

WINTER CARNIVAL

Another carnival ruined

Why is it so cold out these days?

Because Winter Carnival is over for another year. But you may not know it's over. In fact, you may not know it ever took place at all.

Winter Carnival was a flop. It died with its boots on, crying for people to participate. But nobody did, because nobody heard about it.

It all started last October, when Excalibur approached the head organizer, Andy Stodart, and asked him what was to happen. Reticent at first, he finally opened up, and said that there would be a program.

Pressed on this point, he explained that a good way for universities to raise money for the average run-of-the-mill Winter Carnival is to have a program. (It didn't make sense to us either.)

This seemed to satisfy him, and when pressed as to what else there might be in this gala week-end of delights, he smiled smugly and said that there would be definitely a program.

Apparently, this was all he would divulge. Later, various phone calls later, it was discovered that Stodart had planned to stage a Canadian Rock and Roll band tournament, which would last over the period of Winter Carnival, and bring some of the top bands in Canada to York. There was even talk of using the Okeefe Centre.

This contest, to have been sponsored by a large company, apparently fell through.

But the programme persevered.

Then before Christmas, Excalibur was approached to publicize the Carnival. But what is there

to tell the folks out there in the common rooms about.

Well, there was the program.

Then, before you knew it, Winter Carnival started to make itself felt around campus. And that's where the program came up.

The Winter Carnival program consisted of 84 pages, 11 of which had actual Carnival information. On these 11 pages, nowhere was there mentioned any of the entertainers, any of the prices of admission to any of the events, any place where further information could be found.

The Ice Sculpture contest was a dud, not because there wasn't any ice, but because nobody knew who was running the contest, where they would register their entries, or how much the prize was to be.

The kickoff dance was happily attended by at least 50 people.

The Friday night dance and concert were relative successes, and as such should have been the highlight of the week. The Paupers are one of the better dance bands in the city, and Len Udow's group is the best constant entertainment at York.

But then they had to go and screw things up. They put on Saturday. Saturday they should have stayed in bed.

The scavenger hunt was moderately successful, but poorly publicized.

There were five or six teams participating. And there should have been more. But the people on them had fun, and, after all, the prizes were free passes to the afternoon and evening concerts.

The afternoon concert was a flop. According to one of the few

people who attended the sessions with the Rhinoceros and the Stitch in Tyme, "Stodart told me that the setup crew for the Rhinoceros were there at 1.00 p.m. (when the first concert was supposed to start) but the group hadn't showed."

"It took them two and a half hours to set up; they were stalling for the group. The group finally came out at 3.30, and played their first song at 3.45. It was a terrible setup, really bad. The instruments didn't work. They weren't putting on a show; they were filling an obligation."

And the group wasn't mentioned in the program either.

Then in the evening, playing to about 600 people, the "Classics IV" and "Bobby Washington and the Soul Society" socked it to the throng.

Unfortunately, these groups started late as well, and one group had to use the equipment supplied by the other because they forgot their own.

Was it a dance or wasn't it? Well, it was supposed to be, and then maybe it wasn't, depending upon who you talked to.

Then Sunday brought the cartoon show. It wasn't mentioned in the program, but it was held in Burton anyway. The problem here was that what meager advertising there was for the show implied that there would be no charge for admission.

This came as somewhat of a surprise to the people who had to pay a dollar to get in.

So Winter Carnival wasn't quite the success it could have been. But then there is always next year.

Come to think of it, that's what they said last year.



photo by Scott McMaster.

Carnivals are designed to be fun. And even if they don't become an instant success with everybody else on campus, there are always people who will take advantage of a little music to stir up a storm. Besides, with nobody at the dances, there are lots of dark corners to neck in.

Poor organization shows

The reason that Winter Carnival was such a monstrous failure lies in its organization. Although the plans for the Carnival were laid out in essence last March, it was during the early part of the Carnival week that these plans were finalized.

The organizers from the four colleges weren't sure what they were to be responsible for. Things such as the booking of facilities were left unattended because everyone thought that someone else was handling them.

The advertising posters which were ready for the printers before the Christmas holidays were left unattended out of sheer laziness. So when Carnival arrived, the students didn't know who was entertaining or how much the activities would cost.

As for the entertainment itself, the organizers of the Carnival were offered a number of top rate groups such as Ian and Sylvia but lost the opportunity to

have them here due to indecision on their part.

When Carnival was first planned it was under the wing of Louise Pavato and the social reps from the four colleges. When Pavato resigned as the YSC social coordinator, Andy Stodart, Winters unofficial social rep, was left as the chief organizer of the Carnival.

Under his management the confusion continued. Winters didn't know what Founders were doing and Founders didn't know what Vanier was up to, and nobody knew what Mac was doing. It was in this state of miserable confusion that the organizers remained until Carnival was over and done with.

Now they are all busily accusing each other for all the things that went wrong. If Carnival did not succeed in entertaining us this year, listening to the bickering of the organizers most certainly will.

The financial mess that resulted

The financial state of the late Winter Carnival is in a bit of a mess at the present moment. Nobody is too sure just how much money has been brought in and how much has been put out.

Originally each college was to contribute a thousand dollars toward the Carnival effort and any more money needed was to be made up in ticket sales and the likes. This probably would have been the best formula, but the prospect of easy money is enough to lure in any ambitious social rep.

To the Winter Carnival committee came an advertising company, I. M. Garden, with a juicy offer of money. Free money! The idea was to let Garden produce a Carnival programme and get the advertising for it. Then what money was left over from the advertising after printing costs were cleared up would be split between Carnival and Garden. The present estimate is that Carnival has made \$2500 and Garden has cleared \$12,000. That's what is known as "even Stephen". Excalibur has been receiving telephone calls from angry companies who advertised in the programme saying things like their company's

name was left out of their advertisement or they thought that the Carnival programme was a farce and that they were embarrassed to have been associated with it.

A hearty pat on the back should go to Andy Stodart for his able handling of the programme and I.M. Garden Co.

Now another screw up came up this week, one that was totally unforeseen. MacLaughlin decided not to give Carnival its promised one thousand dollars. God knows why they aren't giving them the money, but they aren't.

Overall Carnival probably would have made money if they had not allowed Stodart to push everyone around and had run everything on the up and up. If they had taken their four thousand dollars from the colleges and put it into advertising and then relied on the take in from the gate to see them into profit they would have been all right.

This is the second year in a row that Carnival has been screwed up by kids not having any knowledge of how to handle money.



photo by Chris Mallan