

## MIND GAMES

A public lecture on non-drug technologies for inducing altered states of consciousness by Dr. Jean Houston, who is the co-author of "The Varieties of Psychedelic Experience" and "Mind Games".

Date: Friday, February 11, 1977

Time: 8:00-10:30 p.m.

Location: 252 Bloor Street West

Fee: \$5.00



Additional Information: 667-3276/2525  
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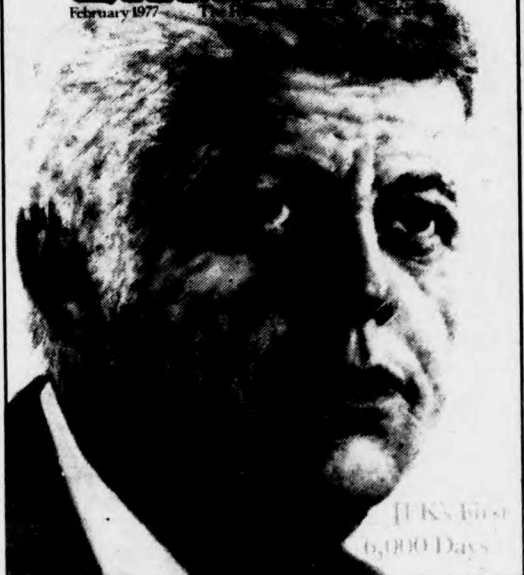
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In its February issue, *National Lampoon* sets out to answer a question that has been on everyone's mind since November 22, 1963...

## WHAT IF?

GRAND FIFTH TERM INAUGURAL ISSUE

NATIONAL  
LAMPYON  
February 1977



# Marathon broadcasting highlights radio promotion

By BONNIE BOWERMAN

Last Thursday at 10 am Brad Meslin, a political science major and assistant program director at CKRY-FM, Radio York was a little nervous. He would be on the air for the next 24 hours straight in an attempt to help promote the station.

The marathon idea was his own and one in what promises to be a long steady campaign to win support and interest.

In preparation, Meslin taped interviews with Peter Gzowski, the Alex Harvey Band and FM a new band on campus. In the next 24 hours feature programmes on Joni Mitchell, the Beatles, Bob Dylan and Crosby, Stills and Nash were to echo in Central Square and mix with the smokey chatter in the campus pubs.

A lack of commercials, plus good solid music and the novelty of an hour by hour count down kept a lot of people tuned in. The response even surprised the DJ himself. Between 10 am and 3 pm that day over 60 people phoned 667-3919 to ask for a song or just to talk.

### GOING STRONG

Radio York has been undergoing considerable change and the transition is not complete. One of the problems its staff has had to face is not having enough on-air scheduling to keep people tuned in. They broadcast now an average of four to six hours daily.

At 10 pm the same day still going strong, Meslin was optimistic about the station's future, explaining "In the next couple of months we'd like to end up broadcasting about 12 hours a day every day."

The station is out to appeal to a variety of people. As Meslin said "It's not a rock oriented station we are going for. We want something from right across the board."

Since first getting involved in Radio York last October, Brad has focused on interviews, meeting people like Dan Hill and English rock star, Long John Baldy.

"Many of our shows are a cross between interviews and music. A lot of them are foreground programming which is talking about and using interviews to develop the music. It's thematic and works around an artist or an idea."

Craig Noble, also an on air staffer at CKRY stressed the concept approach. "When I talk on the air I have something to say and not just the news, weather and sports and 'how are you gang'"



Bryon Johnson photo



Ed Fox photo

Radio York's promotion week, held last week, saw Brad Meslin (bottom) pull a 24 hour broadcasting marathon Thursday while (top) Derek Williams and assorted other spaghetti sloppers battled for top prize at CKRY's slurp-a-thon. Excalibur's own, Evan Leibovitch slipped away with first place by sucking back 40 ounces of the slippery stuff in ten minutes.

At 10 am last Friday morning, the College. Brad Meslin, tired but pleased with the response said "I'd do it again anytime".

## Fate of Bethune hall uncertain

By DAVID SALTMARSH

The physical resources committee of York University is considering the fate of the Bethune Dining Hall and the possibility of turning it into a gym, art gallery and even offices is being discussed.

The dining hall, except for college activities, has been virtually unused in the past few years. As a result the physical resources committee is interested in putting the space to different use. Both the fine arts department and the physical education department have expressed interest in the space. Norman Crandles, manager of the food and beverage services, is also looking into the possibility of restoring it to its original purpose as a dining hall.

Bethune College Master Ioan Davies is concerned that the dining hall may be physically altered thus making it unsuitable for college functions. He was also annoyed that he was not notified of the meeting of the physical resources committee

at which this was discussed until the day before the meeting, by which time he had a prior commitment which could not be broken.

Chairman of the Bethune programmes committee Mark Benetar said that if the dining hall is physically altered or divided it would limit the use of the dining hall as a large facility. "It would mean the end of Tap'N'Keg (Bethune's popular Wednesday night pub), and many social and cultural functions". Benetar said that there were, on average, two college functions in the dining hall per week.

The Bethune dining hall is used as a dining hall whenever Stong College wants to use its dining hall for a college function and this would not be possible if the dining hall was altered.

Ross Dawson, secretary of the physical resources committee and director of campus planning, said that there are a number of people interested in the space. He said that

one of the objectives in finding a use for the space was to find one that is "amenable to the College". Dawson said the physical education department was interested in using it for a gymnasium for fencing, and some gymnastics so there would be more space in the phys.ed. building.

The fine arts department also was interested in using the dining hall as a rehearsal hall for the graduate theatre.

Dean of fine arts, Joseph Green said the fine arts department wanted the dining hall for a rehearsal hall for the graduate theatre programme enabling the facility in the MacLaughlin dining hall to be used for purposes other than just the graduate programme. He said that if the fine arts department could not get access to the Bethune dining hall the MacLaughlin hall would have to be for the exclusive use of the graduate programme, which "is not an attractive alternative".