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counterpoint

whatever happened to 2nd look

The simplistic idea which was originally presented to Student Council for a public relations magazine has now grown into such large proportions that people have quipped that SLP (Second Look Project) is trying to overtake Macleans-Hunter and/or TIME magazine.

The question of whether this project is still within the scope of the original motion, at this time seems to be irrelevant. The question should be, is this what Student Council wants?

Another question which arises is on what basis are the sales reps hired? Should a rep who has sold say \$1000 worth of advertising and/or sponsorships be entitled to his commission even if the project does not come to fruition?

What benefits will accrue to the Student Union at the conclusion of this project?

Who will benefit most from these publications?

What does the expenditure figure of \$33,300 represent as listed in the statement of estimated cash flow? Is this a projected expenditure for the whole project or of just one magazine in the project?

Why are professional consulting firms being paid and for what?

Why is there a figure of \$1200 listed as photographers' services when these services are available at no cost in the form of Photodirectorate?

If this magazine is truly feasible why have no commercial publishers offered to undertake this project?

Whereas some of these questions can be answered in part by the following suggestions, full answers should be given.

If the project is as successful as S. Shandro has indicated then the Student Union may benefit by the addition of \$30,000 to its revenues.

The project chairman, S. Shandro, may benefit from the \$2500 as his honorarium (if the project makes money), but he has said to me that his gain will be in the form of personal satisfaction.

These are just some of the many questions surrounding Second Look. It is the opinion of this writer that the project should be frozen in its present form until these questions have been answered. In its frozen state the whole project could be given a second look, and Student Council would then have the opportunity to debate this issue thoroughly.

Duncan Sherwin

gateway

Letters to the Gateway on any topic are welcome, but they must be signed. Pseudonyms may be used for good cause. Keep letters short (about 200 words) unless you wish to make a complex argument. Letters should not exceed 800 words. The Gateway is published by-weekly by the students of the University of Alberta. Contents are the responsibility of the editor. Opinions are those of the person who expressed them.

Staff this issue: Allyn Cadogan, sports assistant; Bill Dushe.ski; Leroy Hiller; deena hunter, arts; Terri Jackson, editor; Harold Kuckerts, Jr.; Henry Malta; George Mantor; Bob McIntyre, footnotes; Guy McLaughlin; Walter Plinge; Neil Ross; Arthur Savage; Candace Savage, news; Duncan Sherwin; Margriet Tilroe, typesetter; ron treiber, production; Brian Tucker, sports; John Wolff; Brenda Whitney, photos.