

Waterloo. "This is the future, right here," he says "and we're educating the people who're turning the world around. If you're interested in productivity then this is a great place to be".

He continues: "We operate full-blast all year round. We have the highest entrance requirements in the country, we're famous around the world for our computer software packages, for our computer languages like WATFOR and WATFIV, and then WIDJET and WATSTAR, and we run the largest math competition in the world for high school students..."

Students go out on their own

Waterloo does, nevertheless, have a serious problem: finding and keeping top talent on staff. Its emphasis on entrepreneurial spirit means that student prodigies often tend to start up their own companies or are lured away by good industrial salaries. A few years out of Waterloo, a young electrical engineer or computer scientist can be earning \$45 000 or more a year. And the brain drain continues, according to computer science chairman Janusz Brzozowski. "American universities pay better," he says, "but everywhere the problem is the same: we can't keep up with the undergraduate demand. Labs are full, classrooms are overcrowded, and there is still only one Ph.D being produced for every four industrial and academic positions open."

Yet, Dr. Brzozowski insists that Waterloo is coping with the situation. "We have an excellent international reputation and we still manage to attract the people we want." The main reason is "the research atmosphere. The people we're interested in, they like teaching but what really holds them is the research". High tech research may sound like a glamorous pursuit but it tends to be tedious and time consuming and requires great patience and lots of money.

The freedom to pursue abstract goals is, however, regarded as a priceless gift by certain individuals, and these are the people who tend to cluster at the cutting edge, as they say, on the frontiers of science. Waterloo demonstrates its commitment to these people by directing more money their way. Research expenditures have gone up more than 104 per cent over the past four years, last year reaching \$17 million. The university's operating budget runs at \$100 million a year, with 80 per cent of the money coming from government and the rest from student fees.

Communications award to honour Marshall McLuhan



At the ceremony for the award are (left to right): President-Director General of Teleglobe Canada Jean-Claude Delorme; federal Minister of Communications Francis Fox; Mrs. McLuhan; and President of the Canadian Commission for UNESCO Vianney Décarie.

A \$50 000 prize, open world-wide, will be awarded every two years by Canada for significant advances in understanding the effect of communications media and technology on society.

The money and a medal commemorating the pioneer work of the late Marshall McLuhan is being provided by Teleglobe Canada, the federal agency responsible for international telecommunications services.

The award will be administered by the Canadian Commission for UNESCO, the national organization supporting the

United Nations Educational, Scientific and Cultural Organization.

A contract to cement the deal between Teleglobe and the UNESCO commission was signed recently at a ceremony attended by McLuhan's widow and family. The University of Toronto professor, who coined the concept of a global village and the phrase "the medium is the message," died in December 1980.

Nominations for the McLuhan Teleglobe Canada Awards may be made by any of the 157 UNESCO member countries that have national commissions.

National Energy Board approves gas exports

Natural gas exports, worth a potential \$70 billion over the next 15 years, have been approved by Canada's National Energy Board.

The landmark decision, announced on January 27, will allow the volume of natural gas exported from Canada to double and, for the first time, clears the way for exports to a country other than the United States.

Issuing its first new natural gas licences since 1979, the board has authorized the export of an additional 11.5 trillion cubic feet of western Canadian natural gas, 20 per cent of which will go to Japan.

The remaining 80 per cent, or 9.3

trillion cubic feet, will be available for export to the United States, mostly to markets in the midwest and northeast.

The extra exports were made possible because the board relaxed its formula used to calculate Canada's natural gas surplus last spring.

The decision, which results from eight months of hearings last year, must still be approved by Cabinet.

Board chairman Geoffrey Edge predicted that if all the exports go ahead, the net benefit to Canada (after construction and other costs) will be about \$17 billion, plus the creation of thousands of jobs building pipelines and facilities.