

EDITORIAL

Clowns in pinstripes

Corporations put newspapers on their list of trouble makers alongside unions, class action suits, and Mike Wallace. A corporate image takes years to develop and one can appreciate big business being upset over an article that sends millions of advertising dollars down the proverbial drain. The boardrooms are shuddering at the prospect of invasion and typically respond with silence. That "no comment" mentality is now being challenged by a new wave of decision makers in management.

This recent phenomena sees multinationals such as Mobil Oil striking back at the media. Mobil takes out full page advertisements in the *New York Times*, *Wall Street Journal*, and *Washington Post*, to let the public know their side of the story. Corporations feel they have a legitimate tale to tell via these high profile newspapers. They feel slighted by the premise that "journalists are out to get them" because such a doctrine precludes reporting any good news about big business.

So the new generation of managers are slowly coming to realize that by saying "no comment" to journalists, they are really inviting investigation for a possible cover-up. These managers are in reality punks in pinstripes, and they want to fight back against what they consider to be witch-hunt journalism.

Unfortunately, these avant-garde executives fail to see their own inequities in dealing with the business press. One of the most successful firms, McDonalds Restaurant Ltd. is a prime example of how to be selective in releasing "news". When hamburger magnate Ray Kroc decided to lower the price of a Big Mac by a nickel, the McDonald's public relations department accompanied the move with reams of press releases. The financial journals ignored the whole extravaganza. Fair enough, right? I mean it is hard to get excited about researching a story on a multi-billion dollar business that knocks a nickel off its profits.

A few months later, McDonald's raised its prices by fifteen cents. No publicity. No overgrown clowns with red noses dancing in the streets. Nothing.

If you are into millions of dollars, then try examining the advertising campaign (I will let you guess which one) launched in the United States by an automobile company that wanted to build its garage clientele. They came up with some terrific slogans and a mechanic who was so darn helpful, that golly gee whiz, you just wanted to buy him a cup of coffee. On top of that, the mechanic's clothes were always spotless - a good sign of competency, we're led to believe.

The media got a hold of a report that outlined customer complaints with this gregarious garage and followed up with investigations of the firm in question.

It turns out the glorified garage is a shabby operation. The article is written and the corporation is appalled that the media would have the audacity to tell the truth. Would not customers be happier with the knowledge that, at least in commercials, there was someone they could trust? The journalists destroyed the tranquility.

The good news in this sad affair is that corporations and newspapers are finding out how the other thinks. In an issue of *Forbes*, the president of a major service company posed for an in house ad, plugging the virtues of *Forbes*. Ironically, he was the target of financial inquiry in an earlier issue.

Big business and newspapers are communicating to the extent that there are fewer secrets. The chaos inherent in floundering firms used to be disguised by business rhetoric in its annual report. Outright lying is no longer in vogue. The punks in pinstripes are too sophisticated to even consider such an out-dated method of deception.

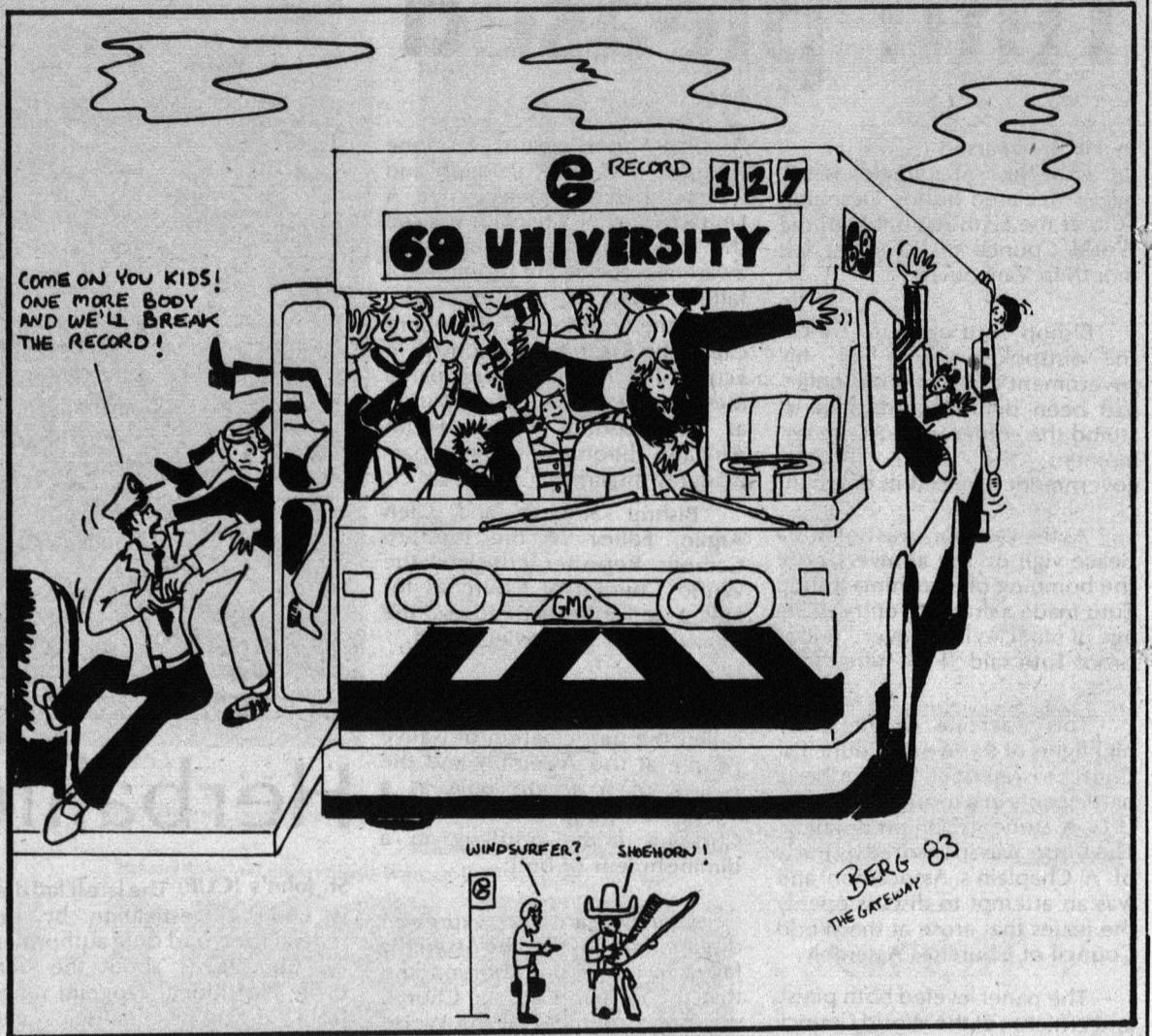
Brent Jang

Editor in Chief - Brent Jang
New Editors - Mark Roppel, Ken Lenz
Managing Editor - Gilbert Bouchard
Arts Editor - Greg Harris
Sports Editor - Kent Blinston
Photo Editors - Bill Inglee, Martin Beales
CUP Editor - Jens Andersen
Production - Janine McDade
Advertising - Tom Wright
Media Supervisor - Margriet Tilroe-West
Circulation - Tom Wilson
Staff this Issue

The Church of Gilbertology was in ruins, what with the Martyrdom of Algard and the fiery rising demons entering Ron Cabona and Bernard Poitras, as witnessed by awed Simon Blake, odd Stephen Larson and ahed Lois Dages. Then, on a wheel of fire, Brenda Waddle, Wendy Hawkins and Christine Koch soared across the sky writing Pepsi ads, much to the dismay of Norman McNeill and Christopher Coy, but Sally-Ann Mowat knew a secret: Neil Watson and Jordan Peterson only drank Coke and Randy Duke snorts Dr. Pepper.

The Gateway is the newspaper of University of Alberta students. Contents are the responsibility of the Editor-in-Chief. All opinions are signed by the writer and do not necessarily reflect the views of the Gateway. News copy deadlines are 12 noon Monday and Wednesdays. Newsroom: Rm 282 (ph. 432-5168). Advertising: Rm 256D (ph. 432-4241) Student Union Building, U of A, Edmonton - Alberta, T6G 2J7. Readership is 25,000. The Gateway is a member of the Canadian University Press.

gateway
 Sept. 27 - Volume 74, No. 6



« LETTERS TO THE EDITOR »

Tear down SUB And put up a parking lot

I have been informed that City Bylaw Enforcement Officers will be "cracking down" on vehicles illegally parked in the University area. This "crack down" is in response to hundreds of complaints by area residents concerned about the number of vehicles illegally infesting their streets and driveways.

Beginning October 3rd, all vehicles parked in "No Parking Zones" or left in restricted parking areas for longer than the designated time period will be ticketed and towed away.

The parking problem in the University area has been aggravated this year with the increase in the student population. In addition, the amount of parking stock available to students on Campus has changed little in response to increased demands.

(i) There are a number of alternatives to illegal parking: Leave your car at home and take a bus. ETS is attempting to upgrade service to reflect student needs.

(ii) Knock on doors in the University area and attempt to convince residents to allow you a parking space in return for snow shovelling, a monthly rental charge, etcetera.

(iii) Car pools will reduce vehicular traffic problems in the area.

If you have any comments, concerns, or suggestions about parking on Campus or bus service to and from Campus, please don't hesitate to contact me in Room 274 of the Students' Union Building.

Paul Alpern
 Students' Union Housing and Transport Commissioner

academia. Indeed, one wonders if he regards the U of A as an academic institution or simply as a place for the convening of decadent tinheads.

Still, if Mr. Braithwaite was so set on judging the university by the creative attire of a few of its students and some mindless extracurricular activities, he could at least have opened his eyes and maybe have read a Princess Theatre program or even a bulletin board, or looked into some of the clubs and found activities and people more suited to his highly superior tastes.

Sir Braithwaite apparently joins the Commies in laughing at the "cream" of Western society. Indeed, he seems to exemplify the intolerance of the freedom of expression that has helped make the Soviet Union the fun place to live that it is today.

I'm sorry, if Ernie is real, that he probably isn't here to read any of the scorching replies that will come. Then again, it probably wouldn't make much difference.

Elaine Palmer
 Rehab. Med II

U of A write real good English!

RE: Writing Incompetency (Sept. 22)

A statement from Ken Lenz's article compelled me to respond. The statement, "nobody will take responsibility for high school graduates writing incompetence," underlines the whole illiteracy issue.

The Department of Education, the Education Faculty, public school boards, trustees, the Alberta Teachers' Association, and teachers are all identified as possible scapegoats. Nowhere in the article is it even suggested that students might be partially responsible for their own poor writing skills.

Maurice Rodrigue
 Ed. III

You mean he isn't real?

Re: Letter to the Editor from Ernest Braithwaite, Gateway.

I find it difficult to fathom that someone would actually write such a ridiculous letter, and wonder if it was planted by Gateway staffers to get a rise out of their readers. If Ernest Braithwaite is (or was) actually a registered student here, I would think he's take more than two weeks to make such an expensive judgement about the U of A - unless, of course, he's very rich. If so, I suppose he can afford to come to hasty, irrational, yes, even irrelevant conclusions! I also wonder about extreme political views of a Prince Edward Islander, such as advocating two years compulsory military service (for women, too!!) and other un-Western attitudes which will be discussed later. But in the off-chance that his letter was legit, I'd like to make a few comments on it.

Surely Mr. Braithwaite did not come to our esteemed University with the idea of getting an education in mind. His letter indicates that his priorities and interests lie outside the realm of

Nuclear war isn't just something we imagine Ken

This letter is in response to Political Science Professor Robin Hunter's recent letter to the Gateway.

In the book *The Peace Movement and The Soviet Union* by Vladimir Bukovsky, Lenin defined peace as follows: "As an ultimate objective, peace simply means Communist world control." From Lenin's statement it becomes quite clear why the anti-cruise demonstrators call themselves the "peace" movement.

As mentioned in my first letter, I also found it "difficult to believe that the anti-nuke protestors actually said" what they said. It was only because