

# Halifax Life

The purpose of this editorial is to provide background information to our front page news article on the 4th Estate's Entertainment Supplement called "Halifax Life".

For those new to the city, the 4th Estate is a local weekly newspaper, **Halifax Life** is the entertainment section of the 4th Estate. The current newsstand price for the 4th Estate is 30 cents, this includes **Halifax Life** which is a regular weekly supplement.

Nick Fillmore, publisher of the 4th Estate, or N.I.F. as he prefers to be known as, is also publisher of **Halifax Life**. **Halifax Life** is a collection of Entertainment articles and advertising that in the past appeared in the regular portion of the 4th Estate. Fillmore has gathered together these Entertainment items and ads into one section of his paper. This section, known as **Halifax Life**, is distributed free in several locations throughout metro.

Last week Fillmore appeared before the Student Council Executive to argue that Dalhousie should allow him to distribute **Halifax Life** on the Dalhousie campus.

Fillmore did not want to distribute the 4th Estate free on campus, as it is already available for 30 cents in the Bookstore. Instead Fillmore only wanted to distribute the Entertainment and Advertising supplement known as **Halifax Life**. Fillmore wanted, and still wants to sell the 4th Estate. But he wants to distribute **Halifax Life** free to boost the circulation figures for **Halifax Life**.

The issue at hand is money - there are a limited number of dollars in the Halifax-Dartmouth advertising market. Fillmore is currently in competition for those dollars. The **Dalhousie Gazette** is also after those dollars, but only after those that deal with university customers. We are after a much smaller share of the market than Fillmore is.

In the recent appearance of the "new format" the 4th Estate, Fillmore explained how he wants to pursue a readership that is upper income. This is not inconsistent with his wish to generate more dollars for the 4th Estate. And of course it would be natural to want part of his readership to be those upper income people at Dalhousie. What is somewhat perplexing is his wish to have those people at Dalhousie receive **Halifax Life** free, because then he loses the potential of selling them the 4th Estate.

The matter becomes somewhat simpler if we realize that the way Fillmore offsets these costs is by counting those free editions of **Halifax Life** into his circulation figures and charging advertisers a higher fee.

At this point we realize that those "free" copies of **Halifax Life** are not so free. In fact they cost us money.

If, as we mentioned above, there is a limited amount of money for advertising in the city, then Fillmore can only get it by taking it away from some other publication. The situation then is quite obvious, if Fillmore wants to distribute on campus each week he must want to get the advertising dollars that are spent advertising in

The Dalhousie Gazette is the weekly publication of the Dalhousie Student Union. The views expressed in the paper are not necessarily those of the Student Union or the editor. We reserve the right to edit copy for space or legal reasons. The deadline for letters to the Gazette is the Monday preceding publication. No unsigned material will be accepted, but anonymity, if necessary, will be granted. The Dalhousie Gazette, Canada's Oldest College Newspaper, is a founding member of the Canadian University Press. The Dalhousie Gazette office is Room 334 of the Student Union Building, telephone 424-2507. The subscription price is \$5.00 per year (27 issues).

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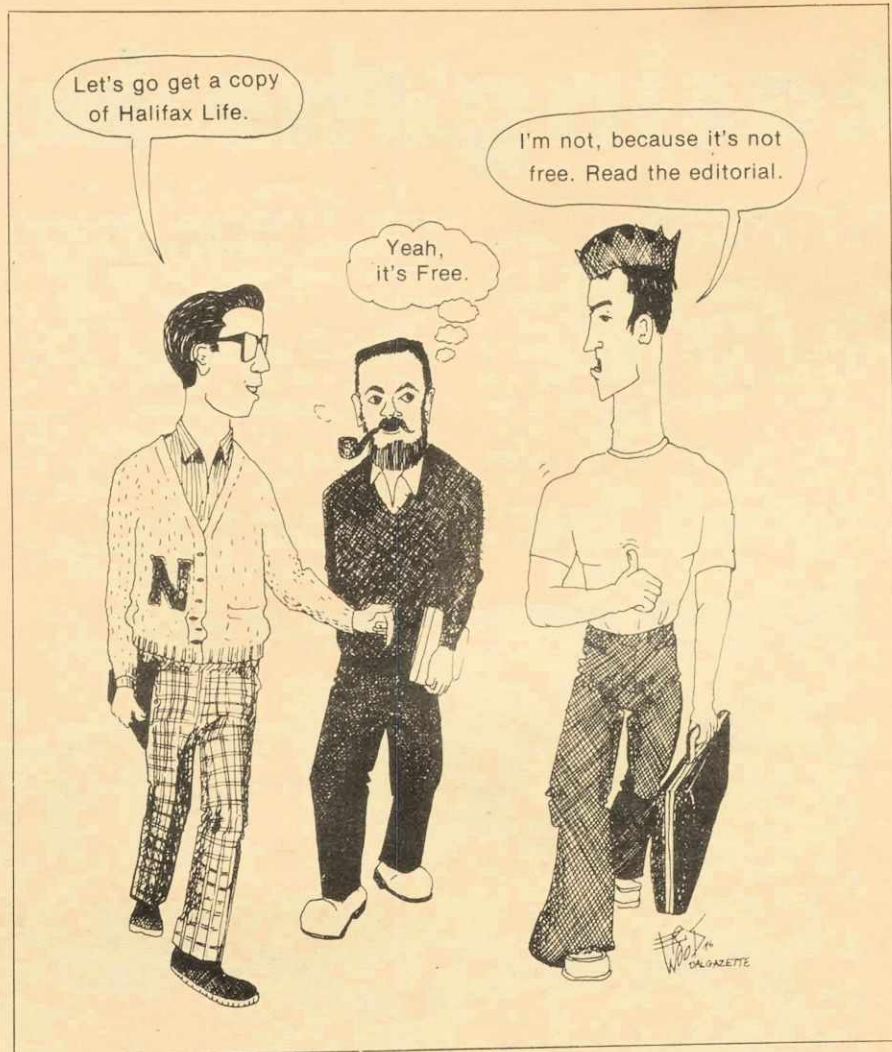
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university publications.

The only weekly newspaper at Dalhousie is **The Dalhousie Gazette**, and the only way Fillmore gets those dollars is if he takes them away from the **Gazette**. Up to this point the situation is quite clear and above board, but it now gets a little grey.

To get those advertising dollars Fillmore has lied to his advertisers and ours; he has told them **Halifax Life** is distributed free on the Dalhousie campus after he was specifically told by Student Union President Gordon Neal that it could not be. Neal advised Fillmore that **Halifax Life** was out until council decides otherwise.

As is mentioned in the front page news article Fillmore told advertisers immediately after the meeting that he won the decision and the SU Executive would allow distribution of **Halifax Life**.

As we mentioned in the case of **Kelly's**, to pick an example, it was only the personal intervention of Gord Neal that convinced **Kelly's** that they had been lied to. Fillmore knew what he was doing, he was playing the ad market for dollars, and if he had to lie a little, "well life's rough."

The Dalhousie Gazette does not oppose Fillmore's right to sell the 4th Estate on campus, nor do we oppose his right to sell **Halifax Life** on campus. But we do oppose something.

We oppose Fillmore's decision to claim that **Halifax Life** is distributed on campus since it is not, and further to tell advertisers that it is.

When Fillmore gets a dollar from the campus some of that dollar comes out of your pocket.

Think about it.

Letters To the Gazette must be typed if over 100 words. Letters must be less than 600 words. They will not be edited for brevity, coherency, or other reasons. Letters will be published as soon as possible.

Persons submitting letters must provide their name and a telephone number, or some other method of reaching them, should there be some question about their identity. The use of pseudonyms will be considered in some cases.

## Letters

To the Gazette:

The **Gazette's** September 9th foray into the housing field, (consisting of a front-page headline and article, map, editorial, and cartoons), may have served to unburden the social consciences of the staff, but it did precious little to encourage informed debate on an important issue.

Always in the forefront of innovative, investigative journalism the **Gazette** spared no effort, it seems, to expose the sordid housing fiasco which, it feared, would soon produce shanty towns of tents filled to overflowing with homeless students - victims, it believed, of the "callous and insular" outlook of the university and "pawns" in the hands of the magnates of monopoly capitalism. Starved for policy state-

ments from the administration the **Gazette** turned to conversations which, it said, might be heard "in any of the lounge areas on campus." Still not satisfied it had exhausted all available resources the **Gazette** also turned to a month-old article in the **Mail-Star**. It did not occur to the **Gazette** to ask for the full facts from fellow-students involved in housing, working in the same building. The **Gazette**, it seems, prefers to get its news second-hand.

Presuming positive action requires reasoned analysis rather than mere rhetoric, the following facts are presented for the consideration of those sincerely concerned with student housing. Knowing what has been done is the first step towards knowing what remains to be done.

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