

2. Ethical Guidelines And Methodology

2.1. Ethical guidelines

The model for this research study is the ethical guidelines set out in the University of Calgary's Ethics Review of Research Involving Human Subjects: although it follows that model, this study was not subject to a research ethics board review. Because much of this study involves past or present personnel matters, the journalists interviewed in person, by telephone or communicated with by letter or electronically were offered confidentiality if they desired it. Some union representatives also requested confidentiality, which they were granted. Most of the journalists in this study asked to be identified by name because they want people to know who they are and the ethics for which they are prepared to stand up and be counted.

2.2. Methodology

2.2.1. The *Calgary Herald* Case Study

More than 90 former *Calgary Herald* journalists involved in the attempt to establish a union at the *Herald* were canvassed first by e-mail and then with a letter mailed directly to them to comment on the evolution of the *Herald* newsroom that led to them to go on strike for eight months in 1999 and 2000. Responses were received from 19 of the 93 contacted. Of them, 17 (or about one in five on strike) indicated they had ethical concerns they cared to share. Four asked that their specific concerns not be incorporated because that would identify them. The response was deemed excellent, given three indicated that, like many others, they have moved on to public relations, communications and other endeavors in which they must maintain a working relationship with the newspaper in the interest of their new employers.

Access was also provided to the records of the now defunct Communications, Energy and Paperworkers Union of Canada Local 115A, representing the former *Herald* employees which attempted to establish a first collective agreement at the newspaper.

The report incorporates private papers, interviews, e-mail correspondence, public documents and published news reports.

2.2.2. Collective agreement analysis

This study attempts to build an inventory of collective agreement clauses addressing ethical issues journalist face in order to determine how journalists use those clauses on a day-to-day basis. To do that, appeals were made to top officials in: the Communications, Energy and Paperworkers Union of Canada in Ottawa, Toronto and Vancouver; The Newspaper Guild of Canada, a sector within the Communications Workers of America in Winnipeg, Toronto, Ottawa, Sault Ste. Marie, and Montreal. Individual newspaper locals were contacted in Halifax and Sydney, N.S.; Moncton,

Fredericton and Saint John, N.B.; Sudbury, Kingston, Peterborough; St. Catharines; Sault Ste. Marie, Stratford and Sudbury, Ontario. Appeals were also made to the National Board of Directors of the Canadian Association of Journalists.

Access was provided to the collective agreements of CEP Local 87M in its Toronto office and The Newspaper Guild of Canada in Ottawa. Examination of the collective agreements of newspapers represented by CEP 2000 The Media Union of British Columbia was possible on its website. The collective agreements of newspapers represented by the Media Union of Manitoba No. 191 were provided by the Union.

Altogether, 65 collective agreements representing the 55 large and small daily newspapers and one news magazine, as well as 79 community newspapers that are published once or several times a week were examined. A list of the newspapers in this study are in Appendix A.

2.2.3. Journalists Taking Ethical Stands

Appeals were made to the executives of their respective unions to identify as many journalists as possible, beginning with local union and guild presidents, to discuss if, when and how the ethical safeguards in their collective agreements have kicked in and how well they worked.

Personal interviews and telephone interviews were then arranged with individual journalists and union officials on an opportunity basis in Vancouver, B.C.; London, Kitchener-Waterloo, Hamilton and Toronto, Ontario; Montreal, Quebec; and Halifax, Nova Scotia. Those cities were identified as having newspapers where, historically and currently, the most significant stands on ethical issues were taken by journalists with or without the benefit professional, integrity or ethical clauses in their collective agreements. Telephone interviews were conducted with journalists in Winnipeg, Manitoba, and Regina, Saskatchewan.