Despite his often-weighty prose, Manning provides effective examples to illustrate his arguments. In one provocative discussion, he illuminates what happens when the powerful "primary definers" of news attempt to control access to negative information about their corporations or offices. In a now-famous case, McDonald's sued for libel over the content of leaflets distributed outside one of its London restaurants. In its attempt to suppress the contents of the leaflets, the corporation instead drew worldwide attention to the pamphleteer's charges, which were reprinted on a McLibel website. (Environmental activist and local postman Dave Morris distributed leaflets accusing the corporation of exploiting children through its advertising, treating its workers poorly, and promoting an unhealthy diet. The case continues on appeal.)

This situation is a case in point for another of Manning's assertions. He suggests that politically marginalized environmental groups gained credibility as well as a place on the news agenda when certain members of the American political elite announced their support for the environmental movement. At the same time, he points out that this presents a dilemma for politically marginalized groups, who risk losing sight of their core values when they begin to accommodate the news media in the mold of the power elite.

The strength of Manning's book, however, is that he does not examine the phenomenon of news only in regard to those who want to shape it. He also identifies certain social constructs that have journalists select from among the competing news sources what ultimately becomes "news." One of these, of course, is that journalists will favor that which is culturally familiar. They are also heavily influenced by the news values held within their workplaces.

Additionally, journalists are trained to think of news as what will sell. Sex, crime, and stories of powerful people generally appear. The better news sources understand the values that steer news selection, the more successful they will be in penetrating the news media. Of course, Manning points out that this ultimately influences the information available to the public. Long, complex explanations of environmental policy are less likely to catch a journalist's attention than an event or a human-interest element. Thus, successful news sources fashion their news items within the structure that will appeal to the journalist's sensibilities, often compromising more substantial coverage of their goals.

Manning holds the rank of principal lecturer in sociology at De Montfort University, one of Britain's largest universities with sites in Leicester, Bedford, and Milton Keynes.

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■ ***Pacific Press: The Unauthorized Story of Vancouver's Newspaper Monopoly.*** Marc Edge. Vancouver, British Columbia: New Star Books, 2001. 450 pp. $39.

The joint operating agreements that sprang up in some desperation across the continent impacted on American newspapers far more than those in Canada. To a significant degree, the one-newspaper town does not exist in the country's major centers. However, one notable "how not to do it" case study has now reached print, Marc Edge's careful and literary examination of the union known as Pacific Press, which brought two newspapers on Canada's west coast, the *Vancouver Sun* and *Vancouver Province*, together. In every respect, it was a lop-sided, panic-driven corporate marriage.

What the Pacific Press collaboration held in common with its U.S. counterparts was the realization that print journalism was slowly being eclipsed by the evening television news and something had to be done about it. Changing the format of a newspaper to deal with the phenomenon is

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one matter, salvaging one's advertising base is another. And make no mistake: Joint operating agreements focused far more on the bottom line than concerns over what appeared above the fold on page one. In this respect, the Pacific Press case was no exception.

As Marc Edge notes, Vancouver was a typical Canadian city where two newspapers existed in a state of constant competition for readers and for dollars. In this case, the afternoon *Sun* dominated the market over the morning *Province* in a time in the late 1950s when the overall shift to morning publication had yet to take place anywhere in North America. What made the Vancouver case so intriguing was that the *Sun* was owned and operated by a family of locally based news professionals, the Cromies, while the opposition paper was part of the nation's largest and oldest corporate chain operated by the Southam concerns from the country's largest English-speaking city, Toronto. Both owners came to realize that having two newspapers sharing certain costs and obligations was far more important than having a market with no newspapers. Thus, the Pacific Press consortium appeared in 1957. The parties centralized production and in a surprising move, the *Sun* agreed to split its profits evenly with its competitor. This profit-sharing bit of corporate socialism did little to inspire any sense of entrepreneurship at the *Province*, but it did guarantee the minority journal's continued existence. And as time would prove, the continued dependence of the *Province* on the *Sun* would constantly threaten to unravel the always delicate arrangement.

In many respects, Edge's study is a bit of an enigma. While corporate decision making certainly plays a major role in the story he tells, it is his accounting of the destructive labor relations at Pacific Press that contributes to some of the more intriguing tales in the work. The Cromies had always sought peace with the various unions that existed both in the newsroom and beyond. As the author points out, they did so at a fairly hefty cost both in terms of wages paid and job securities guaranteed. If the Cromies knew their regime was built on a house of cards, they gave no evidence of such. But as the family faded from the scene in Vancouver and their newspaper entered the corporate world of entrepreneur Max Bell, the legacy of leniency with the working class also ended. A full-blown crisis in management–union interaction reared its ugly head when video display terminals connected to type-setting computers threatened to wipe out the International Typographer's Union local at Pacific Press. An unwieldy compromise was struck wherein the typographers retained their positions by typing content into the terminals from reporters' notes while management dismantled their now outdated machinery and, consequently, their craft as well.

So what kind of book is Marc Edge's story of the Pacific Press? Although it began life as a doctoral dissertation at the E.W. Scripps School of Journalism at Ohio University, any resemblance this work has to a thesis is purely coincidental. In many ways, it is quite light reading making no pretense that it is in any way an in-depth scholarly study. And the fact that it does not offer layers and layers of abstract analysis is one of its strong points. Edge is quite capable of identifying the good guys and bad guys and does not hesitate to do so. His portrayal of the corporate Bell who followed the Cromie family at the *Vancouver Sun* is not sympathetic. Although he treads carefully around the military-inspired management style of Southam's Richard Malone, he is careful to acknowledge the contribution the retired soldier made to the media of his day. Although Edge finds much fault with the behavior of the unions and their leaders during the four decades of Pacific Press's existence, he does not hesitate to blame various publishers and absentee owners for contributing to the mess that the company became.

As the book opens, Edge takes us to 16 September 1991 to a news conference in

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which Pacific Press announces the move of the *Vancouver Sun* to morning publication, leaving only the *Toronto Daily Star* as English Canada's only successful afternoon publication. What follows in short, thematic chapters is a tale of corporate intrigue, labor malpractice, and a defiance of Canada's competition rules. For any one who enjoys shenanigans in high places, the book is a must.

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■ ***Personal and Public Interests: Frieda Hennock and the Federal Communications Commission.*** Susan L. Brinson. Westport, CT: Praeger, 2002. 181 pp. $64.

Susan Brinson has written an informative, insightful book on the life of Frieda Hennock, the first woman appointed to the Federal Communications Commission (FCC) with emphasis on the crucial role she played in formation of television policy. This book focuses on how Hennock's personal life and the political context in which she operated influenced her decisions to serve the public interest. Throughout the book, Brinson carefully weaves the story of a complex individual, politically ambitious, who came of age during the Roaring Twenties and the Depression. Using her talents and abilities, Hennock set personal and professional goals and met those objectives, despite the many cultural obstacles placed in her way.

Born in Poland in 1904, Hennock emigrated to the United States with her parents in 1910. She successfully graduated from high school in 1921 and received her law degree in 1924. From there, her life became a series of "firsts." From being the youngest woman to join the New York Bar Association to her appointment to the FCC in 1948, Hennock succeeded in "a man's world" because of her competency, intelligence, style, and political savvy. Her story makes compelling reading.

The first chapter details her life through the early 1940s and shows how her personal and professional experiences then created an abiding concern for the general public. The second chapter concentrates on her appointment to the FCC and presents the regulatory context for her tenure on the commission (1948 to 1955). Those years encompass the famous "Television Freeze" (1948 to 1952), when the FCC halted television's too rapid expansion so the agency could develop what it hoped would be a logical plan for television's development in the United States.

The next three chapters analyze Hennock's positions on three key issues before the FCC during the "freeze": color television standards, frequency allocations in both the VHF and UHF spectrum bands, and noncommercial television broadcast frequency set-asides. The last chapter assesses Hennock's contributions to television regulatory policy, especially her successful efforts in the development of educational television. It also assesses her role in establishing the Fairness Doctrine and multiple ownership rules and in unsuccessfully opposing the merger of ABC with United Paramount Theaters. Her short post-FCC career, including a failed appointment as a federal district judge, concludes with her death at age 55 of a brain tumor.

Overall, Brinson's biography of Frieda Hennock is impressive and an enjoyable read. Brinson expertly uses her sources to construct a clear, concise assessment of an important figure in telecommunications history and policymaking. The book's detail illuminates the central role one woman played in the regulatory development of television that affects the industry today. While the book will probably be most appropriate as a supplement to courses in broadcast history, telecommunications law and policy, or women's history, the vivid portrait of a broadcast icon should be read by all who wish to understand the intricate

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