

THE GATEWAY

The Gateway is hiring a Circulation Public Affairs Liaison (Circulation PAL)



The position's duties include:

- delivering the *Gateway* to designated locations on and around campus as soon as possible after delivery from the printer,
- mailing out all issues of the *Gateway* to subscribers every two weeks,
- sorting incoming newspapers and other publications and displaying them neatly in the *Gateway* offices, and
- coordinating collation of the year's issues of the *Gateway* for the production of bound editions at the end of the year.

The successful applicant will:

- be reliable and hard-working with excellent organization and time-management skills,
- be available Tuesday and Thursday mornings and early afternoons (meaning no classes before 2pm on those days),
- possess a valid driver's license and be able to produce a clean driver's abstract, and
- be registered in at least one course for credit during each of the Fall and Winter terms.

The position requires ten hours per week (less if you're speedy), runs until 30 April, 2007, and pays \$314.55 per month. We are seeking to fill this position immediately, and will close the position as soon as we find an acceptable candidate.

For further information or to apply, contact Steve Smith, Gateway Business Manager
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Risqué Girl Guide ads a tough cookie to swallow

ABBAS SOMJI
The Underground

SCARBOROUGH (CUP)—In a bid to boost recruitment figures, the Girl Guides of Canada (GGC) have kicked off a new advertising campaign that has come under public scrutiny in recent weeks.

The campaign, which made its debut mid-summer, features a series of risqué, graphic images that critics say come in stark contrast to the wholesome cookie-vending Girl Guide persona.

One particular ad depicts “Candi,” a fictitious pre-teen songstress, posing provocatively for the camera, with a list of overtly sexual album tracks, such as “Taste Me” and “Naughty Girl” printed on a side tab. At the bottom of the ad, a strategically placed cartoon girl looks on, and points at the tagline that reads, “Why girls need guides.”

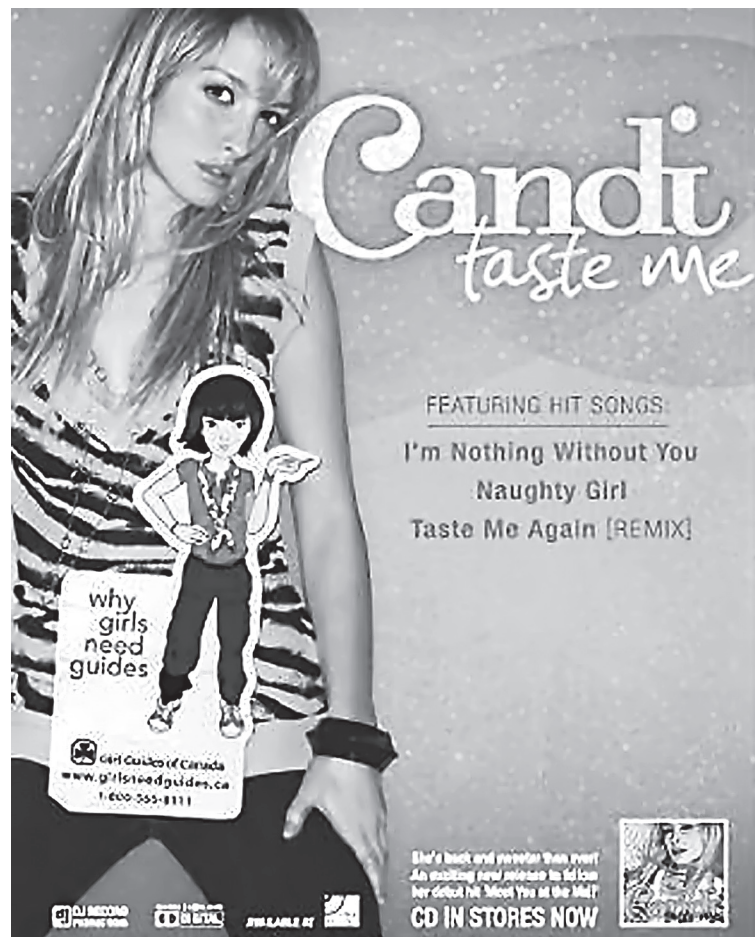
“The idea behind this campaign is just to turn the mirror back on society and say: ‘If this is what your daughter is being exposed to on a daily basis, wouldn’t it make sense to put her into Girl Guides?’” explained Angus Tucker, creative director of John St Advertising, who designed the ads.

Another ad is a web banner for cellulite cream, urging young girls to use it to prevent cellulite before it starts. While one final ad looks like a magazine cover called “Modern Girl” with titles of articles, such as “Make His Interests Your Interests—it’s okay to pretend!” splashed across the front.

But at least one former Guide is not fond of the new ad campaign. Ashley Chin, a second-year Queen’s University student, said the new Girl Guides ad campaign uses an inappropriate and misleading recruitment strategy.

“[Is Girl Guides] a means of preventative action? Or is it really an organization that offers an opportunity for girls to foster teamwork, leadership skills, and to learn and grow?”

Shauna Klein, marketing and development manager of Girl Guides



WANNA COOKIE? Suggestive advertising aims to boost Girl Guide enrolment.

Canada, said the campaign has been successful at bringing the Guides back into the public eye and that the general public has responded positively to the advertising campaign.

“The GGC program has always been about leadership development, self esteem, taking risks, making friends and having fun in a safe environment,” Klein stressed.

Klein said the goal of the ad campaign is to make parents realize that impressionable young girls are now, more than ever, in need of strong mentors to direct them through the barrage of negative messages transmitted through the media.

Another reason for this new marketing tactic is a steady 20-year decline in GGC membership, due to competition from other organizations, clubs or community centres that offer recreational programs or activities.

Klein said she expects an increase in membership during the fall Guide registration because of the eye-catching advertising campaign.

According to Klein, the placement of the various ads—all at discounted rates—cost GGC \$500 000. The creative portion of the campaign was donated by John St Advertising, as part of their pro bono work with not-for-profit organizations.

Lakehead U mocks Bush

New “Yale Shmale” campaign hopes to attract students by poking fun at US President, but some say the advertismment could damage University’s reputation

DOUG DIACZUK
The Argus

THUNDER BAY (CUP)—Lakehead University in Thunder Bay set out to grab the attention of potential students in southern Ontario with a new, edgy marketing campaign, but what they got was worldwide attention.

The campaign, unveiled by Lakehead on 25 August, depicted US President George W Bush and the slogan “Yale Shmale” followed by the statement, “Just because you go an Ivy League school doesn’t necessarily mean you’re smart.” The campaign created a story that was picked up by major networks worldwide, including CBC, CNN and BBC.

“We have generated media attention that we couldn’t possibly buy in the next ten years,” Lakehead Director of Communications Eleanor Abaya stated.

But not everyone sees the attention as a positive thing.

Isabelle Poniatowski, President of the Lakehead’s Student Union,

described her reaction to the ad campaign as “one of repugnance.”

“This ad is so lowbrow that it is embarrassing,” she said.

She also said that the Student Union has been flooded with e-mails and calls from people who don’t believe the ad campaign was in good taste.

“I received a lot of support from students, faculty and staff from Lakehead that also find it embarrassing. There are so many great things about Lakehead ... [but] I haven’t seen the ads that say we have clean air. That we have trees,” Poniatowski said.

“Yale does not condone the use of its logo by other institutions,” Dorie Baker, Yale University’s Director of Public Affairs, said.

“I don’t even want to comment on it. It’s too silly for me to comment on,” she said, when asked to comment further.

The decision to use such a campaign was made because other, safer campaigns have been exhausted and elicited little response, Lakehead President Fred

Gilbert said.

“If students or faculty felt truly offended by the campaign, then I’m sorry. I do believe the campaign has served its purpose,” Gilbert went on to say.

Gilbert believes some view the campaign as negative because they see it as a political statement. However Gilbert says this wasn’t the intention, and using the image of Bush was based on his iconic status.

“If we showed young people a picture of Stephen Harper, they wouldn’t know who it was and wouldn’t intrigue them to take the next step to go to the website.”

Gilbert stressed that it was supposed to be “tongue-in-cheek,” and expressed confidence that Lakehead’s credibility will not be negatively affected by the campaign.

According to Abaya, more than 95 per cent of the targeted market described the ad as “cool and awesome.”

“Only time will tell [if credibility has been damaged],” she said.