



Duly Noted

To the GAZETTE

Re the article "Carleton Campus" by Cheryl Burtt, GAZETTE October 24, 1974.

I realize in this multi-professional university that it is easy to get health professions and various related courses confused. However, a quick check in the "Student Handbook" will give you the names of the buildings on this campus.

The College of Pharmacy (no longer the Maritime School of Pharmacy) is located in the George A. Burbidge building (not the pharmacology building) and we are the pharmacy students (not pharmacology students). Pharmacology is a course several of the health professions take and it is a field of study by itself. The pharmacology department is located in the Tupper Building, 6th floor (also in the "Student Handbook").

Thanks
Sue Mowat (III yr.)

Monster Means

To the GAZETTE

RE: Page 4, Oct. 31, 1974, Dalhousie Gazette

First of all I did not guess the monster's name. I thought that the monster's name perhaps was "bureaucratic spending by bureaucratic government". For example the referendum costing "x" dollars could have been avoided if there had been a simple opinion poll conducted beforehand. It would have been clear had this been done that there is little understanding among the students as to what the money was needed for. This was the reason for the inconclusive result. The commentary on page 4 contained a number of incorrect statements. It said that proposal "D" meant there would be a limitation of the Union's power thereby limiting the student's power. I read proposal "D" to mean major cutbacks in Union spending, of course if I had understood it to mean as you have said, limitation of my power, I would not have voted for it. Secondly the referendum was for an increase in next year's fees why does this as you said "cuts will have to

come soon". Thirdly, what is more likely than an enlightened student body is an enlightened Student Union, one which has better communications with the students. I would suggest that a referendum asking for a \$5 increase voted as yes or no, which beforehand had a considerable amount of PR work, i.e. have the President of the Union meet with groups and really explain the need, would produce a more conclusive result, maybe then there will be so called less apathy.

I would ask for constructive criticism as I may be unaware of certain inner political ideas.

Thank you,
John P. Donald

Your Welcome

To the GAZETTE

This letter is to publicly thank all those who contributed their time and effort so that the October 30 referendum would be publicized. The work was done voluntarily, and in the time available little else could have been done to let Dalhousie students know about the voting.

It is a tribute that no one on the Students' Council refused to help. The GAZETTE was another source of assistance, as were quite a few people who came forward when they saw that a particular task had to be done. All of those who helped deserve thanks, since without them very few people would have known about the referendum.

I think that thanks are also deserved for the absence of strong campaigning for particular proposals. Virtually everyone was careful to observe the difference between informing and persuading.

I will use this letter to repeat the fact that the purpose of this fee referendum is the same as most others - to have the students of Dalhousie decide the most basic policy directions of their Union. It was not Councils alone that established the present priorities, and it is not the Council which can unilaterally change the basic priorities. In the past and the present this has probably been under-emphasized, but it is nevertheless true.

It is your Union, and your actions and attitudes are the most important factors influencing the Union's direction.

Quite a few people were interested in making sure that the referenda were publicized. Thanks to them that happened. Interest and participation in any other area will similarly yield results and have an effect on what the Union appears to be doing. Most of the people who worked on the referenda are not specially gifted or privileged, they just decided to do something. While the Union should contact individual students as much as possible, please remember that you, as an individual, can make the first move and get something going.

Dan O'Connor

Soccer Success ...

To the GAZETTE

Last Sunday afternoon, at approximately 3:00 p.m. on Studley Field, the Dalhousie Soccer Club captured the Maritime Intercollegiate soccer championship by defeating Mount Allison 1-0, on a goal by the one and only Bob Moss (way to work, way to work, lets' go, lets' go). It was the first time since 1969 that Dal has captured the title, and capture it we did.

By the time you people read this we, the Dal Machine, will be in Montreal trying to bring the National Championship to the Dal Campus. But it is not the team I wish to talk about. It is you - our supporters. For that final game against Mt. A., the bleachers were just jammed full between the 25 yard lines. You were there to cheer us on to victory which you did successfully. Those positive chants and cheers you gave us helped to lift us each time we started to lose momentum. Consequently, we managed to keep on top of the opposition throughout the match. To you all, each member of the team says thanks for your support. It was greatly appreciated.

One last thing, many people on this campus talk about student apathy. Well, last Sunday, you proved that is not true all the time. All it takes is a meaningful and real issue to rally the individuals together on this Campus. Once again, merci beaucoup from the boys in Montreal.

Kevan Pipe, on behalf of every member of the Dal Soccer Club Maritime Intercollegiate Soccer Champs.

More on Blacks

To the GAZETTE

As a native of New Glasgow and a graduate of Sydney Academy, with very few associations with Blacks in Nova Scotia (New Glasgow High and Sydney had a few students and New Glasgow town had a good all-Black baseball team), I was very interested to read in the October 17 Gazette some of the not very well known facts about Blacks in N.S. and particularly as to educational

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BASIS OF BUSINESS

by David Slater

Last week I attempted to briefly define four market classifications, namely, Pure Monopoly, Pure Competition and Oligopoly. It appears to me that AM radio stations in Halifax fit into the latter category, by virtue of their number and service offered. As previously stated, the characteristics of an Oligopoly are:

- (i) few firms
- (ii) relatively similar products

and these criteria are being met by these AM stations. Hopefully economists will forgive the crude definition.

As I was new to Halifax in September, I naturally was interested in finding a station whose programming suited my tastes and in doing so became aware of the different programming and promotional techniques used by the stations.

A few telephone calls added some information to my subjective observations and produced the following. Firstly I discovered, with no lack of pride in my investigative ability, that there are four AM stations in town. (this sort of keen perception is what develops after a few years in business schools!!) Anyone who has been here a week knows that they CJCH, CFDR, CBH, and CHNS.

I was basically interested in the style of promotion (advertising) used by each of these and in each station's views on the consequent reaction by listeners. On CJCH and CHNS there seemed to be a glut of give-aways and contests. CJCH and CHNS compete for the same youth market and between themselves may be said to constitute a subsection of the total Oligopoly. These stations' attitude to the give-aways are similar and they cite two main reasons for using them:

- (i) Contests are part of the program entertainment
- (ii) Contests at least hold on to the listening audience if not attracting new listeners.

Both stations say, however, that it is difficult to determine exactly how great an influence the give-aways have on maintaining listeners. It appears to me that someone thinks it must have some effect and that is precisely why they spend money on all these contests. It looks like a stalemate situation where if one station increases its give-aways the second feels it has to counter with the same strategy just to maintain the audience. Obviously this is a case of running as fast as you can just so you can stay in the same place.

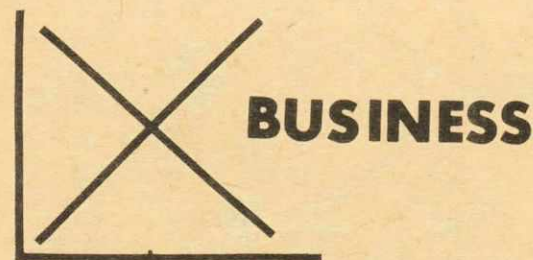
Whether or not the give-aways are a wasteful use of resources subjecting a listener to more commercials is a question I could only answer with a more detailed search. Still I can add, I feel, another characteristic of an Oligopoly to the preceding list. This is the observation that:

- (iii) Advertising and promotion by Olygopolistic bodies may not have any productive effect if the competition counters with a similar strategy, which they most likely will.

The other stations, CFDR and CBH appeal, or attempt to appeal to a different audience, and as such, can be classified as the other part of the total Oligopoly (two subs make a whole). They have a different opinion of give-aways, that may be generally classified as disdain. They feel that the give-away has a short-term effect on listener numbers and would most probably insult some of their listening audience. CFDR does advertise, to attract new listeners, in the Herald, which to me is more rational than attempting to attract radio listeners through the radio medium. (i.e. How do you attract new listeners by advertising on the radio, when the underlying assumption is that they don't listen to it in the first place.)

In summary I can say that the greatest energy is spent by CJCH and CHNS who are fighting for the same market. They will most likely continue to program a high give-away and contest content only to maintain their respective shares of the listener market.

On the lighter side I would like to say that the artist in me surfaced last week in the form of a graphic that I designed to head this column. I was also motivated by a desire to change Basis of Business, a title I really can't stand. I designed the following



and then had it rejected on the basis that no one would understand the meaning of the crossing lines. Well folks you guessed it, that's a supply and demand curve. We all use the term supply and demand and yet I discovered that few people can recognize their plots on a graph. Next week I will get into this in a little more detail.