NO SUMMER **JOB AT EXPO**



KEITH KENNEDY

'Ask not what the Council can



Canadians a minority in Phd programmes

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Everything

you

wanted



to know

about

Excalibur*

* But were afraid to ask

Past

On October 7, 1966 the first issue of EXCALIBUR a four page university-wide paper made its debut in Founders College. A hand drawn logo, terrible layout, missing headlines and picture of Miss United Appeal were featured. EXCALIBUR was founded by a small group of enthusiastic students who had little knowledge of pica and agate lines, headsheets, typestyles and the basics of publishing a

The growing staff which had started with only a two hour training session at Glendon's Pro Tem managed to put out 16 issues that first year with an average of 4.5 pages a week to the York community of

Volume two of Excalibur began on September 12, 1967. In Centennial year the staff managed to publish 22 issues and the size of the paper had grown to an average of 12 pages per issue.

By the time volume three was ready to be published in September

1968, EXCALIBUR was regarded as an institution on campus. The circulation had tripled since the first year as the paper reached 7,500 people on campus. In this year, the staff branched out and produced York's first homecoming festival featuring Gordon Lightfoot. The festival brought the paper and the student council into conflict but Festival turned out to be the first major social event at York to show a

That year the staff also originated the idea of having the Green Bush Inn and since then, several EXCALIBUR staffers have served on the campus pub's Board of Directors. Production of the paper expanded to 26 issues each averaging 16 pages. Unfortunately, many of the staff failed their years and it became evident that a weekly newspaper the size of EXCALIBUR needed some fulltime staff in its

The fourth year of EXCALIBURwas marked by a high degree of professionalism. A fulltime editor and managing editor took charge of production and produced the paper 27 times with an average size of 20 pages. Last year also marked the opening of the fulltime advertising and business office which increased the advertising volume ten times over that of the first year. This office also took charge of total financial management of the paper.

Present

This year, the fifth year of EXCALIBUR, 24 issues with an average size of 18 pages per week were produced. The paper circulated to the entire York community including all faculties on both campuses — an average of 13,200 copies each week. A deficit incurred during the first year of fulltime operation has forced us to work on a profit basis this year and hence, the smaller size of the paper.

EXCALIBUR has grown with the university so far. In order to effectively disseminate news and information to this community, it

relies heavily on the yearly grant of the Council of the York Student Federation. This grant accounts for 40 percent of EXCALIBUR's income with the other 60 percent being raised through advertising and business revenue. However, it is the CYSF grant which largely determines how many pages of ad-free copy you will read.

This brings us to the present and really back to the beginning. The whole purpose of EXCALIBUR lies in producing a newspaper for you - the reader. What are our objectives in doing so and how do we go

The primary purpose of EXCALIBUR is the production of a weekly newspaper to disseminate news and information to the York University community

EXCALIBUR is published by the Council of the York Student Federation and Bylaw 13 of its constitution states: "the major role of the student press is to act as an agent of social change, striving to asize the rights and responsibilities of the student citizen. in fulfilling this role must perform both an educative and an active function and support groups serving as agents of social change.

The bylaw also says "the student press must present local, national and international news fairly, and interpret ideas and events to the best of its ability. . . and examine issues which other media avoid."

To this end, EXCALIBUR publishes every week during the academic year. During the second half of this year, 65 percent of the news dealt with York events, 24.5 percent with Canadian events and 10.5 percent with international events. Most of the content was ed by York writers with a minority of it being obtained from non-York writers and from the news services of the Canadian University Press and the Liberation News Service.

EXCALIBUR depends on a volunteer staff to gather news and accurately report the facts. The staff consists of regular York students who spend many hours each week producing the news, entertainment and sports sections of the paper. Since the work load is so great, and the need for supervision is constant, full-time personnel are a

The editor-in-chief is responsible for recruiting and training staff as well as planning the general direction of the paper. He must ensure as well as planning the general undertool or the paper. It has that the objectives of the paper are fulfilled and is responsible for the editorial policy of the paper which is decided upon by the staff. The editor has the final responsibility for all staff copy in terms of slander, libel and ethical practices. The job involves an average of 55 hours of work each week and it pays \$450 a month for 8 months work.

The other full-time member of the production side of the paper is the managing editor. His concern is with the technical side of the paper and for turning the blank pages he has at the beginning of the paper and for turning the blank pages he has at the beginning of the week into full pages of copy. This involves the layout of each page and the overseeing of each department of the paper to ensure the responsibility of producing a good balance of news, features, entertainment and sports. He also assists the editor with recruitment, training and assignment of the staff. The job of managing editor involves considerable technical knowledge and about 60 hours a week. It pays \$400 a month for a seven and a half month period.

To facilitate the efficient financial running of the newspaper and to ensure maximum advertising revenue at minimum cost, EX-CALIBUR created a full-time business and advertising department in 1968. The members of this department are responsible for all advertising sales, creation and production of all advertising, servicing and solicitation of accounts, management, administration and documentation of the total EXCALIBUR budget and overall responsibility for the management of all (except editorial) EX-CALIBUR affairs. This job employs a business and advertising manager who is paid \$650 per month for twelve months of the year and an advertising assistant who is paid \$450 per month again, for the full

EXCALIBUR's content is determined by the amount of useable space and the abilities of the writing staff. At present time, space limitations allow for only the basic coverage of news, sports, entertainment and information features.

Members of the York community have always been and will always be welcome to participate in the production of the paper and indeed, without them no paper could be produced. In the past, they have come to EXCALIBUR with no prior experience and have been trained by the full-time editorial and experienced volunteer people. Many staffers in this way have been able to go on and work on other professional newspapers including all three Toronto dailies. Others have just come newspapers including an infection to dames. Others have just come to fill a few empty hours in the week and have found the social atmosphere created by working on the paper and by working with other members of the York community most enjoyable. As the campus has grown so rapidly and the amount of news to be covered grows, recruitment of a large enough staff continues to be a problem.

EXCALIBUR also welcomes non-staff members to contribute to the paper. Space on the University Forum page and for letters to the editor is set aside. Material is printed as space allows and providing it signed and conforms with the law.

It takes the full week to produce each issue of EXCALIBUR. On the Thursday before each issue, reporters are assigned to stories known to be occurring later in the week. Friday is the day when all features must be printed, laid out and sent to the printers. Monday and Tuesday are the main news days and the news, entertainment and sports staffs

The full-time editorial staff often works right through Tuesday nights to Wednesday mornings when most of us are just arriving to start a new day. During this time, they must put the paper together so it can be sent to the printers. At the printers, most of the activity takes place Wednesday afternoons and evenings as the paper is being printed and the editors are making sure the paper is put together properly and that mistakes are corrected. On Thursday, the paper is published and planning for the next edition is begun. In addition, the staff holds its regular meeting Thursday afternoons at which time the paper is examined and policy and plans are discussed.

Thus, EXCALIBUR is a product of a great amount of labour on the

At this point we quote the Pavey Commission on Mass Media referring to the student press: The system. . . subjects its participants to several years of marvellous journalistic training. They mature in an atmosphere of endless controversy and sometimes learn more about the process of social change than they would in six years of post graduate political science. A lot of concerned Canadians. . . have gone

Now that your are a bit more acquainted with the past and present operations of EXCALIBUR, the questions of what is in store for the reader in the future from the paper arises.

Future

The future needs of EXCALIBUR are determined by the increasing need for communications on campus. EXCALIBUR is the only form of communication to reach the total campus. To this end, we hope to be able to service the total community better, especially the individual areas such as the colleges, Osgoode Hall, Atkinson College, etc.

EXCALIBUR would like to provide its readers with more detailed and in-depth news coverage, an expanded sports coverage and finally a literary supplement to allow us to publish some of the creative writing produced here at York. Also, we feel there is a definite need to publish twice a week.

To find out exactly what our readers want, EXCALIBUR has recently commissioned a survey of its readership. The survey will be set up over the summer, will be conducted by M.B.A. students and will

Many of our aspirations are limited by a tight budget. CYSF is determined to cut down on the percentage of its budget spent on communications. To make up for this, EXCALIBUR hopes to increase its advertising revenue substantially next year. In our first year of publication, after deducting total expenses from advertising revenue, the paper received a profit of \$2,350 to spend on editorial content. This year, again after deducting expenses (printing, office, salaries) from revenue, the paper realized a profit of \$5,400. This represents an increase in both the real amount and the ratio of profit the full time set up has made us more efficient). Next year, since expenses should not rise too much but advertising volume will increase so we expect to have a profit of \$10,750 to spend on the editorial centers.

content.

If this trend continues and grants from sources within the university also increase slightly. EXCALIBUR might be able to

publish twice weekly in 1972-73.

Our final aspiration is to become self-sufficient in financial terms. but no Canadian university paper has managed to do so, not even the University of Toronto's Varsity after 97 years. So don't hold your