

Media investigates media

Who creates the news? Who decides what is important and what isn't? Can the media be objective?

These will be among the central questions at a conference to be held at the U of A May 8 and 9. 'The International News Blues' will examine the news gathering system and the distorted view the North American news media give of international events.

The objective of the conference co-sponsored by the Edmonton Learner Center and the U of A Students' Union, is "to make people more critical readers and listeners," says conference organizer Molly Kane. "To make them able to distinguish what is pure distortion and what is credi-

ble." "The effect of the mass media on what is actually happening is really significant," she says. In El Salvador, for instance, "There is really an information

war going on. Just words, such as 'left-wing extremists,' have such an effect on people's perception of what is going on there," she says.

And, she adds, this perception affects the American role in the country.

Among the speakers at the conference will be Jacques Marchand, publisher of *Mother Jones* magazine, Hugh McCullum, editor of the *United Church Observer*, Steve Hume, news editor of the *Edmonton Journal*, and Antoine Char of the Montreal

staff of Interpress news agency.

The conference will also examine case studies of news distortion with the help of journalists with direct foreign experience, and lay to rest the myth of objective journalism.

We should make people aware of how much subjective and arbitrary decision-making there is," says Kane.

The conference is open to anyone with an interest in the media and international affairs — "newsmakers and news consumers," Kane says. The cost is \$10 now or \$15 after May 1.

Further information is available from Molly Kane (432-0134 or 432-7242), the Students' Union (259 SUB) or the *Gateway* (282 SUB).

Students good for blood

The Canadian Red Cross ran its last blood donor clinic on campus this month; this year's total on campus was 3160 units (-quarts, pints, molecules, units of pain?), a record.

Demand for blood components and products is expanding rapidly and the university has become a prime source of "fresh blood," according to the Red Cross

Blood Transfusion Service.

There is no more worthwhile community service than giving blood, says the Red Cross, and they thank outgoing SU vp internal Jan Byer, the various faculties that sponsored donor clinics, and the many donors who gave "a little of themselves."

Remember: private firms are moving into the Red Cross's

territory, and the only way to fight them off is to donate only to Red Cross. Those other outfits may pay for your blood, but they will also charge you for it when you need "the gift of life."

ARE YOU:

- A U of A student?
- Friendly?
- Smiling? (quasi regularly)
- Willing to help Freshmen?
- Breathing? (warm body optional)

*If you've checked any one of the above YOU qualify for SORSE's

RECRUITMENT & INFORMATION SOCIAL

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3 - 8 PM
Rm. 270A
S.U.B.

STUDENTS' ORIENTATION SERVICES

(formerly Freshman Orientation seminars)
Room 278 S.U.B. Ph. 432-5319
Food & "Refreshments" Available

ATTENTION

EDUCATION

STUDENTS

Are you interested in attending the Third Tri-Universities Conference on Teacher Education: May 3 - 6 in Lethbridge, Alberta? If so, more information and application forms are available in the E.S.A. Office ED-N-101.

Deadline for applications is April 16, 1981. (Some funding will be available.)

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We will be interviewing at the Canada Employment Centre, 4th Floor SUB, U of A., Friday, April 10th, between 10 a.m. and 3 p.m.

Corner 111 & 156 St. Edmonton
8020 & 105 St. Edmonton
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—WE'D LIKE TO TALK TO YOU!—