





Moreover, CBC needs a secure funding base, and a less partisan mechanism for appointing directors, to reduce its vulnerability to political and commercial pressures. Increased advertising is not the answer. The quest for sponsor-driven demographics would undermine the rationale for CBC's existence.

Instead, we should go the opposite route -- reduce advertising, thus appeasing private broadcasters who see CBC as an unfairly subsidized competitor for ad revenue; but impose a dedicated tax on advertising to finance public broadcasting and not-for-profit community media. They can help meet democratic communication needs distorted or ignored by the corporate media.

The Free Marketeers are right about one thing: there's no point subsidizing CBC to duplicate private broadcasting. For them, that means eliminating CBC's local news, and much else. But the opposite conclusion can more sensibly be drawn: CBC's regional journalism needs to be strengthened, not to duplicate the private broadcasters, but to counterbalance them.

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The voice of business was more likely to be heard than that of labour in the pages of both the Sun and the Star. Business spokespeople were present in 52.6 per cent of all stories in the sample, while labour sources appeared in only 15.5 per cent. Business sources appeared in a wider range of stories, were afforded more opportunities to comment, provided more defining quotes and were less likely to be contradicted than labour spokespersons.

Business sources were more likely to appear in a central role in a story. The use of sources in a defining position -- early in a story, and providing the story's dominant frame of reference -- is a good indicator of the story's point of view. We found that business leaders occupied this privileged role in more than four times as many stories as labour leaders. For both papers, business leaders defined stories 33.9 per cent of the time, while labour sources defined only 7.9 per cent. In the *Vancouver Sun*, the ratio was 6 to 1; in the *Toronto Star* 3.5 to 1.

Business and public sector employers were also more likely to define stories on industrial conflict than were union spokespeople and rank-and-file workers, suggesting that reporters at the Sun and Star looked to management for the 'facts' and regarded labour as the source of 'action' in labour disputes.

Both papers relied on military terms and emphasized chaos in their reporting on industrial conflict: "Mob storms seniors project: striking drywallers blamed for attack on construction site" (Toronto Star, 26 May 1998).

In light of the unbalanced and unfair coverage of working people and their unions in the two papers, it's clear that both the Sun and the Star need labour reporters and even labour sections to counterbalance their extensive and lop-sided business reporting.