

New video store opens in SUB

BY KATIE TINKER

A new video rental outlet in the basement of the Student Union Building has some wondering about the store's chance for survival.

"There's a video store down there?"

Anna Pozak-Anders was one of the many students who wasn't aware of the Student Union Building's (SUB) latest business venture.

Sandman Video has just opened its doors in the space next to the bookstore — a location that in the past year has seen the closure of both a convenience store (Tiger

advertises well, it may fare better than its predecessors.

"They don't have anything else like that on campus," she said. "They have to really try to draw the students down there, but if they watch their prices and emphasize the convenience of their location, they should do alright."

Owned by former Dal students Michael Sanderson and April Condon, Sandman Video says it wants to offer Dal students a decent selection of new and older videos.

Jeremy Eastwood, a Dal student and residence co-ordinator for

And Naomi Arron, a Howe Hall resident, says she'll rarely find herself at Sandman.

"I'll probably still go to the one across the street [John's], because it's closer...unless I'm already at the SUB," she said.

But Michael Sanderson of Sandman Video is optimistic in the face of these potential obstacles. He says Sandman will be competitive because it offers things other rental places don't.

"We're trying not to have the run-of-the-mill selections — even our categories are different," he said.



SANDMAN VIDEO



Trap) and a used clothing shop (Katya's Closet).

Wilhelmina Fleet, who worked at the Tiger Trap for two years, says outright that the convenience store closed because it wasn't busy enough.

"It's not a heavy traffic area," she said. "The only people that go there are people going to the bookstore, and not everyone notices you as they go out."

But Fleet adds that if Sandman

Glenarry apartments, agrees that the video store needs marketing to successfully break into the student video rental market.

"Students who live at Howe [Hall residence] already have John's video across the street, and students at Fenwick have Blockbuster," he said.

Manon Cassista, an employee at John's, estimates that between 75 and 80 percent of their video customers are students.

Sandman's movies are organized under labels such as "kick-ass," "cheese," and "sex, drugs and rock n' roll."

Sanderson says he knows a lot of people don't know about them yet, but says that will change.

"We're getting organized and settled in before we really start promoting it," he said. "We've only been here a week, and already membership is better than we expected," he added.

Controversial analyst appointed to Millenium Fund

BY ANDREW SUNSTRUM

TORONTO (CUP) — One of Canada's leading proponents of deregulation for post-secondary school fees will soon be acting as a consultant for the Millennium Scholarship Fund.

David Smith, who in 1996 called for deregulation of tuition fees and an income contingent loan repayment plan, was recently appointed senior policy advisor for the federal scholarship program.

His appointment follows the controversial decision to name Jean Monty — Canada's third highest paid chief executive officer as head

of BCE Inc. — to oversee the fund.

Student leaders say Smith's appointment is inappropriate because students in Ontario are currently reeling from new a provincial policy that deregulates tuition fees.

"He has spoken out on the side of privatization, i.e., downloading a considerable amount of the cost onto the individual," said Elizabeth Carlyle, national chair for the Canadian Federation of Students.

The Millennium Fund, announced last fall by Prime Minister Jean Chretien, is aimed at

equipping 100,000 cash-strapped students per year with \$3,000 for school, beginning in the year 2000. The money will dry up ten years later.

In 1996, the Smith Panel — a provincial body headed by Smith — recommended the Tory government in Ontario loosen its strict policy barring private post-secondary education. It also recommended the province make it easier for colleges and universities to raise tuition as much as they want via deregulation.

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Poor PR affects strike aftermath

BY TRISTAN STEWART-ROBERTSON

After the faculty strike last March, one expert says Dalhousie may have to work on its communication skills.

Dr. Patricia Parsons, a professor of public relations at Mount Saint Vincent University, compared the Dalhousie faculty strike to the recent Air Canada strike and believes the university needs to do as much damage control as possible.

"It takes time, effort, expertise, and money to repair those internal and external relationships...corporations realize that but universities don't," she said. "Universities are notoriously bad at communication internally," she added.

But while Dr. Ismet Ugursal, president of the Dalhousie Faculty Association (DFA) agrees that communication at the university could improve, he also says the strike hasn't significantly hurt Dal.

"Dalhousie's reputation is robust enough that a one week strike wouldn't have a terribly detrimental effect on it," he said.

In fact, Ugursal says the strike may have strengthened ties between faculty and administration.

"[The strike] improved the situation...[and] helped everyone involved realize the commitment of faculty toward the university as a whole," he said.

Dr. Sam Scully,

vice-president Academic and Research, also takes a positive view of the strike's aftermath.

"There is a desire to look back and try to assess what occurred," he said. "But also a healthy tendency in these situations to try to move on."

Tina Vandekieft, a first-year student from Truro, says the strike didn't affect her decision to attend Dal.

"You wouldn't stop using the mail after the postal service goes on strike, so you wouldn't sacrifice going to university either," she said.

Kristian Dexter, a returning student, recalls the torn allegiances of March.

"We went out to support the profs at the rally but we knew damn well that all we were going to get out of this was a tuition hike," he said. "Would the professors support the students if they knew it was their salaries on the line?"

Dr. Eric Mills, professor of the History of Science in the Oceanography department, says while the long-term effects of the strike are unknown, there is some hope for better blood between the administration and faculty.

Mills mentioned the lack of an electronic link from the Dalhousie web site to that of the DFA as a sign of continuing poor communication. Soon after, Dalhousie president Tom Traves told the public relations office to make the link.

Mills says this is a step forward.

"Perhaps my feeling that things are improving is correct after all."

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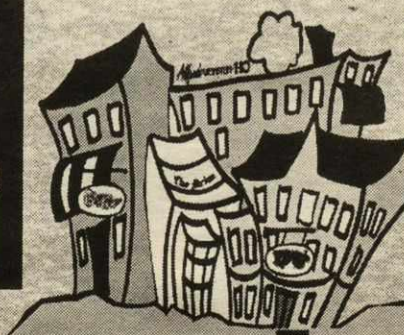
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