

DSU helps Veith House

by Shaune MacKinlay

Though students may be unfamiliar with Veith House, they may be interested to know the Dalhousie Student Union (DSU), has targeted this local social service organization as its annual charity. This large red building at the end of Veith St. is a vital component of Halifax's North End community.

The former orphanage now assists low-income families and individuals achieve personal growth and independence through a variety of non-profit programs.

Veith House responds to needs articulated by the community, drawing upon the available resources of the community, social services, and volunteers.

Catherine Doucette, Public Relations Coordinator for Veith House, points out, "The strength of Veith House is in the integration of all the programs." Veith House offers counselling services on issues such as domestic violence, sexual abuse, self-esteem, parenting and personal development. In 1989, these counselling services were able to assist 151 clients.

Project Headway, the adult literacy program established in 1984, aims to upgrade its participants to a level which will enable them to achieve their GED (general high school diploma).

Recognizing that illiteracy can be linked to poverty, low self-esteem, and abuse, the program is equipped with a built-in support

system.

Its other unique features include child care facilities, a choice of day or evening classes, and classes offered three times throughout the year.

Since 1988, the program has experienced a 59.5 percent growth in enrollment.

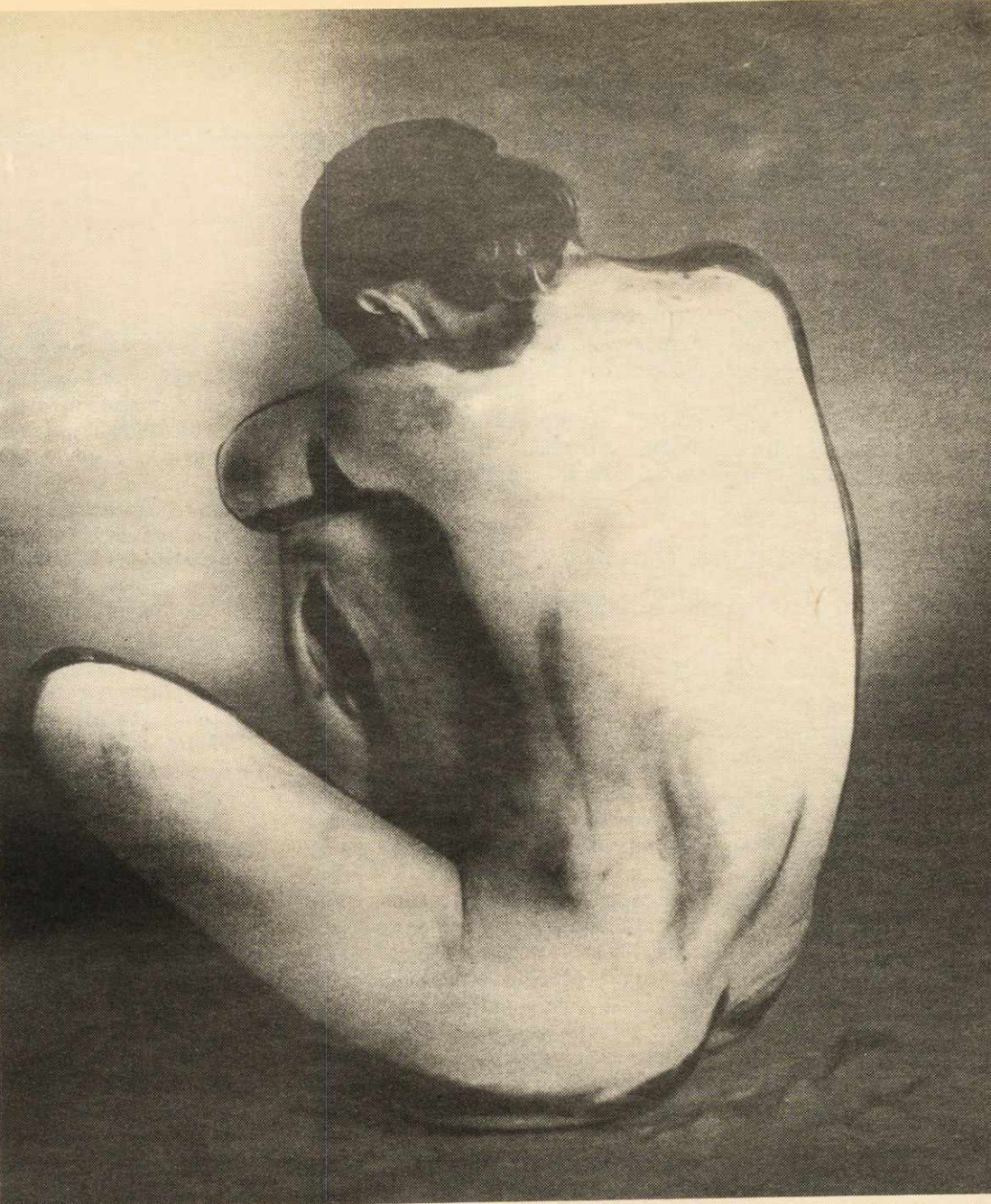
B.J., who now works at Veith House, has been attending literacy training since September, 1990. She has applied to write her GED exam, with future plans to enroll in a computer course. "The atmosphere (at Veith House) is more or less like a family...more places should be like that," she says.

Veith House's pre-school concentrates on providing young children, aged three to five, with a positive learning experience. With subsidies from the provincial government, the pre-school is able to function with a sliding fee scale to meet the financial capabilities of the parents.

Veith House also offers in-home educational services to parents through Project H.O.P.E. (Helpful Options in Parenting Education) to assist in the learning of positive parenting skills.

Apart from its core programs, Veith House offers a number of other important services, such as advocacy and emergency assistance, supervised child-parent visits, trusteeing of money for people unable to make monthly payments, and work projects for social assistance recipients.

Despite the high level of com-



Dal photo: Maria Patriquin

munity service provided by Veith House, it operates within a very narrow budget.

In 1989, Veith House provided assistance to over 750 families on an operating budget of \$230,000. This funding comes in part from charitable organizations, such as the Metro United Way, Halifax Children's Foundation, and the Sisters of Charity, as well as the Province of Nova Scotia and the Canada Assistance Plan.

Because they are a non-profit

organization with limited available funds, Veith House is concerned about its ability to continue some of its programs.

This year, fifty men seeking counselling for domestic abuse were turned away due to lack of money for a proposed assistance project. There is also fear that Veith House may be in danger of losing its literacy program, due to lack of funds.

Project coordinators, despite their time and energy, must still

function within their budget. Says Catherine Doucette, "Everybody here works overtime...they're working in non-profit because they want to."

Veith House works hard to raise awareness of its role in Halifax's low-income community. The DSU will organize a number of fundraising events for the facility, including the annual Charity Ball, to help raise such an awareness among students and the community.

"La Goddess" ads are sexist

by Marie LeBlanc

Word has it that the Ontario NDP is planning to take strong measures against sexism in media advertising.

In response to criticism that the Ontario government is intentionally allowing breweries to promote their beer with sexist advertising, the Globe and Mail newspaper has reported that breweries are anxiously awaiting the Ontario New Democratic Party's view.

For several years now beer advertisers have been criticised for their sexist commercials. This led to advertisers being "put on notice" by the Canadian Radio and Television Commission this year. In a circular on alcoholic beverage advertising, Canada's broadcasting regulatory body stated, "Some broadcasters have expressed concern about what is perceived as a growing trend to portray sexuality in broadcast advertising."

This note from the CRTC was initiated by a request from the Canadian Broadcasting Corporation, which considers itself much stricter on issues of sexism than the privately owned networks.

It is not uncommon to find the CBC asking for changes in beer commercials on the basis of female exploitation, even after it has passed CRTC regulations. Proof of their commitment is CBC's statement earlier this year that it would not air certain Labatt's commercials without some changes.

One of the controversial spots in question depicts a young man planning a "chance meeting" with a woman in a crowded bar. He goes on to explain this anticipated encounter as if it were a football play, complete with a playbook and a play-by-play announcer.

In defence of their ad, the Labatt's advertising manager for

the Atlantic region stated, "In developing this commercial it was our intent to avoid a sexist ending." This is why the woman, at the end of the commercial says, "I'll think about it." They feel this clearly states the woman's rights.

Moosehead breweries, who had been running commercials peopled with swimsuit clad beauties for over a year, pulled them in December of last year. The timing coincided with the Montreal Massacre, and with heightened sensitivity to sexism and violence directed at women.

The removal of the commercial was said to be because, "Moosehead did not want to contribute to anything of that sort."

Commercials such as the Labatt's ones depicting women as "La Babe", though perhaps not as overtly sexist and offensive as many other things, are regarded as promoting negative stereotypes of women.

