Some very exciting vistas begin to unfold in the Communications field as there appears to be finally an in-gathering of the scholarly exiles. We refer to the creation of a Steering Committee to investigate the possible establishment of a Communication Association of Canada that will affiliate with the Learned Societies. Likewise, the Canadian Journal of Communication would affiliate, be linked to membership while at the same time be available to non-joiners. The term exiles is used advisedly as those engaged in communication studies across Canada have not been ready until now to form or to maintain "communication" among themselves. There have been previous attempts to found an association or start a circle with this common bond as, for instance, the University of Toronto group with Marshall McLuhan and Edmund Carpenter with Explorations in 1953-1959. Then there was J.W. Mole in 1960-1962 with The Canadian Institute of Communications in Ottawa and publication of its bilingual journal; the Media 71, 72, 73,74 and 75 conferences around "Content" and finally "Media Probe" (our own organization), 1974-78.

At any rate it was a sort of a coolly cautious effort at Windsor on May 25-27 as some 50 persons from universities, government and industry, plus students interested in the Communication field, did manage to gather for a founding conference.

The Journal will continue to be published by an independent scholarly group but will work closely with a proposed communication association, providing the association with places on its editorial board which has gradually become national with representatives in Vancouver, Saskatoon, Toronto, Windsor, Montreal, Ottawa and St. John's, Nfld.

With the previous issue (Vol. 4, No. 4) we complete four years of publishing and this Summer begin our fifth volume. As some of our readers know, the Journal started out as a "town and gown" magazine under the name Media Probe with contributors and subscribers drawn from many walks of life. There were some issues when we wondered if there would be another, not alone for financial reasons but for shortage of good articles to publish. But something always floated in over the transom at the last minute - unsolicited material which often proved first rate.

There was good support from both town and the gown,
although some disappointment at the slow support from sources where it was most expected. Perhaps it was our small and rather folksy format. It changed several times - from legal-size to half that size (quarto) with no-cover, and hard cover to soft cover. Finally, we settled on the present standard-sized 8 1/2 x 11, with a second-colour cover carrying the table of contents. The script-like type, logotype, spacing in the body of the journal and heads and sub-heads seemed to please. The journal also appeared on selected newsstands and bookstores across Canada. It had always been a national periodical in terms of editorial content, editorial board and readership, but now it began to fill in some of the geographic gaps. Its policy has been to exchange information, ideas, innovations and research findings among scholars (and some interested practitioners) in this field, to develop greater understanding of the role of communication in society, to promote freedom of information in the world and, at this particular juncture in Canada's destiny, to help bring about the abolition of "two solitudes" by way of a unifying communication activities.

EXCHANGE AD

Media Information Australia

MEDIA INFORMATION AUSTRALIA (MIA) is a quarterly produced by the Australian Film and Television School, with assistance from the Australian Broadcasting Commission and the Australian Film Commission. MIA was established in 1976 as an attempt to co-ordinate information about media and communications in Australia.

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MIA is edited by Henry Mayer (Professor of Political Theory at the University of Sydney and author of "The Press In Australia", the first book-length attempt to study the press systematically).

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