

OTA/MTO, FMCSA & Now CBC... Another Example Of Supermarket Tabloid Trash



BY ROBERT D. SCHEPHER

When the CBC aired "Canadian truckers violate U.S. safety rules" on February 23rd, 2011 it painted a picture of the trucking industry as if it was a wild mob of rebels tearing up the rules and the roads. However, when CBC was confronted with the ACTUAL data and a request for clarification by Marco Beghetto of Today's Trucking it arrogantly refused to respond. Nothing like another random drive-by shooting to both the trucking industry and "journalism".

It seems the fabrication and manipulation of data is the new millennium's soup de jour. Similar to the FMCSA "reasoning's" for the proposed new changes to the HOS or the OTA/MTO method of passing the speed limiter law. Choose a direction then fabricate "evidence" to support the proposal. Then, keep yelling and trumpeting the spin until you drown out the facts!

Did the MTO/OTA's speed limiter spin and FMCSA data manipulation give media outlets (such as CBC) a blank check to creatively trash the trucking industry? Isn't it the responsibility of professional journalists to hold bureaucratic freak shows accountable for their statistical data, as opposed to running with the lemmings for the sake of ratings?

CBC placed a baited

hook of imaginary fear in the minds of innocent Canadian citizens. Given CBC's slant, you'd think the ditches would have been full of fatigue truck wrecks but they actually had to dig up a six year old accident in order to support their fabrications. In other words CBC embellished a non-news item for the sake of Ratings! So, when real news ever does come along, who will we be able to trust for accuracy? Certainly not the CBC!

Oh what tangled web of Baitings.

When first we practice the Zeal for Ratings. (My apologies to Sir Walter Scott)

What kind of twisted logic thinks that the fabrication of statistical data will add to their journalistic integrity as a Canadian icon? It only shows CBC's desperation to elevate

their perceived status, or maybe they're just looking for more federal funding?

Which brings me to the next logical thought, why are hard working Canadian taxpayers funding this type of tabloid trash? The 2010 estimate was \$930 million.

Personally, I'm now looking forward to the day when Wendy Mesley interviews the scale clad alligator boy growing up in the Toronto Sewer system or that all important world exclusive with the Mars Aliens who are advising the Obama administration

on climate control.

Do these people who have influence actually think we're all idiots? Mindless thoughtless blobs of amino acids? Kind of looks like it.

If CBC does not rescind their own refuse maybe Ottawa can rescind a few million of our tax dollars in compensation.

Thanks to:

Oh what a tangled web we weave. When first we practice to deceive! Sir Walter Scott, Marmion, Canto vi. Stanza 17. Scottish author & novelist (1771 - 1832).

Right Turn Blog - Marco Beghetto, www.todaystrucking.com/blog/blog-post.cfm?threadid=1303&catid=29.

Robert D. Schepher operates an accounting and consulting firm in Steinbach, Manitoba. He has a Masters Degree in Business Administration and is the author of the Book "Making Your Miles Count: taxes, taxes, taxes" (now available on CD). You can find him at www.thrconsulting.ca and thrconsulting.blogspot.com or at 877.987.9787. You can e-mail him at robert@thrconsulting.ca.

OUR MISTAKE...

Attribution Regarding "Choosing a Trucking Company" March Article

In the March issue of this magazine I wrote an article called "Choosing a trucking company that you can trust" in which I wrote "...January 19th...Nolan Transportation was featured in a press release..." (And referred to the release again in a later sentence).

Apparently, this was not a press release (I have been graciously educated on what is and what is NOT a press release... sometimes interchangeable with "news story"). When I first read the story on January 19th I posted a very appreciative reply on the reporter's blog and proceeded to interview Israel Ludwig (acting attorney) and communicated with Kelly

Nolan of Nolan Transportation directly. I then wrote my article. However, I still referred to the initial article without attributing the initial source. This was my oversight based on my ignorance of what is, and what is not a press release. I apologize. My only defense is I have an MBA in Financial Management not in journalism (which isn't much of a defense). It won't happen again.

The article referred to a news story written by James Menzies and was published January 19th on Trucknews.com. ■

