

CROSSCANADA

H-Q fights PR war

MONTREAL (CUP) — One American university has divested its investments in Hydro-Quebec, and others are considering selling off their Hydro-Quebec bonds because of the controversy surrounding hydro-electric projects in northern Quebec.

Dartmouth College in New Hampshire has already divested, and trustees at Tufts University in Massachusetts will examine the university's investment policy in May, and will consider remaking it so that Hydro-Quebec no longer qualifies for investment.

The Cree of northern Quebec say if Hydro-Quebec goes ahead with plans for the James Bay II hydroelectric dam, it will disrupt their traditional way of life and increase social problems. The Cree say the dam will affect their diet and general consumption habits, and the Cree and Inuktitut languages.

Tufts' student senate voted 15 to 8 to put the issue of divestment on the agenda of their trustees. If the trustees remake the college's investment policy to exclude Hydro, the university will divest \$2 million in bonds.

The Executive Committee of Dartmouth's Board of Trustees voted to find substitutes for Dartmouth's \$6.8 million in Hydro-Quebec bonds. The school said it divested because the issue had become too divisive in the college community.

Ryan Craig, a spokesperson for the Cree, said Hydro-Quebec had hired at least five companies to deal with its public relations in the U.S. Among them is Burson Marsteller, the corporation that represented Exxon and Union Carbide.

Ads, prices target women

MONTREAL (CUP) — Deodorant is deodorant is deodorant. Right? Wrong! If you are a woman it is quite likely the product targeted at you will be smaller and more expensive than a man's product.

Couple the extra cost of the deodorant with the fact that women still earn only 64 cents for every dollar men earn and you've discovered a new brand of sexism.

Linda Perez, of the Academy-Ogilvy advertising agency, notes that certain pricing policies are very unequal. Hair salons are a prime example, she says.

And women may be paying more for certain products because they are "more brand loyal," says Perez. A product may increase in price but women will remain loyal consumers.

According to Kim Sawchuk, a communication studies professor at Concordia University, stores like The Body Shop use an advertising technique known as "social marketing."

Social marketing uses positive images of women and the environment, for example, to sell goods or services.

In reality, Sawchuk says, it is just "a more refined marketing technique, feeding off the feminist movement."

Film challenges schoolkids

TORONTO (CUP) — 'Question Everything' is the title and message of an independent film being made to help high school students become more critical of their education.

"It's the imperative we want to get out to everybody, [that] you shouldn't really accept anything — question it first," said David Sutherland, the film's director and writer.

Sutherland has been working on the project along with Jennifer Holness, a York University graduate. They hope to sell the film to boards of education.

The film will focus on the educational process, with an emphasis on science. The producers hope the film will encourage students to be critical of the information they are presented with in their search for knowledge.

According to Sutherland, "The idea for the film partially came from a reaction to the genetic-based theories of (Philippe) Rushton."

Rushton is a psychology professor at the University of Western Ontario who is known for his controversial theory of racial hierarchy. He claims that it is scientifically possible to rank certain races as superior to others. Both Sutherland and Holness cite this as an example of work that must be questioned.

The script is in the last stages of development. Principle photography is slated to begin in May.

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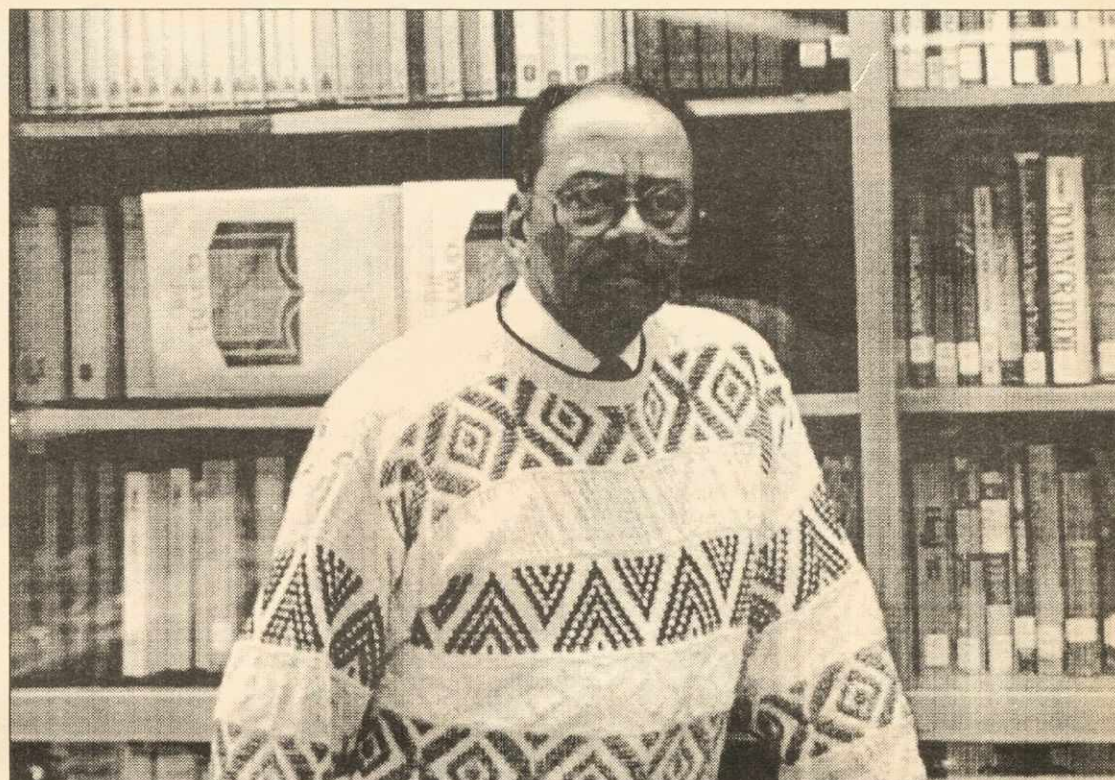


PHOTO: JONATHAN MENDES

Soldier and teacher Dr. Leon Bass spoke in conjunction with Dal's Cultural Diversity Festival.

Bass educates on racism

by Judah J. Gould

Last Friday, the Atlantic Provinces Jewish Student Federation presented a lecture at Beth Israel Synagogue by Dr. Leon Bass, a renowned Afro-American educator on racism and the Holocaust. His speech, a part of Dalhousie's Cultural Diversity Festival, enthralled a crowd of 180 young adults and brought together various Black and Jewish community leaders.

Although Bass is well-educated—before he retired to full-time speaking he moved from teaching to working as a principal for twenty-seven years—he did not choose to attack the delicate issue of racism from an intellectual standpoint. What made Bass' arrival and talk such an excit-

ing proposition was the fact that Bass was illustrating the subject from a lifetime of personal confrontations with racism.

Leon Bass spent a year in training and three years in the American army. During World War II he helped to liberate the notorious death camp of Buchenwald. Horrified by the atrocities that the Nazis inflicted on Jews, this represented the most repugnant of his many experiences with institutionalized racism. As a member of the 183rd Division, an all Black engineering battalion, Bass was also exposed to antagonism that daily denigrated Blacks in the southern United States.

"President Truman said there would be no discrimination on an

army base," said the sexagenarian Bass. "And I, as a young and foolish 18-year-old, believed him. I got on a bus during army training in Georgia, and the bus driver kept yelling at me 'boy, boy.' I paid him no attention—for I was a man, not a boy. He kept going on, saying 'can't you read the sign?' to which I answered 'I can't read.' A black woman came up from the back of the bus and said 'Don't sit there; do you want to get killed?' I didn't want to become a statistic, and I moved. I later saw friends murdered and beaten... for eating at the wrong restaurants or drinking from the wrong fountains. It was the first time that I realized, that because of my

CONTINUED ON PAGE 4

Voters back Centre funding

by Judy Reid

When ballots were tallied last Thursday night for the Dalhousie Student Union elections, 73% of the students had voted in favour of a student levy to support the Women's Centre. More than 1200 students voted yes to this referendum question and ensured that the Dalhousie Women's Centre will have financial support.

"I was thrilled," said Carolyn Smith from the Women's Centre Management Collective. "I was surprised as well." Smith explained that while she was campaigning for the Women's Centre levy, the reactions from students were very mixed.

"I didn't really run into any negative comments," said Lisa Lachance, another member of the Management Collective. "People realize that women need a space on campus."

The importance of the Women's Centre was again reaffirmed Tues-

day evening during Student Appreciation Night. The Women's Centre Society won the Anniversary Award which is presented to the society of the year. The Society is comprised of all the people who made the existence of the Women's Centre possible.

"People realize that women need a space on campus."

Although the student levy will be implemented in September when students pay their tuition and Student Union fees, the money will not be available to the Women's Centre until November. Presently, the only fixed cost is the phone, but members are hoping that the Centre will have a staff person for the summer.

Lachance said that the Women's Centre has applied for an employment grant and in September the Centre could get a loan from the University for a staff person. When asked what's next, Lachance replied, "More organizing, more programming. More accessibility." She added, "We had a real good turn out for volunteers. We want to keep the momentum going."

Tryna Booth sees the Women's Centre as an important part of the Dalhousie community. "The Centre will play a continual role in awareness of women's issues on campus, provide a meeting space for women's groups, safe space for women, information for everybody and as many resources and referrals we can get our hands on."

The Women's Centre Management Collective has already compiled a long list of resource topics of

CONTINUED ON PAGE 4