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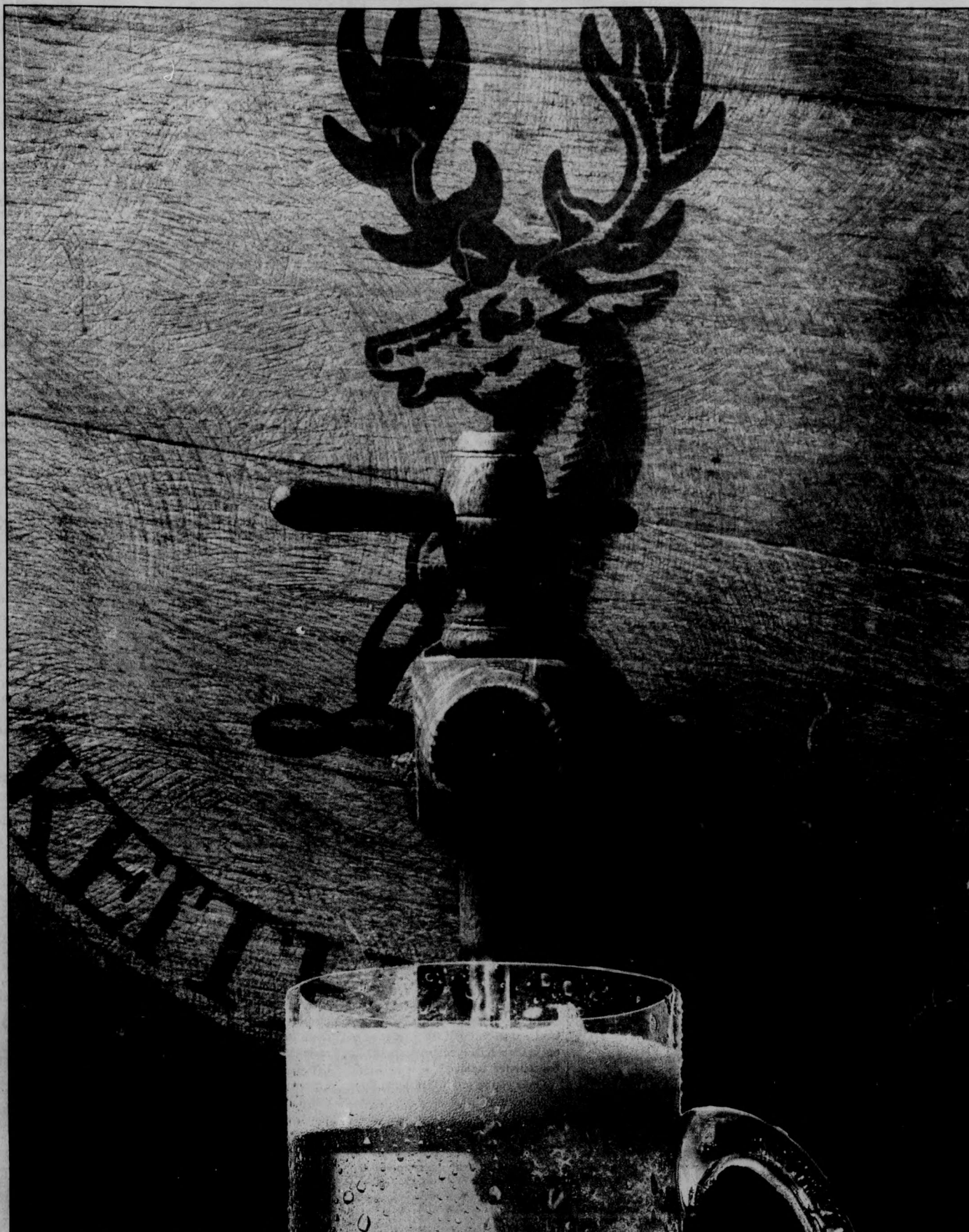
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# Tap into tradition.

The year was 1817. Alexander Keith came to the Maritimes after making a reputation in England as a brewing perfectionist. Just three years later, he started his own brewery. Using only the finest pure barley malt and select hops, he crafted each batch with an unrivaled commitment to quality. Brewing slowly, carefully, taking the time to get it right. So it is today. Brewed with the same time-honoured methods and attention to detail that he

gave over 175 years ago. Alexander Keith's India Pale Ale.

That's why those who like it, like it a lot.



Continued from page 6  
about it, they will have the necessary information to talk about the decision in an intelligent and hopefully constructive manner.

(2) Just the facts, ma'am. It is not true that all a journalist has to be concerned with is whether or not their facts are right. They must be placed within the proper context so as not to be misleading. What do I mean? "Fredericton City Police are still looking for the suspect in the shooting fatality of an elderly Fredericton man near Queen Street late last night. CHSR station manager Tony Sekulich was spotted in the area last night around 10 p.m." This headline suggests that I am a suspect in the murder or at the very least, somehow involved. It is not good enough to say, "But both of those facts are true." Yes, they may be true, but to link them is to lead the reader to believe that they are connected. They must be or why would one sentence follow the other? I have seen this style of reporting ever since I was a student on campus. It is not responsible journalism. Yes, the facts must be accurate, but they must also be in their proper context and the story must be balanced. Presenting half of the story is not acceptable either. If an organization on campus is \$1,000 over budget in expenditures and \$1,700 above projected revenues, it is not responsible journalism to write a headline like, "Club overspends \$1,000." That fact by itself is accurate but is misleading when looking at the big picture. A story without balance and context is no better than a story with the facts wrong.

(3) Tell me something I don't know. This is basically the mandate of any media outlet and yet this condition is rarely met in campus media. Before I go on, I want the state without any reservation that my Aquinian of 1988-89 was perhaps the worst offender. Writing sports stories saying the hockey team beating St. Mary's and Dal over the weekend and providing a scoring summary serves little purpose. This is something of which I was unaware so many years ago. By the time the paper comes out, even the most casual hockey fan will know who won and what the score was. This is the nature of a weekly and bi-weekly publication. What the reader doesn't know is the story behind the story. Is there a player making a comeback in the sport? If so, tell that player's story. Is the team in the middle of a bad slump? How is it affecting the players? What are they trying to do differently? The same goes for news. The UNB SU created the student services center a year ago. Has it made a difference in serving the students the way they had hoped it would? If so, how? If not, why not? These are issues students want the know about, but they aren't being addressed. Tell the readers what is going on behind the scenes. Not just with the student unions but with the administration as well. If the campus media does not report about curriculum or tuition changes at the university, the students cannot mandate their BOG reps to push for change. Tell the students something they don't already know.

(4) Rock the Boat??? One of the favourite past times of campus media outlets is to create controversy. They usually defend it by saying that they are "pushing the envelope" or "making people take notice." The sad fact is that often times, these acts are nothing but a desperate cry for attention. How do I know? Because I was guilty of it myself. I was on the editorial board that put the "Happy Cyclops from Mars" on the front cover of an October 1988 Aquinian. It was offensive to many people and in hindsight shouldn't have been done. I learned that controversy is not necessarily a bad thing when done for a reason. In Olds, I called the mayor and town counsellors cowards in one of my opinion columns. Was it controversial? You bet. Did we lose advertisers? A few. But I did it because I felt the town council was not operating in an open manner so the public could know what decision were being made and what thought process led to those decisions. I believe a journalist is like the child in the parable of "The Emperor's New Clothes." The journalist has to point out what others are afraid to. If it causes controversy, so be it. As long as there is a reason for it. Controversy for the sake of drawing attention to oneself is garbage. It should not be done.

Here, at CHSR-FM, we have a way to go in fulfilling our mandate. The problem for us has never been one of a lack of willingness to cover student affairs but rather a lack of volunteers willing to do the job. We are already working towards alleviating this problem for next year. But I challenge the other media outlets to join us in stepping up our coverage of campus and student affairs. The Aquinian must cover student union meetings. Students have to be informed on what decisions their elected representatives are doing. That is why they pay a media fee. The Bruns must make sure that issues are covered with balance and depth. CHSR must get out there and report on student issues so that they are better informed.

This piece is not meant to be an indictment of any individual or organization. I look at what I did when I was Editor-in-Chief of The Aquinian as a model of what should not be done. But you, the students must be aware that you are, in many cases, uninformed. Demand in-depth and responsible coverage from your media outlets. I suggest the best way to ensure this is to get involved yourself.