

that Newsweek does not routinely retouch photos.

"You want to get the best possible picture out of the image that was out there," said Richard M. Smith, Newsweek's president and editor-in-chief. "The editors decided to lighten and improve the picture. In the process of doing that, the technical people went too far. The mistake was in guessing what was in the shadow and changing it."

Smith, who said the Newsweek picture was not altered to "harm Mrs.



Bobbi McCaughey, mother of septuplets, grins and bares it on the retouched cover of Newsweek (left), and the more realistic Time cover (right).

McCaughey or deceive the reader," said the mistake was in no way analogous to what Time did with the image of Simpson. "My reaction to the O.J. cover was that any time a change is made in an image to convey a point of view or to deceive is clearly a mis-

take," Smith said.

Jim Kelly, Time's deputy managing editor, does not see it quite the same way. "Newsweek has not been helped with Time being out there at the same time with a photo showing Mrs. McCaughey's teeth," Kelly said, admit-

ting that Time was not helped when Newsweek ran the same mug shot of Simpson, but chose not to enhance it, on its cover on that same week in 1994.

Canadian magazine editors said publicly that they would never do such a thing — but off the record,

some said they had altered people's faces in cover photos.

"We do not alter news photography on our covers or anywhere else," said Robert Lewis, editor-in-chief of Maclean's magazine.

Please see McCaughey's / C2

Cancon debate about to heat up CRTC hearings

BY HUGH GRAHAM
Special to The Globe and Mail
Toronto

AMID a climate of globalization and deregulation, the Canadian Radio-television and Telecommunications Commission is about to reopen the bitter debate on Canadian content.

When public hearings on commercial radio policy begin Dec. 1 in Hull, Que., lobby groups for the Canadian music industry will argue that Cancon levels should be raised from 30 per

cent of music played to as much as 50 per cent.

"On one side are people like Brian Chater, president of the Canadian Independent Record Production Association (CIRPA), who argue that "with privilege comes responsibility." On the other side are broadcasters like Duff Roman, the vice-president of Toronto media giant CHUM Ltd., who calls an increase in Cancon "not based in any reality, except 'I want more.'"

Established in 1971 to give Canadian

music a better chance of being heard on the radio, the Cancon regulation's proponents have credited it with creating a healthy stable of domestic labels, producers, recording studios, songwriters, and artists who no longer have to head south of the border to have a career. Since its inception, the regulation has caused controversy and acrimony. Canadian singer Terry Jacks (*Seasons in the Sun*) commented in the mid-seventies that "the legislation was lobbied for by a bunch of cry-babies who couldn't get

their records sold." A couple of decades later, the debate was still making headlines when Bryan Adams said that Cancon "bred mediocrity."

The debate shifted into high gear at a 1996 Canadian Music Week press conference when a coalition of domestic music-industry groups accused radio of using the 30-per-cent quota as a maximum, not a minimum, and adhering to the rule in law, not spirit. Now the Society of Composers, Authors and Music Publishers of Canada (SOCAN) has called

on the CRTC to raise requirements from 30 per cent to 40 per cent, while CIRPA has gone one better, requesting an increase to a staggering 50 per cent. Heritage Minister Sheila Copps has echoed both groups' sentiments, and the CRTC is now reviewing their recommendations.

In response, a worried Canadian Association of Broadcasters has proposed a system to the CRTC in which Cancon levels should rise only in response to consumer demand.

Please see Cancon / C2

With supercellist Yo-Yo Ma, life is Bach and a BL

VO-YO Ma still has to pack. All morning, the world's best-pub-

Jan Wong

moting a film series called *Yo-Yo Ma, Inspired by Bach*. To smash out of the classical music ghetto, he's also

parents weren't thrilled their only son had married out of the race.

"One of the things for immigrants

