

The

Wednesday, February 19, 1997

Strike?

BCIT Technology Faculty & Staff could be walking the picket lines by the month's end

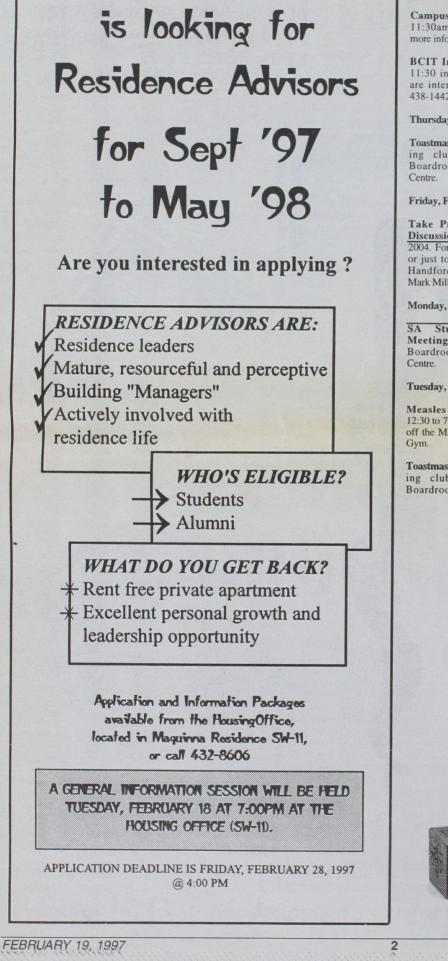
... see back page

Measles Jaccinations see page 3

High competition The Canadian Figure Skating Championships ... see pages 10

Alternative Federal Budget The need for a new approach to education funding ... see page 6

The Student Newspaper of the British Columbia Institute of Technology



Maquinna Residence

Campus Events.

This Calendar column is open for notices of events on all BCIT campuses. Submissions can be faxed to 431-7619, sent by campus mail or dropped off at *The Link* office in the SA Campus Centre (down the corridor between the video arcade and the computer store)

Wednesday, February 19 Centre

Campus Christian Club. 11:30am. SW1 2005. For more info 451-4568.

BCIT Investment Club. 11:30 in SE6 122. If you are interested please call 438-1442.

Thursday, February 20

Toastmasters. Public speaking club. 7:00am. SA Boardroom, SA Campus Centre.

Friday, February 21

Take Pride Video and Discussion. 4:00pm. SW1 2004. For more information or just to talk call Gordon Handford at 451-6922 or Mark Miller at 432-8964.

Monday, February 24

SA Student Council Meeting. 5:30pm. SA Boardroom, SA Campus Centre.

Tuesday, February 25

Measles Vaccinations. 12:30 to 7:30 in SAC (SE16) off the Main lobby near the Gym.

Toastmasters. Public speaking club. 7:00am. SA Boardroom, SA Campus Planned Parenthood Clinic. 7:00pm to 9:00pm Medical Services, SE16

Wednesday, February 26

Measles Vaccinations, 9:30 to 5:00 in SAC (SE16) off the Main lobby near the Gym.

Campus Christian Club. 11:30am. SW1 - 2005. For more info 451-4568.

BCIT Investment Club. 11:30 in SE6 122. If you are interested please call 438-1442.

Thursday, February 27

Measles Vaccinations. 9:30 to 5:00 in SAC (SE16) off the Main lobby near the Gym.

Toastmasters. Public speaking club. 7:00am. SA Boardroom, SA Campus Centre.

Friday, February 28

Take Pride Pub Night. 4:00pm, SW1 - 2004 then on to the Elephant on Campus. For more information or just to talk call Gordon Handford at 451-6922 or Mark Miller at 432-8964. Toastmasters. Public speaking club. 7:00am. SA Boardroom, SA Campus Centre.

Tuesday, March 4

Planned Parenthood Clinic. 7:00pm to 9:00pm Medical Services, SE16

Wednesday, March 5

Intro to Assertiveness with Counselling Services. 12:00 - 1:30pm.SW1 - 1125. For more info call 434-3304.

Campus Christian Club. 11:30am. SW1 - 2005. For more info 451-4568.

BCIT Investment Club. 11:30 in SE6 122. If you are interested please call 438-1442.

Thursday, March 6

Toastmasters. Public speaking club. 7:00am. SA Boardroom, SA Campus Centre.

Friday, March 7

Take Pride Planning & Advocacy Meeting. 4:00pm, SWI - 2004. For more information or just to talk call Gordon Handford at 451-6922 or Mark Miller at 432-8964.



drop by our office (rm. 232 in the SA Campus Centre behind the computer store) or call 432-8974 to get involved

Measles vaccinations scheduled for next week

PAUL DAYSON Link Managing Editor

A provincially funded catch-up program to prevent the spread of measles is now in effect at BCIT.

Post-secondary institutions and health care facilities throughout BC are being immunized against the measles. This is an elective campaign focusing on prevention.

There are no confirmed cases of measles at BCIT to date. Last week, because of a suspected case of the measles, 1st year Marketing students received vaccinations, but the individual suspected of having measles did not have the virus.

Province-wide there have been 73 cases of the measles, 51 of these cases being linked to Simon Fraser University, where clinics vaccination have already taken place.

"There will be a different vaccine being used for these vaccinations than that used at SFU," said BCIT Medical Services Jan Poersch. It will be a straight measles vaccine with less side effects.

The immunization is free and at the clinics students will only be asked their name and program. Information sheets on vaccinations will be circulated to those in line and public health nurses will be on hand to answer any questions students might have.

"This is their opportunity to update their vaccinations," said Poersch. "While this may not be the most convenient time, in the long run it will be." To be vaccinated otherwise would entail making a appoint-



ment with a public health office which could take time or a visit to their doctors office which may or may not be able to provide the vaccination

Most young people have had one measles vaccination, which Poersch said is 70 to 90 percent effective into adulthood — a 10 to 30 percent susceptibility to measles. (Those in Grade 12 last year will already have had their second 'booster' shot and do not require further vaccinations. The shot you received in or around Grade 9 was your Tetanus booster.)

Measles will make you really sick for one and a half to two weeks time a BCIT student can ill afford, which makes Poersch concerned. "In this population it will spread quickly, because students here come to class sick and unlike other schools they are all together all day," she said.

Information sheets on vaccines and measles have been posted on Occupation Health and Safety notice boards around campus, and outside Medical Services (room 127, SE16)

Vaccination Information

- Immunization will be provided for: • Staff and students at the Burnaby
 - Campus who were born after 1956. Staff and students who have received only one vaccination for the measles
- Staff and students who have never had the measles.

Public Health Nurses will be holding immunization clincs at the Burnaby campus on:

Tues, February 25, 12:30 to 7:30pm Wed, February 26, 9:30am to 5:00pm Thurs, February 27, 9:30am to 5:00pm

Please note: this three-day clinic is for staff and students at the Burnaby Campus only. Satellite campus immunization will be on-site.

The clinic will be accessable from the main lobby of the SAC Building (SE16) and next to the gym.

Strategies for dealing with Needlephobia

- Fainters: tell the nurses, they will have you lie down before immunizing you.
- Eat before coming to the clinc, a higher blood sugar level will ease the tension.
- If you are nervous tell your friends to let you have to go first — minimize the time waiting in line.

Institute, SA sign BCIT up as a Pepsi campus

JOLLEAN WILLINGTON Link Reporter

Reeling Gray? That is quite alright in the opinion of the Student Association and BCIT administration who recently signed a lengthy nine year exclusive contract with Gray Beverage, aka Pepsi. What makes this contract different from the past agreements is two-fold. One, it is a joint contract with the BCIT administration. Second, it means all of BCIT is exclusive to Pepsi. All cafeterias, machines, and beverage outlets in general on campus sell Pepsi and Pepsi alone.

Now, for myself this is not a problem as the mere thought of a fizzy drink makes me burp. Others do not feel the same. There is, I have been told, a clear, distinct difference between Coca-Cola and Pepsi. Who would have thought that two brown bubbly glasses could create controversy in a way the Canadian government could never hope to? This should not be a problem now as the

THE LINK

selection has been limited, thus allowing conflict to pass and peace to prosper. Or does this all mean that the Coca-Cola devout will have to be better prepared and perhaps more physically fit. After all, they must now leave campus, by foot or car, to procure their banned beverage.

"Our situation is considerably different from UBC (who entered an exclusive agreement with Coca-Cola) in that the number of residents is smaller and it is shorter to walk across the street to go to choose what they like. We are surrounded by convenience stores," says Steven Miller, Student Association executive director.

The decision to go with Gray Beverage was easy as "the offer from Gray was better overall," says Miller. How much better is unknown as Miller said the amount the Student Association would make from the deal was "confidential".

The benefits will be many under the reign of Pepsi. Machine servicing will be complete, and never again

will the thirsty be turned away by a small red light. "In the old contract we serviced the machines, and depended on employee availability, which was irregular," explains Miller. Especially important now as there are three times the number of machines. All of this equates to greater selection and availability. On top of that it is financially lucrative to a sum which can not be revealed.

Coca-Cola representative Ron Gruenwald confirms, "Yes, there was an equal opportunity for us as far as that (bidding on the contract) goes. We won't be a part of student life for quite some time. You can't win them all."

Bert Lechasseur from Gray Beverage says they are "...happy to expand business," and "hopefully our track record for the Student Association speaks for itself."

"The transition has been incredibly smooth with co-operation from everybody".

STUDENT ASSOCIATION COUNCIL NOTES SA president concerned about evaluations. lantons

NEWS

The president of the Student Association will attend meetings regarding teacher evaluations and the possibility of mandatory laptop computers, wanting to ensure students don't get a raw deal on either.

Dave Williams told the Executive's regular meeting Feb. 10. that in respect to evaluations he'll meet with Mal Stelck, vice-president of education, Jennifer Orum, president of the Staff Society, and Tom Kozak, head of the trades instructors.

The SA spent a good portion of one of their meetings last year discussing how the evaluations system is flawed since neither handing out evaluation forms nor releasing their contents is mandatory.

Williams also said he'll see if he can get on or consult with the committee examining the possibility of making notebook computers mandatory for business students.

He contacted the student president at Acadia University, the first school in Canada to make portables a requirement and was told the most common gripe was that the things are exorbitant: students pay a hefty sum to rent their machines from the school, which they don't get to keep upon graduation. "I'm a little scared of that," Williams said.

A survey circulated last year to students in the school of business asked, among other things, whether they thought mandatory laptops were a good idea, and if so, whether they preferred IBMs or Macs.

The results are as yet unavailable.

• "It was okay" is how Williams summed up his session with a Canadian senator last week. He and student leaders from UVIC, UBC, Vancouver Community College, Capilano College and other institutions met at BCIT's downtown campus for a pow-wow on the state of education.

"The one big thing everyone is concerned about is funding," he said, "and how student loans really go to pay for the cost of living more than anything else. The cost of tuition is one thing, yes, but day care, transportation, and housing — those are the things that really kill you."

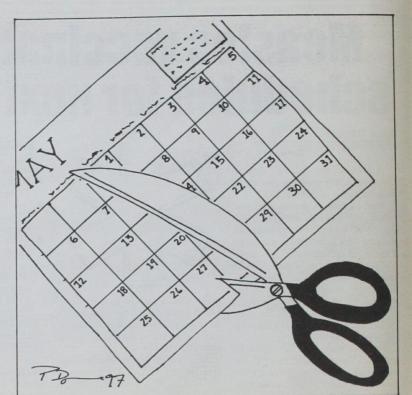
• Regarding the new microwaves in the campus center: Executive director Stephen Miller said the SA has an estimate for the electrical work required to put two more microwaves in the Great Hall. However, BCIT administration apparently has some concerns — what they are is currently unknown. "If they're major, we'll bring them back to council," Miller said, "if not, it'll go through."

• Four administrators from an Alaskan vocational school were "duly impressed" with BCIT and its Student Association, Miller said. The school identified BCIT as a model for itself, and came down for a couple of days to see just how we did it.

• The SA can give you a 30 per cent discount if you plan to see the Vancouver Canucks play Phoenix Apr. 9. Jaison Gaylie, vice-president of Public Relations, booked a block of 120 mid-row seats for that game, which entitles him to 30 per cent off (\$23 instead of \$30). You can reserve tickets at the SA's main office in the Campus Center. And while there, you may wish to pick up ...

• Nomination forms for positions on next year's Executive. Nominations open Mar. 24 and close Apr. 1.

• The meeting lasted, in total, altogether, from beginning to end, start to finish, intro to extro, commencement to uh, decommencement, 1:06:55.



Staff society considers eight-month school year

Link Staff

Ithough it hasn't decided whether it likes the idea, the BCIT Faculty & Staff Association is considering a proposal to shorten the school year for technology students by one month.

"We're not proposing it yet," association president Jennifer Orum told the Student Association's Executive meeting Feb. 10. "It's just been raised as an item for discussion. If it does have some value, we'll consider whether it might be applicable only to some technologies, or to all."

Orum said it was one option in addressing a notion — apparently widely-held amongst technology instructors — that the quality of education has deteriorated in the last five to ten years. While shortening the year might appear a step backward, Orum said it's actually a matter of readjusting the ratio of months teaching to months of "professional development."

Currently, the ratio is 9 to 1, but in a reduced school year it would be 8 to 2 (therefore no affect on salaries).

Some instructors say it's impossible especially given larger classes — to keep up with developments in their fields. Extra prep and upgrading time, they say, would only benefit students.

Other pluses include the fact BCIT students wouldn't be a month behind university students on the summer job market, it would give them more time to make money, and it would make terms equal length — right now term one is four months, while term two is five.

However, Orum said some teachers think it would be impossible to change their curriculum to fit in eight months. In the most recent issue of the Staff Association newsletter, she writes "BCIT

has made its reputation in the eyes of employers and the public based on the intensive two-year technology programs that consist of two nine-month academic years. Our members in a number of departments feel it would be counter-productive to become like the rest of the post secondary system."

Reaction from the SA was mostly skeptical.

Krista Dennett, vice-president of Student Affairs said she didn't "believe it can work by squishing all the content into eight months."

President Dave Williams: "I don't think a student could handle eight months. I think [instructors] would be kidding themselves if they tried to bring it down."

A vice-councillor: "In every program there's something that can be thrown out, but there's probably something else grads would say should be put in. There's no question that the material covered will be less."

Mike Pattenaude, vice-president of Finance, asked if a month less school meant lower tuition. Orum said she didn't know, but suspected not. The trade off, she said, would be a higher quality of education.

She also said re-drawing course curriculum means the eight month school year if it gets the thumbs up — will be a long ways ahead. "It's a very, very major change, and it's not going to happen while you're here. If it happens, it'll be in two or three or even five years."

The item will next be discussed at the Staff Association's meeting a week from today.

The association represents technology instructors and support staff, therefore the proposal doesn't affect trades students.





1997/1998 STUDENT ASSOCIATION ELECTIONS WILL BE HELD ON APRIL 16 (10-4), 17 (10-4), 18 (9-12) in the STUDENT ASSOCIATION CAMPUS CENTRE

NOMINATIONS OPEN ON MONDAY MARCH 24 AND CLOSE ON TUESDAY APRIL 1

Nomination packages will be available on MARCH 24 at the STUDENT ASSOCIATION OFFICES



POSITIONS AVAILABLE

EXECUTIVES



PRESIDENT VP STUDENT AFFAIRS VP ADMIN & FINANCE VP P.R. & MARKETING CAMPUS LIFE COORDINATOR BUSINESS CHAIRPERSON HEALTH CHAIRPERSON TECHNICAL SCIENCES CHAIRPERSON

<u>COUNCILORS</u> COMPUTER SYSTEMS COUNCILOR ELECTRICAL/ELECTRONICS COUNCILOR ENGINEERING COUNCILOR

'Bit tax' would address social inequities, CTV reporter



CTV's Mark Schneider speaking at Eco-Fair '97. BERT SCHENDEL PHOTO

Link Staff

Tax the fraction of North Americans lucky enough to have Internet access, Mark Schneider says, and you'll go a long way to making the world a better place.

The CTV technology reporter delivered the Eco-Fair's keynote address on the theme "Containing the information flow before it contains us" in one of the IBM building's meeting rooms to a smallish audience of 75. While only touching peripherally on the environment, he suggested it was among certain "causes" that need to be targeted by government and business as worthwhile pursuits for the good of humanity.

Another was "giving every kid access the Internet — that's important. Bill Clinton said during his state-of-the-union address that his goal was to see all American kids using the Internet by [the age of] 12. That's a powerful cause, but he had no timetable, so it has neither weight

nor speed."

The "bit tax," however, suggested in a forthcoming book by an American economist, would.

"It's like a water meter," Schneider said. "A meter on the information pipeline, measuring who is using or generating it, and progressively taxing the flow. The tax for two six year olds on-line for the first time would be much less than for a bank that provides ATM services on-line.

"What would we do with the money? The main purpose would be to re-address social inequities. It would help get people on the net. Make the 20 per cent [for whom on-line access is available] pay. We are the portion of the population of North America who are surviving ... Unfortunately, none of us will be okay if only 20 per cent are surviving."

He added: "Doing good must become the priority of information elites."

Asked during a question period afterward how he expected this shift to come about, Schneider

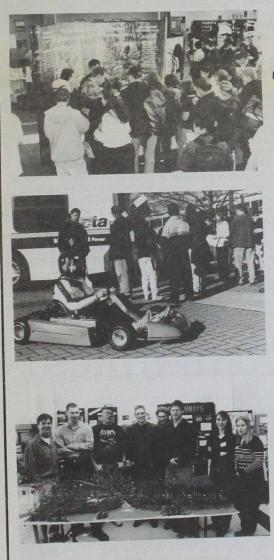
offered no miracle solutions: "I would hope the answer is common decency," he said. "They do have the ability to make that decision."

I Schneider quoted liberally from a book by Robert Reich challenging economist Adam Smith's century-old assertion that so long as the proportion of workers to slackers in the world is kept in check, everything will be all right.

"Ask yourself, 'Is this still true: A company is good at making things, and it will thrive?""

The problem, he said was that "computerization is destroying jobs faster than it is creating them." He cited a pessimistic figure of 90 million as the number "of employees substituted by software. Then what good is your resume? What good are your credentials?

"We are rapidly approaching the day when many of us are unnecessary. Like it or not, the sane, rational world of Smith is over."



Eco-Fair '97 A big splash!

This year's ECO-FAIR, produced by the Student Association and sponsored by BCIT and the SA, was a great success. More than 2200 people walked through the Great Hall, and sat in on our environmental careers panel session and the presentation by CTV's Mark Schneider. About 250 high school students came to investigate, and students from Stride and Confederation Park elementary schools and Burnaby Central High sent in environmental art projects.

ECO-FAIR's focus was on environmental careers, technologies and citizenship. Opportunities abound in the field. In fact, the field is quickly expanding into all areas of work and life, as it should. We're nowhere if we're not integrating environmental concerns into everything we do. And there's money in it too. The environmental business is growing and thriving. The international market is huge! It's now a \$400 billion-a-year industry that barely existed two decades ago. In Canada, 4,300 companies generate revenues of \$12 billion a year (1994), employ 130,000 people, and they're growing at an average rate of 15% per year.

Special thanks to the coordinating team: Alison Biggan, Tanya Smith, Jack Taillon, Annalisa Jones, Greg Helten, our work-study team and all our great volunteers, including Sean Karl, Amir Dewji, Holly Cathcart and Rod Macinnis.

Photos (clockwise from top left) 1. More than 2,200 people attended ECO-

- FAIR 2. Speedy electric gokart beside Ballard's
- hydrogen-powered bus
- 3. BCIT's Ecology Instructor Danny Catt and students with their excellent displays
- I. Tina from Western Canada Wilderness Committee talks about bear-poaching
- 5. A student signs on to protect Burns Bog

BERT SCHENDEL PHOTOS



Examining the government's budgetary alternatives

alternative federal budget

1997

PAM MURRAY Canadian Univerity Press

Burnaby (CUP)

n proposed alternative to yesterday's federal budget is calling for an increased federal role in regulating post-secondary education.

The alternative federal budget is a project that was started three years ago by the Canadian Centre for Policy Alternatives and CHOICES. The 1997 Alternative Federal Budget was released in early January, and the steering committee who compiled it have since met with federal finance minister Paul Martin, who brought down his federal budget on Tuesday, February 18.

The alternative budget calls for, among other things, a federal *Higher Education Act* to ensure the federal government plays a more active role in regulating universities and colleges; and a post-secondary education fund which would replace the current Canada health and social transfer programme and ensure a guaranteed fund for post-secondary education.

Réal Déquier, national deputy chair of the Canadian Federation of Students (CFS) says the federation supports the alternative budget because concessions in Martin's budget may not be enough to counter the high student debt load and youth unemployment.

Déquier said the federal budget would probably include changes to student loan programmes, special opportunity grants for students in need, and tax relief for students.

"However, these are minor changes. The government must start making post-secondary education a priority again. The postsecondary education system is in a state of crisis. Enrollment is down, tuition fees are up, and debt loads are skyrocketing. This crisis must be addressed," he said.

Not all national student groups agree that the alternative budget is a good idea. Matthew Hough, national director of the Canadian Alliance of Student Associations, says his organization does not support the alternative federal budget. "For us, I think it'll be a case of quiet encouragement of the government," he said.

"One thing that is on all our wish lists is a new system of grants... but I really doubt we'll see that in this budget," he added. Hough says he suspects Martin's budget will not focus on new spending.

Joey Hanson, the provincial representative on the CFS national board, says the transfer funding of post-secondary education has bee decreasing since 1994, when the government grouped health, welfare and post-secondary transfers together.

"People thought that eventually the federal government would

eliminate cash transfers to the provinces and force the provinces to either cut services or increase taxation," Hanson said.

He said that though some of the provinces support the transfer programme, they still don't want to see the transfer from the federal government totally eliminated.

Déquier says dealing with decreasing transfer payments is a first and one of the most important aspects is the repeal of the Canada health and social transfer. This regressive legislation has devastated the education sector, as well as health and social assistance, and its repeal would be a great boost for post-secondary education," said Déquier.

The other important element is measures to reduce youth unemployment rate is double the average unemployment rate. According to Statistics Canada rates, which only include people on 'un'employment insurance and social assistance, one in five youth are now unemployed," said Déquier.

Hanson, for one, doesn't think this year's budget will be too harmful to post-secondary education.

"The reason it's not going to be that bad is that most provinces have been able to accommodate decreasing funds. The economy's picked up, so some of the provinces have been able to absorb the cuts," he said. "It's an election budget, so in many ways it's a good news budget."

Déquier stated, "We recognize the importance of the debt and the deficit, but we believe that it should be a guide to our budget not a dictator of our expenses that can or cannot be afforded. We do not believe that social programmes should be sacrificed, all in the name of deficit reduction and the whims of the market."

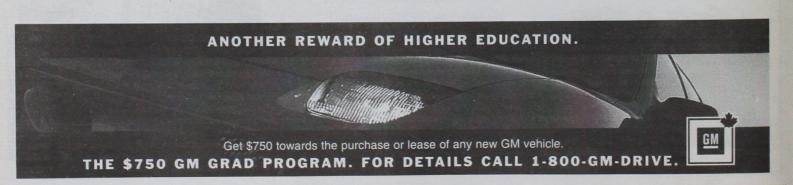
Provincial chair of CFS - BC, Michael Gardiner, said the BC federation doesn't have any set plans for action to support the alternative federal budget.

"The Action Canada Network (a coalition of social, community, labour and church organizations) is mostly defunct," he said, "so there's no organizing body to work on this." He adds that a new organization to replace the network is upcoming.

Seth Klein, organizer at the Canadian Centre for Policy Alternatives' BC office, said a 'budget watch' has been organized at the British Columbia Teachers' Federation building on Tuesday, February 18.

For mirror sites where the department of finance's *Budget in Brief* and Paul Martin's budget speech will be available, see http://www.fin.gc.ca/mir97e.html

The alternative budget can be downloaded from http://www.policyalternatives.ca/



The debt load Student bankruptcies hit record numbers

SAMER MUSCATI Canadian University Press

Ottawa (CUP) fter four years of university that left him \$30,000 in debt, Shiraz Rawat is resigned to the fact he won't be employed in his field of study.

The political science student at Ryerson University says he'll be lucky to get any job when he graduates in April. If he doesn't find work, he has no idea how to rid his debt unless he goes bankrupt.

rupt. "I'm competing with Master's and Ph.D. students for the same jobs. It's very discouraging," said Rawat, 24. "If I can't find anything, and it comes down to putting food on the table or declaring bankruptcy, then I'll declare bankruptcy."

These days many university and college graduates are finding themselves saddled with unmanageable debt-loads due to declining job prospects coupled with sky-rocketing tuition fees.

And according to new federal government statistics, a record number of students are simply declaring bankruptcy and starting over. During 1995-96, 7,850 post-secondary students went bankrupt (a number that doesn't include Quebec students) cost the federal government \$70 million in defaulted student loans.

The number is in sharp contrast to the 3,300 students that declared insolvency in 1990-91, costing the government \$21 million.

"The figures are pretty scary," said Jennifer Story, a national representative for the Canadian Federation of Students. "It doesn't look like it's going to get any better in the future."

Statistics Canada estimates that the average student loan

debt-load will triple to \$25,000 in 1998 from \$8,700 in 1990. This year is was between \$14,000 and \$16,000.

Story says that society has a perception of students being lazy and not wanting to pay off their debts. The reality, she argues, is that the magnitude of the debts are so high that many of the 300,000 students with government loans simply can't manage them any more.

Gerry Godsoe, a government policy manager for the Canada Student Loans Program, says for the most part, the vast majority of students are doing a good job in paying off their loans.

He says the bankruptcy level for students will decline as the government's contract with financial lenders starts to take effect. The contract, signed in August 1995, makes banks responsible and liable for defaulted student loans.

"There is a much closer link and communication between the student borrower and the lender now," said Godsoe. "The risk is with the banks, and they have an incentive to be more diligent in recovering the loans."

But Rawat says that banks are in the business of making profits, and is worried they may start to determine eligibility for who can secure student loans to maximize revenue. Currently, the federal government decides who is eligible, but banks may insist on more control when their contract ends in 1999.

"The cards are stacked against poorer students," said Rawat. "It's not true that everyone can go to university whether you're rich or poor. Pretty soon, only students from wealthy backgrounds will be able to afford to go."

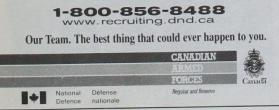
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	Chacing Visability Time Eyesores	Money
logy. Published bi-weekly by the CIT Student Association,	1 - 11	
circulates 3,500 copies to over		

Hey you! Buy this! The information highway has more billboards than Route 66

MIKE CULLEN Canadian University Press

Montreal (CUP) sually you like it when people want your attention. You love it. But these are ads, and Internet ones to boot. You're just a potential customer. advertising on the internet is the most prominent topic about the Web besides the omnipresent virus subject ... more or less. But one one can deny that the proliferation of ads on internet media such as the Web has been alarming. Since the internet user boom of the early 90's, advertising has taken to the internet like flies to flypaper, and has established an industry rivalling the physical media of billboards and magazines.

"It's out of control now," says Kit Griffin, western advertising manager of the newspaper Canada Computer Paper, of the explosion of companies catering to internet advertising clients.

The industry has expanded so fast that the total worth of the internet advertsing is all ready impossible to estimate, according to Griffin.

Besides compnaies already on the web who openly solicit advertising on their Web pages to visitors, the direct marketing segment of the advertising business has exploded. These agencies help clients target their markets on the internet to users with specific interests.

So your favourite web page on Hollywood celebrites might have an ad for People magazine because they target your interest and those people who visit the site too.

The corollory to this is that interest specific ads are available on the Web. Anything from personals to real estate, can be found on the Web. This makes the Web an ad space on par with daily newspapers classifieds; even more so since the electronic format is easier to update and modify.

But the chances of hit and miss are steeper in cyberspace, so the need for effective target marketing is paramount.

"Everyone is trying to specialise," says Griffin, "but some companies are better off in places like the [BC Tel] Yellow Pages Online," rather than finding their online market niche.

Rate-wise, internet advertising runs along the same lines as print advertising — time and space are the two factors that determine price. For example, the Canada Computer Paper has a rating scheme for size ads divided into Gold, Silver, and Bronze, which designate the location and size of the ads. Gold rated ads are larger and in more prominent places than silver ones and so on. Each of these rates are further adjusted by how long the ads run.

Also common is for commercial websites to have their own listings for related services that form another avenue for marketing. Hotlinks to advertiser webpages are reasonably priced at the \$50 range for one week.

However, this kind of exposure is less prominant than the newer breed of billboard-esque ads, like the ones that litter Web search engines. Using the newset pluggins and features of the Web browsers like Netscape Navigator, animation and sound can shock the viewer into paying attention. Kind of like a virtual cattle prod — it gets your attention fast.

Fortunately, users will get used to them like beer ads in bathrooms, but hey will keep you awake — the days of falling asleep at your computer may well be gone forever.

- LINK LETTERS POLICY -----

16,000 students and staff. Contributors:

Greg Nesteroff, Shannon Lentz, Cory, David Lai, Krista Aselford Sam Tse, Jollean Willington, Bert Schendel, Greg Helten

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Entertainment Editor

David Lai

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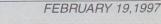
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FEBRUARY 19,1997

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 - -Finance
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- -Marketing
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- English, BA
- Environmental
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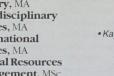


20 minutes from Prince Georae

9

1 Martala

Agora Courtyard



- Kayaking down the Willow River.

Canadian Figure Skating hopefuls and heros come to BC to compete for a place in the world championships.

For a ticket to the world

SAM TSE **Link Reporter**

he 1997 Bank of Montreal Canadian Championships took place successfully at GM Place from February 6 to 9. Nearly 300 skaters in ladies, men, pairs, fours (at the senior level only) and dance disciplines competed at the senior, junior and novice level. To compete in this event, competitors must qualify through 13 sectional championships and four Bank of Montreal Divisional Championships. At the senior level, the top four finishes in the sectional championships qualify for the divi-



BLACK KNIGHT (Randy Giesbrecht) PHOTOS

sionals and the top six finishes advance to the 1997 Bank of Montreal Canadian Champions.

The competitions were extremely intense as they all competed to be on Canada's National Figure Skating Team. All who qualify will have an oppor-tunity to compete for Canada at one or more international competitions. Selections to the Junior National Team is based on the top five junior finishes and top three novice finishes in singles, pair and dance. But, for

the seniors, it was much more that being on in 1995 and the runner-up the following the National team. They were vying for a spot on Canada's World Championships Members of the World Team. Championships Team get to compete at the 1997 World Championships with the world's top skaters and have a punch at the prize monies of over \$450 000 US in Lausanne, Switzerland. There is only one entry for the ladies category and two for men, pairs and dance.

At this year's Canadian's, dreams came true for some, while others were disappointed. Just ask Jennifer Robinson, who was dethroned as Canadian Ladies Champion, about dashed hope.

"I put so much expectation on myself. The expectations came from nobody-media, fans, my parents, my coaches-but me. I put the pressure on myself. I was really happy with what I did out there," says Robinson after her short program, which she placed second after she did a turn after a triple lutz in her combination, incurring a mandatory deduction. Robinson then fell to third behind Angela Derochie and Susan Humphreys after her freeskate. "I knew this would probably be open for anyone. Whoever did the jumps would be on the top. Susan (Humphreys, who dethroned her) did more than I did and it was pretty much that way right down the line. Robinson landed only one triple jump cleanly, two-footed another pair and either doubled or singled the rest. "Too many doubles," sighed Robinson.

"It's been a long road for me. It's been five years of some good times and some not too good times, but it was worth it," Susan Humphreys said after her triumph. "I've been second and third a few times, so I figure it's time to add a different color to my collection." Humphreys, who has been battling a debilitating overuse syndrome injury to her back and lost all her confidence, especially when she was not really close to making the World Team in 1994. "I was not allowing myself to give up or give in. I tried to stay on my feet and I did," she said after her almost flawless short program. "This performance wasn't perfect, but I'm pleased. Rarely is the Canadian Championships perfect." The only blemishes were that she touched down with two feet on her triple lutz combination and hiccuped slightly coming out of a triple toe loop.

Her coach, Cynthia Ullmark said, "Susan practiced they way she was going to compete. She didn't want to be the best of a weak lot; she was going to be the best, period.

"It's a stressful situation with only one lady going to Worlds. I'm not getting any younger and I don't know if this hadn't happened (winning the Canadian Ladies title) if I would've gone on," says the 21 year old skater.

Another disappointed skater was Sebastien Britten who placed third in the senior men category. He was eighth in the world in 1994, the Canadian Men champion

year. Because of his placement, he won't be going to Worlds. Sebastien Britten is probably Canada's most artistic and charming skater, aside from Kurt Browning. He is dramatically focused, musical and always vital. There is no obnoxious, strutting, shove-it-in-your-face technical display in his skating. That's not to say that Britten is not technically strong, but the dreaded triple axle is the one thing holding him and his artistry back from full appreciation on the world stage. He feels he would have tamed the triple axle by now, had he not injured his ankle in the fall. That kept him from serious jump training for weeks and he said that he wished he'd broken it instead or seriously spraining the ankle. Recovery may have been quicker.

'I think everyone saw that it's just a matter of a bit more time with the axle for me. And time is what I didn't have this fall. If everything keeps going well with my foot, I should have the axle. I don't want to make any decisions right now. I love skating and if I really feel like skating, I'll be back. I'll keep on going until I'm ready to turn professional," says Britten.

Britten landed a pair of triple lutzes and a triple loop, but he two-footed a flip and fell on another flip and the axle, and he bailed out of the triple salchow in the long program. Technically, he was beaten by Jeffery Langdon, who placed second. Langdon laded a triple flip-double toe loop combination, individual triple flips and triple lutzes, but he doubled a salchow, stumbled on another salchow and just barely landed the triple axle. Langdon got his hand down for support and rode the ice, but he didn't fall. However, Langdon was lacking sufficiently in the artistry.

o no one's surprise, Elvis Stojko remains the king. He is in a league of his own and his performances were stunning. My life is complete now that I've seen the quad toe loop done live! Stojko selected the Rocketeer for his short and Dragonheart for his long. He downgraded



SPORTS FEATURE

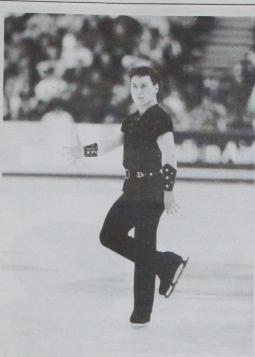
the planned toe loop on the end of the triple axle combination from triple to double in the short. There was also a flaw was is the long. He two-footed the triple toe loop after the quad. His footwork was brilliant and deceiving in difficulty because the execution is slow. Also, the king throws a triple axle in the middle of the program and then a second one soon after (within 25 seconds).

"That's a difficulty factor. Everyone opens up with an axle, but I start differently, and put them in the middle. It shows conditioning too," says Stojko. In Worlds last year when he fell unexpectedly, the Edmonton press was cruel and headlined with "Elvis is Dead". But, the king is alive and well and ready to win his third world title. "I always say the most important thing that's happened in my career has been in Edmonton. That one jump, in that one program, in that one moment of time. It really does change a lot of things. You learn to be the underdog and then you win and

then you defend it and then you lose it. I've been to all the different categories and now I'm coming back and hope to be on top again and have a good performance. Being the artist that I am I came up with more concepts and more ideas and more interesting stuff again from what I did last year. It's a whole new flavor. It's very forward, very attacking program. That's the type of mode I'm in this year and continuing on to '98 that's kind of the whole concept and I guess strategy that I'll be pursuing It's a matter of being able to control what your mind is doing. It's the hardest thing. It's a conscious effort to make sure that you're in control. Your body always fol-lows your mind." For the Worlds, he plans to upgrade his triple axle-double toe loop combination to a triple-triple.

oung skater by the name of Emanuel Sandhu might give the other senior skaters a run for their money next year. He is the gold medal winner in the junior men category and he is looking pretty good out there. Sandhu landed four triple jumps within two minutes into his program, then landed eight other triples. He tried to land the triple axle, but failed. His program would have looked just fine in the senior level. "I watch the senior skaters closely because they give me motivation My goal next year is to make an impact...not to worry about placements," says Sandhu. His ballet and gymnastics training has worked as an advantage as he combines artistry with athleticism. He is already considered a top five candidate for next year...assuming he lands the axle.

Michelle Menzies and Jean-Michel Bombardier, two time national pair champions, could not hold on to their title for a third consecutive year. They placed eighth in the 1996 Worlds, but they didn't even make the World Team this year. They crashed to the ice in unison in the short while attempting the side-by-side triple salchow. In the free, Bombardier singled the side-by-side double axle and Menzies stumbled slightly coming down off a triple twist. Aside from the technical mishaps, Menzies and



Bombardier skated well, especially in their short-which was very elegant and flowing.

Kristy Sargeant and Kris Wirtz, the reigning silver medalists, skated a faultless short, with the exception of a small stumble during the side-by-side triple toe jumps when Sargeant stepped out of her landing somewhat. That put them in first place.

"It wasn't the ultimate performance. But it was strong. Normally we're solid in the side-by-side jumps. It was our first miss in the last 10 tries. And it wasn't really a miss, just a hiccup," says Wirtz. But in the freeskate, things changed drastically. They opened up with a triple twist and when she came down, her elbow accidentally smashed Wirtz below the right eye. There was blood streaming freely from his wound; he was unstable and somewhat unnerved. Then, Sargeant fell on the next major element, the triple toe jump which dropped them to second.

"The twist was a bit bigger than usual so I thought I'd pull out a little early. His face kind of got in the way," says Sargeant. In the skating regulations, the pair could have stopped for medical attention, but that was not even considered. "It wasn't that bad. I'd feel good if my competitors got hurt and they kept skating, so it's about sportsmanship. But, we'll have to go off and evaluate what happened here this week which led to a program tonight which wasn't the best for Kristy and me," said Wirtz.

he highlight of the pairs were definitely in the winning couple,

Marie-Claude Savard-Gagnon and Luc Bradet. They skated perfectly in the freeskate; the only anxious moment being the off-beat set of the double jumps when they almost collided. "This is the best feeling you can imagine. The difference with us this year is confidence," says Bradet.

The pair moved to Toronto to train with Paul Martini, one half of the 1984 world pairs champion team with Barbara Underhill who was commentating the whole event. "They've had mega-challenges off the ice as well as on. He has a son (Frances, age 4) that he had to leave behind and Marie-Claude lost a relationship she had had for nine years. It was very tough at first, but I think they're a classic case of a team who never thought they could do it," says coach Martini.

"We had to skate because we love skating, not for placement. That's what we learned in the year off. We were ready to do a change when we came to Toronto and we know it was a great move," says Savard-Gagnon. The pair made Barb Underhill promise that if they made the world team, she would have to design a number for them. "I guess I'm a choreographer now," laughs Underhill.

he surprise fall of Victor Kraatz in one of the two compulsory dances was perhaps the most memorable event of the ice dancing competitions. "I don't know what happened, suddenly I was down," reminisces Kraatz. It was in the muti-directional waltz that brought him to his knees. His right skate caught the bottom inch of Shae-Lyne Bourne's hem as he was about to lift her from a near-sit back to her feet. He fell to both knees as she spun around. For a few beats, he was out of sync with Bourne, but soon got back on his feet and finished the dance. "Her dress is too big and long and when she bent down low, his skate caught it," says coach Natalia Dubova. "You can't get upset with something like that. It's just a fluke thing," says Bourne.

The rest of their performances were absolutely fantastic. Bourne and Kraatz are doing a lot more skating and pure dancing in their freeskate than some of the more theatrical numbers done in the past. "From what I saw at the European Championships, Bourne and Kraatz already look better than (Angelika) Kryova and (Oleg) Ovsiannilov (silver medalists in the 1996 Worlds) because they're more together and flowing. I'm a professional coach so I don't think of flags," says Dubova who emigrated to USA from Russia five years ago.

Silver medalists, Chantal Lefebvre and Michel Brunet will accompany Bourne and Kraatz to the Worlds. The Vancouver team, Aaron Lowe and Megan Wing who placed third, will not. "Michel and Chantal are great skaters. We're not disappointed at all. As long as we keep improving and moving up, we're happy," says Lowe, who has been dance partners with Wing for a decade. "We want to be world and Olympic

champions. The only way to get that is combine the best of their (Russian) system with our system. I think, for Natalia, this is also a big opportunity. It'd be her chance to show that it's possible to break the so-called system, where the Russians are always dominating. She helps us know what's important to succeed and we help her show the world that she's able to coach somebody from the West. We could be world champions this year. We've got the ability; we've got the team' we've got the looks. If we win, that'd open the door to all Western athletes. The only question is, can we grab the moment?" says Kraatz. We'll see.

The next in line

Men's skating in Canada have always been about passing the torch. It has been passed on from Brian Orser to Kurt Browning to Elvis Stojko. Who will be next? Throughout the Canadian Championships, many young skaters have shown much potential. Here's my forecast as to who the next in line will

• Ben Ferreira has shown tremendous growth throughout the years. He has only been skating since 1991 and at age 17 Ferreira is already landing triple axles. Although he finished 7th overall at the senior level. Ferreira has youth on his side. Ferreira trains at the famed Royal Glenora Club in Edmonton and won the gold medal at his first international competition as a junior. He is the number one contender on my list.

• Emanuel Sandhu is another flourishing young skater who shows immense probability. His training is ballet is a definite bonus for him as he combines artistry with athleticism. He is the gold medal winner in the junior men category and he is already considered a top-five candidate for next year in the senior level-if he can land the triple axle.

A lthough Canadian women skating has never really been that strong, the tides may change. There is one particular female who is in a league of her own. My guess:

• Sarah Schmidek from the Royal Glenora Club outshines all of her opponents. She has a unique poise and elegance on her skating. Schmidek is the gold medal winner in the junior women division this year. In her free skate, Schmidek landed all of her jumps except for the triple flip. Her strongest jump is the triple lutz, the second most difficult jump (the first being an axle) to accomplish. Even Kurt Browning took that jump out of his repertoire. She is one to watch in the future.

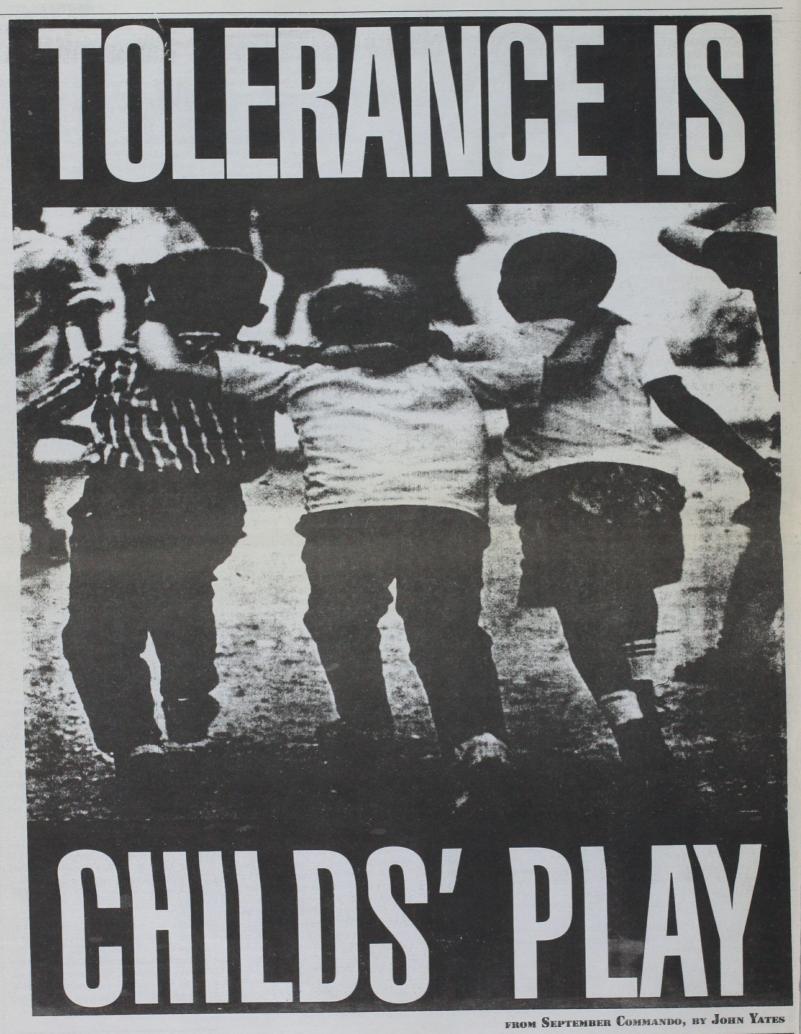
Shae-Lynn Bourne and Victor Kraatz, the sweethearts of ice dancing, have hinted that they may go professional after the 1998 Winter Olympic Games. Will there be another dance team from Canada who will blow the world away? My prediction:

• No one can make an impact as Bourne and Kraatz did. The West have never really excelled in this section, so I'm going to have to say that I don't see a bright future in this department.

Canada has had a few ups and downs in pairs skating. Although there will never be another Barbara Underhill and Paul Martini, there is a good chance that Canada will shine again. My hypothesis:

• Marie-Claude Savard-Gagnon and Luc Bradet will definitely have their moment at the worlds. Coached by Paul Martini, this pair is sharp, and artistically and technically strong. In addition, they have solid unison which was quite consistent at Nationals. Perhaps, they will bring back a medal from the worlds.

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Upcoming Audio Highlights

February 19 His Name is Alive The Starfish Room

February 22 Drum Dance The St. James Community Hall

February 24 Grrrls with Guitars The Railway Club

March 3 Philip Glass The Vogue Theatre

March 5 El Vez, the Mexican Elvis Richard's on Richards

March 17 Chick Corea and friends The Vogue Theatre

March 25 Ladysmith Black Mambazo The Vogue Theatre

March 31 De La Soul Richard's on Richards



The Royal Winnipeg Ballet's Evelyn Hart and Olivier Wevers in Tchaikovsky's The Sleeping Beauty. DAVID COOPER PHOTO

Link Staff

The Royal Winnipeg Ballet wakes

the Sleeping Beauty of Tchaikovsky

64 This is the first time that this complete version of the classic ballet has ever been presented in Vancouver," says Howard Jang, Ballet British Columbia's executive director. Canada's Royal Winnipeg Ballet will be performing the full-length version of The Sleeping Beauty at the Queen Elizabeth Theatre from March 4th-8th.

DANCE PREVIEW The Sleeping Beauty Queen Elizabeth Theatre March 4-8, 1997

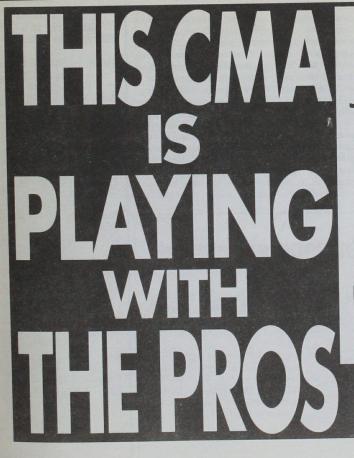
The Sleeping Beauty is a celebration of one of the most extraordinary collaborations in all of dance history. The original choreography was done by the great Marius Petipa to the music of Pyotr Ilyich Tchaikovsky over a hundred years ago. However, this fairy tale of a journey to a forest where good conquers over evil by means of a single kiss still continues to enchant audiences of all ages.

The cast includes: Princess Aurora danced by Evelyn Hart on March 4th and 6th; Kaori Nakamura on March 5th and 7th; Suzanne Rubio on the evening of March 8th and Caroline Gruber on the March 8th matinee. Prince Florimund will be danced by Zhang Wei-Qiang on March 4th; Olivier Wevers on March 5th, 7th (evenings) and 8th (matinee); and Stephen Hyde on March 6th and the evening of the 8th.

Tickets, ranging from \$17-\$45, can be purchased at any Ticketmaster outlets or by calling 280-3311. For group discounts, call 732-5003. There is a discount for students and seniors.

Orca Bay Sports & Entertainment

Jane O'Flaherty, CMA



ane O'Flaherty is putting a new spin on her career. And whether it's for hoops or music, she can thank the CMA for letting her know the financial score. The Certified Management Accounting program provides graduates with better management skills and training than any other professional accounting designation, which can be a real net gain for the future. Forecasts show twothirds of all finance and accounting positions in B.C. will demand CMA's unique strategic expertise. Take your best shot. Sign up for the CMA Spring semester by March 7. For your free program calendar contact us at 687-5891 (Vancouver), 1-800-663-9646 (Toll Free), or visit our web site at: www.cmabc.com



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Soul Coughing twice is irresistable bliss

DAVID LAI Link Entertainment Editor

arking across the street from the venue, I didn't have far to walk to the lineup that had started before 8:30pm. And the doors hadn't even opened yet. I believe the first night, on Saturday, was a sold out show and it was looking like this evening was going to be one too. Soon the line started moving with lots of funky, beautiful people anxious to see the highlight start performing.

CONCERT REVIEW Soul Coughing with DJ Die and MC Dynamite Starfish Room February 8 and 9

Soul Coughing are from New York and have two albums out on the market, "Irresistible Bliss" and "Ruby Vroom". Inside, at the merchandise table, they had already sold out their CD supply before they had even stepped on to stage, but T-shirts were still available. This was looking to be a lively packed show, with the privilege of going in and out withheld.

Opening tonight, was DJ Die with MC Dynamite. The DJ mixed samples and pumped bass with fast jungle beats and rhythm while the MC rapped over top, keeping the audience cool with easiness. The opening show was enjoyable to listen to, but visually unstimulating. DJ standing behind his machines and MC walking and talking across the stage, out to the people. They seemed to miss something, maybe a crazy solo cut or more rappers.

Vancouver should feel lucky to have Soul Coughing perform twice on the weekend. This force-some had the energy, even after a sold out show the night before. A standup acoustic bass, drummer, keyboardist/mixer and the lead singer/guitarist, gave out audio pleasures of acid jazz and hiphop. The Starfish was full and ripe for digestion, with flavourful, spicy, grooving jazz and hiphop, and the singers gnarly soulful voice. They mixed styles and performed original, and sampled rhythms and beats. Receiving an encore, Soul Coughing gave a delightful playful performance to a cheerful audience, finalizing early on a Sunday evening at midnight.

11.5 March Voque Theatre

Philip Glass to make rare Vancopuver appearance

DAVID LAI Link Entertainment Editor

hilip Glass, distinguished composer and pianist, will be making a rare appearance in Vancouver. An intimate evening of solo piano will give you a rare opportunity to experience some of Glass' intricate works.

Preview **Philip Glass** The Vogue Theatre Monday, March 3

Born in Baltimore, Glass discovered music through his fathers' radio repair shop. His father would bring home records which sold poorly, particularly chamber music of Beethoven, Schubert and other music considered "offbeat" at the time. At age six,

orn and raised in

Leningrad, Grigory

Sokolov has been one of

Russia's most celebrated artists

he picked up the violin and then flute at age eight, with a growing seriousness towards music. He progressed quickly, experimenting and practicing the piano, starting in his teens, and majoring in mathematics and philosophy at the University of Chicago. He graduated from university at age nineteen, determined to be a composer.

Glass has a wealth of experience, studying with comlike Vincent posers Persichetti, Darius Milhaud and Harry Partch, Ives, Henry Cowell to intensive study under Nadia Boulanger. He was hired by a fil n-maker to translate Indian music of Ravi Shankar into notation understandable by French musicians. From here Glass began researching music of North Africa, India and the

Himalayas and applying these techniques to his own compositions.

Glass has composed an astonishing library of new music, 4.5 hour epics like "Einstein on the Beach", to opera (with poet Allen Ginsberg), to film scores, to symphonic works, to string quartets (with Kronos Quartet), to dance, ballet and theatre pieces.

Glass' contemporary work creates beautiful soundscapes with spiritual intensity that is both tedious and freeing. Some of his productions can be found on labels like Virgin, Nonesuch, Sony Masterworks and others. Also in films like "Koyannisqatsi", and "A Brief History of Time". Glass combines rhythmic stability and maximum repetition with very little harmonic change. This

sometimes makes for a very hypnotic meditative experience. Embrace this performance to experience first hand the masterful ingenious Philip Glass performing solo piano in Vancouver.

SA PEER TUTORING CENTRE (SE 14.1) FREE DROP-IN SCHEDULE

MON, 16:30 - 18:30 Calculus, Digital Elex 1 17:30 - 20:00 Basic Math TUES, 07:30 - 08:20 CAD - Mech, Statics 16:30 - 18:30 Calculus, Digital Elex 1 16:30 - 20:30 Calculus, Physics, CAD WED, 10:30 - 11:30 Comm. 11:30 - 13:20 Bus.Math, Stats, Acct Econ 11:30 - 13:20 CAD - Mech, Statics 16:30 - 18:30 Calculus, Physics, CAD <u>THURS</u>, 07:30 - 08:30 CAD - Mech, Statics 11:30 - 13:20 Bus. Math, Stats, Acct., Econ. 17:30 - 20:00 **Basic Math**

18:30 - 20:30 Calculus, Digital Elex 1 FRI, 10:30 - 11:20 Bus. Math, Stats, Acct., Econ. 11:20 - 20:30 Comm.

since winning the Third International Tchaikovsky Piano Competition in 1966 at age 16. For all those who were denied last season due to the sold out performance at the Playhouse, or for those who have lingered to enjoy the magnificent playing of Sokolov once again, there is

hope. For the third time, the Vancouver Recital Society is bringing Sokolov back to enchant Vancouver's music lovers

Grigory Sokolov: back by popular demand

CONCERT PREVIEW **Grigory Sokolov** Orpheum Theatre Wednesday, February 26, 8pm

This time, his repertoire will consist of Bach's Eight Preludes

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& Fuges (Nos. 17-24 from Book II of The Well-Tempered Clavier) and Chopin's Sonata No. 3 in B-minor Opus 58.

Tickets, ranging from \$19.00 - 42.00, can be purchased by calling Ticketmaster at 280-3311 or for information, contact the Vancouver Recital Society office at 602-0363.



Grigory Sokolov.

ENTERTAINMENT



The Brulesound Pharmacy self-titled Watch Music

Never heard of the BruleSound (pronounced "broolay") Pharmacy? Well, neither have I, but I think we may in the future. They have an unique sound and stylistic approach that keeps you guessing what the next song will be like. One of the songs "Reception" was recorded off of Geoff McPeeks' (singer) answering machine. In their autobiography the band describes themselves as "early U2 meets Fugazi in a psychedelic Irish bar". I think that's pushing it a bit but if you're tired of the everyday stuff this album will provide you with a bit of everything. It is a nice change from most of the new indie bands that are making it these days. There's no screaming, no blaming the world for everything but on the other hand it's not all sugary, sweet and poppy crap either. I'd recommend this CD for someone who likes to explore new music and is willing to listen to the CD a couple of times before making a decision. I know I did and I digged it. (HD)



Jane Jensen Comic Book Whore Interscope Records

The first thing that caught my eye with this CD was the packaging. It has a cool cover, but as the saying goes, you can't always judge a book (or CD in this case) by its cover.

I wasn't to sure what to expect with Jane Jensen. I couldn't find any info on the young lady, probMAJE

ably cause she's so new. I thought maybe she have a guitar and her voice, however when I first popped the disc in, I was surprised to be greeted with a riff that would be comfortable on a Pop Will Eat Itself album. Yes this girl was a bit heavy.

At first, thoughts of Ruby came to mind, but Jane Jensens' voice was lacking that edge. I listened on, hoping to be surprised by some hidden gems on this album. Unfortunately, I didnít find much. At times her voice seemed almost Bjork like (minus the cute accent and power of her voice), but mostly like Ruby. All in all, nothing new or overly interesting. Nothing new here folks. Drowning guitars during the verse, loud buzzing ones during the chorus. The one song that sticks out in my mind is "Luv Song", an ode to the perfect boyfriend. It has a Beck inspired guitar line, and the lyrics have a bit of listenable humor in them.

When listening to this record, I couldnít help but compare it to things I've heard before. It would seem to me that Miss Jensen is, sad to say, is just another jaded female singer along for the bandwagon ride. On the plus side, it does have cool graphics and an interesting cover.(SL)

Made Bedazzler Universial Music/Socan

This is Mades' second CD EP and they have previously released two cassettes. Now to get down to the real dirt. Jason Taylor (lead vocals and guitar) uses "low-fi" to describe the sound of Made. Personally, J think simple would be a better word. I don't necessarily mean it's bad because it's not, that is just how I would describe the album in one word. The tunes are simple as are the lyrics, although the play on words on some songs is good. I think the problem that I really had was Taylors' voice, it's whiney. For one or two songs it would be okay but it seems to prevail through out the whole album, especially on "half an hour". Okay, so on the whole, the album is fairly good to me, not one to listen to beginning to end, but if you're looking for something that won't hurt your head, give Mades' "Bedazzler" a try.(HD)

Various Artists The Rebirth of Cool VI Fourth & Broadway/Island

This compilation is an ambient journey into the amazon jungle of tribes and futuristic sonic science sounds. Crossing boundaries between soul, jungle, ambiance, hiphop and jazz, higher sounds emit off the CD and stir feelings and emotions. Beautiful alien soundscapes and a beautiful cover make this CD an instant eye catcher and an ear opener. This sixth album of the Rebirth of Cool features Alex Reece, LTJ Bukem, Nicolette, Dave Angel. Seductive, techno, fusion, funky, supernatural, underground, rare, and haunting rhythms. The samples and kaleidoscopic soundwaves are arranged in a brilliant sequence that manifests itself in a rush of twisted, tight, relaxing, beats and vocals. A real pleasure for the senses and a hybrid of the masses. Personally though, I did find that some of the tracks, especially the woman singing on soma dem, were trying too hard for the soul and came out sounding cheezy. Pick up this album of the future and be prepared for a trip into the cross cultural complexity of the human capacity evolving. (DL)



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BCIT behind picket lines during the 1995 CUPE strike by janitorial contract workers.

BRIAN RICE PHOTO

Strike by technology faculty, staff could happen by end of February

JOLLEAN WILLINGTON Link Reporter

B CIT Staff and Faculty Association president Jennifer Orum says there is a possibility that technology faculty and staff will begin strike action by the end of February.

"We certainly do not want (a strike), we want a collective agreement," says Orum. All depends on how the meetings go with the administration of the college.

Orum says, "They want to shrink part of BCIT and use the dollars to do other things, like distance education programs."

Big issues are on the table. Job equity with other campus instructors is first on the list. Trade instructors make more take home pay, while their pay per day is greater than that of technology staff. Ensured long term disability for technology staff and employer paid vacations are part of the call for equity. The second issue is education quality at risk due to increased work loads.

"We are not asking to roll back the work load hours, we just want to establish limits to prevent overworking," Orum continues.

Technology staff and faculty have been working with a continuation clause of the last collective agreement, which does not cover the issues above. It does not control the number of students per class, simply the number of contract hours. Under this clause, contact or teaching hours should not be more than 15 hours a week. This is not including office hours, course preparation, marking, professional development. Staff are expected to assume positions on committees and to participate in projects.

The strike in 1989 was a result of the

institution creating assistant instructor positions. This meant that tech staff were expected to teach on par with other staff for far less salary. The situation is not much different today with the institute looking for ways to save money.

"I honestly don't understand. The institute's financial situation is challenging, but not impossible," adds Orum.

I of this comes back to the topic of the recent campus wide cutbacks of six percent that has left some instructors wondering whether or not they will have jobs next year.

"We are not expecting further cuts. We do not expect a six percent cut from the government. They cannot argue that they need a six percent cutback and say they have no money to settle union issues," points out Orum. She says a six percent LETS TALK BET TALK BE

BCGEU support staff preparing for strike action in January 1991.

carry on by the institute will have BCIT at a surplus standing, which will give much needed money to try new things and address union issues and legitimate requests.

In fact, the cutback from the government was only four percent, with another two percent added on by the administration for "rising costs all around," says Clayton McKinnley, vice-president of finance. There will continue to be cutbacks even if the government does not cut back the overall budget. This is in spite of increased numbers of students, full- and part time, and new additions from distance education plans that already has students studying by computer in America.

"We have been required to take in an extra 75 students which is not an insignificant number as that equals out to almost 700,000. We also have indication that there will be a reduction in apprenticeship funding which will effect approximately 70 to 80 students. These changes will be felt next semester, in 97/98," says McKinnley.

McKinnley defends the administrations actions by saying, "this does not put our mandate at risk. Maybe certain areas in schools will have more or fewer students. There will be staff implications. We try to make correct decisions."

Some of these decisions have been to use training facilities, forming partnerships with BC Tel, Kodak and others, and by running the downtown campus as a separate operation so it does not drag the Burnaby campus.

This poses some interesting questions. Why are teachers positions at risk after fully applying themselves? Why are students quality of education at risk due to increased class sizes and a decrease of teachers? Can and everyone still expect the original mandate of BCIT to graduate 'job ready' students is be upheld?

Why do we have cutbacks all over and still open a state of the art campus, indeed one of the 'smartest buildings' in our province, to the tune of 35 million dollars, especially when half of the new building is to rented out? One of the new renters is another college.

"Put your creative juices together," answers McKinnley.





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