

# scrutinizing second look

## THE IMMACULATE CONCEPTION

Conceived by Commerce rep Saffron Shandro, the idea was to publish a promotional magazine which would be available to all prospective university students describing the university environment, etc.

Shandro received encouragement from those he spoke with about such a magazine. It was obvious to many (Rob Spraggins, Daryl Ness; and others) that there was no existing medium through which the students union could do any effective public relations work.

In view of the difficulties facing graduates it was sensed that they too, needed some promotion. It was therefore agreed that the magazine should serve this function as well. With these dual functions a motion was brought before students council. THE BIRTH

Whereas it is desirable to promote the University from a student's point of view, and

Whereas it is desirable to inform students who are making decisions relating to University from a student's point of view, and

Whereas it is desirable to inform students who are making decisions relating to University entrance about the University from a student's point of view, and

Whereas it has been suggested by experts in the public relations field that a promotional magazine is desirable to the Students' Union on a break-even basis, and

Whereas it is desirable to acquaint the business community and other potential employers with the attributes and qualities of graduates of this University, it is hereby moved by Spraggins and seconded by Shandro,

That a commission be set up to produce, publish and organize the advertising revenue for the magazine to be known as "A Second Look".

(Saturday June 10th, 1972, about 9:00 p.m.)

A majority of those in attendance agreed, in principal, with the idea: in fact only four members present recorded their disapproval, Garry West, who is now working in the project, Mark Priegart, K. Orchard, and B. Vergrette.

The motion also included a resolution to set up a commission including the following members of the Students Union, Gerry Riskin, SU president; Rob Spraggins, Exec. VP; Steven Snyder, PR manager; Daryl Ness, general manager; Alicia Maluta, ad manager; Saffron Shandro, Commerce rep; and Garry West, finance and admin vice-president.

## THE INFANCY

The commission held meetings at periodic intervals and worked to prepare a budget and some promotional material.

Several members of the commission expressed their concern that they had not been informed of the times and place of the meetings. They were told that the meetings were often called quickly and that it was difficult to inform everyone. At some of these meetings members of consulting firms were present to give their ideas and impressions to the commissioners.

The commission found that it was not difficult to spend the \$1000 which council had loaned them. Concern relating to this spending was voiced by Gerry Riskin at the commission meeting of October 28th. Riskin introduced a motion which was subsequently passed, that no further money be spent until advertising revenue was secured. It was somewhat unfortunate that Riskin had to leave the meeting at 12 noon in order to travel east to attend a conference. Shandro happened to be late for that meeting and did not show up until after noon.

The commission had at this time nearly finished its budget and the sales promotional material, both of which are now completed. The commission has informed students council that they have not spent more than the \$1000 allocated to them, and that they are in a position to



present their final budget  
PUBERTY

The Second Look Project entered into puberty at the students' council meeting of November 6.

At that meeting Shandro made a presentation to council concerning the project. The major part of that representation was devoted to the concept and objectives of the Second Look Project. A statement of estimated cash flows was given to council at the close of the representation which indicated the expenditures which the project is likely to incur. To cover these expenses it is necessary to raise \$37,200 in advertising and sponsorship. According to Shandro, revenues are expected to exceed \$90,000. But the project at this time entered into an identity crisis.

In the first place, it became apparent that resistance to the project had grown. Various members of student's council, including some members of the executive were becoming apprehensive of the magnitude of the project.

Riskin was somewhat awestruck in hearing the representation given by Shandro last Monday. He seemed unable to comprehend how this project had changed so much from the meeting of the commission on October 28th. Shandro is now talking of \$100,000 and a series of publications.

Pat Delaney (vp academic) commented in the council meeting that he would like to see the figures which Mr. Shandro was talking of. These figures have now been supplied to him and he has indicated that whereas he may not like the current scope of the project, according to the original motion, Shandro has every right to pursue this project. In fact he may not only have the right but the obligation to do so.

Ness has his reservations about the project also. He was one of the commission members who complained about not being informed of the times of the commission meetings.

Arts rep Mark Priegart has maintained throughout that it is not the responsibility of the student's union to do public relations work for the administration. It is Priegart's opinion that promoting the university as an institution surely rests with the administrators.

Other members of student's council have expressed their concern that the project no longer falls within the bounds of the original motion. Many have said that the idea of the magazine was a good one but that the commission has now become more intent on making money than promoting the university from a student's point of view.

It has now become apparent that if this identity crisis is not resolved to the satisfaction of Student Council, then the project may never reach maturity.

Shandro is not deterred by this threat and the commission has prepared the necessary publicity for advertising sales reps to use. These sales rep, who will be paid an 8% commission were not envisioned by Riskin and other members of the committee, who thought that the sales reps would be volunteers. At the November 4th meeting of the committee it was mentioned that it

may be difficult to recruit an all volunteer sales force. Because of this difficulty the commission resolved that the sales reps should be paid on a commission basis.

This sales promotional material itself has raised more apprehension. It has been mentioned that some of the work done on this material still has to be paid for; the photographer's bill alone is expected to exceed \$1000. It may be that the commission has not spent more than the \$1000 given to them, but how much more has it committed itself to? Apparently Shandro is one of the few who really knows the financial status of the commission.. Just how crucial the problem

He has indicated that a sponsor may appear to underwrite the whole cost of the advance publicity. The same is not true for the cost of the publications but Shandro believes that advertising revenue will be sufficient to cover the cost of these magazines.

The idea of several magazines is a relatively new one. The first magazine is intended to be a general overview of the whole university whereas the following magazines will each highlight one particular faculty. Five magazines were suggested by Shandro but in that there are more than five faculties on this campus, not to mention those at the University of Calgary and the University of Lethbridge who have now been encompassed by the whole project, maybe the figure to five publications is not realistic.

The whole project has grown to gigantic proportions—far beyond the intention, if not the wording of the original motion.

Chief amongst the questions still to be resolved is in what form the project will reach maturity—if indeed it does at all.

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## commerce site review

"Recent publicity" influenced the decision to reconsider the location of the proposed commerce building, according to vice-president of planning and development, W.D. Neal.

The review will be made at an open meeting of the Campus Development Committee which will "most probably" be held on December 12th. Interested people will be invited to prepare written submissions for consideration.

Neal said that the decision to reconsider the location of the building resulted from complaints which began several months ago, primarily from faculty members whose offices are in Tory. One alternative site is east of 112th street, south of the new humanities building. The commerce building had originally been planned for the space in front of Tory and HUB to facilitate communication between the commerce and economics departments.

Protests against the proposed location were launched by Max Baird, a professor in the political science department, and Greg Teal, a second year arts student. cs

## grad rep unseated

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The grad student rep on the board of governors will sit on the board only as a "consultant" as a result of a decision at its Friday meeting.

On advice from the university solicitors that the Grad Student Association had never been officially incorporated the board voted to encourage the GSA to seek an order in council formally incorporating it under the Universities act, and to urge the provincial government to act swiftly in granting the recognition.

GSA rep Mahomed Ali Adam was allowed to retain his seat on the board and to attend confidential sessions, but will be denied voting rights until the organization is legally constituted.

"There is always a possibility that an action of the Board may be challenged if a vote includes a member who is not legally seated," the solicitors advised.

The only condition put on the board's request for quick government action on the GSA application was an amendment by university chancellor Louis Desrochers. He argued that GSA recognition should depend on graduate students acknowledging responsibility for retiring the debt of SUB.

Although his amendment called for grad students to pay the \$10 fees which they had previously withheld, it was unclear whether the board members intended the amendment to apply only to the \$6 debt retirement fee or to the entire \$10 students union fee, \$4 of which now goes to SUB "services" to grad students.

It was the failure of negotiations over what services the \$4 was to cover which originally led the GSA to their fee boycott early in the year.

The question of the ID cards was finally put to rest, as the board voted to accept the GSA card this year for university identification and to institute an official all-university ID card next year.

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"Nothing but good has come from opening this university up," commented university president Max Wyman while defending the Board of Governors' policy of considering most business behind closed doors.

During Friday's closed-door session, the board made a decision on the general faculties council recommendation that no application for special constable status be made for the campus security force.

GSA rep Mahomed Ali Adam asked that the security force item be moved from the confidential to the non-confidential section of the agenda, be acquiesced when board chairman F.T. Jenner asked that it remain in closed session because of special information which he proposed to present.

In an informal briefing session after the closed portion of the meeting, Wyman said that the board had decided to seek government assistance in correcting the estimated \$300,000 to \$350,000 heating deficiencies in the new clinical sciences building.

The board also decided to send formal notification to the city of Edmonton that the university farm would not be made available for Commonwealth Games facilities.