

Time President cops out

by Mary Pat MacKenzie

In an effort to express themselves as "good corporate citizens" Time Canada is sponsoring an art show, "Canadian Canvas" which is now being exhibited at the Dalhousie Art Gallery and the Nova Scotia Museum of Fine Arts. The show opened officially on Thursday November 6 and will remain in Halifax until Dec. 4.

At the press conference Time held to promote the exhibit (and their image?) Two representatives of the corporation were subjected to numerous questions about the impending legislation which may force Time to close down its Canadian operation. The President of Time Canada, Steven LaRue was supposed to attend the press conference but cancelled out at the last minute and sent in his place Joan Cullen of the public relations department and Fred Kirkwood of the company's sales division.

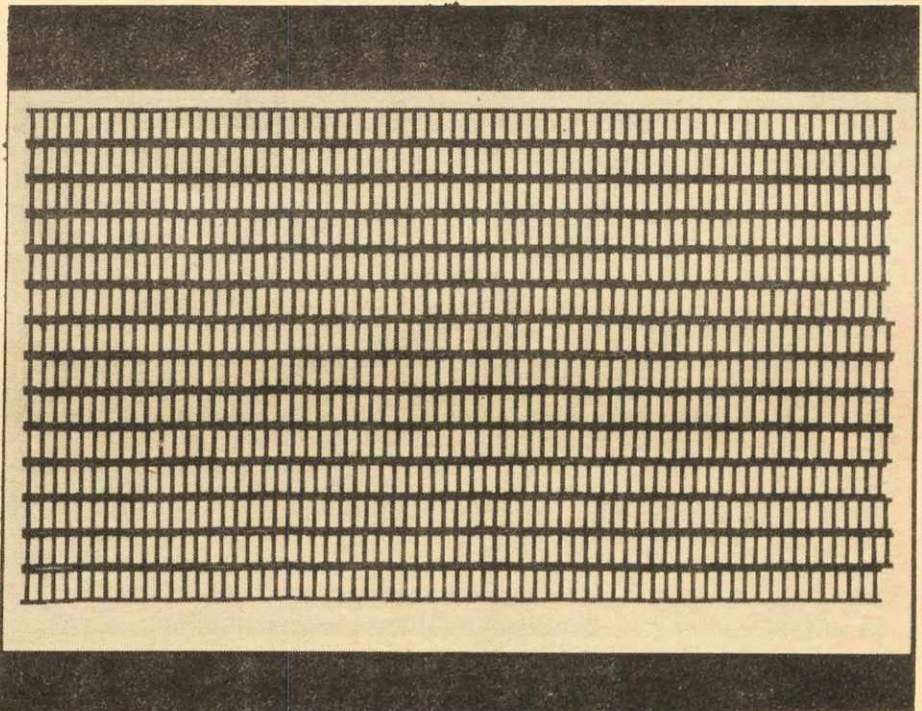
At the present time the magazine's advertising is approximately 87% Canadian and these advertisers will be directly affected by the legislation now before the House of Commons. The legislation, if passed, will remove Time Canada and Reader's Digest from the lists of Canadian magazines whose advertisers can claim a 50% tax rebate for the money they spend on advertising in Canadian magazines. Under the legislation presently in effect both Time and Reader's Digest qualify as Canadian magazines for advertising purposes. The new legislation calls for a much higher Canadian content as well as for a larger percentage of Canadian ownership.

According to the Time representatives the company would be willing to sell 75% of its stock to Canadians with a large proportion of this stock going to a consortium under the Thompson banner. The Time staff and possibly the general public would be able to pick up the rest of the 75%.

Though they will go so far on the business side of the Canadian content question the editors of Time refuse to comply with the 80% Canadian editorial content and will close down the Canadian operation before they will change the magazine's content. Right now the Canadian edition of Time contains approximately 10%, or 6-7 pages, Canadian content.

Advertisers who arrange to buy space in Time magazine in 1976 will be provided with the equivalent of their tax rebate by the magazine should the government pass its legislation next spring but make it retroactive to January 1976. Obviously the magazine will not continue to do this any longer than they have to and ultimately advertisers will be forced to decide whether or not they really want to buy space in Time when they can get a tax rebate for advertising in Maclean's or Saturday Night.

In answering the media's questions the Time representatives stressed repeatedly that they are an "international" magazine and the government should not be demanding a high Canadian content in a magazine of this type. They went on to point out that if the Canadian public is not careful the government could go so far as to demand that



"Upper Case Positive", a part of the "Canadian Canvas" art exhibit sponsored by Time Canada.

Canadian newspapers abide by the 80% content law. This according to the Time people would mean that the Toronto Globe and Mail would probably not meet the criteria to be a Canadian newspaper!

It was pointed out to the magazine people that Canadians could still buy Time even if the magazine closed down its Canadian offices but minus the 6 or 7 pages of Canadian news so the closure of these offices will probably make little or no difference to most

Canadians. The company spokesmen said they had received support from all across the country regarding their hassles with government. One wonders why Canadian taxpayers are encouraging the spending of their tax money to aid an already rich U.S. Corporation.

Incidentally, the art show is not really worth seeing unless you are really into large canvases filled with the usual bland sort of thing you see in modern office buildings.

Nuclear responsibility

by Mike Greenfield

More and more people are coming to think that nuclear energy is one of the gravest threats to the Atlantic Provinces. Nationally November 2-11 has been designated Nuclear Responsibility Week, a sign of growing awareness and a drive to increase the support against nuclear power.

The Maritime Coalition of Environmental Protection Associations along with the Canadian Coalition for Nuclear Responsibility feels that they are fighting a battle against time to stop the spread of nuclear technology. They know that Atomic Energy of Canada Limited (a Crown corporation) is currently engaged in an effort to sell the CANDU reactors both here and abroad. They feel that if AECL's campaign is successful then Canada will be locked into a "nuclear future". A potentially disastrous future that the Canadian people will have had very little say in.

With virtually no public debate millions of the taxpayers dollars have been put into nuclear technology. This year AECL has been granted a \$151 million subsidy. Susan Holt, a leader of Nova Scotia's anti-nuclear forces, estimated that over \$1 billion has been spent on the less than perfected nuclear technology while less than \$1 million has been spent on solar energy.

Despite its seeming potential nuclear power plants have fallen far short of expectations and critics argue that nuclear power will always be too hard to handle. They point to the almost impossibility of keeping track of all the radioactive substances used. From mining to waste disposal it is impossible to insure 100% efficiency and as long as it is impossible the process

remains unsafe. Not to mention the threat of a natural disaster at the sight of a nuclear plant, or the idea of some crazy terrorist plot not caring how many get killed.

The development of nuclear power plants should be closely examined and more onus should be put on developing other alternative forms of energy, such as solar power. Besides, Susan Holt told the Gazette, the Science Council of Canada has reported that fully half the energy we now use in this country is wasted. Conservation should be the first priority before we try to fill the energy gap with dangerous nuclear power plants.

In the Maritimes the supposed nuclear threat is taking form at Point Lepreau in New Brunswick. They are trying to halt the building of the plant not only as they would try to stop a normal plant from being built but in addition because this plant is being built on a known earthquake site. Dr. D.W. Johnson terms the area "one of the great fracture lines of North America".

One theory as to why there has been such a big push toward nuclear power to the exclusion of other sources points to big money as the evil. Back in the 50's a lot of money went into nuclear technology and they want a good return on their investment. That is one reason why the AECL has spent \$89,000 to make a pro-nuclear energy propaganda film.

However, the government is beginning to feel the pressure. The anti-nuclear forces have recently won a small part of their battle when the Federal Liberals voted to support a Commission of Inquiry into nuclear power and its future in Canada. They hope that this commission will soon be set up as

an effective judge of the nuclear issue.

Canada's citizens are by no means the first to be aroused by the threat of nuclear power. In Europe and the U.S. there has been much more anti-nuclear activity. Recently a petition against the spread of

nuclear power was signed by 2000 French scientists. In the U.S. Congress a bill has been submitted to not allow the building of a nuclear plant without the residents approval. It seems that many people just do not want a radioactive dynamo in their backyards.

