

COVEN

THE STUDENT NEWSPAPER OF HUMBER COLLEGE

VOL. 21

THURSDAY, APRIL 1ST, 1993

No. 24



City Pulse, Everywhere — Dennis Hancock was interviewed by Avi Lewis from City Pulse News after being ousted from the SAC presidential race. A task force has been set up to investigate what went on.

Presidential election postponed

by Jaymee Cuddy & Alan Swinton

The election for Students' Association Council (SAC) President has been postponed for at least one week.

Dennis Hancock, vice-president of SAC was disqualified from the election on Wednesday, March 24 just hours before the polls closed.

Gregg McCardle, SAC's chief returning officer (CRO), expelled Hancock because he had violated the rules contained in the SAC Election Package three times. "This was the third time he had broken the election rules," McCardle said in an interview. "The first two times he was warned about having too many posters. The third time he asked students to campaign for him after voting had begun."

The two students who complained to McCardle wish to remain anonymous.

Roy Giroux, vice-president of education and faculty, confirmed on March 23 that McCardle met with administration to inform them of his decision. Giroux said the administration decided not to get involved.

"Gregg (McCardle) has had it in for me during the entire election," said Hancock. "I did not ask people to campaign for me. So I'm being expelled because other students choose to support me."

Hancock also claims his office was broken into and that receipts and posters were stolen. "People who don't want me in the election are posting my pictures up in areas of the school where we are not allowed to post and now I don't have proof of how much money I spent on the election. It's obvious someone was trying to get me kicked out of the elections."

When questioned in a press conference organized by Hancock last Thursday, he said, "I admit the first two offenses were my fault. But everyone's human and we all make mistakes." He also admitted to a Sun reporter that he was giving out free pizza on election day, "but only to my friends."

McCardle was hired by SAC Vice-President of Finance Dorothy Wemer, Activities Coordinator Lisa Janssen, and Manager of Student Operations Maggie Hobbs in January 1993. SAC President Dave Thompson and Hancock were absent without explanation.

At the SAC executive meeting last Friday morning, Hancock brought forth the motion to dismiss McCardle from the position of CRO. Hancock voted in favour of this. Thompson and Wemer, the only other two SAC members in the meeting, abstained from voting. Thompson, acting as chair person only has to vote in the case of a tie. Wemer,

also a Presidential candidate, abstained saying she felt it was a conflict of interest.

At 2:30 p.m., the same day, SAC held an emergency meeting, where interested students and all SAC councillors, except Wemer, attended. After two hours of discussion, SAC voted Hancock back into the election without any talk of investigation into previous allegations involving Hancock's violations of election rules.

During this emergency meeting, the motion to fire McCardle was again brought forth. Council voted in favor of firing McCardle from his position as CRO. According to Thompson, McCardle was fired "because he did not show up for a previous meeting held earlier that morning and it was clear he had no interest in being involved with SAC."

McCardle said Thompson verbally requested his presence at the meeting to converse with the SAC lawyer. McCardle refused because he had not been informed in writing 24 hours before the meeting as stipulated by SAC procedure.

SAC decided a new election would be held March 29 and March 30.

Minutes after the SAC meeting Hancock and Thompson met with College administrators in a closed meeting.

Doug Fox, manager of athletics who was in the meeting, said Giroux said the elections will be suspended until a task force had investigated.

The task force will be responsible for deciding if Hancock should be put back on the election ballot, whether or not McCardle was justly fired by SAC, and an analysis of SACs expenditures and actions.

Fox said "The people chosen will have no association with SAC or Dennis Hancock. This way their opinion won't be biased when they decide if he (Hancock) should be allowed back into the elections."

The task force will be composed of seven staff members, as well as Dan Gibbs, Lakeshore SAC president, and technology student Scott Brewster, all chosen by Gordon.

Lesia Bailey, SAC director of Multi-culturalism, who is also running for president said "Everything that went on during the SAC meeting was wrong." She added, "It's a conflict of interest that Dennis (Hancock) himself be allowed to vote on whether he should be back in the election and then vote on if Gregg McCardle should be fired. Something very wrong is happening to SAC."

Wemer said she is abstaining from commenting on the issue because she considers it a conflict of interest. She said, however, she hopes the task force finishes its investigation "as quickly as possible."

Students protest Hancock's ousting

by Alan McDonald

Last Thursday morning the Student Centre at Humber College was packed with angry students determined to "Take Back The Power".

A student protest rally, organized by the Student's Association Council (SAC) and inspired by the disqualification of presidential candidate Dennis Hancock, attracted hundreds of students, a reporter from CISS FM, and even Avi Lewis from City Pulse News.

The protest was in response to the ousting of Hancock from the presidential election in what SAC believes was an administrative decision which should have been left up to the students.

"Only the students can decide to disqualify a candidate," said SAC president Dave Thompson, who hosted the rally. "The administration is not our enemy, but we strongly disagree with the amount of control they enforce on us."

Thompson later stirred the crowd by comparing administration's interference with the act of "killing cockroaches with bazookas".

According to a press release put out by SAC, "Hancock's ejection came on March 24 when a meeting between Humber College President and other administrators, concluded that the candidate had violated campaign rules — he had too many campaign posters and there were anonymous allegations that he was soliciting votes in student residence."

Hancock spoke briefly at the rally stating that he definitely planned to do "whatever it takes" to fight the decision and "over-rule" it.

He also added that his office had been previously broken into and posters were stolen. He reported this to Gregg McCardle, Chief Returning Officer, one week before his disqualification. This happened before he was caught with too many posters on the walls of Humber.

The majority of the audience seemed to be on the side of SAC as they cheered the speakers on and signed a self-government petition that was circulating.

Second-year Physical Education student Tony Ramos, who attended the rally felt that Hancock was "getting screwed" and that "he shouldn't be blamed for what other people want to do".

Nancy Medeiros, a second-year Travel and Tourism student said she believes that Hancock was set up and the disqualification was an "unjust decision".

The rally later turned into an open forum for the students as Thompson answered any questions people had. The comments were, for the most part, anti-administration and in favour of self-government.



LAURA FARIS

Humane sale — Salesperson Tina Chimbos was behind a Toronto Humane Society booth on March 30 and 31 at Humber, selling clothing and items as part of a fundraising effort.

Abuse towards Sikhs a concern

by Sean Garrett

Alleged mass torture and murder of Sikh civilians in India is a topic few at Humber know about, let alone address, say Punjabi students here.

Manjit Singh and his friends want to change that.

The Sikhs are a people with a strong military tradition, who have never recognized central Indian rule. Their independent elections have likewise not been recognized by the Indian republic.

This has led to bloodshed. In June 1984, about 10,000 pilgrims were killed in Amritsar, the sacred Golden Temple of the Sikhs. Two men identified by police as Indian Prime Minister Indira Gandhi's Sikh bodyguards assassinated her that same year, and there have been allegedly atrocities committed against civilians since, by Indian police trying

police trying to trace the more violent Sikh extremist groups.

Human rights abuse against Sikhs by the Indian government are similar to the situations in Somalia and Bosnia-Herzegovina, said Singh, but the media is not properly covering their plight.

"Very little actual news comes out, because of the Indian government," he said, "(The government) concocts news and the B.B.C. (The British Broadcasting Corporation) and Voice of America and others run it because reporters are ignorant of Punjabi affairs.

Ranvinder Singh Brar, who wishes to represent support staff on the Board of Governors, organized a display booth on the Sikh crisis in the Concourse on March 25. He thinks world pressure on India is the answer.

"We want an international commission to be established to

look into these murders, and (suspected Indian politicians) should be charged with war crimes," said Brar. "This would be done according to the U.N. (United Nations). The U.N. is the only group with the power to do this."

Sikhs are a religious minority in India, ranking below Christians in that country. Although they make up two per cent of the Indian people, they comprise half of the population of the Punjabi provinces — or Khalistan, as they call their homeland. When the British partitioned Pakistan and India after the Second World War, the borders were more or less drawn up with the region's Muslims and Hindus in mind.

Ranvinder said it is crucial that Canadians come together on this issue. "We must stand committed," he said, "Committed, we can end the struggle."

Res elections to begin

by Amie Heaslip

The nominations are underway and within the next two weeks, students in residence will choose a new council.

Nomination packages were available last week, and campaigning is set to start on March 30. There will be an all candidates form on April 5. Students in residence can vote at the advance polls on April 6, or on election day, April 7.

"If we get anywhere between 30 and 40 people running, I'll be happy with that," said Ryan Langlois, current president of the Residence Life Council.

The council had 40 nomination packages printed. The packages are handed back to the front desk and undergo administrative screening before the campaigning starts.

Students campaigning for the executive positions must obtain 50 signatures from residence students, while Floor

Representatives must obtain 25 signatures to be eligible. A minimum of 21 Floor Representative candidates are needed to have an election. If the minimum requirement is not met, the candidates will be interviewed to see if they are to be acclaimed.

The executive positions work differently. If there is only one candidate for president or vice-president, they are acclaimed. This is a new step for the council.

"The first year everyone applied, and internally we elected the executive. The second year we decided to stay with the selection process of the floor representatives so that it wouldn't be a popularity contest or something like that. We just had the executive directly elected," said Langlois. "After consultation with administration, we felt that it would be best to go to an open election."

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A.J. JENNER

Working for the homeless — Juliet King of the Anishnawbe Street Patrol, helps native people who are living on the streets of Toronto.

Patrol help homeless in T.O.

by A.J. Jenner

Homeless native people living on the streets of Toronto can turn to a street patrol group for help and support.

The Anishnawbe Street Patrol roam downtown Toronto every night looking for their homeless native brothers and sisters, said patroller Juliet (Tut) King to an audience at the Toronto El Mocombo club, last Monday night.

"We work with 50, 60, 70, people a night. We meet a lot of women out there (who are) very lonely, very homeless, and very sad," said King.

Anishnawbe cruises the streets in two vans. The destitute can also call the patrol using pay phones. King said their requests include clothes, food, and TTC tokens.

"When we pick these people up, we take them over to the churches (that are open). They have food there and they hold 60 to 70 people a night," she said.

King said the one complaint by a homeless person concerning the street patrol was, "you can feed us all you want but, you can't get us out of the cold."

The patrol estimates that one in four of Toronto's homeless are

natives. Of this amount, only one in five successfully get off the streets.

The general native condition can be blamed on the government, the non-native, and the western world, said King. Natives are given no opportunities or chances on the Indian reserves.

Solutions include, "lots of education, lots of jobs, and lots of housing," she said.

King gave a brief history of the relationship between the Canadian government and the reserve natives: "The government people would come to our reservations (and) would literally take us from our families, take us to the cities and take us to the residential schools." The government taught natives — non-native ways, technical skills, and to speak a non-native language.

"When I first came here to Toronto which was 19 years ago, I ran away from home (the reserve) because I've seen so much violence and suicides and deaths," said King. "I know what it's like to see all these (native) women die in front of me; shooting themselves, slicing themselves."

King works with the Department of Justice researching natives. Part of the research aims

at motivating native women at the Kingston penitentiary.

"I'd say there were more native women in there (at the Kingston penitentiary), than a non-native population, right now." King said most native women prisoners have given up and have lost themselves.

"I can relate to where they're coming from. I'm no angel from way back myself. I've changed," said King. She learned "not to be ashamed of my own heritage."

King's speech is part of the March Women in Music series held at the El Mocombo. This series commenced on International Women's Day, co-sponsored by radio station, CKLN, and Women in Music coordinator, Melanie Kaye.

Kaye said, "in general, women and women's issues need to be heard. In a sense, (there are) not enough women out saying what they have to say."

The series has one speaker and two female bands every Monday, which, "mixes music and information, and makes it fun," said Kaye.

Lecture on human rights issues

by Laura Faris

Canada must continue to work towards the understanding of human rights issues if we are to improve race relations, says a multiculturalism expert.

This was the message of Dr. Bridglal Pachai, the Nova Scotia representative of the Canadian Human Rights panel, who spoke to about 30 faculty members at Humber College, March 29.

Pachai was born in South Africa and came to Canada in 1975. He is a member of the Canadian Council for Intercultural/Multicultural Education.

An author of eight books, Pachai has lectured in various countries. His presentation was part of the Humber Speaker series put on jointly by such Humber groups as the Intercultural Centre, Employment Equity, and Humber Women's group.

"The object is to profile Canadian leaders speaking on cross-cultural human rights issues," said Human Resources director Nancy Hood. Although

the event is for both students and teachers, no students were in attendance.

"What I have had to reflect on, is the use I have made of the opportunities that came my way to serve fellow human beings in order to improve the quality of their life," said Pachai.

Throughout the lecture, Pachai stressed the importance of teaching future generations so that they will be able to deal with human rights issues and policy making as adults.

"Leadership," he said, "is a sacred trust for the betterment of humankind."

In order to have a better understanding of human rights in Canada, Pachai dealt with three main issues; the evolution of human rights in Canada, race relations, and multiculturalism.

He used the example of Canada's aboriginal peoples and the injustices done against them. He said it was up to Canadians to, "discover the rightful place of natives in Canada."

Pachai told of a group of high school students in Nova Scotia

who made a plea for a more representative curriculum for visible minorities, such as aboriginals.

Pachai explained that the British North American Act of 1867 had no "egalitarian human rights." It was not until the Charter of Rights and Freedoms in 1982 that these rights were recognized.

The charter, "recognizes the existence of values but has not acknowledged the acceptance," he said.

Pachai feels that Canada is not living up to world expectations on human rights policy. However, there will be a conference held in Vienna in June, 1993 to address these issues.

"The elimination of racial discrimination should be an important government concern," said Pachai. "Racism is a moral issue."

Immigration will continue to increase and, according to Pachai, "the real challenge of the future is to do even better than the past, in recognizing the rights of all Canadians regardless of gender, race, language, or religion."

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4:00 P.M.

ALL STUDENTS HAVE VOTING PRIVILEGES

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A publication of the Humber College School of Journalism & Nancy Burt Publisher
 EDITORIAL OFFICES: Room L231 • 205 Humber College Blvd., Etobicoke, Ont. M9W 5L7
 PHONE: 416/675-3111 Ext 4513 or 4514 • FAX: 416/675-9730
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Humber-gate

Due process has taken another one on the chin. With the recent political scandal that has rocked our own fair college, questions, once again centre around the Students' Association Council.

SAC has disregarding its own electoral rules because recent circumstances do not suit their tastes.

On Wednesday, March 24, SAC's Chief Returning Officer (CRO) Gregg McCardle disqualified Dennis Hancock for having three violations. Two of which related to the number of posters Hancock had up. A third charge was for having someone campaign in residence. A letter released that day stated there were three disqualifications and the last was brought to his attention by two people wanting to remain anonymous. McCardle did his job as outlined by SAC guidelines and SAC fired him two days later. That makes no sense.

Hancock later issued his news release stating his office had been broken into a week prior to the elections and his receipts and personal letters had been stolen. He said his posters disappeared also, and that's why he had too many posters up. He had reported the incident to the CRO shortly after it occurred, but not to Humber Security.

All right, the stage is set. SAC has two options here. The first is to put the elections on hold until they can resolve Hancock's situation and then get on with the democratic process. Or secondly, they can ignore the CRO, they can ignore their own rules, quash the disqualification and ignore the democratic process. SAC took the second route.

Wednesday night, SAC members and others slipped protest flyers under every door in residence, put posters up all over the college announcing the protest and made up press packages for the media they had invited. The flyers indicated student issues would be addressed (one being the "Recent disqualification of a SAC presidential candidate and why"). It was a SAC event. The press package contained a mish-mash of Hancock support material and student government history, some of it was done on SAC stationery.

The thing here is, if SAC wants to back Dennis Hancock in the election, they should at least have the guts to come out and say it. During Thursday's protest rally, Thompson accused administration of being party to Hancock's situation because McCardle met with administrators before handing down his decision. If SAC made the rules and picked their own Chief Returning Officer, then how does administration fit in and why does SAC want to drag them into this?

So during Friday's SAC meeting, they vote Hancock back into the race without an investigation into his infractions. Is that justice? The CRO makes an unpopular decision and then he gets fired. Is that democracy? If SAC doesn't like their own rules they just ignore them. Is that integrity?

After that meeting the Council of Student Affairs voted in favour of suspending student elections and creating a panel of administrators, faculty and students to investigate Hancock's disqualification. The CSA also voted to monitor SAC expenditures for the remainder of the year.

It is generally agreed that students should have the right to a strong and independent government and administration has no business interfering in it, but with SAC's recent lack of ethics and maturity, they give administration an easy excuse to just take over. If SAC had enough sense to run the elections in favor of the students, they wouldn't be just lifting a suspension because they don't like it and they would suspend the election date until the matter can be rectified instead of blaming administration and sweeping the whole mess under the carpet like it isn't a big deal. It is time that SAC began acting responsibly and in the best interests of the students. If they're intent on acting like children — then administration is forced to assume a parental responsibility and discipline them.



LETTER TO THE EDITOR:

Parking lot potholes get driver down

Has anyone on SAC or the Board Of Governors ever driven or parked in the Yellow parking lot?

I suggest they try it and then come and tell me where the parking fees go that should be used for maintenance, repairs and repaving.

The holes in that lot are beyond the point of being called potholes. Throwing a little bit of dirt down every month or so doesn't work. So these members should either get it together or give me one of their parking spots.

Don't try and blame it on the construction, it has been that way since October.

Chris Roberts
AEC

Bob & Doug opinion piece angers reader

James Cullin, let me enlighten you and explain this step by step. Enlisting Bob and Doug Mackenzie as corporate spokesmen is a very bright idea. I'm sure Mr. Lube's T4 at the end of this campaign will prove that.

I'm sorry you spent the last ten years in the closet, Mr. Cullin. Contrary to your belief that the world thinks of us as lumberjacks, you couldn't be more wrong. Canada is world-renowned for technology, medical care, compassion and the arts.

Bob and Doug with tongues firmly in check, poke fun and satirize a small part of our culture. If you see or interpret anything else, James, it's painfully obvious you missed the point.

We not only need more Bob and Doug commercials, but how about another movie. Strange Brew 2. I'll see you at the theatre, Mr. Cullin.

Richard Schoonderwoerd
Radio Broadcasting

Enquirer-like headline angers readers

I suggest the next time you want to get coverage about the happenings at Humber College, you should stick to the facts and simple journalism talents, and try not to employ angles similar to those used by the National Enquirer.

That "catchy" title "Pro-abortion booth at fair creates a big fuss" is not only misleading — it's wrong.

To employ that title and then begin the article with Pro-choice makes it too simple to lead someone to believe that Pro-abortion and Pro-choice are one and the same.

As well, the "Big fuss" was a minor misunderstanding by campus security which other booths generously offered to politely accommodate by offering table space to Joyce Rosenthal. On the contrary, in the last paragraph the reporter commented that: "despite its contentious beginning, the booth didn't provoke any of the conflict usually associated with the issue of abortion. Rather, public response had been 'very good', said Rosenthal."

It seemed that the "Big fuss" created by the author is, in reality, a "Big mess".

Denise De Francesco
Public Relations

I am writing to you concerning the article, "Pro-abortion booth at fair creates a big fuss" in the March 25, 1993 issue of Coven.

I believed that the press was

supposed to be a non-biased medium of reporting information and news, yet the aforementioned article goes against this idea.

The article is a cesspool of bias and misleading phrases. The title in itself is terribly misleading. There is a difference between pro-abortion and pro-choice. Pro-abortion constitutes being for abortion, and I believe few women are for abortion. Pro-choice on the other hand, means supporting the concept of women having control over their bodies, and the right to decide whether to bear children.

The article is deceptive in another way as well. The headline states a "big fuss" was created at the Union Fair, yet upon reading the article, the reader will discover that "the booth didn't provoke any of the conflict usually associated with the issue of abortion." The article directly contradicts the headline.

I realize that the role of a headline is to grab a reader's attention, but when the headline is misleading, the credibility of both the article and the newspaper is destroyed.

Leighellen Atkin
Public Relations

All letters to the editor should be sent to room L231, they must include your full name and signature, along with a student number, program and phone number. We can not acknowledge anonymous letters.

Coven reserves the right to edit all letters but will take care to preserve the core of the author's argument. Views expressed are that of the letter writer and not our own.

Stop the Press To dream a little dream

by Jennifer Morris

I am without wheels. That is, I am forced, in part or in whole by my personal finances to take the bus everywhere I go.

Contrary to popular belief, this is not my first choice for efficient transportation. I want the simple things in life like everyone else does — to be rich and famous, find my perfect love, have a big house in a suburb somewhere. And I want to have a car.

The thing on that list that I want more than anything else, and without a rich relative dying and leaving me everything, or a winning 6-49 number, I can't even imagine myself owning. But I have a dream.

I woke one morning to the familiar sound of my 5:30 alarm, I started my morning ritual of getting ready for school, leaving myself a few minutes spare time for the run to the bus stop. And then I saw him. Sitting on the set of Breakfast Television, looking slightly disheveled and out of breath, it was one of them. A full-blooded car-hater. As a slightly shocked Anne Rohmer looked on, he started ranting about how everyone in the Toronto area should stop driving their cars and find other ways to get where they're going.

I sat on the edge of my bed, unable to move, completely stunned as this man explained how he got to the studio that morning. Simply by adding layers of clothing, he explained, he was quite comfortable as he rode his bicycle to the studio.

Intrigued, I casually glanced out the window to check the weather. The man had to be insane. My lovely suburban street resembled a slushy - a dark brown, disgusting slushy. A car-drove by my house, sending a giant puddle of slush into the air and onto the sidewalk.

I started to dread my daily hour-and-a-half bus ride from Hell, via Brampton Transit, to school. I want a car. That man says public transportation is the better way. That man is insane.

I can understand the ecology of it all, and how much better it would be for the environment if everyone in Toronto stopped driving their cars. I can understand the environmental issues of today, and I can recycle with the best of 'em. But this man is trampling on my dream.

I'm tired of running to the bus stop just in time to see the dust trails of a 1975-model bus pulling away at record speed. I'm tired of people honking at me because I'm walking across the street too slow (hey, they're gonna get there before I do). And I'm tired of people in nice, warm cars passing by and laughing at me while I stand, freezing, in a bus shelter that faces the wind. But this man did help me in one way. He helped me realize that if I ever, by some miracle, do manage to get a car, I will have a duty to perform. If, in the middle of January, I am driving along all nice and cosy in my brand-new car and pass someone wearing four layers of clothing and riding a bike on the side of the road, there's something I have to do. No, I'm not going to scout for puddles, run him off the road, or honk my horn as I sneak up behind him. What I have to do is much more cruel. I'm gonna laugh.

NEXT WEEK: Special Section

Hate: its roots and ramifications

Dr. Death vs. the system: a question of ethics

by Rachel Brown

The debate over euthanasia is not new, however, the issues surrounding the topic have captured much public attention in the last year — from Jack Kevorkian (Dr. Death) to Sue Rodriguez.

Although it is not illegal to end one's life, it is illegal to assist others if asked and there are no exceptions to this rule prohibiting euthanasia.

Interestingly enough, however, a Michigan court recently ruled to dismiss the murder charges filed against Dr. Kevorkian, who helped five women kill themselves in the past two years.

As well, the Supreme Court of

Many religions traditionally devoted to preserving the sanctity of human life are now endorsing euthanasia.

Appeal has agreed to hear Sue Rodriguez' plea to win the right to end her own life. Rodriguez suffers from Lou Gherig's disease — a fatal disease of the nervous system that causes body functions to shut down progressively — usually resulting in death about two and a half years after diagnosis.

Religious consensus regarding the issue of euthanasia is also crumbling. Many religions traditionally devoted to preserving the sanctity of human life endorse the notion of withholding extraordinary life-prolonging measures from the terminally ill. The United Church of Christ — with its one and a half million membership — became the first major mainline denomination to endorse active euthanasia in July 1991.

Section 241 of the Criminal Code of Canada states: "Everyone who ... (b) aids or abets a person to commit suicide, whether suicide ensues or not, is guilty of an indictable offense and liable to imprisonment for a term not exceeding 14 years."

It is painfully clear that that section of the Criminal Code is seriously and ethically flawed, and should be struck down.

Section 241 violates three fundamental ethical principles — autonomy and respect for persons, equality and justice, and beneficence.

The first principle — autonomy and respect — means that all humans have the right to self-determination, as long as it does not infringe unjustly on the rights of others. Suicide clearly does not infringe on others' rights, or else it would not have been decriminalized almost 20 years ago.

Equality and justice means that we should treat others in a just and equitable manner. This principle does not exclude the social obligation to make allowances for handicapped persons (equity-employment policies). Not helping to produce some way of overcoming a handicap would be discriminating against that person on the basis of handicap.

And finally, beneficence means that all people have a social and moral obligation to do good for others — which should ultimately be defined by those who can be affected by our actions. This good includes ridding patients of unnecessary suffering.

Suffering should not be endured beyond the ability or desire of patients to bear it, especially not a suffering that violates all sense of dignity. The only ethi-

cally appropriate way to deal with the suffering is to remove the source in a manner which respects the dignity of that person.

As well as ethics, what about the patient's rights? Does the patient's right to self-control of medical treatment not include the right to choose when and how to die?

The Charter of Rights and Freedoms ensures that human dignity and individual control should protect persons from senseless physical and psychological suffering.

Why then is doctor-assisted suicide not legal?

There is clear evidence a system of euthanasia can be developed that works for everyone involved.

In the Netherlands, euthanasia has been widely practised with the consent of the courts for about 10 years.

This is clear evidence that with carefully defined guidelines, under which terminally ill patients can obtain direct assistance to end their own lives, a system can be developed that works well for everyone involved.

The Canadian justice system owes it to people like Sue Rodriguez to develop such a system that upholds their rights, and that respects the decisions they make for themselves. Why should their ability to make decisions for themselves be taken from them in the event of a terminal illness?

Do you care about the recent disqualification of a leading SAC presidential candidate?

"We don't even know that he has been disqualified."

Malcolm Williams, Marketing

"I don't care. It doesn't matter."

John Moret, Marketing

"I don't really give a shit. I don't really care."

Carlo Calrano, Marketing

"I think it's bullshit that he got thrown out, but I think he's an idiot for not following the rules because he probably would have won."

Paul Gracomoni, Accounting.

"He was just advertising his face."

Rhonda Tansay, Legal Assistant

"I disagree with the disqualification

because he knows what he is doing."

Sue Matovic, Legal Assistant

"Yes, it's unfair if someone else broke into his office and put up the posters."

David Cook, Accounting

"Yes, I care because it's not something you usually see at Humber. It's sad it happened."

Renee Christian, Legal Admin.

"I don't care. It doesn't affect me in any way."

Pritpac Bedi, Accounting

"I care because he should follow the regulations set by the committee."

Riad Razak, Accounting

by Marshal Lyons & Ray Hope

feedback

Looking for a job is a job in itself — and one for which most of us are unprepared.

Many students are often completely at a loss as to how to go about finding employment.

**By Tracy Bierstock
Coven Reporter**

With the summer drawing closer and the economy still in a slump, many students feel very pessimistic about their potential for a summer job.

According to Statistics Canada, 15.9% of Canadians between the ages of 15 - 24 were unemployed last summer.

Students this year, however, need not despair. With a head start, and a little ingenuity, a job can be found. The key to the search is knowing where to look and lowering your expectations.

It is possible to find work, but it may not be your dream job.

Instead, it may be a decent salary, with decent hours.

Almost every school has a career centre where job opportunities can be found. Humber's Career Centre is no exception.

It is open Monday to Friday, from 8:30 p.m. to 4:30 p.m. It is important to check regularly, because new jobs are being posted when they become available.

Dawn Bryan who works in the Career Centre said that "as soon as a job comes in it is posted within 24 hours."

Also, jobs tend to be first come first served so you may not hit the jackpot on the first try.

The newspaper is another good place to check for job listings. The Globe and Mail, the Toronto Star, and most other newspapers will carry available job opportunities. Even local and community newspapers will sometimes prove fruitful.

Another good place to check for opportunities is your local Canada Employment Centre for Students (CEC-S). The offices are open every summer, and are run by the Ministry of Employment and Immigration.

They provide up-to-date job postings, and will try to assist you in any way possible. If you need help with your resume, or if you need guidance on how to conduct yourself in an interview, the CEC-S placement officers are always happy to help.

Andrea Molot, a former Student Placement Officer with the CEC-S says they "do place a lot of students in some very good summer jobs, and some of them pay very well."

One thing though, do not expect the staff to give out job information over the phone. You must go down regularly during the week if you want to find a job.

The CEC-S also usually operates something called an Odd Jobs Unit. Staff

Walking the chalk

take down names of students willing to do odd jobs, which include anything from painting a house to baby-sitting a cat. This system also works on a first come first served basis. Those interested must fill out a registration card at the Centre.

Also, the CEC-S office at the CNE opens in July, and fills jobs related to the Canadian National Exhibition. They are usually swamped with more people than they can handle, so be sure to go down there early in the mornings if you want to be a contender for any of the jobs at the Ex.

The government of Ontario, and the Federal government also offer student loans in order to start a business, but you must apply early.

If you qualify, you can receive as much

resume and go door to door. If you are willing to take anything, than knocking on doors may be the answer.

But, be ready to take a lot of rejection. Most people are usually courteous in saying that they are not looking for any help, but many will slam the door in your face.

The best thing to do if someone turns you down is to thank them for their time, and ask if you can leave your resume in case any openings should become available. Also, do not limit yourself to going door to door in the retail sector, you can also try office buildings.

Residential neighborhoods are also a good place to make a few dollars. If you are willing to wash windows, or do just about anything, then people may hire you to work outside and help around the house.

If you want to search out jobs much quicker than your feet can take you, try using the telephone. Just call all the places that you may want to work, and ask them if they have any openings. This way you can cover a lot of ground fast, without wasting your energy. The best way to do this is to sit down with a telephone book, and just open up the yellow pages to the section that contains the type of job you may want.

Then if there are any openings, be sure to ask the name of who is in charge of hiring so that when you go down to the store, or wherever it may be, you know who to give your resume to. This is very important, so that it does not wind up in an anonymous pile, or lost.

One last option is to do something called networking. This works something like that old commercial, where you tell two friends, and they tell two friends, and so on, and so on. The more people, both family and friends that you tell that you need a job, the more people who will be looking for you.

Do not be ashamed to use connections. After all, they may help you get a job, but they cannot do the work for you. Most importantly, be sure not to limit yourself when looking for a summer job. These days any opportunity is a good one. It may not be the ideal job that you had in mind, with great pay, few hours, and weekends free, but the pickings these days are slim, so take what you can get. If you still do not find a job, do not give up. Just start all over again.

as \$2,000 to help you in your new venture. Starting a business on your own is a good way to test your skills, and will allow you to be your own boss. It may also be the only way to get the work you really need, so keep this option in mind.

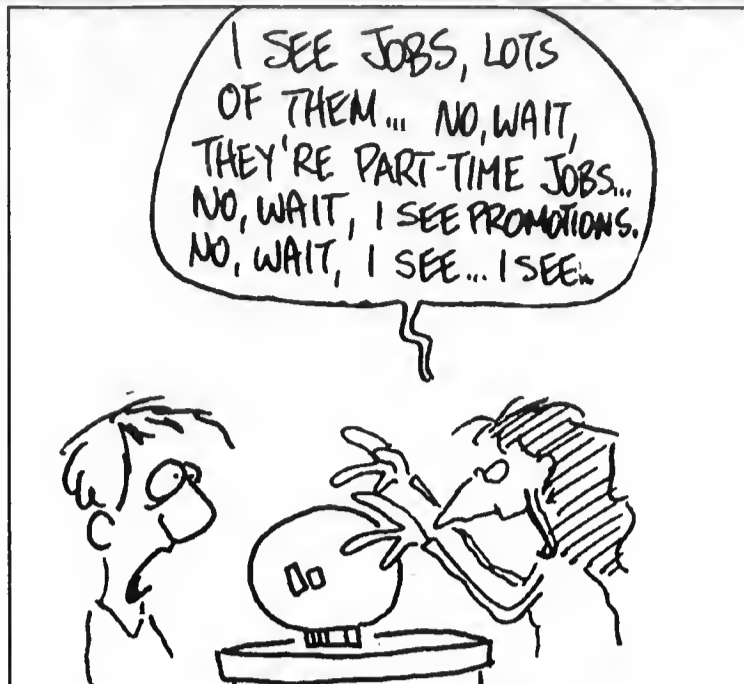
For more information, call your local Employment and Immigration office, and they can direct you to the right place.

Temporary agencies are another good place to continue your job hunt. If you have some basic clerical skills such as typing, shorthand, if you are bilingual, or know how to use a computer, there is a fairly good chance that they may be able to place you somewhere for at least a short period of time.

Paula Ethier of Kelly Temporary Services says that they "do take on summer students. The second week in May or the end of April is a good time to apply."

If you want to really cover all the bases, be sure to register with more than one temp agency. This allows many people to look for jobs for you.

The next thing to try is to take your



Curriculum Vitae

A well prepared resume is the first step to finding a job. With a proper covering letter a resume should catch an employers attention and motivate him or her to meet you in person.

Think of your resume as an advertisement of your skills. It is not just what you say, but how you say it. The challenge is to produce a resume that begs to be read.

Here are some tips to follow:

➤ **Keep it simple and under 2 pages — most employers spend about 15 seconds per resume**

➤ **Use point form**

➤ **Have someone double check to make sure there are no spelling or grammatical errors**

➤ **Be positive and stress your accomplishments**

➤ **Use quality stationery for more impact**

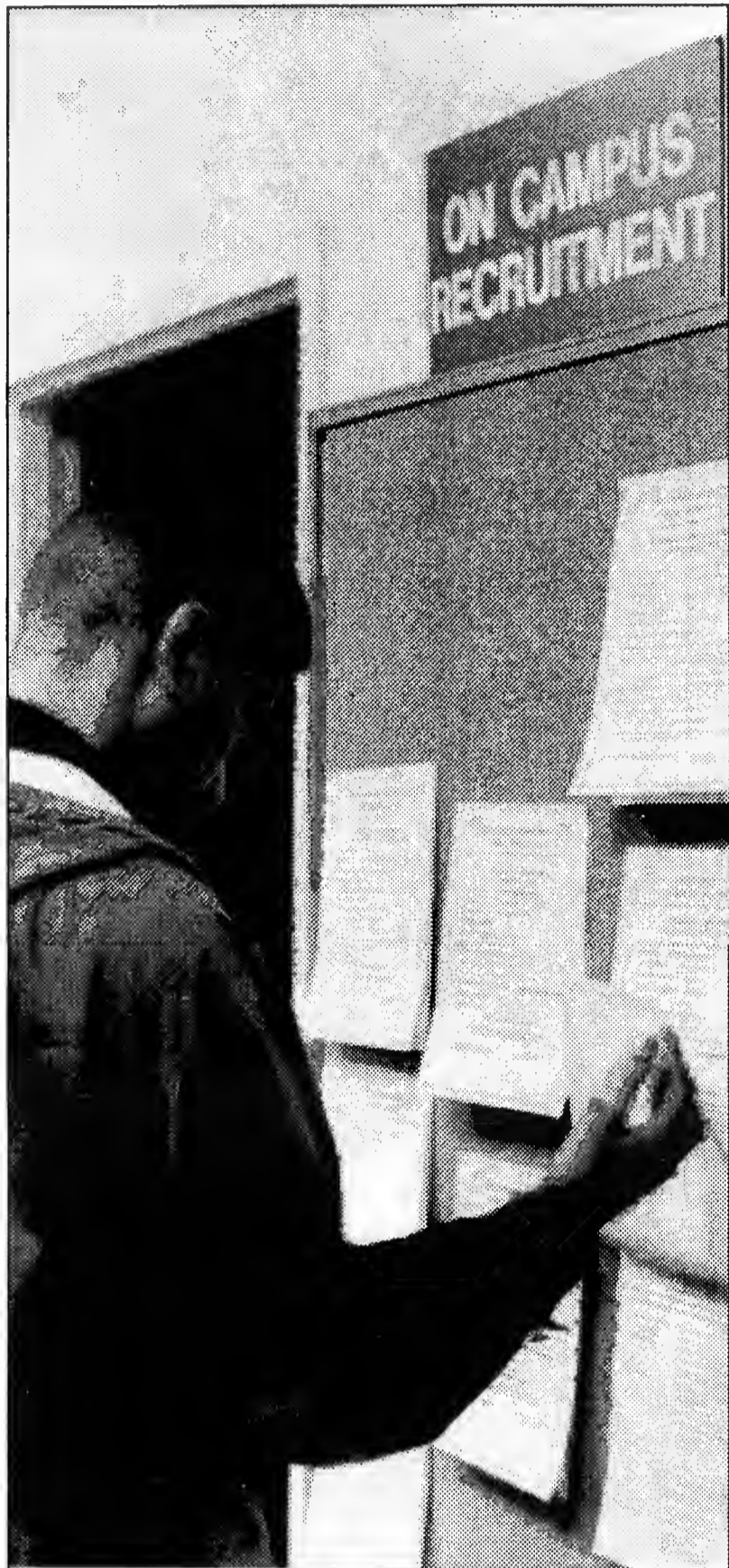
➤ **Highlight points with underline, bold, capitals, and spacing**

➤ **Keep it clean, uncluttered and professional**

➤ **The essentials about who you are and what you have to offer should be at the top and obvious**

Information supplied by Humber's Career Service Centre

The competition's really tough



Margaret Bryant

By Margaret Bryant
Coven Reporter

To get ahead in the employment race, networking and determination are the keys to success according to Humber's placement officer.

Karen Fast, co-op and placement officer for the Career Service Centre, said detail can give you the advantage.

"Detail is very important with regards to how well prepared for an interview and whether you've researched the company or not. It's those types of details that will give you the edge over somebody else," she said.

When Fast applied at Humber, she actually came in and interviewed another placement officer to see what skills she needed.

"I went and interviewed somebody else who was doing this job," Fast said. "I asked 'what do you do?' and 'what should I know?' about this job."

She also researched the position by reading materials from the organization and going to places like the cafeteria to get a feel for the companies she was applying to.

Fast said one of the most important aspects of landing a job is having personal contacts within the field.

"If you don't know anybody in your industry, I think you better get to know somebody," said Fast.

"It's very important to get some personal contacts that can either give you advice or referrals, or help you link up with other employers."

Knowing your own strengths and weaknesses will exhibit confidence to a potential employer, said Fast.

"If you say you're extremely well organized, back it up with a point," Fast said.

You must be able to say 'I am

organized because I like to work on a set schedule', and be ready to present your ability to the employer, she said.

The resume and cover letter are personal career advertisements and should be flawless, said Fast.

"Resumes have to be the most professional and letter-perfect document you ever write," said Fast.

"You have to sell your skills."

Cover letters should be short and articulate, to demonstrate your communication skills.

The Career Service Centre is open to all students, providing them with free resources like newspapers and information brochures. Placement officers are also there to give one-on-one counselling in regards to job search techniques and resume writing.

A typing and printing service is also available free of charge.

"The centre can provide the one-on-one assistance," said Fast.

Between 3,000 and 4,000 students use the drop-in centre each year, Fast said.

With summer approaching, Fast said jobs are out there but students just have to know where to look.

"You have to be a detective and discover where those jobs are and look in the unique areas for employment," said Fast.

The library is one resource that students don't think to look for jobs. They have employment directories that provide contact names and job listings on a CD-ROM system which anyone can access.

Fast also suggests becoming a junior member of an association, to get an inside advantage on upcoming entry level positions within the field.

Stacey Carson, a first-year business administration, said employers won't hire just anyone.

"There very picky about who they hire," said Carson.

Making a company of your own

By Doug Lucas
Coven Reporter

When a person decides whether to start their own business they had better do their homework.

"One thing that always seems to come as a surprise to a new entrepreneur is the number of decisions that must be answered and the number of decisions that must be made before the business even gets underway," said Duane Archibald, a business consultant in Orangeville, Ontario.

These questions include; starting a business alone or with partners, the type of product or service, target market, and how to raise initial capital.

Lack of money should not be an impediment to starting a business. There are many different ways of acquiring start up capital. Among these are: personal savings and borrowing; friends and associates; venture investors; federal, provincial and local governments."

Archibald does caution that students who decide to start their own business should have a good work ethic for the business to be a success.

"Unless you already work hard you should not start a company — starting a company is unlikely to turn a lazy oaf into a raging bull," he added.

There are two approaches to setting goals for a business, according to Archibald.

One is to set goals that will be difficult to achieve the other is to set more

realistic, even conservative goals.

But you have to be able to achieve these goals, added Archibald.

"It is demoralizing for an organization to work hard and always fail to meet its goals," he said.

"Nobody likes to be a loser."

When someone decides to go ahead with a business they should do as much research as possible.

Much of the advice and many of the suggestions you receive will be contradictory, but doing this still can help in many ways said Archibald.

"It will give you more self-confidence and help you avoid some of the mistakes others made."

Young entrepreneurs should look at how successful companies achieved their successes.

"Think about the special strengths of

small, new companies compared to big companies," said Archibald. "Try to take maximum advantage of those that represent intrinsic strengths of small companies and avoid those where large companies have an advantage."

One of the main things to keep in mind is to stay away from competition with larger, older companies.

Archibald recommends concentrating on a fairly narrow product area with a narrow market niche, so that limited resources can be used as efficiently as possible.

"In this way you will be avoiding head-to-head confrontation with larger well-entrenched competitors," he said.

Archibald said it is also important to remember that there are no right or wrong answers to the problems of starting a business.

No promise of proper training

By Marilyn Beaton
Coven Reporter

Satisfaction guaranteed or you get your education back will not part of Humber College's foreseeable future.

College administrators were proposing to introduce a job competency guarantee for Humber College graduates.

The Academic Council meeting this past March, ended that idea — at least for the time being.

Reaction to the proposal, introduced by Anne Bender, Dean of Health Sciences, was negative.

"I'm anxious to see us have a guarantee, it's part of contemporary consumerism," said Richard Hook, Vice-President of Instruction, prior to March's meeting.

"If I were going to a school, I'd like to go to one that stands behind its product. I don't see a reason why we shouldn't at Humber and given the feedback we get from our graduates in program review, I don't think our graduates see why we shouldn't have one as well."

Hook, who was absent from the meeting, was to have introduced the guarantee to Academic Council for discussion.

The job competency guarantee is a

contract between the college and students. The proposed guarantee states that if graduates do not have the technical job skills necessary to perform their jobs, they are eligible to receive additional training from Humber in that area. "Graduates should have free access to courses to correct that shortfall," said Hook.

The course outline will determine whether students have been taught the proper skills. If the skills were not taught, retraining will be provided.

Hook was hoping to see the guarantee implemented for students graduating in 1994.

Carl Eriksen, Dean of the Applied and Creative Arts division, believes the school has an obligation to provide skills, but isn't sure how practical implementation would be.

He wonders how the school can demonstrate how effectively students were taught and if students were teachable.

Eriksen says that the school may not have "appropriate facilities to teach, and it is not the fault of teaching."

Eriksen questions how important a guarantee is. "There are not a great deal of students knocking on my door looking for a guarantee." He added, "students want to be in programs that prepare them for jobs."

Gary Begg, a Social Science instructor and member of Academic

Council, was not in favour of the guarantee. He points out that in English Communications, student marks range from 60 to 90 percent and it is tough to put a guarantee on this.

Stephen Bodsworth, director of Horticulture and member of the Academic Council, said a college in Prince Edward Island offered a guarantee on the back of transcripts.

"It was a marketing gimmick rather than an educational tool," he said.

He added, that administrators would have to proceed with extreme caution if they were to take the matter of guarantees further.

According to Hook, current guarantees offered by some private schools are found to be lacking.

"Private schools have made job placement guarantees and, if one thinks for a moment, that is a very dangerous practice."

"Whether it is a private or public college or university, the guarantee must be an ethical one and the promise of jobs after an educational program is potentially undeliverable."

Humber has never been sued by dissatisfied students but it has happened at colleges elsewhere in North America.

"Those instances relate to the school not delivering what was promised in the published curriculum," he said.

"We wish to guarantee the compe-

tency of our graduates but we don't want to get into the ethical problem of guaranteeing things that we can't control."

Nick Bumbaca, an electrical engineering student, believes a guarantee is a good idea.

"If the equipment is up to date; nothing to worry about. If the equipment is shoddy, you prepared me for working in the 1940s."

Danny Ramsdoo, an electronics student, said it is an idea that is long overdue.

"It would be most beneficial to people in the technology division. I think it is an excellent idea."

In searching for a guarantee model, colleges in United States, Japan, United Kingdom and private colleges in Canada, which have similar guarantees, were researched. The main sources were the community colleges in Dallas, Texas.

Robert Gordon, President of Humber College, said he has mixed feelings about a guarantee.

"It could be difficult and we could find ourselves withdrawing it. (We have) enough problems with balancing the budget."

Gordon also wonders how important the guarantee is for students. "Students will come here because of our reputation, they will get jobs because of reputation and they will keep jobs because of the reputation."

No computer skills no employment future

By Margaret Bryant
Coven Reporter

Knowledge of computers and technology is a must for employment in the future.

Karen Fast, placement officer for the career service centre, said the jobs once held by humans will be replaced by computers.

"Technology is taking over," Fast said.

"Almost every job I can think of now has got some aspect of computerization to it."

Recent studies have revealed jobs for the future are in health care and telecommunications, but Fast said she has yet to see the impact in the employment market.

"I have yet to see these new positions coming through, that everyone is told is coming," Fast said. "What I have seen is positions in sales, even technical sales, and positions for administrative staff."

Recreation leadership, Early Childhood Education and Office Administration are the programs with the highest placement rates, said Fast, but programs in the Applied and Creative Arts have to overcome employ-

ment obstacles.

Fast said programs like Photography and Journalism are 'word of mouth industries', where personal contacts and networking are the keys to employment.

Martina Malevich, first-year Legal Assistant, said finding a job this summer will be difficult.

"There are so few jobs out there," said Malevich. "How can I get experience, if employers don't hire." Janet Russell, personnel advisor for Consumer and Corporate Affairs, said employers have the advantage because so many people are looking for employment.

"We're in an over-qualified market," said Russell. "The competition for jobs is much stiffer."

Russell said in her department, she receives applications from people with a BA or a MA for a position requiring only a diploma.

"We just finished hiring entry level clerical positions," said Russell, "and people with degrees applied."

The future is going to require jobs combining more than one skill into one job. Russell said it will be a cross-over market, where for instance someone with accounting skills will also need marketing and sales knowledge.

The Job Hunting Game

Job hunting is a complex game in which the stakes are high, the traps are numerous and the competition stiff.

You will have to call upon all your resources and find new ones wherever necessary.

Job hunting requires a lot of thinking, and self-motivation. The mental preparation may prove to be the most vital part of any job search.

Here are some tips to make the job search a bit easier;

☞ Explore trade publications for internal postings or industry trends

☞ Secure personal contacts within a company to alert you of any vacancies

☞ Try a telephone blitz. It's cheap, quick and personal!

☞ Information interviews

☞ Find temporary or part-time employment in your field to get the "inside edge"

☞ Read all job ads whether recorded under a related heading or not, using a highlighter

☞ Keep a clipping of the ad and use the wording in the ad to formulate your covering letter

Information supplied by Humber's Career Service Centre

L I F E

Guest chef delivers

by Janis Raisen

Chef Andre Roy of the Meadowvale Resort in Mississauga brought his recipes and experience to the Humber Room last month.

Chef Roy's creation of tomato stuffed with goat cheese served on a bean salad, appears regularly on the menu at the Meadowvale Resort.

Every Thursday, until the end of April, one of the second year cuisine apprentice students bring in his/her chef to supervise lunch preparations in the Humber Room.

Students Michael Jensen and Matthew Cartwright train under Chef Roy five days a week. Cartwright said he's gaining valuable experience.

Cartwright and Jensen were the chefs for the day last week and Chef Roy said they discovered just how hard it was to be a chef.

"Matthew and Michael now know what the job of a chef is," said Roy. "They know now it's not easy to manage people with different knowledge and varying experiences."

Roy also said all the apprentice students benefit from a guest chef.

"It's a good occasion for the students because usually they work with one teacher but that's still one experience. If they have a chance to see someone with a new experience, it's better for them," said Roy.

He said the guest chef series is advantageous to both students

and industry, because the chef can spot students they would want to hire.

Neil Cobham, an instructor in the program who organized the guest chef series agreed with Roy about the dual benefit.

"It's an opportunity to promote our students and for the industry to view us," said Cobham.

Dan Reeves, another instructor said besides benefiting the students, the customers in the Humber Room can sample a new dish each week.

"The idea was to bring these people in and have them promote special items," said Reeves. The students are also asked to bring in a sample of the menu from where they train, as well

Chef Roy said he had a lot of fun at Humber, and he would like to return.

"I like being here, but maybe if I have a chance to come back again, they will involve me more," said Roy. "I would like to spend more time in the kitchen."

Chef Roy said he loves to be in the kitchen, and he said in order to be a chef, you have to love it.

"You don't make a lot of money when you start at first," he said. "You work weekends, holidays, night shifts, early mornings and it's not easy. Just liking the kitchen is not enough, you have to love it."

Guest chefs also evaluate all the students as part of the program and are presented with a certificate of appreciation, according to John Walker, chair of the school of hospitality.



Michael Jensen knows now what a chef's job is.

Murder made to measure

by Carolyn T. Gallant

An excellent evening for all can be had at the murder mystery fund raiser sponsored by Humber women as part of an International Women's Day project on April 7.

At 6 p.m. at the Humber Room, payment of \$40 will entitle you to cocktails and mayhem with a true to life murder mystery. 'Murders Made To Measure!' will be staged by Made to Measure, an acting company from Niagara-on-the-Lake.

The proceeds will go to Match International, an agency which helps women and children in under developed countries cope with the effects of war and violence.

Nicki Sarracini, Counselling and Special Needs Co-ordinator appealed to the Humber community to come out in support of a worthy cause, while having an enjoyable evening.

"The murder mystery takes place during cocktails and then the play unfolds during the evening between courses. You try to discover who committed the murder and what the motive was," said Sarracini.

"The money made from the dinner will be matched by other organizations," said Sarracini. Support networks such as Match International help women and children in under developed countries. It is aimed at helping them create their own support systems in the midst of war and violence.



SUSAN MAGILL

The Haft-sin display — table decoration with articles representing the seven gods. Iranians celebrate Now-Ruz

by Susan Magill

When the sun moved into the sign of the Ram marking the vernal equinox and the first day of spring, celebrations began to honor Now-Ruz, the Iranian New Year.

Many of the nearly 40,000 Iranians in Canada gathered to celebrate the festival which spans 13 days but whose preparations begin early. Many Iranian homes, restaurants and halls were filled with food, dance, families and traditional Now-Ruz symbols.

Iran-born Abbas Habibi, a Humber College student said, "It is a very big celebration, a national holiday back home. We celebrate with dances, dinner, parties and a lot of visiting."

The last Wednesday of the old year, called Chahar-Shanbeh Suri, is also celebrated with gusto. Family members celebrate winter's end by jumping over thorn fires reciting, "My yellow color I give to you and your red color you give to me." Habibi explains that this custom is only practiced in Iran and might not be tolerated in Canada.

However, what Iranians can and do in Canada is to display the haft-sin, a table decorated with seven items that begin with the Persian letters sin, or the letter s. Habibi said, "The seven articles

represent seven gods who once visited. Most popular are garlic, vinegar, sumach, hyacinth, apples, coins and a sweetmeat. Also there is sabzi, like green shoots, that are germinated weeks before Now-Ruz. All these items are placed on a table where everyone can see them and they stay there for the whole celebration." Included are candles, decorated eggs and a goldfish in a bowl.

People of all religious origins can participate in celebrating Now-Ruz. U of T student Afshin Ghaforian explained, "It is a celebration of spring, of the earth awakening and of new things. Part of our custom is to buy new clothes right down to new socks and shoes. And we do a big spring cleaning, even painting and fixing the house."

The Karoon Restaurant, in Toronto, was cleaned and prepared for celebrating customers. Musicians came in to perform for crowds eager to participate in traditional Persian dances. Set in the centre of the restaurant was a water fountain full of symbolic goldfish and the haft-sin were placed on the fountain rocks. The food was exotic and aromatic. Persian rugs hung on the walls and families conversed noisily.

Ghaforian points to the sabzi, speaking loudly over the noise. "It stays in the house for 13 days

and we take two blades, tie them together and make a wish. The sabzi collects all the bad things of the new year so at the end of the celebration we throw the sabzi out along with all the bad luck."

Ghaforian and Habibi recollect the celebration as it was celebrated in Iran. One custom for Charhar-Shanbeh Suri, has women going door to door to collect treats in a soup ladle (the old custom was to collect items for a new stew but now sweets are preferred) and jealous boys would dress up like women to collect the sweets for snacks. Habibi said, "People caught on, we tried to change our voices but it didn't always work. Some homes had two bowls, one of sweets for the women and one full of rocks for us boys. We got a lot of rocks."

Visiting continues for the next 12 days, elders are visited first and then friends and neighbours. The number thirteen is considered bad luck so on the 13th day families venture outside for picnics. Habibi said, "We all leave the house so the roof won't fall on our heads." By venturing out to the countryside for the day it is said people escape bad luck and welcome in the spring.

When the families return from the country Now-Ruz has come to a close and there is almost a full year to prepare for the next year.

A Public Forum on Education and Training

with Education and Training Minister Dave Cooke

Sponsored by the Metropolitan Separate School Board and the Metropolitan Toronto School Board

The Ontario government wants to hear your views.

We want you to tell us what kind of education and training you think Ontarians need for a successful future.

From the Junior Kindergarten classroom to the university research lab to the workplace — education and training are a big part of our lives and their importance is growing.

Anyone with an interest in education and training — students of all ages, parents, taxpayers, teachers, professors, trainers, the unemployed, workers, employers — is invited to attend this public forum on education and training:

Thursday, April 1
7:30 – 9:30 PM
Cardinal Carter Academy for the Arts
36 Greenfield Avenue
North York

Seating Capacity: 550

For further information call the Ministry of Education and Training Regional Office at (416) 491-0330 or 1-800-268-5755 (toll free).

Ces renseignements sont disponibles en français.



Interpreting services for people who are deaf (American Sign Language) will be available.

 Ontario

Native activist blows her own Horn at lecture

by Sean Garrett

Native activist Kahn-tineta Horn says she's blessed with an especially apt name because it means "she who shoots last and never misses" in Mohawk.

Horn herself faced off against the Canadian government in a gunfight of sorts, and won.

Horn, who lectured on the state of native affairs March 24 at the North Campus as part of the latest Humber Speaker Series, is a member of the Bear Clan on the Kahnawake reserve near Oka, Quebec. Kahnawake was the site of the Oka Crisis in 1990, a showdown between Mohawks and authorities, which involved the unsolved death of a Quebecois policeman and alleged abuses

against the men, women and children of that reserve. For Horn, the crisis was personal. Her daughter was stabbed by police and she herself was fired from her post at the Federal Department of Indian Affairs because of her blood links with Mohawk militants. She insisted, however, that the incident which cost her her job affected all Canadians on some personal level.

"Oka was the biggest military manoeuvre Canada ever waged on Canadian soil," Horn said. "The government hired media experts, or rewriters of history, to convey images of the war to the Canadian public. They stockpiled misinformation to be learned by future generations of students. Everyone has to relate to what we

felt and what drove us and drove the other side, but this wasn't about media hype or an event. This was (about) people. I stand here before you today, flesh and blood, and I assure you, I am a veteran of the Mohawk War."

Her message was simple. "According to the white man's law, the receivers of stolen goods are as guilty as the actual robber. It's now in the interest of the Canadian people to help retrieve our stolen lands and sovereignty."

But Horn said the aim is being endangered, not by actual armies, as was the case in Oka, but by "legislative, bureaucratic and corporate armies threatening (natives') survival as a people." However, Horn's own story had a happy ending. Upon being fired from her 18-year position at Indian Affairs, she spent two years after the Oka crisis on welfare, before a court ruled that the firing "was a disguised disciplinary action" to punish her for her Mohawk ties. She was reinstated and currently works as an auditor, although the government is appealing the ruling.

Although Horn said that systemic racism is of the greatest concern to natives, Rodney Bobiwash of the Native Canadian Centre said that overt racism is again on the rise.

"Certainly, there's a more violent strain of racist," he said in a phone interview. "Oka inflamed matters."

"The establishment of the Canadian nation made it necessary to consider us — the First Nations — as less than human,"

Horn said. "This is the first precept of genocide. Genocide depends really on the debasement of the victim prior to the act and genocide demands a history of ignorance. You were kept in ignorance, and this was necessary if your nation was to survive."

Horn, a well-read scholar, stressed Canadians should be informed about natives, and if the success of Daniel Francis' *The Imaginary Indian* and Ronald Wright's *Stolen Continents* are indicators, average Canadians are interested.

Joan-Lee Ferdinand, who helped organize the Series, said she hoped that interest was

reflected by the college, because "it's hoped we could show students leadership examples outside of the white male model."

And nurturing that idea — leadership through self-reliance — is paramount, said Horn.

"No one can give us liberation," she said. "Real freedom is a state of mind that comes from us and our conscience. Our job is to liberate our oppressors from their obliviousness. The white man cannot ignore our problem because he is a part of the Indian, and the Indian a part of him. The Indian's agony reduces the white man, and the Indian's liberation enlarges him."



Native activist Kahn-tineta Horn

International Expo brings a little culture to Humber

by Margaret Bryant

Humber celebrated its colorful collection of cultures during International Day held March 24.

An exposition of clothing, music, and artwork was displayed in the Concourse. Music from the Indonesian instrument "andklung", ceremonial attire from Peru and crafts from Sweden were some of the things to enjoy at the event. West Humber Collegiate Institute's steel band was also featured as part of the activities. Dalcyce Newby, Intercultural centre coordinator, said the third annual International Day was a success.

"What I liked was there was a wide variety of nations that attended," Newby said.

Places like Australia, Jamaica, Indonesia, and Peru were just a few of the 15 countries representing their cultures.

Newby said it gave Humber's international students an opportunity to speak and

educate others about their homelands. Some booths were set up by these students.

"Most people want to let other people know about their heritage or culture," Newby said. "The reason for having it (the event) is to let the Humber College community know a little bit about other parts of the world."

Laura Harrow, a St. Lucia representative, said it's a good outlet for cultural awareness.

"I would like for people to know more about St. Lucia," said Harrow.

"This is my first year participating, and people seemed really interested."

Peru representative, Rosa Maria Luza, said she wanted to make people more aware of her country and "to show the other faces of Peru — the beautiful (country) with many treasures."

Luza said few people stopped and asked questions but hopes next year there will be more promotion and interest.

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ARTS

Going Live with Kids in the Hall

by Keira Fine

So, you think that there is nothing better to do on a Wednesday night than watch reruns of *Beverly Hills, 90210*, and *Melrose Place* on television?

Every Wednesday and Saturday nights, CBC does live tapings of the popular comedy show *The Kids In The Hall* that anyone from the general public is able to take part in.

And to top it all off, the tickets are free!

There are some catches to free admission, though.

You must put your name on a waiting list, and that could be a month long.

You must arrive at the studio at least one hour before the show to line up. And because it is a general admission ticket, you are then squeezed into the bleachers like sardines in a tin can. But diehard *Kids* fans wouldn't miss this opportunity for the world, even with all the catches that come with the free admission.

"I've been a fan of the *Kids* for quite a while. It's a fascinating experience when you are able to watch someone you respect and admire on television do a live show," said aspiring actress, Rachel Rosen.

"It was educational. I learned a lot. It made me hungry to be a part of the production, the whole industry," said Otto Chung, who is also an aspiring actor and film



COURTESY PHOTO

Kids having fun — Try something different, watch a free taping of *Kids in the Hall*. Left to right are: Kevin MacDonald, Scott Thompson, Mark McKinney, David Foley, and Bruce McCulloch.

technician.

Even though the wait to get in the studio can be a little tiring, it can provide you with some impromptu entertainment.

"We got to see Mark (McKinney) and Bruce (McCulloch) between shows,

because they had to come outside to have a cigarette," said Rosen.

The Kids In The Hall came together when Mark McKinney and Bruce McCulloch — a comedy duo called 'the Audience' — met Kevin MacDonald and Dave Foley at a midnight comedy fes-

tival in an old movie theatre. Scott Thompson, a disaffected actor, joined soon after.

The group quickly gained a following at The Rivoli, a trendy downtown club.

They were then scouted by Ivan Fecan and Lorne Michaels, producer of *Saturday Night Live*, who took them down to New York to "toughen them up."

Soon after, they started work on a one-hour television special

for CBC and the Home Box Office Cable channel in 1987. They haven't looked back since.

Their show is not one of recurring characters or catch phrases, even though McCulloch and McKinney wrote for *Saturday Night Live* for a year, and learned that repetition is a short cut to fame. But it doesn't last.

The recent success can be seen through the American network, CBS, which has picked up *The Kids* for late night viewing at 12:30 a.m. because they want to attract "young, hip, upper-educated viewers," which appeal to the advertisers, said Rod Perth, CBS president of late night programming, in the March 1993 issue of *Details* magazine.

The Kids were recently honored with two Gemini Awards; one for best comedy series, and the other for best performance in a comedy program or series.

But *Kids* fans don't care for all the pomp and circumstance that comes with awards; they just want to see them in action.

Most people don't realize that by attending a taping of any television show, you become a part of the production.

Comedy shows, such as *The Kids In The Hall*, require a live audience to perform for, or else you do not get the full effect of the show.

Laugh tracks just don't cut it.

To see Canadian comedy at its best, contact *The Kids In The Hall* office at CBC at 205-2480. They will put your name down on that long waiting list.

But don't fret. It will definitely be worth the wait.

Failed Humber student is now a Kid in the Hall

by Keira Fine

At Humber we often hear of alumni making it big after graduation. But this might just be the first time you've heard of a former student making it big after being kicked out of Humber College.

That's right. We had a celebrity-in-the-making at Humber. One member of the popular comedy troupe, *The Kids In The Hall*, was a student at Humber, but was kicked out of the theatre course "because I was a one-legged actor who didn't grow and could only do comedy and couldn't do Shakespeare and there was nothing behind-the-scenes I could do because I was so clumsy and kept dropping things," said Kevin MacDonald.

MacDonald did have one good experience at Humber though. "One of the teachers who liked me took me to Second City workshops and enrolled me and that's where I met Dave," said MacDonald.

MacDonald and Dave Foley joined up with Bruce McCulloch, Mark McKinney and soon after Scott Thompson, and in 1984 started the troupe.

The name derives from the days of Jack Benny, who used to try out comedy bits submitted by the studio's "wannabe writers," and if the joke was successful, Benny acknowledged it with a wry "that's one from the kids in the hall."

Unlike *Saturday Night Live* or the ever popular *SCTV*, *The Kids In The Hall* collaborate with just three other writers, on their own or in groups, to come up with the sometimes absurd and unusual sketches that they are known for.

"We draw inspiration from all sources," said McKinney. "I suppose we get our aggressively stupid comedy from the Pythons. And, from the Americans, we get character comedy that goes back to Lucille Ball, Jackie Gleason and on up to John Belushi."

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Pursuit of Happiness bombs

by Todd A. Wonacott

It's called the *Downward Road* and is an apt description of the direction The Pursuit Of Happiness are taking.

It's the third effort from Moe Berg and crew after a lengthy delay since the release of *One-Sided Story* in the summer of 1990.

First, the group moved from Chrysalis to Mercury Records.

The album, although completed last summer, was kept off shelves until the new year as not to conflict with the annual truckload of Christmas boxed-sets.

Berg (vocals, guitar), Brad Barker (bass), and Dave Gilby (drums) kept occupied with a side project called Monte Forte, gigging around the Toronto area. Kris

Abbott (guitar, vocals) backed up Toronto singer Sara Craig.

Berg, 33, first broke The Pursuit Of Happiness in 1988 with the band's anthem, "I'm An Adult Now". That was followed by the band's first album, *Love Junk*.

That disc spawned such hits as "She's So Young", "Killed By Love" and "Hard To Laugh".

The first single released off *The Downward Road*, "Cigarette Dangles", is done in typical TPOH fashion.

"Cigarette dangles makes me hard/ Kidnap me throw me in the back of your car/ Take me to your room where the flowers hang like bats/ Poison me with liquor and

break out the party hats." Berg readily admits that he always sings about sex but claims everyone else does the same thing but not with his straightforward approach.

The good thing about "Cigarette Dangles" is it's a catchy radio-friendly pop-rock song and should add a few fans to the crowd at the Concert Hall on April 16, when TPOH make their official Toronto return.

In the song "Bored Of You", Berg screams "You're a rebel, you're a dude/ You tried to be aloof/ But she tamed your wild heart/ Now you're just another lovesick goof." It's probably safe to assume that Moe Berg has had his fair share of failed relationships. It's probably a good thing, or Berg would

probably have nothing to write about.

What *The Downward Road* lacks is the pop-rock song appeal that the previous two discs have produced.

Going commercial isn't a good thing, but for some Canadian bands, it's a necessity.

Canuck bands like The Tragically Hip and Sloan are making a mint off of catchy, power-pop, radio-friendly songs.

It's a boring album and disappoints after a long wait and much anticipation.

Perhaps, Berg should give up dating and look into some new hobbies instead of putting out poor quality albums.



Born Yesterday not worth \$8

by Patrick McCaully

There are two basic reasons that movie-goers laugh-out-loud at films. The first is due to a humorously written script and well executed comedy performances.

The second is because a film is just laughable. *Born Yesterday* falls into the latter category.

Melanie Griffith, her voice more shrill than a pipe organ, pushes the edge of her razor-thin acting envelope by playing a vegas showgirl, turned millionaire playgirl, Billie Dawn.

When Billie and Millionaire boyfriend Harry (John Goodman) decide to travel to Washington on business, Harry quickly realizes that Billie's lack of IQ is costing him social points at parties.

Harry decides to do the only (predictable) thing that he can, hire Billie a tutor.

Just stop reading when this story begins to sound painfully familiar, it's been done about 18 times with different casts.

The tutor is suave, well educated, alternative journalist Paul

Verrall, played by Griffith's real-life husband Don Johnson of *Miami Vice* fame.

I use the word "alternative" because Verrall doesn't carry a tape recorder, camera, note pad, or pen.

Nor does he ask any questions that a "real" journalist would.

In fact, Johnson spends most of the film looking as though he's waiting for Tubb's to round the corner in the *Miami Vice*

to re-learn all the TV channels," to a woman with greater knowledge of the American Constitution than most Senators.

As unlikely as it may seem, Billie gets a chance to match American document knowledge with 12 Senators when they all break into a chorus of the 12 amendments of the constitution at a posh dinner party.

You guessed it! The newly enlightened Billie falls in love with Verrall and he convinces her that Harry is a corrupt businessman.

Corrupt enough it seems to put ownership of all his companies under Billie's name, in case of prosecution.

When Billie finds out, she marries Verrall, takes control of

Harry's companies and "Pygmalionizes" him by only giving the companies back if he expands his mind by joining a painting class.

Everyone lives happily ever after, except the poor fool who paid \$8 to get in.

Save \$4 bucks and rent *Educating Rita* or *Pretty Woman*.



COURTESY PHOTO

BORING — *Born Yesterday* is a new flick with an old plot that won't leaving you trying to figure out the end.

Benny is a killer

by Paul Mercado

One of the most highly praised films at film festivals last year was *Benny's Video*.

Written and directed by Austrian Michael Haneke, it is a disturbing look at the negative effects of TV violence.

Depending on how you see it, Haneke will either seem like an astute intellectual or a bitter old man shaking his fist at the TV generation.

The main character is Benny, a 14-year-old boy who is a direct product of the video age. He is also the product of affluent parents who provide him with everything he needs, materially. Benny is obsessed with violent images, in particular his home movie of a pig being shot with a stun gun.

On one of his daily trips to the video store to rent horror movies, Benny meets a girl who is also fascinated by video equipment. Benny invites her to his home, and ends up killing her using an animal stun gun.

Haneke's greatest accomplishment in this film is the way in which he strips this violent act down to its ugly reality: Benny has to re-load and shoot the stun gun twice before the girl finally dies, and then must clean up the trail of blood left on the floor. Despite the brutality of the scene, it is not nearly as explicit as most Hollywood films.

Haneke is also effective in showing how video violence can de-sensitize children to reality. After Benny shoots the girl and hears her moaning in pain, he asks, "What's the matter?"

But the film ultimately fails because you can feel the director's obvious biases at work. The relationship between violent images and violent acts is too clearly spelled out.

In a film like 1987's *River's Edge*, the reasons for the senseless killing were more discreetly alluded to. In *Benny's Video*, the viewer is hit over the head with reasons.

Haneke also fails to humanize his characters, especially Benny. For someone who commits such an incomprehensible act, he is incredibly uncomplicated — he does what he does because he sees it on TV. He shows little after effects from the murder.

After the first half of the story, the film becomes very sleepy and limps to its finish.

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Letterman offensive to comedians

by Patrick McCauly

When late night maverick David Letterman jumps ship to CBS this summer, he may not be taking the support of stand-up comedians with him.

According to New York-based comic Kevin Brennan, Letterman's recent statement that "there are no funny comics left out there," hit a chord in the stand-up community.

"Letterman was my hero," said Brennan, "he said things recently, because he's doing all this publicity, that really offended me ... it's

like coming up through triple "A" and having Wade Boggs say that there's no good guys playing baseball."

Letterman himself started off his comedy career as a weatherman doing humorous forecasts for a local television station. He then came to the attention of NBC talent scouts and was recruited to host a morning show. The show was cancelled after one year and replaced with *The Today Show*. Letterman was then re-assigned to his now famous late night time slot.

He also made allegations that

today's standup comedians are killing time while trying to get a sitcom or talk show. According to Brennon many comics are opting for the safer television path, simply because the stand-up road is becoming uncertain.

"(Comedy clubs) cost too much with the recession," said Brennan, "if people spend \$20 for the show ... and the comics aren't funny, word gets around (and nobody comes to see your act.)"

Fellow stand-up comedian Chris Finn says that any off-shoot of comedy that's productive is great.

"I think every (comedian) wants a TV deal," said Finn, "I don't think that everybody wants to do stand-up forever ... I love the forum (of stand-up) but I'd like to do something that I can really be in control of (like a sitcom)."

One possible reason for the decline of comedy club popularity may be due to a lack of originality. According to Brennan, it's a commodity that few comics still have.

"There's only a certain amount of originality possible in comedy," said Brennan, "everyone

thinks that Letterman is original, but he admits that he got most of his material from *The Steve Allen Show*. There's only so much you can do with originality and still have people laughing."

According to Finn there's still a little room for originality in stand-up comedy, in fact, he's working on an brand new act.

"The last hook you could really do (in a standup) would be to cry on stage," said Finn, "just ball your eyes out right on stage ... anger, mass murder, everything else has already been done."

Feels Like Rain bound for success

by Robert Fortney

Blues legend Buddy Guy has returned in fine form with the follow-up to his hugely successful 1991 release, *Damn Right I've Got The Blues*.

Feels Like Rain, just released on BMG/Silvertone Records, is a diverse journey through Guy's numerous influences. These include funk, soul, pop and to this listener's ears, a touch of jazz.

"When I started playing these different type songs in the studio,

they all were standing back there stunned (saying), 'I didn't know you could do that,'" said Guy in a press release.

Feels Like Rain boasts a truly impressive list of guest musicians. Country sensation Travis Tritt, blues legend John Mayall and hit-maker Bonnie Raitt all contributed to the recording.

Paul Rodgers of Bad Company/Free fame joins Guy on his first single and video, a remake of the Soul Brothers Six classic, "Some Kind of Wonderful".

"I get confused when a person asks if a song like that is blues. All blues is not sad. 'Some Kind of Wonderful' is the other side of singing about she's no good," said Guy.

Other standout tracks include the lead-off, "She's a Superstar", "Feels like Rain", James Brown's "I Go Crazy" and John Fogerty's "Change In The Weather".

"I didn't feel it (the song 'Some Kind of Wonderful') and couldn't get the hang of it. Then Travis (Tritt) started singing and

he turned it completely around. I said, 'Listen to what he's doing.' I fell right in there with him, looked like I'd been doing the song for a year or two," said Guy.

Those initiated into the blues through contemporary artists like the late Stevie Ray Vaughn, and Jeff Healey, would do well to trace slightly back in its roots with Buddy Guy, one of the true pioneers of blues guitar.

Beginning his success in the late 50s, Guy forged a sound that

went on to influence some of blues guitars most renowned players like Eric Clapton and Jeff Beck. His *Damn Right I've Got The Blues* album marked the end of a twelve year absence from the studio.

Feels Like Rain is sure to become another success for Guy, but still, he remains humble.

"I just do my best and wait for the fans to tell me what they think. If they like it, I'm pleased," said Guy.

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SPORTS

Bronzed

by Natalie Vujaklija

Humber's men's indoor soccer team must have put their cleats on the wrong feet in last weekend's provincial tournament, in Sudbury.

The Hawks spent more time tripping over their feet than kicking the ball.

They were favored to win the tournament, but came home with the bronze medal.

Though the Hawks outplayed the competition, they also couldn't find the net.

This, combined with some bad luck, cost Humber the tournament. If someone had put a curse on the team, their luck couldn't be any worse.

There were some surprise team leaders during the tournament.

The Hawks are known as an offensive team, but last weekend the defence took over. Defenders Nick Bancheri and Rob Pietrkiewicz, came up with goals for the team at some crucial moments.

The usually solid goalkeeper, Adam Morandini, looked a little shaky in net, and an easy save ended up as a goal against the Hawks.

According to Assistant Coach Dave Novis, Morandini did make some costly mistakes but things like that happen. "It's unfortunate that the few mistakes that Adam made, happened at crucial times, but it was his goal-tending that kept us in the tournament."

The Hawks went on to the consolation cup, where they redeemed themselves against the St. Lawrence Vikings.

The Hawks preyed upon the Viking defence and came



NATALIE VUJAKLIJA

Pass — Humber forwards Phil Caporella and Steve Spizzirri break out of their own zone.

up with a 3-2 win.

Despite Morandini being replaced by back-up goalie Paul Schaefer, the Hawks were in top form. Schaefer made some outstanding saves and the defence led the way in scoring. Pietrkiewicz got the game under way by scoring the first goal on an assist from Phil Caporella. Bancheri soon followed on a solo effort. The defence did make a few mistakes which enabled St. Lawrence to sneak one by Schaefer.

Hawk forward Steve Spizzirri returned the favor, and carried the ball all the way from the Humber crease and blasted it into the Viking's net. The game looked pretty much wrapped up, but the Vikings managed to score one

more when the Hawks were changing lines, but the damage had already been done, and the Hawks had secured the bronze.

Though the team had hoped for the gold, Sanchez was still impressed with their performance.

"I'm a little disappointed, but overall the team played well. Mike Maglio, could have made the difference for us," he said, referring to Maglio's ankle injury.

Considering the team is only two years old, achieving a ranking of third in the province is quite an achievement.

According to Novis, the school is even considering starting up the first outdoor team, because of the success of the indoor team.

The Boys are Back

It's spring, and that only means one thing, baseball. Coven's expert prognosticator, Op-Ed editor, James LaChapelle, explores the NL.

NL EAST

St. Louis Cardinals

Keys to success—1B Gregg Jefferies is the key to the offense. CF Ray Lankford has the potential to be the next superstar. 3B Todd Zeile must come back from injuries

Problems—Somebody to play right field. And a solid No.4 and 5 starter.

Outlook—First place, by default. Will be fed to the lions in the Championship Series

Montreal Expos

Keys to success—RF Larry Walker, CF Marquis Grissom, 2B Delino DeShields must continue to power the offense. Brian Barnes or Chris Nabholz have to be a solid No. 3 starter

Problems—No solid first and third baseman. They also lack a big league catcher.

Outlook—No team has ever won a division with big holes on the corners of the infield. But Les Expos should challenge.

New York Mets

Keys to success—RF Bobby Bonilla and 3B Howard Johnson must return to form. Ex-Jays CF

Ryan Thompson and 2B Jeff Kent must fulfill their potential NOW. SPs Dwight Gooden and Bret Saberhagen must return to form.

Problems—C Todd Hundley hasn't proven himself. Can SP Frank Tanana still win?

Outlook—Too many questions in the pitching staff prevent this team from winning the division.

Philadelphia Phillies

Keys to success—C Darren Daulton and 1B John Kruk must continue to hit. This is the only way they can be successful

Problems—After Curt Schilling and Terry Mulholland, too many questions in the starting rotation.

Outlook—Not a chance, even in this division.

Chicago Cubs

Keys to success—LF Candy Maldonado must fill in for Andre Dawson. SPs Jose Guzman and Mike Morgan have to have career years.

Problems—They lack a good lead-off man, CF Sammy Sosa is not the answer.

Outlook—Not good. Last year's team was better.

Pittsburgh Pirates

Keys to success—CF Andy Van Slyke must carry this team on his shoulders. SP Tim Wakefield must win 20. **Problems**—No solid LF or RF. Or at 2B and 3B.

Outlook—This team is in trouble! Too many holes. Manager Jim Leyland can only do so much.

Florida Marlins

Keys to success—1B Orestes Destrade must hit a ton of home runs. Contact hitters 3B Dave Magadan and RF Junior Felix have to get on base.

Problems—Pitching! When Charlie Hough's your ace. That spells problems. At least they have a good closer.

Outlook—I hope they enjoy the basement.

NL WEST

Atlanta Braves

Keys to success—A return to power for RF Dave Justice and LF Ron Gant. 2B Mark Lemke must finally fulfill his potential.

Problems—Can they find a place for great bench players 1B Brian Hunter and CF Deion Sanders.

Outlook—Should win the division by early August.

Cincinnati Reds

Keys to success—LF Kevin Mitchell must find his power stroke. CF Roberto Kelly and 2B Bip Roberts must continue to hit and run a lot. An injury-free season for SP Jose Rijo would further bolster a solid pitching staff.

Problems—Not many. Not much of a bullpen after closer Rob Dibble. They lack a decent No. 5 starter.

Outlook—Would win any other division.

Houston Astros

Keys to success—2B Craig Biggio, CF Steve Finley and 1B Jeff Bagwell must continue to power the line-up from the top.

Problems—Can C Eddie Taubensee handle that expensive pitching staff? Will SS Andjar Cedeno ever catch a ground ball.

San Francisco Giants

Keys to success—LF Barry Bonds must shoulder the load of the offense. Matt Williams has to hit well enough to protect Bonds.

Problems—They lack an ace starting pitcher and a closer. A decent rightfielder would help too.

Outlook—Not good. Lots of hitting and no pitching. You can only win so many games 8-7.

Los Angeles Dodgers

Keys to success—Return to form for RF Darryl Strawberry and LF Eric Davis. 1B Eric Karros has to avoid the sophomore jinx. Is closer Todd Worrell healthy enough to do it all season?

Problems—Inexperience

behind the plate and at shortstop will hurt the Dodgers. No clear-cut ace in the rotation will also hurt them.

Outlook—More tears for manager Tommy Lasorda. They'll be better than last year's edition.

San Diego Padres

Keys to success—Ex-Blue Jay Derek Bell has to reach his potential. Sluggers Fred McGriff and Gary Sheffield have to continue to power the line-up.

Problems—Too many holes behind the plate, at shortstop and second base. Perhaps their biggest hole is in the pen where they have no defined closer.

Outlook—Not good. Like the Dodgers, they have too many holes

Colorado Rockies

Keys to success—1B Andres Galarraga and 3B Charlie Hayes are solid, but how good is RF Dante Bichette or 2B Eric Young? David Nied is supposed to be the next coming of Tom Seaver, but how important is that on a team this weak.

Problems—They lack a bonafide shortstop or starting pitcher after Nied. Alex Cole can't field and will look lost in CF. How solid is bullpen with the unproven Darren Holmes leading the charge?

Outlook—Losses, losses and more losses.

Next week, Jim's counterpart Paul Briggs, will evaluate the junior circuit.

CFL lacks player identification in communities

Although, CFL bashers fail to recognize the local marketing problem the league has.

by John Mlynarsky

Odds are you will bump into sasquatch at your neighborhood convenience store long before you see a Canadian Football League player in your own back yard.

At least, that's the impression the CFL is working hard to dispel.

"We get our backs up a bit when people say the Argos don't get out in the community," said Mike Cosentino, Media Coordinator of the Toronto Argonauts, commenting on the perception that present-day players don't make themselves as available to the fans as they once did, back when the league was thriving. "Season ticketholders

are very aware of the players. It's the fans we're trying to turn on to the CFL that have a problem with player identification."

Of all the ills plaguing the league over the years, the debate over the lack of connection between the fans and the footballers player identification has been dragging on longer than a bad case of the flu.

"I think it's been a big problem for the last 10 to 15 years," said George Reed, President of the Canadian Football League Player's Association.

The former Saskatchewan running back, who retired from the green Riders in 1975, puts some of the blame on frequent personnel moves brought on by trades,

injury replacements and outright releases, making it difficult for clubs to develop local heroes for the fans to follow. "I think the majority of ballplayers probably are with (any one team) three years or less."

But Allan Watt, Director of Public Relations for the Edmonton Eskimos, arguably the league's most successful franchise, on and off the field, see the identification issue as a local marketing problem, one that CFL-bashers fail to mention when addressing other professional sports.

"People always tell me and people in my business, the thing the NFL does so well, and the thing the NHL does so well is

(create) a great sense of identification," said Watt. "If that's the case, would you please name to me five members of the New Jersey Devils."

Watt believes "it's incumbent upon the people who work for the club to have their players identified" through painstaking and tireless community work, long known as a trademark of the Eskimos. Various Edmonton players, including starting offensive guard, Randy Ambrosie attended over 200 events in 1992.

"All of the players here have done a great deal of work in the community," said Ambrosie. "Edmonton is an example of a franchise that hasn't used a single player to carry the banner for them."

Ambrosie's counterpart on the Argo offensive line agrees that promoting fan interest is in the best interests of every player, including so-called drawing cards such as teammate, Raghbi 'Rocket' Ismail.

"His performance on the field has been great," said Schultz, who spent three years with America's team, the Dallas Cowboys of the NFL, before coming to the Boatmen in 1986.

As for the Rocket's off-field work, Schultz believes Ismail "should be promoting the Toronto Argonauts and the CFL, quite a bit more than he does."

Even the importation of marquee players from south of the border couldn't stop fans from turning away from the league last season. Overall attendance dropped to 1,725,495 from 2,001,858 the previous year.

But the league plans to win them back through expansion into the U.S. and by a concerted effort to better sell the game to hometown fans.

"We have to work a little harder at getting publicity," said Norm Miller, Communications Coordinator for the CFL.

Miller acknowledges that there's a "lost generation" of fans who grew up without watching Canadian football, thanks, in part, to the television blackouts of CFL games. Whether the lack of player identification is fact or fiction is

beside the point.

"There is a saying, perception is reality," said Miller.

Reality for the Argo's communications coordinator is the daily struggle to garner media exposure for his club in a city with two other professional teams and thousands of other attractions, all competing for the same entertainment dollars.

Cosentino said Toronto-area media ignore 80 per cent of the notices he issued to them. While he accepts that not all Argo related events merit press coverage, the general public may not realize the extent of his club's community involvement. In 1992 alone, Argo personnel made 500 appearances at functions ranging from promotional events to charity fund drives.

Is the lack of exposure hurting the league?

"There might be a little bit of truth to that," said Frank Zicarelli, Toronto Sun sportswriter. "If a paper wants to give it exposure, they can do it."

Sports editor of the Mississauga News, David Winer said, "We pride ourselves on giving Mississauga news to Mississaugans", adding that apart from major stories, his paper covers Argo-related events, only if there's a local angle to the story.

As for Chris Schultz, in the off-season the Argo veteran participates in three or four team-related functions per week, on average. Even so, he doesn't begrudge Toronto's other big league teams the Lion's share of the spotlight.

"I think that it's truly the strength of the Toronto baseball situation that, (although) I don't follow baseball, I probably can name eight of the nine starters because they're consistently in the news day in, day out," said Schultz.

"I think their situation is that they're a little more interested in what (Rocket) Ismail is doing. It would be nice if they did an article, say once a year, on how many of the players do off-season work, so that it becomes a pride issue with the fans," he added.

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