

Corporate involvement in the arts brings rewards

SHEREE-LEE OLSON

Increased employee loyalty and productivity, improved business contacts, and a more prestigious image are corporate objectives that can be realised through the arts, says Arnold Edinborough, President of the Council for Business and the Arts of Canada.

Speaking at York last Thursday for the Dean's Colloquium Series on Business and the Arts, Edinborough said, "Corporations have an increasing realisation that the arts can do for one dollar what an ad agency does for ten."

As president of an organization that comprises 120 corporations with a combined arts budget last year of seven million dollars, Edinborough is well versed in the various forms that corporate patronage can take. "Businessmen have always been involved in the arts" says Edinborough, but it wasn't until 1928, when irate shareholders tried to sue the Bank of Commerce for donating profits, that legal limits and guidelines were established for corporate patronage. "Up to 20 percent of corporate profits could be given, but actually they give about .6 of one percent." Then they have to decide who merits the gift. "The benefit of giving money to hospitals is obvious -- the arts are difficult."

However, says Edinborough, providing employees with direct contact with the arts means "they don't mind when the corporation makes donations to ballets." Tele-globe's mandate to "bring the arts to their employees" takes the form of "significant discounts on symphony tickets."

Edinborough finds a direct relationship between employee loyalty and company generated education. A company funded arts centre that maintains a community or-

chestra could provide training to workers' children, said Edinborough, so that "the same people on the other side of the bargaining table are helping their kids." His audience of business students laughed when he told of a middle-aged Shell executive in Alberta who complained "she had to burn her collection of paintings on velvet after the company brought in lecturers to educate an employee's committee that had been

formed to buy art for the workplace. The woman will be grateful, he says, when the new works she buys are worth a lot of money some day.

Patronage can also provide lucrative business contacts, said Edinborough, citing the example of a small printing firm. The owners gift 15 years ago of \$5,000 to the National Ballet was the largest single donation at that time. "He was soon on the board, and then he was chairman. His

business doubled."

But by far the largest benefit lies in the fact patronage improves corporate image through what Edinborough calls "piggybacking" on the arts. "Corporations realise that people respect art and some of that respect rubs off on them." He cites American Express's campaign to raise money for three national youth arts organisations. "Suddenly everyone across Canada knew there was a

National Ballet School and that American Express had something to do with it." The fact that the advertising campaign cost over one-half million dollars while the schools only received \$40,000 each doesn't bother Edinborough who says American Express couldn't justify giving

that much money away. "They were going to spend the half million anyway. They used the arts organisations to give their advertising more punch." The donations were "manna from heaven" for the schools, says Edinborough. "As opposed to nothing \$40,000 looks pretty good."

Economics professor speaks at Founders

Road to socialism difficult

DAVID CHILTON

The experiences of some Latin American and Caribbean countries at varying levels of fundamental social and economic change were discussed by York Economics Professor Louis Lefebvre last week.

Speaking informally to a small but attentive group of students and faculty in Founder's Senior Common Room, Professor Lefebvre noted that a country such as Nicaragua would face considerable problems if it sought to change its economy from capitalist to socialist. Among these problems would be an inherited and excessive reliance on international trade; a lack of fiscal and monetary control; and the distortion between the rural and urban economy.

Moreover, any socialist government would have to accommodate the remnants of the previous structure.

Taken together these problems create a situation of political and economic confusion which results in inflation, the need to seek the assistance of the international financial community and the imposition of sanctions. And of course the formidable threat of the military which is "interested in orderly econo-

mic organization" should not be discounted.

It is because of these factors and not because of the strength of the intervention, Lefebvre said.

Noting that a socialist transformation requires sacrifices, Lefebvre suggested ways to help this transformation: an expansion of the demand for labour in economically constructive projects, an

increase in agricultural products for domestic consumption, and orderly monetary and fiscal policies so the "International Monetary Fund cannot get its claws in."

Lefebvre noted however, that no transformation will come about if governments in Latin America and the Caribbean give "unnecessary affronts to the international community."

Active Student Group wants another party

DAVID CHILTON

A new political organization formed at York hopes to provide an alternative to three major parties and a vehicle through which young people can have more say in how the country is run.

The Active Student Group, says spokesperson and first year student Alex Riha, is neither right wing nor left wing. Foreign domination of the economy, better investment opportunities for Canadians, fewer bail-outs for foreign firms, better investment opportunities for Canadians, fewer bail-outs for Canadian firms, and stricter criteria for young people seeking social assistance are among the organization's chief concerns.

The group would also like to see the government establish popular programmes that would forecast the demand for different occupations at a given time, so high school and university students could choose their course accordingly.

When asked how the Active Student Group differs from more traditional organizations, spokesperson Riha replied that in the other groups, "everybody gets washed out by the big guys."



Photo: Mario Scattoloni

Lucky winner of Mac dating game?

Sheep shits in square

IAN BAILEY

Wednesday at about noon, an unknown person or people chained a full grown sheep to a railing in Central Square, across from the pharmacy. Imprinted in large, black letters on the side of the animal was the statement, "Raped by PLO".

It was freed and carried out of Central Square by Security guards, but not before it had defecated on the floor.

Judith Santos, CYSF Director of Women's Affairs was one of the first people on the scene. She called the incident "a cowardly act. It was a provocation. It reminded me of the massacre in Lebanon. It was the first time I was so outraged in my life."

York film inspires confessions from incest victims

CAROL BRUNT

So many people wanted to see *The Best Kept Secret*, a York student film about incest, that Kathy Smith, one of the three filmmakers, was unable to squeeze into Stedman Lecture Hall B to participate in the discussion on Tuesday.

Co-writer and editor Alexander Van Ihinger and director and co-writer Marshall Golden spoke briefly about the 10-minute film which is based on the "typical incest family" and which was completed last May. According to the filmmakers, it is estimated that one in 10 women is a victim of incest. This figure was supported when eight of approximately 80 remaining individuals spoke of their victimization.

The film was screened twice and a question and answer discussion period followed the first presentation. The panel of speakers consisted of Charlotte Vale Allen, author of *Daddy's Girl*; Patricia De Courcy-Ireland, organizer of treatment workshops for adult victims of incest; Barbara Chisholm, child welfare consultant in private practice;

and Dr. Evelyn Challis of the York Counselling and Development Centre.

Vale Allen defined incest as "inappropriate sexual attention paid by an adult to a



Barbara Chisholm

child" and dispelled the common belief that victims are usually girls. "In my experience it is not exclusively a female domain." Suggesting the need for the definition of appropriate and inappropriate sexual attention, Chisholm blamed the lack of well-defined boundaries. In trying to define them, she stated, "Sexuality is really an adult function and the use of a child to satisfy an essentially adult function is wrong. Period."

Vale Allen, herself a victim, described the typical incestuous father as having a "critically flawed self-image so damaged in his own eyes because he believes he's not where he should be." He is, among other things, tyrannical and not about to relinquish his grip on the "powerless children". This explains why incest frequently continues through the family to younger children.



Dr. Evelyn Challis

Chisholm explained that it is hard to pin-point an incest victim because "the child clamps down, knowing they can't tell", often, according to Vale Allen, because they're threatened with being respon-



Patricia De Courcy-Ireland

sible for the parent going to jail. "The signs (of the problem) are very loud and clear," and she listed some of the standard behavioural signs, not necessarily of incest, as regressive and anti-social behaviour by the child and a change in eating patterns. But according to both Chisholm and De Courcy-Ireland the denial pattern is strong. The belief is that it couldn't possibly be incest. The parent tries to explain away the signs as pubescent behaviour because it "goes against the grain" and destroys "our believed values". There is a "conspiracy of

silence" though the mother knows what is happening.

Vale Allen recalled that as a child she knew most of the other children didn't feel what she did. "You are effectively cut off from society, yet you are compelled to live in it and are asking yourself how do I get to be normal?" Unable to speak about it, the child then represses it which all the speakers agreed has devastating effects.

The solution offered by the panelists was education and information. Vale Allen described the practise in Winnipeg of a team of police which visit kindergarten and younger grades to educate the

young children. Challis said, "We must eliminate the taboo we have of the intact family." The idea that "it's none of our business," Chisholm says that it is "our responsibility to intervene", that we have a moral obligation.

But it is important when talking to the child that a rapport be established so the child feels safe. Anyone reporting incestuous behaviour or sexual exploitation is protected under the Child Welfare Act even if the reports prove unfounded. The panel stressed that this adult intervention is needed because, as De Courcy-Ireland pointed out, the rights of the child are the same as those of other victims, "but it's another story to act on them".

The following members of the panel can be contacted about treatment workshops and information: Barbara Chisholm at 482-1412, Dr. Evelyn Challis at 667-3215 and Patricia De Courcy-Ireland at 923-8592.

Anyone interested in seeing *The Best Kept Secret* can call Mobius International at 862-0255.



Charlotte Vale Allen