

# For the principal who has everything

Professor John R. Seeley of the Centre for the Study of Democratic Institutions in California has analysed the situation of the University Principal or President and discovered that his main problem "is not as you might have thought, when to call the cops onto campus in what numbers with what artillery, that is a mere tactical problem". No, the main problem is "how to win the battle of the media". This cannot be done by information offices, already overburdened with "confecting institutional advertising of suitable vagueness, dignity, loftiness of tone, subtlety of image and misleadingness of impact" nor by the equally overburdened Principal himself. But to see the problem in these terms is to point the way to a solution — the Universal University Press Release.

UNIVERSAL UNIVERSITY PRESS  
RELEASE

(Copyrighted, 1968)

1. Date and Time of release: (on delivery, after student daily put to bed, 3 am, as soon as police enter gates)
2. (President, The Chancellor, Vice-Chancellor) of (University, College) After (a day, three days, a night, an extended period) of (fruitless, aggravating) attempts to (negotiate, reason, bargain) with the (alleged, self-
3. "The (disaffected, dissident, dissatisfied) students are a (small, very small, tiny) part of the (large, very large) (satisfied, highly satisfied, enthusiastic) student body of about (2 3 5 hundred, 10 20 25 thousand) normal (healthy, balanced) students. They do not speak (at all, by any means) for the majority who are (going about their studies, not actively involved, solidly opposed.) They have (no, little, minority) support from the faculty except for a (number, sprinkling, fraction) of teaching assistants and such (junior men, younger men)."
4. The ("leadership", hard-core elements) comprise(s) a (large, vast, substantial) proportion of (non, ex, commuting) students. Moreover, according to (a survey, studies, information received) there is a (preponderance, majority, large proportion) of (far, new) left students involved.
5. The issues as stated by the (students, rebels, dissidents) are (largely, altogether), (manufactured, blown-up,

made up.) There is already a (democratic, highly democratic, decentralized) system of student government and (an elaborate, a generous) set of provisions to remedy all grievances in (a, an) (orderly, seemingly, lawful, decent) manner. Clearly, these (students, lawbreakers) do not (wish, intend) to avail themselves of the (lawful, proper) facilities provided. A separate (statement, press release) (will be, has been) (issued, released) giving the facts relevant to the (real, genuine) issues.

6. While there is a (trifling, modicum) of substance behind the grievances, the real (difficulties, problems) lie between the students and the (faculty, teaching staff) who are (over-extended, over-burdened) because of their (profitable, private, obligatory) research and other (money-making, prestige-producing, incidental) undertakings. Even so, these (are, were) already on the way to being (remedied, adjusted, coped with).
- 7 Now, unfortunately, because of the (violent, coercive, wantonly illegal) manner of the (protest, rebellion, distasteful affair) there is only one (issue, matter) for the (College University): whether it is to be (governed, controlled) by lawful au-

thority or by any (determined, ruthless, sufficiently vicious) (minority, handful) of students who aim to exert (arbitrary, unlawful) power. There (can, will, must) be only one answer: constituted authority, vested in the (Governors, Regents, Trustees) and exerted by the (President, Chancellor, Vice-Chancellor) will prevail. The (Premier, Mayor, Legislators) and the (Legislators, Mayor, Premier) concur, and such force as is needed (will be, has been) provided. Police (have taken, will take) (firm, stern, forceful) measures to restore the campus to peace and good order. Further developments (are, may) be expected at (1 am., 3 am., 4 am.)

Further releases in "Universal" University form are in preparation suitable for verbal mopping-up operations and then carrying the fight to the enemy once the first victory is won. So also are standard speeches for alumni and for next Commencement, and standard reports for the Governing Body. Prices will be about the same.

We welcome your orders — and suggestions as to how to be of further service.

ATTESTED TESTS & TESTIMONY,  
INC.

John R. Seeley  
President

## "You are what you enjoy" but not this weekend

by David McCaughna

Sanity Circus, a mind experience planned for Winters College this weekend, has been postponed.

The Circus was to physically manifest the poem "You are what you enjoy, you are what you enjoy?". Each word in the poem was to be represented by a room in the college which would bring out the confrontation between subject and viewer.

Light, sound, film and many other unique effects were to be used in Sanity Circus. The group Mozart Beach Ball was to have performed nightly. They are distinctive in that they play not one note of

music but destroy their instruments. It had been hoped the Sanity Circus would bring out a feeling of violence in the participants — violence being, apparently the paramount feeling of our time.

Unfortunately, the students showed very scant interest in Sanity Circus and since it represented a large investment on the part of Winters College Council, director Peter Bunnett has decided to wait until after the Christmas holidays when he will try again. He hopes that he will receive greater support from York students.

Those who have already purchased tickets (balls) may have their money refunded in the Sanity Circus office in Winters College or may hold on to their tickets until the Circus is held in the winter.

## Subtle this movie is not

by Bob Koledin

"Hello, fun seekers," this is an inspired cut-up. Naming no names, it shall here be subtly hinted at which movie I am reviewing. "Subtle", I am sure, is not a very familiar word to the director of this marvel.

The plot is complicated enough — you know, the Rock Hudson-Doris Day type of complexity. Riddled with cliches from movies ranging from "Tom Jones" to "What's New, Pussycat?", it stumbles on and on, trying hard to draw laughs (which came a little less often than during an Ed Sullivan rehearsal).

One of the few good things about the movie (you've probably noticed by now that it was a flop) is the Paris at the turn of the century setting. Even this, however, lacks authenticity, for there is not a trace of French in the dialogue.

The other good thing is the double role of Rex Harrison who in my humble opinion is a really outstanding actor.

Oh yes, I must mention the ad for this film, whose first line I have plagiarised with slight modifications in the first line of this article. If you take out the words "sexy" and "hilarious" from the ad it is an honest one, as far as today's ads go. But that's a topic for quite another cut-up.

## Garden of Needham

by October revolutionary

The Garden of Needham Richard Needham. Macmillan 4.95

Let me first go on record as saying that Richard Needham's philosophical perspective repels me. Let me second go on record as stating that this is a most amusing book.

I speak of **The Garden of Needham**, a book of satirical shorts covering life, liberty and the happiness of pursuit here in good old TO and environs. The book is a clever enough work, filled with majestically Joycian puns, the biting satire of Mordecai Richler, and the shrewd observations of a veteran journalist.

But, while these qualities are entertainment, they are the very weakness of the book. Throughout this reading experience there is a distinct sense of *'deja vu'*. We all admired the puns and verbal dances in Joyce, the word plays which were the intrinsic meaning of the work, but here they come off as being "cute" with no apparent relevance to the theme.

And of course, Needham the newspaperman is too apparent. Not only is the book carefully (or carelessly, who can say) edited in that each chapter is the size of a good Globe and Mail column, but Needham appears to have no sense of an overriding theme or unity. The book could aptly be subtitled "A Collection of my Republished Columns". As a result, this book is literarily not good.

Despite its literary failings, however, the work provides enjoyable reading, amusing anecdotes, and your morning smile. I cannot help but wonder, however, why this book was published, since one could derive the same benefits each morning by glancing at Richard Needham's column in the Globe and Mail. Perhaps the publishers are just waiting till he goes on vacation then they anticipate that Needhamites around the city will rush the bookstores in a frenzy, searching for their much needed morning "fix".