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Pepsi: no choice for a new generation

BY JENNIFER CALDWELL
AND SALLY THOMAS

Look around campus and all you'll find are Pepsi products to quench your thirst. That's because Pepsi is paying Dal millions of dollars to be the only soda company on campus.

Dalhousie is renegotiating its beverage exclusivity contract with Pepsi this fall to continue the Pepsi monopoly. But no one is willing to reveal the specific details of the proposed ten-year pact.

Dalhousie Student Union (DSU) president Ted Chiasson says he is pleased with what Pepsi's money does for the campus — scholarships, event funding and funding for the Tiger Patrol. Pepsi also sponsors Dal sports teams and hires students for

promotional events.

"If you look around and if you see anything with a Pepsi logo — Pepsi's pretty much supporting it," he said.

Chiasson says the money from Pepsi is especially beneficial because of government cutbacks to post-secondary education.

"In an ideal world we'd have sufficient funding from the government for all these programs, but we live in a world where we have to deal with reality, and we have to search for funding and resources,"

he said.

But Linda Pannozzo, executive director of the Nova Scotia Public Interest Research Group, disagrees.

"Filling the void with Pepsi money is an excuse. We should not

be accepting [government] cuts," she said.

Pannozzo says corporate sponsorship can manipulate research, and she is afraid that corporate funding will influence university curricula.

"Pepsi wants to make money off the students, and that is not right. [Corporate sponsorship] is growing and is heading in the wrong direction," she said.

Chiasson says he doesn't see any problems in supporting a multi-

national corporation.

"It's not like the Pepsi you're drinking was produced in a sweatshop in Pakistan or Indonesia — it's produced by a local company," he said.

"I suppose the worst part [of the contract] would be if... money from Dal students was going to support some wrongful activity [of Pepsi's] in a foreign country."

Worldwide, Pepsi employs about 140,000 people and is a \$20-billion empire.

But back at Dal, no one is talking about the specifics of the contract, including how much sole rights to the entire university are worth.

Eric McKee, vice-president of student services, would not comment on the contract's details, saying an official statement would be released within the next two weeks.

Chiasson was also vague about the contract's details.

"It's enough money that
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Cola continued...

Pop contracts across Canada p.14-15

The Cola wars p.17

Streeter: A taste test without the taste p.16

More funding for Dal

BY LEE PITTS

Dalhousie University will receive an additional \$9-million in government funding.

The money comes from a recommendation of the Nova Scotia Council of Higher Education (NSCHE) to give Nova Scotia universities \$23.8-million over the next three years. The council recommended the extra cash because it saw a need in a province with more degree-granting institutions per capita than any other in Canada.

"A highly educated population is key to the province's economic development," the report stated.

Robbie Harrison, Nova Scotia's minister of education, agrees.

"[It's] a high priority to the people of this province that publicly-funded education have adequate resources, which includes a strong and vibrant university community," he said.

Funding to Nova Scotia's 11 universities will increase from \$175-million to \$198.8-million.

Dal's funding will increase from \$88.7-million to \$97.9-million.

Dalhousie Student Union (DSU) president Ted Chiasson says he is thrilled to see the extra money, but wants to ensure Dalhousie uses the funds properly.

"More funding is always good, but we must make sure the funding goes to supporting the quality of education and keeping tuition costs down," he said.

"Once you have sufficient funding on the provincial level, you

must...make sure the [university] uses it in a fiscally responsible manner so we can have tuition rates lowered or at least maintained," he added.

But Chiasson says Dalhousie's projected budget already calls for a tuition hike.

"Dal is entering, I believe, it's 11th straight year of [departmental] budget cuts, so it's our battle to hold the line on tuition while at the same time lobbying the [provincial] government to ensure the funding is there to maintain the quality of education."

However, Christine Smith, a spokesperson for the university, says the money has come too late to have an impact on this year's finances.

"It remains to be seen how [the money] will roll out in the next couple of years," she said. "[The grant] wasn't necessarily [about] getting more money, it was restoring funding previously cut."

Other institutions in the province will receive extra funding ranging from \$69,064 for Mount Saint Vincent University to \$2.6-million for Acadia and \$4.1-million for St. Francis Xavier University in Antigonish. Saint Mary's University will receive \$3.6-million, while the University of King's College will be handed \$827,512.

The education minister says the schools are pleased with the announcement.

"The universities have responded positively to [NSCHE's] recommendations and even more positively to the province's commitment to them," Harrison said.



A backhoe picks up wreckage from the old Halifax Civic Building adjacent to the IWK Hospital. Crews have been tearing down the building for the past few weeks. Photo by Luke Dobek.

Flies unzipped, heads forward

Small talk can't be made at urinals, and advertisers reap the rewards

BY JOHN ELMER

The free market has taken over. There are no longer any rules. And I remember where I was when it happened.

I was simply obliging my body's natural call. As I approached the urinal something shocking happened. All of a sudden, as I lowered my fly, it hit me: without Microsoft hotmail my e-mail system would be inadequate. Then I got this uncontrollable urge to buy the latest, hot selling pop-rock compilation. The Proclaimers and The Beastie Boys on the same soundtrack?

Bathroom advertising. There is no reprieve.

The ads, framed in stainless steel and protected by plastic, are fastened to the tile in a number of campus washrooms.

The washroom was once an oasis amid the sand dunes of consumerism. Well, no longer. A simple visit is awash with product identification and we are helpless to prevent it. Precisely why it is so prof-

itable.

Brian Kellow, executive vice-president of the Dalhousie Student Union (DSU), is in charge of bathroom advertising — and the cash it brings in.

And his rationale for the advertising is as understandable as it is disappointing. The school needs more money.

News Analysis

Kellow could not release the agreement's monetary details, but says a sizable amount of money was offered up for the bathroom ad space.

A sizable amount of money, because there is no turning the page or changing the channel — you can't even look away.

Because standing in front of a urinal is one of life's cruel jokes. Four guys pressed in recesses in the wall in an understood treaty.

You can't look at the ceiling. Picture that.

You can't look down. At

least, not without looking like a Calvin Klein model.

You surely can't look at your neighbour.

And you can't close your eyes — on the off chance the guy beside you looked over, what would he think?

Nothing to do but stare ahead, directly into a placard promotion for music, computers and beer.

Studies show we read these billboards three or four times as we passively stand before them. But it doesn't seem to bother us that we entered the washroom free-spirited and drinking Moosehead, and left paranoid about our computers, in search of a pint of Canadian.

The ads don't have to be eye-catching to hold your attention. They come with a built-in window of opportunity to fill us with more wonderfully useless product information.

But Kellow says the DSU does have advertising standards. Like not accepting money from to-

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