

# The Gateway

member of the canadian university press

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**STAFF THIS ISSUE**—The following loyal souls who managed to de-stone themselves after the Losers' Ball/Bowl made a valiant attempt to stone an intruder—Sir Brainy the Brash: Ken Hutchinson, Elaine Verbicky (a Wauneita winner), Derek Nash, George Barr, Ekkehard Kottke, Bernie Goedhart, Don Moren (how ith your lithp?), Peter Enns, Teri Turner, Gerald Polack, Wayne Burns, Marion Conybeare, Terry Donnelly (his color has improved), Bob Jacobson, Popsicle Pete (a mythical folk hero often confused with the advertising manager), John Green, and yours truly, Harvey Thomgirt.

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## the monopoly of truth

The controversy about the selection of the board of governors of the proposed Lethbridge university disturbs us greatly.

In one respect, it is perhaps a good thing that the people of southern Alberta have finally become aware of the realities of government policy toward higher education.

We have long suspected that the provincial government was using higher education as a political tool. Agriculture minister Harry Strom's letter to The Lethbridge Herald confirms this.

Mr. Strom has publicly stated that if the people of southern Alberta don't stop criticizing the government's university policy, they won't get a university at Lethbridge at this time.

It is unbelievable that an elected cabinet minister in a free society would say such a thing. Mr. Strom's letter leaves us with the impression that the government is supplying Lethbridge with a university in ex-

change for votes, and if the people of Lethbridge don't fall down in awe, the government isn't going to bother wasting the money.

Is the government interested in providing the people of southern Alberta with a university they can be proud of?

If it were, it would be interested in examining, or at least listening to, the obviously constructive criticisms of the Lethbridge citizens.

Many of the critics are men whose opinion bears some listening to. The faculty of the college, for example, have persistently complained that their views have been ignored. But this is not really surprising, for the government has never been eager to hear the views of "mere academics".

Mr. Strom's letter leaves us with the impression that the Social Credit government believes it has a sole monopoly on truth.

We believe only God has such a monopoly.

## the government strangle hold

Alberta's fourth university, rumored to be located in the Edmonton area, is to be interdenominational.

This probably reflects the government's concern about U of A being a hotbed of atheists and communists. No doubt, an interdenominational university could hardly be the source of these ills.

But there is also little doubt the university could be only of second rate standards. Professors are usually very sensitive about their personal beliefs and it seems unlikely they would be attracted to a university where they and their lessons have to conform to a specific standard.

Perhaps the best example is Acadia University in Nova Scotia which Rev. C. T. Wilkinson of Garneau United Church says enjoyed a growing reputation for scholarship under the auspices of the Baptist Church.

But the board of governors passed a regulation requiring all professors to be Christians, and some of the best academic people on the faculty were alienated. Now, Acadia "risks being left in the backwater of university life."

Maybe the board of governors of Alberta's new university will not require professors to conform to a specific standard. Yet without this conformity, how could they create an interdenominational institution?

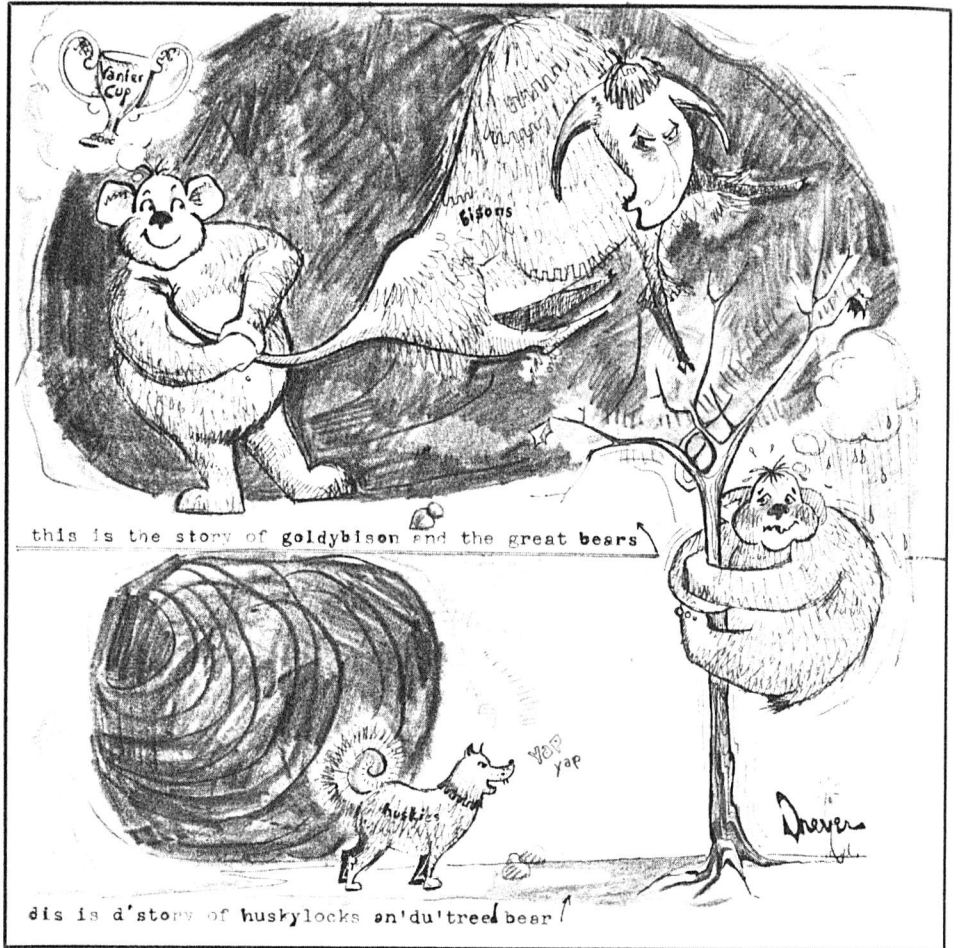
It seems the purpose of the university would be to give more emphasis on religious training. Paradoxically this training would be inferior to that available in an ordinary university.

For religious beliefs are in competition with other beliefs in the everyday world. They are valuable only if they are carefully discussed and accepted over conflicting values.

They have no significance as a dogmatic truth.

The new university would not only suffer in religious fields. The role of the university is to challenge students to think, the greatest disservice is to teach dogmatic truths and stop the mind from developing.

Already Alberta schools are stifled by Social Credit religious philosophy. The government's stranglehold should not be allowed to extend to the university.



## bill miller publicity and how to get it

The chairman of the students' union public relations service board says campus clubs are not using his facilities to the fullest extent in promoting their events.

The main problem here is that most clubs do not have the slightest idea on how to promote their events properly and, as a result, their projects fail.

In order to get publicity, clubs should first see the public relations service board under the direction of John Hague, who will inform them of the services of the board as well as the policies of campus and off-campus media regarding publicity.

Clubs could go to each medium and ask for publicity, but if the people in charge of a particular club's publicity are inexperienced, and don't know exactly what they want or who they should see, chances are they will get next to nothing. They will become discouraged as they are shuffled around until they find the person they should have contacted in the first place.

Most often, club publicity agents walk into The Gateway office blindly. They do not know what they want, and often have an inflated idea of what their project is worth in news space.

In a majority of cases, all that publicity agents need is the short shorts column, which The Gateway provides for clubs to advertise their functions.

All that is required for inclusion in short shorts is the completion of the short shorts form before the appropriate deadline. (The Gateway's deadlines are printed in the upper left hand corner of this page.)

In cases of more importance, The Gateway will usually print a story and use a picture, if the particular project warrants their use. If this treatment is desired, it is best to work through Mr. Hague's board, for he can advise publicity agents of the correct procedure to use, the proper people to see, and the best approach to take.

But this alone will not ensure adequate promotional coverage of the campus for a particular event. There are other services on campus which are just as effective. Signboard directorate can print up posters which, if enough advance notice is given, can be quite effective in publicizing an event. Radio society, through their closed-circuit network, can plug an event days, sometimes weeks, before it takes place. Radio society also runs the sound service equipment which can be used between classes to inform pedestrians of an event.

Even all this procedural mish mash will not ensure that a particular event will receive the publicity it warrants. The secret of success is hard work. Hard work on the part of the event's chairman, on the part of its committee members, as well as on the part of its publicity agent.

Unless each club works hard to make sure its event is known to the 12,000-odd people on campus, and especially to the ones for whom the project is directed, then all is for naught.

Clubs cannot expect Mr. Hague's board, The Gateway, signboard directorate, or radio society to do all the work for them. Ideally, all the work should be done by the club involved. It is up to you.