

## EDITOR'S COLUMN

After a busy publishing year in 1989, when we brought out four regular and one special issue, the *Canadian Journal of Communication* is now on track. The Board therefore has had some time to evaluate the cost and quality of various Canadian publishers. Though the years with the University of Calgary Press have been generally satisfactory, and we have learned a lot about streamlining manuscript preparation, the time has come to make some changes and to have the printing and publishing done closer to home. This will therefore be both the last issue (double) in this year's *volume 15* and the last one to come to you from Calgary. Let me therefore take this opportunity to thank the production staff for their assistance in making our journal expand in size and in circulation. Please note that subscription renewal slips for 1991 will continue to come from Calgary until the end of the year when the administrative transfer takes place. Please re-subscribe NOW (for up to three years) to beat the GST.

The annual membership meeting at the University of Victoria also confirmed the election by acclamation of three new *CJC* Board Members. We welcome Nikos Metallinos (Concordia), David Nostbakken (Director, Communications Division, International Development Research Centre, Ottawa) and Jocelyne Picot (Director, Organizational Research, Canadian Workplace Automation Centre, Laval). They replace Gail Valaskakis (Concordia), Vincent Mosco (Carleton) and Robert Babe (University of Ottawa) who have served with distinction. A special vote of thanks is due to Gail, who has functioned as a most efficient Secretary of the Board for the past three years. Her knowledge of administrative and constitutional matters has been invaluable. Thanks are also due to Walt Romanow (Windsor University) who as Book Review Editor has greatly increased the reviewer roster and has urged the *CJC* to publish more book reviews per issue. We are mindful of this recommendation and wish Walt "good speed" on his new venture of coordinating the research skills of retired Windsor University professors who have set up a consultancy business.

My editorial office is also undergoing changes. The associate editor Liss Jeffrey is leaving to take up a position at Trent University and my assistant Edward R. Slopek has gone to the University of Calgary. I shall miss them both for their help and inspiration. A very competent and accomplished UQAM professor and journalist will take their place. I am pleased to introduce Armande Saint-Jean as the new associate editor who will keep a watchful eye on the French language responsibilities of the journal. Donald Theall's (Trent) Treasurer's report indicates that while the *CJC*

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continues to be financially solvent, this solvency depends on finding at least one outside sponsor for one issue per year, as well as continued donations from departments and schools of communication and journalism. We thank all of those who have responded to the President's (Annie Mear/Université de Montréal) requests this year. The donors will be honored in a more visible format shortly. Future issues in the coming twelve months will focus on press and newspaper research; the export chances of Canadian television programming; and the state of popular culture research and issues in "Crisis Communication", a topic which William Leiss (Simon Fraser) addressed in his Southam lecture.

The present double issue on computers and organizations seems to address a very timely question. It is guest edited by James R. Taylor (Université de Montréal) who is one of Canada's well-known researchers in this field. We thank him for bringing together work by both French- and English-speaking scholars. The topic has not only attracted scholars but also the *Globe and Mail's* business reporters (May 7, 1990). Two interesting articles re-assessed the role of computer departments in large organizations and the relatively slow adoption of desk-top computers as a management tool. I was intrigued to read that after the initial flurry of making computing a special operational branch, many companies are now reconsidering and farming out their computing chores. The *Globe and Mail* predicts that this market, which has been dubbed "outsourcing", will be worth an estimated \$100 billion (US) in yearly revenues by 1995. The growth of "outsourcing" seems to corroborate some of the scholarly findings in this volume, which paint a rather mixed picture of the organizational effects of computers. Managing the day-to-day operations of a company's computer room, checking on compatibility of hardware and upgrading it, providing guaranteed back-up systems and processing power, all turn out to be extremely costly and can tie up corporate human and financial resources with very little assurance that these investments will pay off.

Could we as sociologists and communication scholars have predicted these outcomes, knowing that the post-industrial trends are toward greater division of labour and further specialization? Furthermore, what can we say about the probable export of computing and data processing tasks to Third World sites where labour costs are cheaper? Will Canada's STM Systems Corporation of Toronto, with annual sales of about \$200 million (Canadian), be able to compete in this environment? The picture seems clouded but privacy legislation, if it is ever adopted, should help keep certain types of confidential records, like tax information, within our borders. The issues certainly merit further investigation and involvement by our Association. It might also become a lively panel discussion at the next Canadian Communication Association meetings at Queen's University, Kingston, Ontario in 1991.

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