# the COMMECTION



Mount Saint Vincent University, Halifax, Nova Scotia

February 11, 1988



Mount President Naomi Hersom (left) and loward Crosby, MP for Halifax West (far right) found themselves thrown in the slammer at a mock jail sponsored by Mount Student Assistants (MSAs) during Winter Carnival. In the background, Robert Farmer (director of

computing and communication technologies) and Dr. Wayne Ingalls (assistant to the president for research, planning and information services) were plotting their escape.

plotting their escape.

More than \$600 was raised for the library fund through the project, so it was appropriate that

head librarian Lucian Bianchini was served enough warrants to keep him behind bars for the whole afternoon. Fortunately, he was able to bail himself out in time to get back to work.

(Photo Ruth Jeppesen)

#### PETER GLENISTER

JOB TITLE: Catalogue Librarian

BEGINNINGS: Halifax SPECIAL CHILDHOOD

**MEMORY:** The last run of Halifax's tramcars — the trackguided, single-pole, electric-powered buses

DAILY ROUTINE:

Examining a variety of materials being added to the Library collections to determine quickly the most exhaustive approaches which can practically be provided in aiding the retrieval for use of the collections by students, faculty and administration

**HOBBIES:** Choral singing; racquet sports; hiking; Happy Hours

A GREAT EVENING: The annual Christmas program of the Halifax Chamber Choir in St. Mary's Basilica

FAVORITE VACATION: Touring Scotland and/or England BIGGEST WEAKNESS: Chocolate

WHAT YOU LIKE MOST ABOUT THE CITY WHERE

#### PROFILE

YOU LIVE: Size — it's not too big and populous and not too small

**FAVORITE CITY:** London, England

PERSONAL HEROES: Glenn Gould; Walt Kelly; Pierre Teilhard de Chardin; Ogden Nash and Marcel Duchamps

**SECRET FANTASY:** To play a Bach fugue

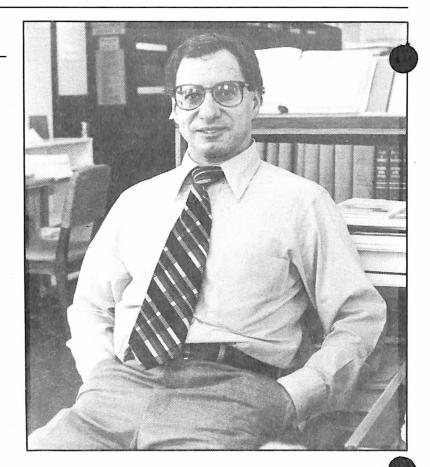
**BIGGEST BEEF:** The pretentiousness of the Halifax Chronicle-Herald and Mail-Star

BEST ADVICE YOUR MOTHER EVER GAVE YOU:

In giving or receiving, what matters is the love of the giver, not the gift of the lover

PHILOSOPHY OF LIFE: Put yourself out for other people

FAVORITES: Movie The Mouse That Roared TV show Fawlty Towers Food Chocolate ginger Music The Silver Swan/Orlando Gibbons Author Bernard Malamud Book Catch-22 Magazine The New Yorker Season summer.



## Academic, business worlds both benefit from unique Centre

A unique Office Automation Centre will be established at the Mount later this year.

The university and Maritime Tel and Tel will equip and operate the \$1.15-million teaching laboratory and demonstration centre.

Howard Crosby, MP for Halifax West, and Tom Merriam, deputy minister of the Nova Scotia Department of Industry, Trade and Technology, announced at a recent press conference that their governments will contribute \$386,215 over the next three years to help finance the project.

"I am delighted the university is able to participate with both the public and private sectors in this project," said Mount President Naomi Hersom. "In addition to providing our students and small business operators with the latest information on automated office systems, we will be able to conduct research on the newest technology available — research that will be of direct benefit to business managers across the province."

The electronic office system will be set up in simulated working conditions, enabling the centre to be used for demonstration, training and upgrading programs.

Maritime Tel and Tel President Ivan Duvar explained that telecommunications, data processing and data communication will be combined in an integrated office system which can operate in various configurations. "The future is here," he said, "and the future will officially arrive on the Mount campus later this summer!"

Colin Latham, vice-president of marketing for Maritime Tel and Tel, showed two examples of equipment that will be installed. Messages from Premier John Buchanan and Frank Degenstein, president of Telecom Canada, were received on a voice message machine, and Roland Thornhill, minister of Industry, Trade and Technology, sent a message on a facsimile (FAX) machine.

The flexibility of the system to be installed in the Office
Automation Centre will show that

the technology is applicable to any business, whether it is a fiveperson operation, a mid-size business planning to expand, or a larger business intending to upgrade its technology.

Components of the electronic office system and office environments will be obtained from various suppliers to allow maximum flexibility.

The centre will be continuously upgraded in an effort to become a regional focal point for information exchange in the area of office automation.

# OF INTEREST OF INTEREST OF INTEREST OF INTEREST OF IN

Ann Eade, assistant director of physical plant, has been appointed to the board of directors of the Risk Insurance Managers Society (RIMS). Eade is also the Mount's representative on this body.

Symphony Nova Scotia has announced a rush seating policy exclusively for full-time students and senior citizens. Rush seats, which are half-price, will be available on the day of all SNS performances, except those already sold out. For further

information, call SNS at 421-7311.

Josette Deleas-Matthews, professor of modern languages, recently gave a series of critical commentaries on African cinema on CBC Radio's *Bonjour Atlantic*  program. She has also completed a major article for *Le Vent d'Est* a francophone arts and cultural magazine covering the Atlantic region.

Continued on Page 3

# Canadian-Nigerian meeting vas "an exchange of ideas"

Representatives from Mount Saint Vincent and Dalhousie universities spent two very successful weeks visiting the Nigerian universities of Obafemi Owolowo and Ibadan.

The visit was part of the Canadian-Nigerian Linkage Program in Women's Studies to help increase understanding of women's experience in Nigeria.

The four-year project, funded with \$425,641 by the Canadian International Development Agency (CIDA), is a joint venture of Dalhousie University's Centre for African Studies and the Mount's Institute for the Study of Women.

The money will be used to buy books for Nigerian university libraries, publish two anthologies of women's studies research, fund faculty development fellowships and organize two major workshops in Nigeria.

The delegation was made up of Dean Susan Clark, Deborah Poff, air of Women's Studies, and ree representatives from Dalhousie University.

"There was an excellent exchange of ideas and views throughout the workshop," says Clark. "Now we have a better understanding of the status of women's studies in Nigeria. We also had a chance to elaborate on how we're going to proceed with the project."

During the two weeks in Nigeria, the group worked with their Nigerian colleagues to select library books and material for the two anthologies to be produced. They also decided how the Nigerian universities will choose delegates to Canada (graduate students will study at Dalhousie University, and professors who receive four-month faculty development fellowships will come to Mount Saint Vincent University to gain expertise in teaching women's studies).

"The extent to which people became involved in the project and exchanged ideas was great," says Clark. "I was particularly impressed with the ceremony and the formality with which things are done. For instance, at Obafemi and Ibadan universities, professors must give an inaugural lecture upon becoming full professors."

The conference was given a high profile within the universities as well as in the local press and the delegation was commended by the Canadian High Commission for taking a major initiative in Canadian-Nigerian co-operation.

# Students will be 'sweet-talked' in osteoporosis research

A series of flyers posted on campus bulletin boards recently caused heads to turn. They read: "Love chocolate?"

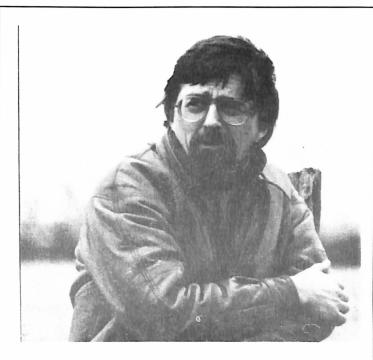
The flyers went on to invite chocolate-lovers to participate in a nutrition study in which they would have to eat three large pieces of fudge over a period of three hours, at two separate sessions.

"We'll be studying the fect of a compound in accolate called theobromine on calcium metabolism," said Dr. Susan Whiting of the home economics department.

"This has applications in the study of osteoporosis,"

she said. Dr. Whiting explained that older women are often told to avoid chocolate and that such advice is often based on little fact. As the study is following closely the lines of another that was done on the effects of caffeine on calcium matabolism, participants in this study must be between the ages of 19 and 30, as in the caffeine study. This meant there were a number of heartbroken over-30ers unable to apply for a place in the control group. Dr. Whiting was

anticipating no shortage of volunteers for the study.



## That Damned 'Harder Than It Looks' Defence Option for Canada Again

a public lecture with Gwynne Dyer

7:30 p.m. Wednesday, Feb. 17 Seton Academic Centre Mount Saint Vincent University

Gwynne Dyer was writer and narrator of the *Wars* and the *Defence of Canada* film series. He also writes syndicated columns on international affairs in major newspapers around the world.

Accompanying him to speak to various classes on campus will be Tina Viljoen, writer, producer and director of the film series.

Their latest film is *Harder Than It Looks*, an examination of a neutral defence policy for Canada.

Films from the two series will be shown on campus during the week of Feb. 15 — watch bulletin boards for details.

# OF INTEREST OF INTEREST OF INTE

Tickets are now available for the YWCA's annual Women's Recognition Dinner on Monday, Feb. 22, at the Sheraton. Guest speaker will be Dr. Lois Wilson who received an honorary degree from the Mount in 1984. Dr. Wilson was the first woman moderator of the United Church (1980) as well as the first woman elected president of the Canadian Council of Churches (1976). Tickets for the dinner are \$45 (with a partial income tax credit) and can be obtained from the Mount PR office, E205.

On Caritas Day, Mount students, faculty and staff celebrated this day of community service by writing messages of justice on the construction walls surrounding the site of the E. Margaret Fulton Communications Centre. Here, students write the names of Phillipines political prisoners. Elsewhere on the wall, participants wrote the names of the 100 countries said by Amnesty International to be in violation of human rights. (Photo Paul Darrow)

#### New program helps Mount plan for future

Janet Murray, recently appointed Planned Giving Officer for the Development office, says that her job is to offer a service to those alumnae, faculty, staff and friends of the Mount who want to remember the university in a major way.

"For people who want to make a major gift to the university. Planned Giving is probably the best way to do it," she says.

A Planned Giving program includes wills, bequests, annuities, insurance and general estate planning.

"Planned Giving is an interesting area but it can get a bit complicated at times," says Murray. "For instance, someone who makes the university the beneficiary of a life insurance policy may get a tax deduction on the premiums. I can give them an idea of what the possibilities are the rest is up to them."

"Planned Giving is a major component of an over-all development program," says Lorraine Johnson, Director of University Relations at the Mount. "Most universities aren't able to find the right person to do



Janet Murray

the job — someone with a strong affiliation with the university, a good rapport with alumnae. faculty and staff as well as a thorough understanding of all that's involved in such a program.

"We're very fortunate to have Janet Murray," says Johnson. "As other universities have discovered, a good Planned Giving program is one of the ways to build endowments and to help plan for the future."

Murray's association with the Mount goes back to 1944, when she came to the campus to visit her aunt, Isabel Jean Hyland, and fell in love with the place at a mere seven years of age. As it turned out, both she and her aunt were Mount valedictorians.

Murray chaired the Board of Governors from 1980 to 1983 and her daughter, who graduated from the Mount in 1986, served as editor of the student newspaper for a term. Murray's son Brian is now enrolled in the BA program at the Mount.

"The university is going to be around for a long, long time," observes Murray. "And with this program, we're really looking to the future."

For more information on the Mount's Planned Giving Program, please call Janet Murray at the Alumnae Office, 443-4450, local 416.

### Life begins in 'third age'

Some say life begins at 40. ElderLearners say it starts around 55 — the "third age" of life.

ElderLearners — a voluntary association for seniors — is offering a new third-age learning opportunity at the Mount. The three-lecture series, called Routes, Roots and Roofs: The Three Rs in Nova Scotia, starts Feb. 24.

First in the series, Routes, will be held on Wednesday, Feb. 24. from 10 a.m. to noon. Niels Jannasch will talk about seafaring and shipbuilding in Nova Scotia during the Golden Age of Sail and some of the reasons for its decline. Jannasch has been a seafaring man since his youth and is the retired director of the Maritime Museum of the Atlantic.

Nova Scotia's early settlers and why they came will be the topic of the second lecture, Roots, on Saturday, March 26, 10 a.m.noon. Terry Punch, a St. Patrick's High School history teacher and president of the Genealogical Association of Nova Scotia, will talk about the French, German, Irish and Scots settlers as well as more recent newcomers to the province.

Third in the series is Roofs, on Wednesday, April 27, 1:30-3:30 p.m. Joan Waldron, public program co-ordinator at the Nova Scotia Museum, will give an illustrated lecture about the lives and lifestyles of early settlers as seen in the homes they built.

The fee for the series is \$15. Registration deadline is Feb. 17. For further information, call The Centre for Continuing Education at the Mount, 443-4450, ext. 243 or 400.

The series is co-sponsored by ElderLearners, Experience Unlimited and the Mount's Centre for Continuing Education.

Third-age learning is based on the notion of three "ages" of life: the first age being youth, the second earning a living, and the third age being active retirement.

Third-age learning opportunities are expanding rapidly in response to the needs of retired seniors. The University of the Third Age model was established in France in 1973 and was adopted in Ontario in 1979. ElderLearners and the Three Rs lecture series is the first third-age initiative in Atlantic Canada

#### The world of mothers and AT THE GALLERY children will be explored at an hibition and series of workshops

aring March at the Art Gallery.

Mothering will be held from

production with the Mother and

in Toronto, the exhibition will

industrial village of the 17th

document changes from the pre-

century to the post-industrial city

of the present through objects,

drawings, showing their ideas

accompany the exhibition.

photographs and art. Children's

about mothers and families, will

A series of workshops about

motherhood experiences will be

held in conjunction with Mother

Academic Centre, Auditorium A.

Decisions by Mothers and Others

parenting, infertility, child care

and the struggle to meet food,

Keynote speaker for the

Crocker, a consultant in health-

There is no charge for the

workshop, which will provide

opportunities for mothers to share

individual experiences. Free child

care for children aged two to 12

will be provided for a limited

shelter and emotional needs.

workshop will be Elizabeth

re management.

& Child on Saturday, Mar. 5

from 1 to 5 p.m. at the Seton

will address the issues of

Museum of History and Medicine

March 4 to April 3. A co-

Child Project, Inc. and the

Mother & Child: A History of

number of mothers who register by Feb. 28.

The exhibition will be opened on Sunday, Mar. 6 at 3 p.m. by Dr. Marie Hamilton, with her daughter Sylvia Hamilton and her granddaughter Shani Hamilton-Greenlaw.

And on Sunday, Mar. 27, Marguerite Andersen, distinguished chair in Women's Studies at the Mount will read translations from her prose poems in L'Autrement Pareille, which reflect on the mother/daughter relationship.

. . . .

The art gallery is gearing up for the 14th Annual University Community Art, Craft, Baking, Hobby and Talent Show. It's hoped there will be representation from all areas of the university community for the show, held at the gallery Feb. 11-21.

Aside from displays of everything from homemade wine to computer art, noon-hour talent shows will be featured Feb. 12-19 (including vocalist/guitarist Angela Davidson on the 15th), and the Seton Cantata Choir will present a family concert on Sunday, Feb. 14, at 3 p.m. All participants will have a chance to

win a piece of Nova Scotia pottery in the Pottery Lottery.

Students, faculty, staff, alumnae and their partners should submit their entries to the art gallery before Feb. 13. So show your stuff!

Space is still available in the Art Gallery's drawing class for children aged 9-12 years, held six Saturdays, Feb. 13 to Mar. 19 from 1:30 to 3 p.m. Taught by Peter Kirby, BPA (NSCAD), the class focuses on composition, still life and portraits. A \$25.00 fee

includes materials. Advance registration is necessary.

Call the gallery at 443-4450 for more information.

The Seton Cantata Choir presents a family concert on Sunday, Feb. 14 at 3 p.m. Directed by Ray Grant, the choir features continuing education students from the Mount.

For more information, call the gallery at 443-4450.

## Female grads on the rise

More women than men have been graduating from Canadian universities every year since 1982, reports Statistics Canada. Between 1970 and 1985, the number of women receiving degrees jumped by a "phenomenal" 138 per cent, compared to a 34-per-cent increase for men, notes the latest issue of Education Statistics Bulletin. Men still outnumber women in graduate studies, the bulletin adds, but the gap is expected to close as early as 1990.

Statistics Canada's latest figures also chart the growing popularity of fields such as computer science, where the number of university degrees, diplomas and certificates awarded has almost quadrupled over the last 10 years. Increased enrolment was noted as well in business, engineering and fine and applied arts. Fields such as education, agriculture and the humanities, on the other hand declined in popularity. (Reprinted from Notes From AUCC)

## FLIP FOR LUNCH

Tuesday, Feb. 16 — Vinnie's Pub 12 noon — 1 p.m. 1 p.m. — 2 p.m.

PANCAKES handcrafted & donated by Chef Rene (bacon/sausages, coffee/tea included)

> All proceeds donated to the ANNUAL FUND DRIVE

> > TICKETS: Advance . . . \$3.00 At door . . . \$3.50 Students . . . \$2.50

## Some tips on fielding the unsolicited media interview

Your office phone rings. It's Bailey of the *Daily News*. She wants a story on your research.

What to do? Do you: a)tell her all inquiries must go through the (pick one) research director, dean, president, PR department? b)offer to mail her a reprint of your 1985 article in the Journal of Subdural Apoplexy? c)tell her you can't talk until your next journal article or peer-presentation? d)ask her how many degrees she has and in what fields? e)turn on your best jargon for four minutes? f)suggest an interview next month? g)shudder and giggle?

#### BEST MOVE: NONE OF THE ABOVE

Your best move is None of the Above. This does not mean you immediately respond to questions by phone. Nor do you issue a carte blanche invitation for an interview and lab tour.

Here's what you do first:

You ask her to carefully spell her first and last names and the name of the news organization she represents. (It's odd how many fail to do this and go through an interview with an anonymous phone voice.)

Ask her whether she is a staff reporter. If so, is she working as a general assignment reporter on a specific assignment from her City Desk? Or is she on staff, but working on her own idea on a particular "beat" (a subject-area such as labor, City Hall, environment, education, social issues).

Or is she a freelancer? If so, does she have a specific assignment from a newspaper, magazine, radio or TV station? Or is she working on speculation, that is, hoping to sell the story to a specific media outlet or a general market?

This business of ID takes only a minute or two. Reporters consider it a reasonable request. The better ones will already have fully and clearly identified themselves and their general purpose. The small pause for repetition, while you pencil a note to yourself, also signals "Whoa! — Slow Down — This guy has dealt with The Press



before" to any but the most insensitive reporter.

If the call is from a radio station, the reporter likely wants some background material, which she may later voice (often within the hour), plus one to three short supporting quotes from you, which will be recorded. (Total airtime: 20-40 seconds.)

#### AM I BEING RECORDED?

If you agree to the interview, you want to know when that tape recorder is on. Usually you are told, but it's not out of bounds to ask, "Am I being recorded now?"

If the call is from a newspaper "rewrite" desk, the caller, like the radio reporter, is likely trying to develop or confirm or "localize" a story from another source. An example would be a story from another city from a wire service (Canadian Press, Associated Press, Reuter) on a Canadian winning a Nobel Prize or a Canadian astronomer being first to see a supernova from a Chilean mountaintop.

In other words, the radio reporter and the rewrite person working by phone usually want bits of a story — support for a main story from elsewhere.

In these cases, the reports are rushed. The wire story they are working from has been written quickly and will probably have frustrating information gaps, even errors. To complicate this, you probably have no knowledge of the specific event. If you did, it wouldn't be NEWS, would it?

Ask your reporter when her deadline is. The closer the deadline, the more you'll have to concentrate on what you are telling her and how much is getting through. Think short. Think synthesis, sum-up. Repeat

for clarity. It's within bounds to ask her to repeat the main points you think you've made, plus one or two principal qualifications.

When a reporter is working on a full-scale article, usually called a "feature story," the deadline lengthens, though it's not often more than a day or three, and you might be just one of several sources. Even a magazine writer is unlikely to spend more than a week or so on fact gathering.

#### TELEPHONE A DEADLY WEAPON

Since the telephone is such a deadly weapon, invite the reporter, where possible, for a face-to-face interview. Keep it to an hour. Allow for a second interview, if needed. If there's time, mail the reporter copies of background material. Don't mail originals. Desks swallow them.

Going into the interview, it is almost always a useless turn-off to ask a reporter how much of your field she knows. Her questions will tell you.

Don't be misled by simplesounding questions. A good reporter is trained to ask "dumb" questions. These are the ones the editor and reader are going to ask.

Use anecdote, analogy and example in an effort to simplify. Trying to impress a reporter with your erudition doesn't work. A wise African technologist introduced me to this verse: "To make a name for learning, when other roads are barred, Take something very easy — and make it very hard."

To toss in another complication, you must realize that the reporter does not have complete control over what happens to her story. Patterns vary slightly, but at minimum the story is likely to go through a copy-desk where it's edited not only for clarity and expression, but could be cut to fit a space in a feature or news-page designed for readability. To be used at all, stories going to a general news page must compete for importance with scores of other local, national and world stories.

#### CAN I SEE THE STORY BEFORE IT'S PRINTED

"Can I see your story before it is printed?" To an academic, this seems a reasonable request. Before

her work sees print, it is subject to peer review, editorial committees, sets of proofs to be scanned for errant commas.

But the question is an awkward one for a reporter. It's not that she does not want the story to be as accurate as it can be. When in doubt, she will check entire sections of the story with you by phone, or drop the doubtful info if she can't get you.

Nor is it that the media move so quickly that sending you a copy is impossible (though that's often the case).

It's not that she knows from experience that anyone given a story about himself will, partly through false modesty, cut out personal references which may give the story "color" or "atmosphere," and impose his own version of grammar and syntax.

It's not even that some editors will not print stories vetted by sources, or their PR departments in particular. (That's because editors want news, not "authorized versions" of events.)

The reluctance stems from the reporter regarding herself as a professional, just as competent in her job (finding facts and getting them right) as you are in yours which is the same task, no?

Mack Laing is an Associate Professor in the Graduate School of Journalism, University of Western Ontario. A longstanding member of the Canadian Science Writers Association, he writes extensively on science and media issues. He has also taught science journalism in a number of Third World nations.

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