

# Campus radio stations band together against online tariff

WILLIAM WOLFE-WYLIE  
CUP Atlantic Bureau Chief

SACKVILLE, NB (CUP)—The ability to broadcast online could be a short-lived dream for a number of campus radio stations across Canada.

A new fee, called Tariff 22, being imposed by the Society of Composers, Authors, and Music Publishers of Canada (SOCAN) is causing a number of campus radio stations to pull their online broadcasts off of the Internet, some of them permanently.

The National Campus and Community Radio Association (NCRA) is now spearheading a protest to have the tariff lowered or repealed to allow smaller broadcasters to make their content available online.

SOCAN is a national licensing body that receives its authority from the Canada Copyright Act and licenses music use for commercial and non-commercial purposes in Canada; everything from songs played over the radio to the music played while you're on hold on the telephone. The society collects licensing fees from radio stations and other media outlets nationwide to ensure that artists are receiving compensation for the songs they produce.

According to Paul Spurgeon from SOCAN, the tariff was originally proposed in 1995 to take effect in 1996, though he notes that the original proposal came forward before any Napster-style download software existed.

"Our goal [now] is to have anyone who uses music in their services pay for that use," Spurgeon explained.

Out of this perceived need for a new licensing system, Tariff 22 for the Communications of Musical Works via the Internet or Similar Transmission Facilities was born. But smaller broadcasters feel the tariff is preventing them from broadcasting their content online and are contesting the decision.

At the core of the controversy is in the fee proposed by SOCAN.



THE ARGOSY (CUP)

**DIALING UP THE COST** The tariff is meant to pay artists who have their songs played online, but some campus stations say the price tag is far too high.

As it's currently written, any non-commercial radio station—such as most campus stations—will be required to pay a total of 7.5 per cent of their annual revenue, or \$200 a month, whichever is greater, for a license to broadcast online.

**"Our goal [now] is to have anyone who uses music in their services pay for that use."**

PAUL SPURGEON,  
SOCAN

A public hearing before the Canadian Copyright Board has been scheduled for 17 April, 2007. The board will act as an arbiter between SOCAN and those who are protesting Tariff 22 and will make a decision it perceives to be in the best interests of all parties.

"They will set the rate," Spurgeon said.

But for Pierre Malloy, station manager at CHMA 106.9FM in Sackville, NB, the issue comes down to money small stations don't have.

And depending on the results of the hearing in April, Malloy said CHMA could be forced to stop broadcasting online entirely.

In the meantime, a number of stations have been voluntarily paying a small fee as an experimental license, as a kind of pilot project to wider implementation.

Tristis Ward, the station manager at CHSR in Fredericton, explained the station had set aside some money to pay for a short term of online broadcasting, in the hopes that the hearing in the spring proves favorable to smaller stations. However, if the plans for the tariff remain the same, she said they would have to pull their online web feed.

But Spurgeon also explained that the hearing could result in different rates depending on the sizes and budgets of the stations streaming online content. And while the NCRA can't afford a lawyer, a small team of legal researchers are currently working on getting the association ready to argue their case before the spring hearing. Ward estimates there are approximately 20 groups objecting the tariff at the hearing.

## Military ads target maritime recruits

According to the Department of National Defence, Atlantic Canadians are more likely to join the Canadian Forces than those from other provinces.

STEPHANIE ROBINSON  
AND SHEENA GOODYEAR  
The Muse

ST JOHN'S, NL (CUP)—New Canadian Forces recruitment ads are targeting all Canadians, not just potential recruits, says an advertising expert at Memorial University.

"For the first time in a long time, as a country, we're in a situation where there are regular casualties, and I think it's making a lot of people think about the army in a different way," said Ivan Emke, who teaches sociology at Memorial and researches the ways advertising affects people's opinions.

"The value ... for you, or I, or anybody else who is just watching, is to try to increase the stature of Canadian armed forces in general," Emke added.

The ads were launched in Atlantic Canada first on 13 September, on television and in movie theatres. Emke explained this may be because

Atlantic Canadians are more likely to join the military than people from other provinces—according to the Department of National Defence, Atlantic Canadians account for 22 per cent of regular Canadian Forces members.

"I would say they ran the ads here first partly because they thought they might be more effective, but also if they don't work here, they aren't going to work anywhere," he said.

Several years ago, Emke interviewed Newfoundland students in grades seven and eight as a part of a sociological survey. When he asked them what they wanted to be when they grew up, he was surprised how many said they wanted to join the military.

"And these are kids who are twelve and 13 years old," he said. "You wouldn't see that elsewhere in Canada, except maybe New Brunswick."

According to Emke, Canadians with uncertain plans for the future are the ones being targeted on a basic level

with the advertisements.

"I think they are generally trying to target young people who are looking for something to do with their life that has some meaning," he said.

The ads sport slogans, such as "Fight distress, fight chaos, fight fear." Some show graphic combat footage in the Middle East, while others focus on the military providing local aid.

"There's such a culture right now about a fear of terrorism and so on. The one that talked about 'fight fear' is really trying to give people who feel somehow at a loss for something to do, or somehow powerless, something that they can do," Emke said.

As a recruitment effort, though, he feels the ads may fall short of their goal.

"Whether people will actually join the army, I don't think an ad is going to influence somebody. In fact, I sure hope an ad doesn't make somebody want to join the army [if] there's no other reason they want to be there," he concluded.

**FACT:** Billy Bowlegs, a notorious pirate, accumulated vast stores of gold, jewels and other valuable items, thought to be worth millions of dollars, through his pirate kingdom on Santa Rosa Island. He buried his treasure before his death in 1864, and to this day, it has never been recovered.

**FACT:** No treasure hunter or naval historian has ever gone on record stating that the treasure is not buried in the Gateway offices, 3-04 SUB.

Come to a Gateway News meeting, Fridays at 3pm.  
We're rich with volunteer opportunities.  
(And possibly pirate gold)



**THE GATEWAY**  
Dealing harshly with mutineers since 1910

**PROFESSOR OF THE WEEK**

MAKE TEACHING MATTER  
PROFESSOR OF THE WEEK

**DR. JAMES TALBOT**  
MED 516

Dr Talbot is **engaging, personable and inspirational**. When he teaches, most of the 160 students are as attentive as I've ever seen - and not because the material will be tested, but rather because his stories are full of **real life meaning**.

Through his personal experiences and anecdotes he shares with us his many successes, as well as failures. Clearly, his aim is to **prepare** us for the privileges and responsibilities associated with humane medicine. In this way, his **excitement and perspective** on the art and science of medicine is inspirational. He deserves to be recognized as one of the most engaging professors and a **mentor** for the up-and-coming physicians.

## MAKE TEACHING MATTER!

**NOMINATE YOUR OWN PROFESSOR FOR PROFESSOR OF THE WEEK**

Excellent teaching is the foundation of an outstanding undergraduate education and the university community needs to begin to value everyday achievements in undergraduate teaching.

The Students' Union is looking to recognize professors who demonstrate sincere enthusiasm for teaching undergraduates and a willingness to go above and beyond what is normally expected of a professor.

We're looking for professors with interesting and innovative methods of engaging students in the learning process and an exceptional grasp of the subject that they teach.

**Don't let great teaching go unrecognized.**

Nominations can be picked up/submitted at any Faculty Association office or InfoLink desk, or at the SU Executive Office front desk. Nominations can also be emailed to the Associate VP-Academic Tasneem Karbani at [avpa@su.ualberta.ca](mailto:avpa@su.ualberta.ca).