

LOUIE'S 

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TO
HUB**

SUTV to beat PR crises

by Lisa Hall

The Students' Union is well on its way into the development of a new idea to promote the university throughout Edmonton. The plan — a U of A television show broadcast on QCTV.

The show will cover items on different SU and club sponsored activities, such as concerts and lectures, as well as sports events. The show will also run features on various parts of the U of A and university life.

The idea for a U of A television program began with discussions between the SU executive and the External Affairs Board, who were looking for ways to project the university beyond campus and into the community.

"The U of A has had a public

relations crisis for the last few years," said SU vp external Dave Tupper.

The SU had been considering ideas to work with the media to promote a favorable image of the university, which didn't just include the academic side.

"We've been giving out a lot more press releases this year," said Tupper, "and now the idea of a TV program seems to have potential."

Tupper and vp internal Wendy Olson came up with a proposal and presented it to Esther Swan, the Volunteer Coordinator of Community Programs for QCTV.

Swan also is enthusiastic about the program and thinks "it will do wonders for the university, promoting it as a community oriented place."

QCTV staff will produce and host the show, but the SU will be

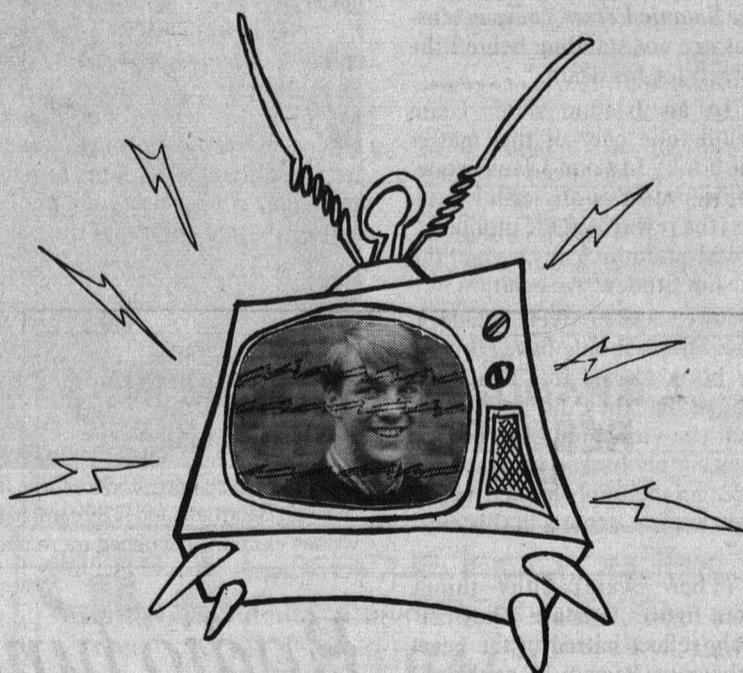
responsible for creating content ideas.

The debut of the yet unnamed show is tentatively set for next September, but Swan hopes to soon begin working on background shots of the campus and getting topics for the show.

Both Tupper and Swan agree the show will create a lot of work for both sides, but that it will be worth it.

"It is important now to get out to the community," said Tupper. "With the government funding problems, we're going to have to go more to the community for funding."

The show will hopefully promote the U of A to be oriented to the entire Edmonton community, where not just students can benefit, and hopefully help to make it easier to approach the community for funding.



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Mohammad slandered in Rushdie book

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founder of Islam.

"He has taken the story of Mohammad and everywhere Mohammad comes, he writes in Mahound (the major character in *The Satanic Verses*). Now all the other characters are the same... he calls the wives of the prophets 'whores of the curtain'. In this book what he is telling us is that what you guys believe in is a bunch of crap," Yahya said.

Yahya is unsure of the meaning of the word 'Mahound' but is sure it has a negative connotation. "He is cutting Islam off its roots. Everything I believe about my prophet and my religion he is totally telling the opposite."

Yahya admits that he has not read the book itself, only summaries and excerpts. "I have relied upon other qualified people, professors of English, who have read the book. I trust their judgement, they are well qualified in the knowledge of Islam and in the

knowledge of English literature."

Yahya believes that this is not the first time Islam has been slandered in the Western media, however, on previous occasions such slander had always been implicit and that "it was never of this scale, not that I remember."

"All factions amongst the Muslims are united totally that this book is totally blasphemous. We consider the wives of the prophets as pure, they are considered like our mothers and when he calls them whores, it is a total destruction of what I believe in."

Yahya is disappointed about the results of the controversy the book has generated. "We certainly did not wish that this controversy happened. It is a dull book from what I understand, this controversy has made it a best seller."

The Muslim Student Association will further explain their position in a public forum within the next two weeks.

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