

# Survey shows a few media facts

By ANDY MICHALSKI

What do you think of the campus media? How often do you read Excalibur or the college papers? How often do you listen to Radio York?

In a survey answered by 637 students in the lecture halls, over 50 percent were willing to keep their dollars flowing to all three, 39 percent were against doing so and 11 percent didn't answer.

People just aren't really satisfied with the job the campus media is doing. But that might be a bit simplistic. When asked which of the three they would delete, 71 percent of those dissatisfied would wipe out the college papers, 19 percent Radio York and 10 percent Excalibur. But even that statement needs explaining.

## College papers

College papers don't reach many people outside the college complexes. Their circulation is usually about 4,000 so that their impact on campus is severely limited.

Radio York suffers from the fact that it cannot operate on the airwaves but must settle for Rogers cable on the York and Glendon campuses. Unless you're in a common room or in residence, you don't hear it. And you can forget about off-campus listening.

Out of \$27 you pay every year to keep your student activities going, you pay about \$3 for the college papers, \$3 for Excalibur and \$2 for Radio York.

Despite this outflow of money, a surprising 22 percent said that neither newspapers nor radio related best to their environment at York. Whether this means that all are doing a bad job, or merely that York being so huge, lacks any sense of community, it is difficult to say.

Six percent said they related best to college papers, 13 percent to Radio York and 56 percent to Excalibur. And how good a job does Excalibur do? Over 77 percent said

the campus-wide paper did a satisfactory or good job while 15 percent felt it was unsatisfactory and eight percent didn't answer. Most people read Excalibur for its news coverage. Twenty percent of the respondents felt Radio York was doing a good job, 35 percent satisfactory, 17 percent unsatisfactory. Twenty-eight percent did not respond to the question.

If any conclusions can be made, they are these:

(1) Whether people feel Excalibur does a good, satisfactory or unsatisfactory job, the paper still reaches the population. About 99 percent of the people felt they could respond to it. Over 74 percent said they had read the last copy.

(2) Radio York is severely limited in the number of people it might reach. Only three percent said they listened to Radio York regularly, 31 percent occasionally and 66 percent rarely or never.

Yet this reflects York's population well: less than 20 percent of students are in residence and the other 80 percent could never be reached except by a full-scale transmitter.

(3) Although the college papers are usually limited in circulation, 75 percent of the respondents answered as to how often they picked up a copy, 48 percent admitted they rarely or never did.

Five colleges have newspapers. Seventy-three people said they picked one up regularly and 105 occasionally, which compares favorably with the 301 people polled from those colleges.

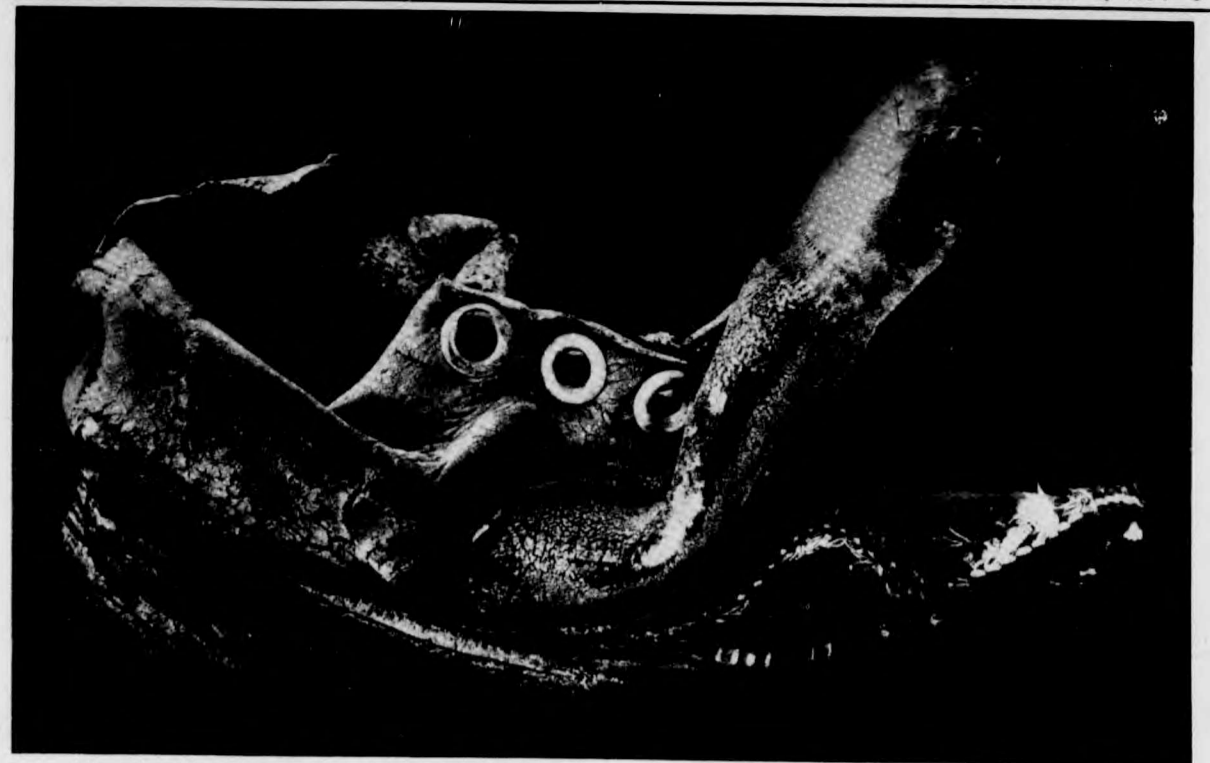
However, one never knows just how many of the papers are read outside those five colleges since a fair proportion are distributed outside each paper's home area.

Although Council of the York Student Federation plans to help sponsor a professional media survey of Excalibur and Radio York, the figures produced by this one do offer a great number of clues as to how the media have done so far.

## A better job

The fuzziest media role on campus belongs to the college papers. Except for Pro Tem, which serves the Glendon campus, the others tend to be low in news content. Seer's editor Warren Clements points out, "We are basically arts oriented, with an underlying, a partly tacit tone of humor and mild satire."

The satire is usually directed towards Excalibur or CYSF. As the college watchdog, it does admirably well. Stong's Walrus concentrates on features and art. Atkinson's Balloon tries to relate York to the night



Has all of last week's talk about the Tuesday Dec. 7 opinion poll got you tired, frazzled and worn out? Hopefully, by the end of next week, the results will be tabulated and maybe a few politicians will look like this shoe when they're finished. Cooperation does cost.

student. No Atkinson students were polled in this survey.

Radio York, which provides more music than news, is seen by people as a medium for relaxation rather than for finding out what's going on.

Whatever the appearances, the media could do a better job. There are several factors against them. They have to compete in North America's most competitive media market, which boasts three dailies and hosts of other Canadian and American publications. They must also try to operate in a commuting university that is admittedly alienating and devoid of any sense of community. With those odds against them, is it any wonder they have problems?

## U of A paper dispute over

EDMONTON (CUP) — After two months of haggling with the University of Alberta's newspaper, The Gateway, the student council has agreed to rescind a bylaw forcing the paper to print the council's minutes.

The council had passed a bylaw in September which gave the council a one-half page free advertisement in every issue of the paper. The paper ran the Gazette (the free ad) once and then refused to print further installments.

The paper and council called for a Canadian University Press Commission to investigate the dispute. After holding mid-October hearings on campus, the commission said the bylaw should be repealed and the council buy advertising for any student news. The council followed the recommendations.

## NEWS BRIEFS

### U of T gets John Evans for president

TORONTO — The University of Toronto's new president is McMaster dean of medicine, Dr. John Evans. His appointment was announced last week. At 42, he is the youngest president ever for U of T. Although the search committee submitted Evans' name two months ago to the board of governors, several board members remained skeptical about Evans' administrative capabilities. But board chairman William Harris said that "A person doesn't rush into a job at U of T."

Evans waffled when asked what his position was on the hiring of non-Canadians. He felt every opportunity should be given to Canadians but said "I don't think there should be any rigid barriers against anyone." Faculty have said that Evans is a liberal towards student demands although an ex-colleague labelled him a tough administrator with "just the right amount of stubbornness and touch of rigidity."

Although unknowledgeable of U of T's pressing problems Evans said he would be preoccupied in the future in getting "some sense of priorities." Evans was chosen by a 14 member committee of two undergraduates, one graduate student, three faculty, two administrators, two alumni, three board members and the chancellor.

Evans fulfills an unwritten U of T rule for presidents: he is a U of T graduate who did his initial work as an assistant professor at U of T before being shipped off to the colonies for administrative experience.

### U of W stays bicameral

WATERLOO — The University of Waterloo has rejected the unicameral concept and is taking a rehashed version of its present bicameral governing structure to the Ontario legislature for approval in January. Both the board of governors and the senate approved the bicameral set-up this week. The only real difference under the new University of Waterloo Act will be that students and faculty will be represented for the first time on both bodies. Now faculty members sit only on the senate and students have no representation at all. The student representation appears to be no more than a bone thrown to the student body. Only 12 of the 103 seats on the two groups will be filled by students. There will be nine students to 34 faculty members on the new senate which totals 67 seats, and just three students to six faculty on the new board of governors. No opposition to this proposal has yet formed within the student body, allowing U of W president Burt Matthews to state at a press conference last week: "As far as I am aware, this arrangement is satisfactory to everyone on campus." No one on campus has yet challenged that statement. The University Act also effectively bypasses the federation of students by empowering the senate to carry out the election of student representatives. Waterloo students face a referendum in January which will decide whether or not the student organization's fees will remain mandatory or become voluntary. It remains to be seen whether or not there will be any attempt at demanding student parity, as is happening at University of Toronto.

### McGill keeps Marlene Dixon

Charges of academic incompetence made against women's liberationist and political activist Marlene Dixon, sociology professor at McGill, have been dropped since mass support for her case has appeared. The charges came from the renewal committee of the sociology department. They have now offered Dixon a new three year contract. The claims that Dixon's classes were harangues, and that marking was arbitrary and biased were destroyed by petitions from both graduate and undergraduate students. The charge that Dixon's published work was lacking and insignificant fell through when 11 leading sociologists from outside the university wrote letters to the committee verifying her academic abilities. The procedures used against Dixon were exposed when two outside observers attended a committee meeting. One observer, Jean-Guy Vaillancourt, a member of the ethics committee of the Canadian Sociological Association, warned that this political "hatchet job," as he called it, would not go unpunished.

### Dog invites man in for a drink

ROSLYN HEIGHTS, N.Y. (CUPI) — Charges were dropped against a man who claimed he entered a house at the invitation of the family dog. Samuel Eastman told Nassau County police that when he and his family returned from a night out June 4, he found a stranger inside having a drink and talking to Eastman's collie. The stranger told him, "I'm having a drink with the dog and a very pleasant conversation."

Asked by Eastman how he got inside, the man replied, "The dog invited me in and asked me to join him in a drink. So I poured a scotch for him and one for myself."

Eastman called police and the stranger, identified as Douglas Cameron, 29, a market researcher from Andover Mass., was charged with first-degree burglary.

A grand jury refused Tuesday to return an indictment against Cameron.



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