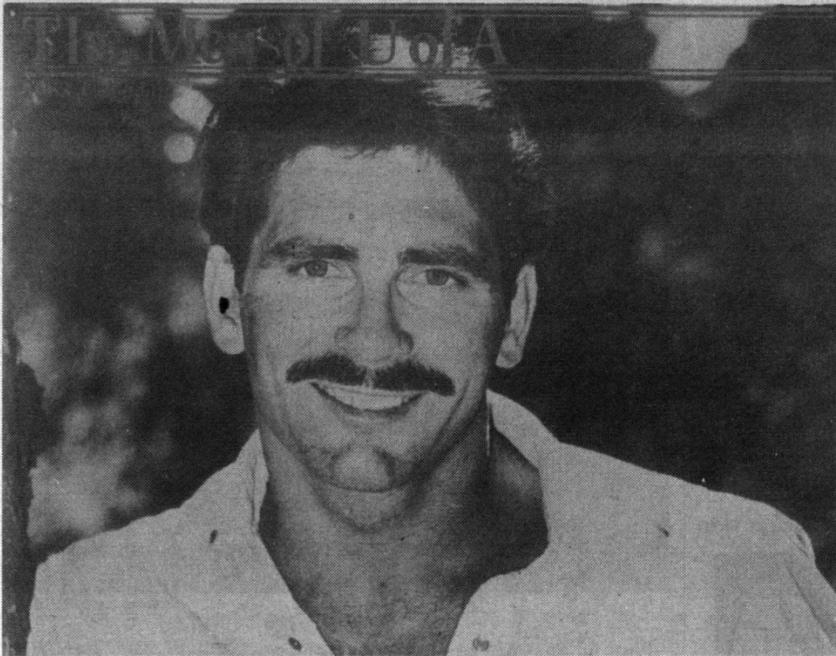


# gateway

Thursday, November 25, 1982

You should have thought of all this...

before you were born.  
N.F. Simpson



## Capitalism creates Calendar caper

by Doug McQueen

It appears the makers of the calendars *The Men and Women of the U of A* handled the production in such a way that they crossed the boundaries of misrepresentation.

U of A students Dawn Izzard and Keeley Vickson, co-founders of Pinnacle Productions, the producers of the calendars, managed to misrepresent themselves to both business clients and to the public.

The misrepresentations of Izzard and Vickson include:

- the use of "ringers"; not all the models featured currently attend the U of A.

- telling potential advertisers in the calendar there was a connection with Universiade, which did not exist.

- allowing various advertisers to believe profits of the sale of the calendars were going solely to charity.

- the use of a misleading logo on the calendar which says "Proceeds to 630 CHED children's charity" implying all profits from the calendar go to the charity.

In fact not all proceeds from the sale of the calendar will be going to charity. The CHED logo stating that proceeds go to 630 CHED children's charity is ambiguous and misleading.

CHED does have a contract with Izzard and Vickson stating that if 10,000 calendars are sold then \$1,000 will go to the charity.

This works out to 10¢ per calendar sold. Considering Izzard and Vickson received \$5.57 per calendar in a guaranteed sale agreement with the U of A bookstore for the first run of 5,000 calendars, the donation hardly represents the total profits of the sale.

A second edition of another 5,000 calendars is also being planned.

Vickson and Izzard were both questioned about the misleading nature of the logo appearing on the calendars.

Izzard admitted it could be considered so.

Vickson, however, disagreed and claimed the logo was entirely factual.

Vickson and Izzard are also reported to have misrepresented themselves while selling advertising in the calendars.

Not only did they allow advertisers to believe the proceeds from the sale of the calendars would be going to charity but they also claimed an association with Universiade '83 which did not exist.

Vickson and Izzard claimed to have applied to the Universiade Corporation for official souvenir

status for the calendars. In return for souvenir status Izzard and Vickson would pay Universiade royalties from the sale.

Patty Newton, Licensing Coordinator in charge of promotional souvenirs, claimed no knowledge of any such application and denied ever having heard of Pinnacle Productions.

Upon hearing that Izzard and Vickson were claiming an association with Universiade '83 and using the name of the corporation on the calendars Newton asked for assistance in getting in touch with Pinnacle Productions.

Newton wanted to get either Izzard or Vickson to sign a statement denying any association with the Universiade Corporation.

One person who paid for advertising in the calendars was surprised to hear Pinnacle Productions was not associated with Universiade '83 and not donating the profits to charity.

Tom Markakis of Tom's Deli asked bluntly, "Are you telling me they lied to me?"

Said Vickson, when she was asked if she had intentionally misled advertisers, "We spelt it out as clearly as possible; it's not our fault if some of them misunderstood."

Another client who misunderstood felt the terms of the agreement were not "spelt out."

Said Lisa Howes of John Casablancas, "The last time I saw Dawn (Izzard) was when I paid her... she just took the money and left."

At that time Howes was still under the impression that proceeds were going to charity.

The problem in Howes' case was that she agreed to buy advertising not from Izzard or Vickson but from a mutual friend. The mutual friend of Howes, Izzard and Vickson had no operating interest in the calendars and was not an authorized representative of the Pinnacle Productions.

Howes was told the money was intended for charity and she accepted that in good faith.

Howes said, "(In retrospect) I'm not satisfied with their (Izzard and Vickson) approach to selling advertising, they were unprofessional in the fact that they didn't follow up their sale to see if I was satisfied with the finished product. I haven't even received a copy of the calendar yet."

However, none of the advertisers who "misunderstood" have felt wronged enough to take action.

Finally, the calendars are sold as *The Men of the U of A* and *The Women of the U of A*.

In fact three of the people in the pictures do not attend the U of A, two women and one man.

Once again explanations from Izzard and Vickson do not coincide.

Izzard claimed that they received only six portfolio pictures as replies from campus ads for models which they ran throughout the spring.

According to Izzard most of the pictures were unsuitable and "some were sort of pornographic."

By the time their July printing date came, Izzard claimed they had to resort to using non-students as

models.

Vickson however claimed they received fifty pictures. She also claimed problems with the main photographer. However, once again, due to image problems, most of these photographs had to be rejected, and the photographer had to be let go because of the poor quality of his work.

Vickson claimed that for those reasons they had to resort to non-students as models.

Interestingly, though, one of the non-student photographs was taken

by the photographer they were allegedly dissatisfied with.

Admittedly not all of the advertisers are dissatisfied. Some felt they paid for advertising in a calendar and received just that. And most of the pictures are of students at the U of A.

Nevertheless the calendars and the salesmanship of Izzard and Vickson was and is misleading.

Perhaps the most telling remark from Pinnacle Productions was made by Vickson: "Don't you believe in capitalism and entrepreneurship and all that?"

### Few women in academic positions

## WISEST Analysis of Faculty

by Adam Wessel

A recent task force report addressed the small numbers of women in academic positions at the U of A.

The Women In Scholarships, Engineering, and Science Task (WISEST) force has been set up since April 1982.

The WISEST task force has been dealing with this problem specifically. In a sub-group's July report, U of A academic staff were analyzed statistically by sex, rank, and location.

Dr. Susan Jackel, a Canadian Studies lecturer and head of the sub-group, said the U of A has a slightly better percentage of female academic staff than other Canadian universities. U of A staff are 21.5 per cent female while the average in Canada is 15 per cent.

She says, however, this is not an indicator of today's university. "The current situation reflects the relative absence of females (as students) in the 1950's and 60's."

The report, based on December, 1982 statistics, shows a disproportionate number of males to females in different faculties. Two of the 108 full-time regular academic staff in Engineering, one of 23 in Pharmacy, and 16 of 316 in Science are female. There are no women in the Political Science Department.

On the other extreme, all of the 38 full-time regulars in Nursing are female. Jackel says, "We want to break down sex-related ghettos, either way."

The report raises the question of why such imbalances occur. Jackel supplied evidence that percentages of female students fall increasingly as you look higher in education. For the first time in years, 50 per cent of the U of A undergrads are female while 25

per cent are Masters degree students and just 12 per cent are Ph.D. students are female.

Where are the female educators being lost?

"The most common reason for interrupting a career is for family and child-raising," she explains. However, "We don't know the percentage of women" that choose families or bear children.

Jackel says a great deal don't tackle the jobs available because they will have to work harder to go as far as a man would. "What can be done is to welcome qualified young women, to encourage the perception that they will do well."

Another thing that makes so few females a curious situation is that "consistently, over the last 15 years female undergraduates have shown a higher G.P.A. (than males)."

One explanation Jackel offers is the ancient idea men are breadwinners and women need not work: "Women have always had this fallback position."

Trends from the report show

this may be changing.

"What has happened in the last few years is that there is no fallback position - all kinds of things can go wrong." Women can no longer count on not having to work. Figures from the report show that younger staff is higher in percentages of women and as age groups climb percentages become lower. This must be dismissed as concrete evidence of an improving trend, however, as no past figures are available for comparison.

In order to change things it is important to start what Jackel calls a "ripple effect." She suggests that if, say, five women were hired in Engineering things would start to loosen up and eventually women would become accepted.

"Starting in 1990, 150 of the University of Alberta's faculty will retire. If we want qualified women we have to start in 1982."

Jackel says of the WISEST group, "We don't want to be accused of trying to reform society overnight." She laughingly adds, "it could possibly be changed in about 15 years."

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