

CROSSCANADA

news

No more rags for riches

by Adam Newman

White Power at U of T

TORONTO (CUP) White power group the Heritage Front is the University of Toronto's newest supporter. That was the message on the group's hotline last week after a U of T political science professor invited the group's leaders to speak in his class last Wednesday. The hotline, which is currently before the Human Rights Commission on charges that it broadcasts hate propaganda against visibly identifiable groups, gave "special thanks to the University of Toronto for providing an open marketplace of ideas." Last October, the Federal Court of Canada upheld an injunction banning the hotline, also based on charges of inciting hatred. Anti-racist groups are outraged that U of T got into the white supremacist group's good books by giving a forum to Heritage Front leaders Wolfgang Droegge and Gary Shipper, as well as to a member of another white supremacist organization, The Church of the Creator. "They don't belong on a university campus, they belong on the margins of Canadian society," said Robert Funk, of the B'Nai Brith League for Human Rights. But for Professor Joseph Fletcher, his third-year political science class, where students had been studying political and racial intolerance all year, was precisely the forum in which to examine white supremacy first-hand. After a majority of his 35-person class voted in favour of the proposal, Fletcher invited the Heritage Front to field questions from students. "The class studied extensively from statistical material and academic studies, but the students felt they needed to learn from the real thing rather than simply study from books," said Fletcher.

Sexism in the classroom

MONTREAL (CUP) Concordia University's Office of the Status of Women has recently released a video designed to show professors how to identify sexist and racist behavior in the classroom. The video, titled "Inequity in the classroom", shows that educational experiences differ for men and women, and for whites and minorities. Research by Myra Sadker and David Sadker of the American University in Washington D.C. concluded that white men receive the most attention in classrooms, followed by men of colour, white women and lastly women of colour. "There are so many different micro-inequities and subtle forms of bias that creep into the classroom," said Myra Sadker. The video shows simulated classroom scenes where men are more assertive and attention grabbing, while women are more marginalized and often interrupted when they do participate. A biased teacher is shown making more eye contact with men, and urging them to expand their ideas by providing them with more praise and helpful criticism. Myra Sadker said the specific and clear feedback the men got would lead them to achieve more than the marginalized women. David Sadker said sports analogies and sexual innuendo create a male environment which can exclude women. "Professors who work to include women in the classroom discussion are teaching the men in the class a very important lesson," he said.

The evolution of women

MONTREAL (CUP) Canadians must stop "living in the dark ages" and start encouraging women to pursue careers in politics but they shouldn't be fooled by insincere party tactics, says Liberal MP Sheila Copps. Copps, the Liberal Party's deputy leader, warned over 200 Universite de Montreal students that the Progressive Conservatives and the New Democratic Party are using the image of women as a symbol of change to advance themselves in the upcoming federal elections. "It's time to change the face of Parliament...and visually, women reflect change," said Copps. "But you have to analyze the parties' politics. Unless they have specific strategies, they aren't effecting much change." The Young Liberals of Canada (Quebec) invited Copps to speak on the role of women in politics to mark International Women's Day. But she was more intent on promoting Liberal Party leader Jean Chretien for the federal elections and criticizing the strategies of other parties. "Brian Mulroney is putting forward Kim Campbell as a new vision for the party but you have to look at what that vision represents," said Copps. "Campbell has always been there, throughout Mulroney's career. But this is a woman who last year said 'not one cent for daycares.'"

A freely-distributed glossy national magazine has been barred from campus because it competes with the *Gazette* for national advertising revenue.

Dalhousie Athletics agreed to stop distributing *Campus Canada* in the SUB when students expressed their concerns about the magazine. *Campus Canada* was subsequently banned from university property by Administration February 1.

Advertising revenue accounts for 60% of the *Gazette* budget, supplementing the contribution of the DSU. National ad revenues supply about 10% of the newspaper's income.

Advertising in a campus paper is a wise investment for businesses geared towards students. Studies have shown that more students read their campus paper than any other print media.

While non-student publications like *Campus Canada* cannot claim as wide a readership as, say, the *Gazette*, the fact that they are freely-distributed means that students may be just as likely to pick them up.

Advertisers are also attracted by the longevity of ads in glossy magazines. "Companies mistakenly assume that students will keep the magazines for a while and refer back to them," says *Gazette* business manager Connie Clarke. "So they are willing to pay more for their ads."

The slick full-colour format of glossy magazines also appeals to advertisers. But glossy magazines cannot be recycled.

Not only do they hurt the environment, magazines like *Campus Canada*, which are not produced by students, feed off the efforts of others. Some of their stories are lifted directly from student newspapers—without permission.

Glossy non-student magazines have invaded campuses in an attempt to colonize an empty niche—to provide "the" national magazine for students.

Canadian University Press, an association of student newspapers, has sought to establish its own national magazine since the 1950s. Initially, the talks collapsed around issues of bilingualism and financial woes.

However, the threat of impostor "student" publications brought CUP efforts back to life. Around 1974 a magazine called *Like it Is* began appearing on campuses across the country. "It was basically totally blunted,

soft, wishy-washy journalism," says John Parson, president of CUP in 1981-82.

Student newspapers figured out what was going on and started to oppose *Like it Is*. By 1979, the magazine had shut down and its publishers moved to safer markets.

In 1981 CUP formed Campus Plus to solicit national advertising in Canadian student newspapers. Campus Plus now represents most CUP members and some other student newspapers. National advertising revenues

have increased substantially, and are shared among student newspapers who are members of the cooperative.

But impostor publications did not stay away for long. In 1983 *Campus Canada* appeared; in 1990 a magazine called *Looking Up* appeared.

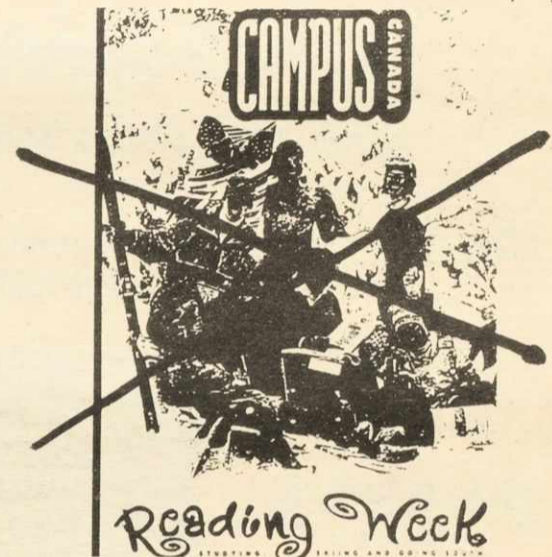
"Student newspapers really built the student advertising market. Now other companies are able to take advantage of the fact that (it is) there," says Chuck Kirkham, executive director of Campus Plus.

In response, CUP is once again considering the formation of a national magazine, run by students, for

While he disagrees with the content of the impostor magazines, Parson says the real issue is one of unfair competition.

"People are confusing issues of censorship... with commercial exploitation. There's a material value in having access to students, and that is something that should belong to student-owned media."

The editors of *Campus Canada* "were somewhat surprised at the rationale," says Dalhousie director of Athletics and Recreational Services Tony Martin. "So they're working with us to see if there's any duplica-



students. Only a national student magazine would put an end to battles between Campus Plus and *Campus Canada* and its like.

While competition for national advertising is a financial drain on student newspaper, "it's only the tip of the iceberg," says Clarke.

A few years ago, the *Chronicle-Herald* tried to distribute *College Town* magazine on local campuses. Universities saw it as a threat to their student papers, and banded together in opposition. The magazine never got off the ground.

Last fall, the *Gazette* was approached by a salesman from the *Chronicle-Herald*, again wanting to distribute a magazine to students on campus. "This time they offered to pay us to insert a magazine in the body of our paper," says Clarke.

In conversation the salesman revealed that the move could earn the *Chronicle-Herald* about \$100,000. "I had to wonder where that money would come from," says Clarke. *Gazette* staff realized that the magazine would take local advertising away from the student newspaper, and voted down the *Chronicle-Herald's* offer.

Student newspaper supporters are piqued by the low standards of their competitors. Because *Campus Canada* is freely-distributed, it depends solely on advertising revenue. Therefore, the magazine is unlikely to do anything which might offend its sponsors. For example, a "news" article in a recent issue contains the unlikely phrase "Bauer Precision Inline Skates can provide a fun and beneficial workout." A few pages later, a lavish full-colour ad appears for Bauer skates.

tion in advertising" between the two competing publications. *Campus Canada* and Dalhousie Athletics will report back to students, and to the *Gazette*. "Our primary responsibility is to the students and that is why we agreed to stop distributing the magazine," says Martin.

"We don't take money away from students," says Laura-Lee Anderson, Promotion/Distribution Coordinator for *Campus Canada*. "Our circulation numbers (are) not even...close to those offered by student-run papers." *Campus Canada* distributes 125,000 copies, four times a year. The *Gazette* is published weekly, with a circulation of 10,000.

Companies who advertise in *Campus Canada* "would not normally advertise in a newspaper because they prefer...a glossy full-colour publication," says Anderson. The magazine also contributes money to university athletics and entertainment.

Anderson says she is peeved by the sudden uproar at Dal. "We've been on campus for ten years...and not until another, more aggressive magazine (*Looking Up*) came on the market did these claims (that *Campus Canada* is taking revenue away from the *Gazette*) start to come out."

Dalhousie Administration sees it differently. *Campus Canada* "is an outside commercial enterprise that wants to operate on campus. The university has a right to say yes or no. In this instance, for a number of reasons, including the desire to create a supportive climate for campus media, we're saying no," says Vice-President of Student Services, Eric McKee.