



photo Bill Ingles

The largest single expanse of white on campus, in front of Corbett Hall.

## Referendum probable SU fee hike on the way?

by Mike Walker

Next year students may have to dig a little deeper to belong to the organization dedicated to fighting tuition fee increases.

Students' Council will decide tonight whether to hold a referendum in February asking students to approve a \$5 hike in Students' Union fees. The new fee would be \$42 per year for full time students.

If the referendum is passed, \$2 of the increase will go to student services, and \$3 to a capital expenditure fund, according to SU president Nolan Astley.

"There is a definite need to give more money to our student areas (such as the exam and housing registries, CJSR radio and Student Help)," he said Monday. Maintenance of the Students' Union Building will also demand more money in the future, he said. "There are expenses that are going to come, like seats for SUB Theatre and furniture for SUB."

But Astley admitted there is no guarantee that any of the \$85,000 generated annually by the increase would actually be used for these purposes.

"I'm not in a position to guarantee it," he said.

A fee increase was earlier called "an absolute necessity" to remedy the SU's financial problems in a private memo written by Finance Manager Glyden Headley.

Astley said he isn't sure whether the executive will mention the SU's financial problems in the referendum campaign.

"We could use it to our advantage, or it could be used against us," he said.

But Astley said he wouldn't be comfortable telling students that the extra money might be used for something other than what they voted for.

"I wouldn't feel right going in front of the students and saying 'Give us five extra dollars, and we'll do what we want with it,'" he said.

However, he conceded that if next year's SU executive is as pressed financially as his is, the money might be used to offset operating costs instead of student services and capital reserves.

The university, to which the SU owed about \$450,000 at the beginning of December, may have influenced the fee increase proposal.

"They've suggested to us that it's something that's necessary," said SU vice-president finance Pat Haws.

U of A SU fees now fall below those on most other Canadian campuses, Astley said. A \$5 increase will put the U of A Students' Union at about the national average, he said, although "certainly what goes on at other universities has nothing to do with what we do here."

Last spring, students defeated a referendum calling for a \$7 fee hike, most of which was to be reserved for SUB expansion.

Astley said he thinks this year's referendum stands a better chance than last year's did, however.

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Do not take life too seriously...

# the Gateway

TUESDAY, JANUARY 6, 1981

...you will never get out of it alive.

Elbert Hubbard

## Students form own ad agency

by Jim McElgunn

Canada's student newspapers have launched their own national advertising agency.

At the forty-third annual conference of Canadian University Press (CUP), delegates voted unanimously to create CUP Media Services Limited to sell national ads for member papers.

Since 1970, national ads have been sold under contract by Youthstream Canada Ltd., a private company run by successful ad man Cam Killoran. Over the years, the relationship profited both CUP and Youthstream. CUP papers used the revenues to improve their operations and Killoran became wealthy by creating a national campus ad market where none had existed before.

Recently, however, the relationship has become very stormy. Negotiations for a new contract to replace the one expiring April 1, 1981 lasted three and a half years, yet no deal was reached.

On November 28, negotiations collapsed after CUP member newspapers failed to ratify a proposed contract and Youthstream refused to grant CUP an extension of the deadline.

CUP had been planning for many months to replace Youthstream with its own agency if a deal failed. Members debated and approved this plan at the Christmas conference.

CUP Media Services will be a corporation wholly owned and controlled by CUP. It will have a board of directors, preferred shares, annual meetings, ad salespeople, market research and so on.

Meanwhile, Youthstream has not conceded the campus ad market to the new company. Youthstream representatives will try to sign newspaper publishers to two-party contracts.

Youthstream will find very little sympathy among autonomous papers; that is, those which are their own publishers. Most autonomous papers have already said they will sign the contract soon.

So before the competition even began, the CUP ad agency had a jump of 75,000 circulation on Youthstream. CUP's circulation is about 330,000.

Most CUP papers, however, are not autonomous from their student council, so their staffs must convince their councils to sign the contract with Media

Services. Most are convinced their councils will agree that they will only get a good deal with Media Services.

An important consideration is that profits from the venture will be turned over to CUP.

Although, as in any business, losses are expected at first, in a few years CUP members will benefit from a much larger share

of the profits in the lucrative ad market than they got when they dealt with Youthstream.

The Gateway delegation strongly supported the ad agency, and editor Keith Krause says he is hopeful the Students' Union will sign soon with CUP Media Services.

"Frankly, it's the only good option we have," says Krause.

## Gillies Rhodes scholar

When foreign students' tuition fees at Oxford University in England went from about 500 pounds to around 2000 pounds in 1978 Mary Ann Gillies gave up all hopes of studying there.

But now the fourth year honors English student at the U of A will get her chance; she won a Rhodes scholarship.

The scholarship provides Gillies with at least two years residence and tuition at Oxford to study "pretty much what you like," she says.

"I'll be studying 1930s and 20th century British literature," Gillies says. She doesn't yet know by which of Oxford's many colleges she'll be accepted.

"All the colleges are like

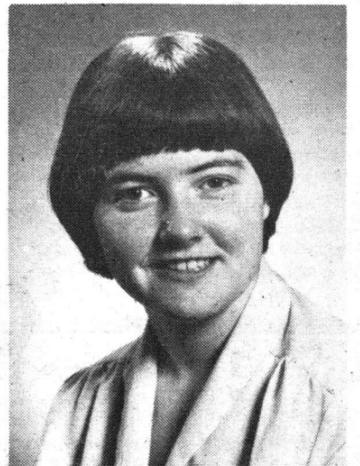
miniature universities," she says. Any one she is accepted by would enable her to get a graduate degree in English, equal to a Masters degree in Canada.

Gillies applied for the Rhodes scholarship with over an 8.0 GPA, and years of involvement with the Arts students and faculty. She is this year's student rep on the Board of Governors.

The Rhodes scholarships were willed to Oxford University by John Cecil Rhodes, who died in 1902. Rhodes became rich speculating in diamonds in southern Africa, and ruthlessly colonized what are now Rhodesia and Zambia into the British Empire.

"The papers are overwhelmingly supportive of CUP Media Services, and are absolutely determined to sign with it."

He says Youthstream's reluctance to concede defeat is understandable because it has been in the campus ad business so long, but their efforts are doomed to failure.



Rhodes scholar Mary Ann Gillies.