

Time to leave

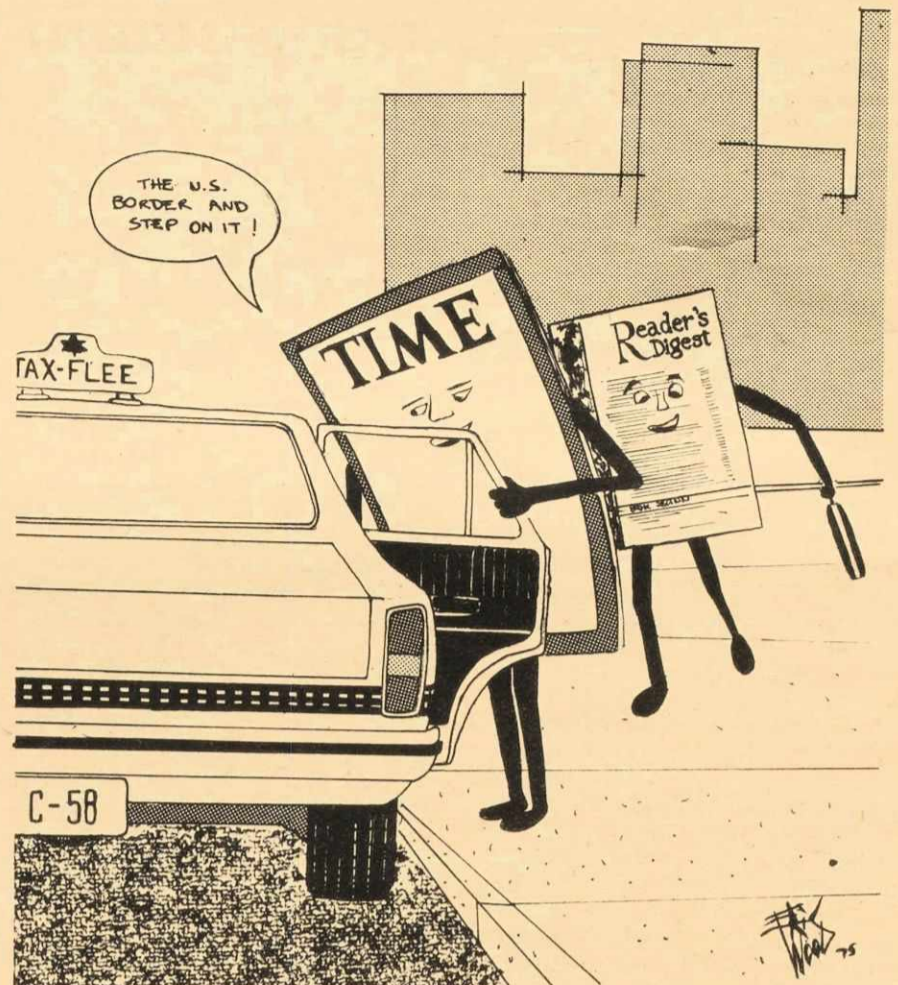
Two representatives from poor, persecuted Time Canada Ltd. were in Halifax last week expressing themselves as "good corporate citizens" with their travelling art show and at the same time they expressed somewhat guarded opinions of the governments impending "Canadian content" legislation. Their opinions of the government's action and ours do not seem to coincide for at least one obvious reason - we are Canadian and they are American despite the 'Canada Ltd.' pinned to the end of their company name.

The piece of legislation in question will revoke the present law allowing Time's and Reader's Digest's Canadian advertisers a 50% tax rebate on money spent to advertise in these magazines. The original legislation was meant to apply to all Canadian magazines (as well as the two American ones) to help promote these magazines. The two American magazines qualify as Canadian because of the special editions they put out in this country. The new legislation now before Parliament will demand that magazines wishing to qualify as Canadian for tax purposes be 80% Canadian in content and that the ownership be 75% Canadian. Neither Time nor Reader's Digest meet the new criteria.

Now we are not going to call the new legislation perfect or even clear and unambiguous but at least it's a long overdue step in the right direction. Unfortunately, there seem to be a great many misconceptions floating around about exactly what the government is trying to do. The government is not trying to initiate censorship of the press though apparently some people seem to think so. As a matter of fact, the government is not even trying to kick Time and Reader's Digest out of Canada. They are merely trying to give advertising tax breaks to Canadian companies advertising in Canadian magazines. Maclean's and Saturday Night haven't been complaining about the legislation and you can bet your sweet life if there was even a faint smell of censorship involved our own national news magazines would be yelling loud and clear.

Meanwhile, Time is claiming that it is a Canadian magazine with Canadian and "international" content. It is willing to abide by the 75% Canadian ownership criteria but insists that since it is basically internationally oriented it cannot possibly add more Canadian content. The international orientation is almost laughable - the Canadian magazine bit is hilarious. The magazine is American through and through and the loss to Canadians of the 6 or 7 pages of Canadian news will cause no withdrawal pains.

If the legislation passes, and it undoubtedly will, Time will close down its Canadian branch office and go home to the U.S. Canadians wishing to buy the magazine will still be able to do so - the same way they buy Newsweek or Good Housekeeping - as a U.S. magazine sold in Canada. There will be no pretense about it being Canadian and quite possibly the real Canadian news



magazines will stand a better chance of success as news magazines.

Magazines depend on ad revenue to survive. Subsidizing Canadian companies to advertise in American magazines masquerading as Canadian is insane and hurts our own national magazines. Magazines which provide a Canadian, not American, viewpoint of Canadian life, provide jobs for Canadians and hopefully promote some kind of national Canadian identity, should and will get the tax breaks.

God knows we have sold enough of our country already to the Americans without using tax dollars to subsidize further sell outs. Canadians who sympathize with Time Canada's plight and write letters of support to them, as Time claims it has received, are either crazy or laboring under the misconception that when Time leaves here they will not be able to buy the magazine ever again. We only hope it is because they are laboring under the misconception. If not perhaps they would like to move to the U.S. along with Time Canada.



Letters

The shit flies

To the Gazette,
 Mon.: 5:06 p.m. I am sitting in the Grawood, having just poured myself a MOOSE when suddenly the strains of "love will keep us together" are interrupted by the idiotic dingdingding of the fire alarm!!!! Panic sets in!!! people exclaim: OH SHIT!! The well trained staff of the Grawood spring into action to protect the life and limb of their drinking customers!!! People try desperately to finish their drinks, better to DIE DRUNK than to live a life of SOBRIETY!!!! A few desperate people try to smuggle their booze out with them, rather than leave it to be consumed in the unholy flames!! Meanwhile those brave members of the H.F.D.

speed from their station to save us from the flames.

The huddled masses of students finally reach the safety of the outside and silently watch as the firemen rush in with their radios and their axes and what appears to be an old fashioned hand-pump-insect-sprayer(???) and 30 seconds later emerge, silent and pissed off!!

Of course everyone is back in their respective seats, behind their respective drinks...Yet something is wrong!!! What you ask?? That beer I left behind represented my last 65c and I had to leave it behind at the whim of some low grade moron who was trying to play 'big man' VERY FUNNY HA HA... "PRACTICAL JOKES" like that merit KEEPHAULING !!! Worse

Cont'd on page 5

Canada's Oldest College Newspaper

The Dalhousie GAZETTE is the weekly publication of the Dalhousie Student Union. The views expressed in the paper are not necessarily those of the Student Union, the university administration, the editor, or the staff. We reserve the right to edit or delete copy for space or legal reasons. Deadline date for letter to be GAZETTE and outside contributions is Friday preceding publications. No anonymous material will be accepted, but names may be withheld on request if there are extenuating circumstances. The Dalhousie GAZETTE is a founding member of Canadian University Press.

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 Subscription Rates: \$5.00 per year (27 issues)

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