. What is the educational level of your news employees? (Give numbers in each section).

No. of Employees

1. Less than complete secondary school
2. Complete secondary school
3. Less than complete university
4. Complete university bachelor degree
5. Post-graduate degree(s)
6. Vocational institute

1-44
1-46
1-48
1-50
1-52
1-54

12. Of the news employees hired in the past two years, how many fell, at hiring, into each of the following educational categories? (Give numbers in each section).

No. of Employees

1. Less than complete secondary school
2. Complete secondary school
3. Less than complete university
4. Complete university bachelor degree
5. Post-graduate degree(s)
6. Vocational institute

1-56
1-58
1-60
1-62
1-64
1-66

13. Of the news employees hired in the past two years, how many, at hiring, fell into each of the following broadcast experience categories? (Give numbers in each section).

No. of Employees

1. Less than 1 year
2. 1-2 years
3. 2-3 years
4. 3-4 years
5. 4-5 years
6. over 5 years

2-5
2-7
2-9
2-11
2-13
2-15

14. How many part-time news employees do you have who are not regular station employees, but whose services are available regularly through contract, per-job payment, or other arrangements.

Number

1. Television
2. Radio

2-17 2-18

15. (a) What is the standard working week for news employees at your station?

1. 30-35 hours
2. 35-40 hours
3. 40-45 hours (CHECK ONE)
4. over 45 hours

2-19

- (b) In the past two weeks, how many hours has your news staff worked beyond the standard work week? (CHECK ONE).

1. 0-9 hours
2. 10-19 hours
3. 20-29 hours
4. 30-39 hours
5. 40-49 hours
6. 50 hours or more

2-20

CARD TWO

2-5
2-7
2-9
2-11
2-13
2-15

2-17 2-18

2-19

2-20

your experience, has been the
used applications
used applications
responses to advertisements (CHECK ONE)
personal recommendations
other stations
(please specify) _____
How many of the most frequent sources have you used in the past two years? Which has been the most frequent source? (Check one column).

used applications
used applications
responses to advertisements
personal recommendations
(please specify) _____
How many of your news employees have been hired in the past two years? Which has been the most frequent source? (Check one column).

How many news employees hired in the past two years? Which has been the most frequent source? (Check one column).

GENERAL BROADCAST WITH SOME NEWS
SECTION TWO DEALS WITH BROADCAST EMPLOYEES, BUT WHOSE SERVICES ARE AVAILABLE REGULARLY THROUGH CONTRACT, PER-JOB PAYMENT, OR OTHER ARRANGEMENTS.
IF YOU HAVE NO STATION EMPLOYEES, PLEASE SKIP TO SECTION THREE.

How many general broadcast employees do you have who are not regular station employees, but whose services are available regularly through contract, per-job payment, or other arrangements?
If you have no station employees, please skip to section three.

TELEVISION: 1. Now
2. Two years
RADIO: 1. Now
2. Two years

been the best single source of news employees?

(CHECK ONE)

2-21

ent source of applications for news positions
has been the least frequent? (Check one

Most Freq. Least Freq.

2-22 2-23

employees have previous experience in print

Number

2-24

red in the past two years, how many came
journalism?

Number

2-25

BROADCAST EMPLOYEES NEWS RESPONSIBILITIES

ALL EMPLOYEES WITH GENERAL
EMPLOYEES WITH SOME NEWS
DO SPEND LESS THAN 75
THEIR TIME IN NEWS WORK.
STAFF IN THIS CATEGORY,
SECTION THREE, PAGE 7).

employees do you have whose duties include
reporting, writing, editing, photography (film/
s, but who spend less than 75 per cent of
many did you have two years ago? (Answer

No. of Employees

2-26

2-28

2-30

2-32

years ago

years ago

20. How many of your general broadcast employees involved in news work fall into each of the following categories of time spent on news work each week?

	No. of Employees
1. 1-9 hours	_____
2. 10-19 hours	_____
3. 20-30 hours	_____
4. more than 30 hours	_____

21. How many general broadcast employees whose duties include some news work, but less than 75 per cent of their time, have you hired in the past two years, both new and replacement?

1. New	_____
2. Replacement	_____

22. What is the educational level of your general broadcast employees involved in some news work? (Give numbers in each section).

	No. of Employees
1. Less than complete secondary school	_____
2. Complete secondary school	_____
3. Less than complete university	_____
4. Complete university bachelor degree	_____
5. Post-graduate degree(s)	_____
6. Vocational institute	_____

23. What is the educational level of the general broadcast employees hired in the past two years? (Give numbers in each section).

	No. of Employees
1. Less than complete secondary school	_____
2. Complete secondary school	_____
3. Less than complete university	_____
4. Complete university bachelor degree	_____
5. Post-graduate degree(s)	_____
6. Vocational institute	_____

24. How many of your general broadcast employees involved in some news work fall into each of the following broadcast experience categories (total with you and with other stations)? (Give numbers in each section).

	No. of Employees
1. less than 1 year	_____
2. 1-2 years	_____
3. 2-3 years	_____
4. 3-4 years	_____
5. 4-5 years	_____
6. over five years	_____

25. How many of your general broadcast employees involved with some news work, hired in the past two years, fell at hiring into each of the following categories of broadcast experience? (Give numbers in each section).

	No. of Employees
1. Less than 1 year	_____
2. 1-2 years	_____
3. 2-3 years	_____
4. 3-4 years	_____
5. 4-5 years	_____
6. over five years	_____

2-34 ☐

2-36 ☐

2-38 ☐

2-40 ☐

2-42 ☐

2-44 ☐

2-46 ☐

2-48 ☐

2-50 ☐

2-52 ☐

2-54 ☐

2-56 ☐

2-58 ☐

2-60 ☐

2-62 ☐

2-64 ☐

2-66 ☐

2-68 ☐

CARD THREE

3-5 ☐

3-7 ☐

3-9 ☐

3-11 ☐

3-13 ☐

3-15 ☐

3-17 ☐

3-19 ☐

3-21 ☐

3-23 ☐

3-25 ☐

3-27 ☐

your experience, has been involved in news work?

selected applications
selected applications
responses to advertisements
personal recommendation
contacting other stations
(please specify) _____

has been the single most frequent method involving some other method?
(please specify) _____

selected applications
selected applications
responses to advertisements
personal recommendation
contacting other stations
(please specify) _____

CARD THREE

many positions do you have filled with employees with some news experience?

News Employees
1 4
1 5
1 6
1 7

single criterion do you rely on for news work? As the news changes, _____

personal interview
demonstration tapes
picture assignments
(please specify) _____

percentage of your news employees (in-school) journeymen
less than 20 per cent
20-40 per cent
40-60 per cent
over 60 per cent

been the best single source of general broadcast work?

(CHECK
ONE)

3-29

most frequent source of applications for general news work in the past two years? Which (Check one only in each column).

Most Freq. Least Freq.

3-30 3-31

have open for news employees and general responsibilities in news work?

Gen. B'cast. Employees

0 4
1 5
2 6
3 7

3-32 3-33

regard as the most important screening tool the least important? (Check one only in each

Most Imp. Least Imp.

3-34 3-35

news and general broadcast employees have journalism training?

(CHECK
ONE)

3-36

31. What percentage of the applicants hired in the past two years for news and general broadcast positions with some news responsibilities, have had such formal training?

- 1. Less than 20 per cent _____
- 2. 20-40 per cent _____
- 3. 40-60 per cent _____
- 4. over 60 per cent _____

3-37

32. What in your experience has been the greatest single deficiency in those applicants with formal journalism training?

- 1. Lack of knowledge of practical broadcast techniques _____
- 2. Lack of knowledge of current affairs _____
- 3. Lack of information about the broadcast industry generally _____
- 4. Lack of initiative in gathering information _____
- 5. Other (please specify) _____

3-38

33. Please feel free to make any comments you wish on this sheet, or another, regarding personnel problems in connection with news or general broadcast personnel.

APPENDIX
QUESTIONNAIRE

News Employees on Staffs, 1968, 1970

Number of News Employees	Number of Staffs Reported			
	<u>Radio</u>		<u>Television</u>	
	1970	1968	1970	1968
0	31	36	142	145
1	32	41	5	5
2	26	28	6	7
3	25	24	10	9
4	20	21	4	3
5	16	13	5	5
6	11	9	3	3
7	11	4	4	3
8	4	2	0	2
9	3	1	2	1
10	0	4	1	1
11	2	1	1	1
12	1	1	1	2
13	1	0	1	0
14	3	2	1	0
15	0	0	1	1
16	1	0	1	0
17	0	1	1	1
18	0	0	0	0
19	0	0	0	0
20	1	0	0	0
21	0	0	0	0
22	0	0	0	0

Radio News Employees, 1968-70

News Emps. 1968	News Emps. 1970																		
	0	1	2	3	4	5	6	7	8	9	10	11	T	Pc					
0	14	0	0	1	2	0	0	0	0	0	0	0	17	12.23					
1	1	19	9	3	0	0	0	0	0	0	0	0	32	23.02					
2	0	3	10	9	1	0	0	0	0	0	0	0	23	16.55					
3	0	0	1	6	5	6	2	1	0	0	0	0	21	15.11					
4	0	0	1	1	9	2	1	0	0	2	0	0	16	11.51					
5	0	0	0	0	0	4	2	3	0	1	0	0	10	7.19					
6	0	0	0	0	0	0	4	1	1	0	0	0	6	4.32					
7	0	0	0	0	0	1	1	1	1	0	0	0	4	2.88	85				
8	0	0	0	0	0	0	0	0	1	0	0	0	1	0.72					
9	0	0	0	0	0	0	0	1	0	0	0	0	1	0.72					
10	0	0	0	0	0	0	0	0	0	0	0	3	3	2.16					
11	0	0	0	0	0	0	0	0	0	0	0	1	1	0.72					
12	0	0	0	0	0	0	0	0	0	0	0	1	1	0.72					
13	0	0	0	0	0	0	0	0	0	0	0	0	0	----					
14	0	0	0	0	0	0	0	0	0	0	0	2	2	1.44					
15	0	0	0	0	0	0	0	0	0	0	0	1	1	0.72					
T	15	22	21	20	17	13	10	7	3	3	0	8	139						
Pc	10.79	15.83	15.11	14.39	12.23	9.35	7.19	5.04	2.16	2.16	0.00	5.76							

Combination News Employees, 1968-70

News Emps. 1968	News Emps. 1970															
	0	1	2	3	4	5	6	7	8	9	10	11	12	13	T	Pc
0	1	0	0	1	0	0	0	0	0	0	0	0	0	0	2	6.45
1	0	3	1	0	0	0	0	0	0	0	0	0	0	0	4	12.90
2	0	0	1	1	0	1	0	0	0	0	0	0	0	0	3	9.68
3	0	0	0	1	0	0	0	0	0	0	0	0	0	0	1	3.23
4	0	0	0	0	2	1	1	0	0	0	0	0	0	0	4	12.90
5	0	0	0	0	0	2	0	0	0	1	0	0	0	0	3	9.68
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	----
7	0	0	0	0	0	1	0	1	1	0	0	0	0	0	3	9.68
8	0	0	0	0	0	0	0	0	0	0	1	0	0	1	2	6.45
9	0	0	0	0	0	0	0	0	1	1	0	0	0	1	3	9.68
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	----
11	0	0	0	0	0	0	0	0	0	0	0	1	0	1	2	6.45
12	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	3.23
13	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	----
14	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	----
15	0	0	0	0	0	0	0	0	0	0	0	0	0	3	3	9.68
T	1	3	2	3	2	5	1	1	2	2	1	1	0	7	31	
Pc	3.23	9.68	6.45	9.68	6.45	16.13	3.23	3.23	6.45	6.45	3.23	3.23	0.00	25.58		

Reports of Ease, Difficulty in Filling Radio Staff Posts

Type of News Employee	Staffs Reporting, Radio	
	Most Difficult	Easiest
Reporters	10	39
Reporters-announcers	19	5
Reporters-editors-announcers	77	0
Editors	19	9
Editors-announcers	21	1
Announcers	2	83
No reply	41	52

Reports of Ease, Difficulty in Filling TV Staff Posts

Type of News Employee	Staffs Reporting, Television	
	Most Difficult	Easiest
News Cameramen	1	11
Reporters	5	7
Cameramen-reporters	4	0
Reporters-editors-cameramen- announcers	8	0
Reporters-cameramen-announcers	1	0
Reporters-editors	12	0
Editors-announcers	9	0
Editors	2	1
Announcers	1	18
No reply	146	152

News Employees with Print Experience

Number of News Employees with Print Experience	Staffs Reporting	
	1970 Staff	Hired 1968-70
0	96	153
1	53	32
2	22	3
3	10	1
4	2	0
5	2	0
6	0	0
7	2	0
8	0	0
9	2	0

Staffs Reporting News Employees Moved
1968-70

Number of News Employees	In Broad- casting	In Other Fields
0	59	121
1	47	44
2	38	16
3	20	3
4	9	2
5	4	2
6	6	0
7	0	1
8	4	0
9	2	0

News Employees, Education

Number of News Em- ployees	Staffs Reporting					
	Less than S.S.	Comp. S.S.	Some Univ.	Bach. Degree	Post- Grad.	Voc.
0	154	60	86	137	184	165
1	19	27	50	32	5	14
2	10	36	29	10	0	6
3	5	23	8	6	0	2
4	1	20	6	2	0	2
5	0	5	5	0	0	0
6	0	4	1	1	0	0
7	0	3	0	1	0	0
8	0	6	1	0	0	0
9	0	0	0	0	0	0
10	0	3	0	0	0	0
11	0	0	0	0	0	0
12	0	2	0	0	0	0
13	0	0	1	0	0	0
14	0	0	0	0	0	0
15	0	0	0	0	0	0
16	0	0	1	0	0	0
17	0	0	0	0	0	0
18	0	0	0	0	0	0
19	0	0	0	0	0	0
20	0	0	1	0	0	0

News Employee Hiring, Education

Number of News Em- ployees	Staffs Reporting Hiring, 1968-70					
	Less than S.S.	Comp. S.S.	Some Univ.	Bach. Degree	Post- Grad.	Voc.
0	162	80	116	153	186	172
1	22	45	43	20	2	12
2	2	32	20	8	1	3
3	3	18	4	5	0	1
4	0	9	3	1	0	0
5	0	2	1	0	0	0
6	0	2	1	2	0	1
7	0	1	1	0	0	0

News Employees, Experience

Number of News Em- ployees on Staff	Staffs Reported					
	Less than 1 Yr.	1-2 Yrs.	2-3 Yrs.	3-4 Yrs.	4-5 Yrs.	Over 5 Yrs.
0	125	123	130	147	153	60
1	52	47	37	25	19	39
2	8	15	19	10	12	23
3	3	2	1	4	2	11
4	1	1	2	2	1	17
5	0	0	0	0	1	10
6	0	0	0	0	0	6
7	0	0	0	0	0	7
8	0	1	0	0	0	3
9	0	0	0	0	0	2
10	0	0	0	0	0	2
11	0	0	0	0	0	1
12	0	0	0	0	0	3
13	0	0	0	0	0	1
14	0	0	0	0	0	2
15	0	0	0	0	0	0
16	0	0	0	0	0	1
17	0	0	0	0	0	0
18	0	0	0	0	0	1
19	0	0	0	0	0	0
20	0	0	0	0	1	0
21	0	0	0	0	0	0
22	0	0	0	0	0	1

News Employee Hiring, Experience

Number of News Employees	Staffs Reporting Hiring, 1968-70					
	Less than 1 Yr.	1-2 Yrs.	2-3 Yrs.	3-4 Yrs.	4-5 Yrs.	Over 5 Yrs.
0	108	143	127	167	166	129
1	58	29	47	13	11	24
2	14	14	10	4	8	14
3	5	3	4	3	2	10
4	2	0	0	2	1	5
5	1	0	1	0	1	3
6	1	0	0	0	0	2
7	0	0	0	0	0	1
8	0	0	0	0	0	0
9	0	0	0	0	0	1
10	0	0	0	0	0	0

Standard Broadcast Work Week

Standard Work Week	Staffs Reporting
30-35 hrs	14
35-40 hrs	113
40-45 hrs	36
Over 45 hrs	6
No reply	20

Overtime Worked Two Weeks Prior to Study

Amount of Overtime (2 weeks)	Staffs Reporting
0	28
0-9 hrs	90
10-19 hrs	42
20-29 hrs	13
30-39 hrs	10
40-49 hrs	5
50 or more hrs	1

Important Criteria in Hiring

Criteria	Staffs Reporting	
	Most Important	Least Important
Personal Interview	127	4
Demonstration Tapes	12	98
Practice Assignments	28	64
Other	17	13
No Reply	4	17

Employee Best Source Ranking

Sources	Staffs Reporting	
	Best/News	Best/Gen. B'cast
Unsol. Apps.	47	47
Sol. Apps.	41	26
Responses to Adv't.	8	6
Personal Rec.	44	19
Monitoring of stations	17	15
Other	15	5
No Reply	17	71

Frequency of Employee Applications

Sources	News		Gen. B'cast	
	Most Freq.	Least Freq.	Most Freq.	Least Freq.
Unsol. Apps.	118	17	81	11
Sol. Apps.	19	22	17	15
Responses to Adv't	7	52	4	23
Personal Recommendation	16	51	8	21
Other	8	7	8	35
No Reply	21	40	71	84

General Broadcast Employee
News Work Time

Number of General Broadcast Employees	Staffs Reporting Time on News Work			
	1-9 hrs	10-19 hrs	20-30 hrs	Over 30 hrs
0	95	154	178	185
1	25	20	3	1
2	30	10	3	3
3	11	1	2	0
4	6	3	2	0
5	11	0	0	0
6	4	1	1	0
7	1	0	0	0
8	4	0	0	0
9	1	0	0	0
10	1	0	0	0
11	0	0	0	0
12	0	0	0	0

General Broadcast Employees on Staff, 1968-70

Number of General Broadcast Employees	No. Staffs Reported			
	Radio		Television	
	1970	1968	1970	1968
0	82	91	167	168
1	23	24	3	5
2	26	24	9	8
3	17	16	4	3
4	9	10	1	2
5	17	10	2	1
6	9	8	3	2
7	0	3	0	0
8	5	3	0	0
9	1	0	0	0
10	0	0	0	0
11	0	0	0	0
12	0	0	0	0

Radio, General Broadcast Employees, 1968-70

General Broadcast Employees, Radio 1968	General Broadcast Employees, 1970, Radio												
	0	1	2	3	4	5	6	7	8	9	T	Pc	
0	40	6	2	1	0	2	0	0	0	0	51	36.09	
1	3	10	5	2	0	0	0	0	0	0	20	14.09	
2	0	0	16	3	2	0	0	0	0	0	21	15.11	
3	1	1	2	6	3	3	0	0	0	0	16	11.51	
4	0	0	0	2	4	4	0	0	0	0	10	7.19	
5	0	0	0	2	0	6	1	0	0	0	9	6.47	
6	0	0	0	0	0	1	3	0	2	0	6	4.32	
7	0	0	0	0	0	0	2	0	1	0	3	2.18	
8	0	0	0	0	0	0	0	0	2	1	3	2.18	
T	44	17	25	16	9	16	6	0	5	1	139		
Pc	31.65	12.23	17.99	11.51	6.47	11.51	4.32	0.00	3.60	0.72			

Television General Broadcast Employees, 1968-70

General Broadcast Employees, Television 1968	General Broadcast Employees, 1970, Television								
	0	1	2	3	4	5	6	T	Pc
0	6	0	1	0	0	0	0	7	43.75
1	0	1	0	0	0	0	0	1	6.25
2	0	0	1	1	0	0	0	2	12.50
3	0	0	0	3	0	0	0	3	18.75
4	0	0	0	0	1	0	1	2	12.50
5	0	0	0	0	0	0	0	0	0.00
6	0	0	0	0	0	0	1	1	6.25
T	6	1	2	4	1	0	2	16	
Pc	37.50	6.25	12.50	25.00	6.25	0.00	12.50		

Combination General Broadcast Employees, 1968-70

General Broadcast Employees 1968	General Broadcast Employees, 1970														T	Pc
	0	1	2	3	4	5	6	7	8	9	10	11	12	13		
0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
1	0	21	0	0	0	0	0	0	0	0	0	0	0	0	21	61.76
2	0	1	1	0	0	0	0	0	0	0	0	0	0	0	2	5.88
3	0	0	2	0	0	0	0	0	0	0	0	0	1	0	3	8.82
4	0	0	0	0	2	0	1	0	0	0	0	0	0	0	3	8.82
5	0	0	0	0	1	1	0	0	0	0	0	0	0	0	2	5.88
6	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
8	0	0	0	0	0	0	0	0	0	1	0	0	0	0	1	2.94
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
11	0	0	0	0	0	0	0	0	0	0	0	1	0	0	1	2.94
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00
13	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	2.94
T	0	21	1	3	3	1	1	0	0	1	0	1	1	1	34	
Pc	0.00	61.76	2.94	8.82	8.82	2.94	2.94	0.00	0.00	2.94	0.00	2.94	2.94	2.94		

General Broadcast Employees, Education

Number of General Broadcast Employees	Staffs Reporting					
	Less than S.S.	Comp. S.S.	Some Univ.	Bach. Degree	Post- Grad.	Voc.
0	162	95	150	175	189	180
1	18	29	23	9	0	6
2	6	29	6	4	0	2
3	3	16	4	0	0	1
4	0	5	3	0	0	0
5	0	10	2	0	0	0
6	0	3	1	0	0	0
7	0	1	0	0	0	0
8	0	1	0	0	0	0
9	0	0	0	0	0	0
10	0	0	0	1	0	0
11	0	0	0	0	0	0
12	0	0	0	0	0	0

General Broadcast Employee Hiring, Education

Number of General Broadcast Employees	Staffs Reporting Hiring 1968-70					
	Less than S.S.	Comp. S.S.	Some Univ.	Bach. Degree	Post- Grad.	Voc.
0	172	119	163	181	188	183
1	9	23	16	7	0	5
2	5	24	5	1	1	1
3	1	10	3	0	0	0
4	2	7	0	0	0	0
5	0	3	2	0	0	0
6	0	2	0	0	0	0
7	0	0	0	0	0	0
8	0	1	0	0	0	0
9	0	0	0	0	0	0
10	0	0	0	0	0	0

General Broadcast Employees, Experience

Number of General Broadcast Employees	Staffs Reporting Experience					
	Less than 1 yr.	1-2 yrs.	2-3 yrs.	3-4 yrs.	4-5 yrs.	Over 5 yrs.
0	157	146	158	163	163	124
1	18	25	17	13	15	27
2	10	13	11	10	8	21
3	4	4	2	2	2	10
4	0	1	1	0	1	3
5	0	0	0	1	0	3
6	0	0	0	0	0	0
7	0	0	0	0	0	0
8	0	0	0	0	0	1
9	0	0	0	0	0	0
10	0	0	0	0	0	0

General Broadcast Employees Hiring, Experience

Number of General Broadcast Employees	Staffs Reporting Hiring 1968-70 (Experience)					
	Less than 1 yr.	1-2 yrs.	2-3 yrs.	3-4 yrs.	4-5 yrs.	Over 5 yrs.
0	148	158	165	181	174	172
1	22	17	8	7	11	12
2	13	6	13	1	3	3
3	2	6	2	0	1	0
4	1	1	0	0	0	1
5	1	0	1	0	0	1
6	0	1	0	0	0	0
7	1	0	0	0	0	0
8	0	0	0	0	0	0
9	0	0	0	0	0	0
10	1	0	0	0	0	0

Staff with Formal Training

Per cent of Staff with Formal Journalism Training	Staffs Reporting	
	1970	Hired 1968-70
Less than 20%	141	136
20-40%	27	12
40-60%	9	11
Over 60%	2	12
No Reply	10	18

Applicants with Formal Training, Deficiencies

Formal Training Applicants with Deficiencies	Staffs Reporting
Lack of practical broadcast techniques	58
Lack of knowledge, current affairs	10
Lack of information about broadcast industry generally	28
Lack of initiative in gathering information	25
Other	32
No reply	36