6 • SEPTEMBER 19, 1991 • THE GAZETTE



Phone: 454-5527



Dalhousie Association of Graduate Students (DAGS)

Invites Nominations from Any Graduate Student to fill 10 Councillor Positions

Nominations:

open Sept. 20th close Sept. 27th

DAGS Harbour Cruise Sept 20th - Call 422 - 6943



\$ \$ \$

\$

Election October 3rd



## **United Way takes pro-active stance**

## **BY BRUCE GILCHRIST**

The Halifax Metro United Way is taking a "pro-active" stance in its upcoming fundraising advertisements "in a effort to fight complacency." Advertisements will feature stark black and white images of an abused girl, a drug-using youth and an elderly woman unable to care for herself properly, eating cat food.

Carmen Moir, the Metro Chair of the United Way, said he expects the commercials to "disturb some people" but that the potentially controversial images are "not designed for shock value." He said

## Rationaliaztion

Student representation is also important to the DSU. In Council they instructed the student Senators to urge Senate to push for student representation.

During the special Senate meeting a motion was passed encouraging Clark to support the proposal of a SUNS nominee to NSCHE in his discussions with CONSUP.

The timing of the consultants report makes student involvement in discussions difficult. Most of the work was done over the summer when few students were present. "There was no student opinion because there were no students," says Hill.

The report was commissioned by the provincial Minister of Education in July, 1991. The consultants were hired on the recommendation of CONSUP, who must present a structural option to the provincial government by September 31, 1991. CONSUP's final recommendations on rationalizing Nova Scotia's post-secondary education system are due December 31, 1991. the advertisements were designed by the Metro United Way Task Force's *People helping people* committee chaired by Dalhousie President Howard Clark. The report called for specific targeting of issues "to raise awareness" about common problems.

Moir, former deputy minister for constitutional affairs in the provincial government, said the advertisements were "not a gamble as everyone would win" if more money was raised. Although the advertisements are filmed in black and white, he said issues are not necessarily "either black or white ... it's too difficult to say."

Some controversy might also appear concerning the production of the advertisements. A Toronto firm was used to produce the spots as they offered "one week's free work" while making the ads. Moir said "an organization as large as the United Way can receive benefits such as these because of its size, while other, smaller, associations could not." He said "the ads might go across the country if the response is great enough in the Metro Halifax-Dartmouth area." This year's campaign target is four million dollars although "four and a half million would really allow us to do some of the things we want," he said.

The United Way is a large association specializing in collecting business donations (although it appreciates public donations as well) and redistributing these to smaller, more street level organizations. Over one hundred fifty associations and groups receive support from the Metro United Way.

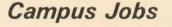


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