

## THE GATEWAY

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## colophon

The Gateway is created using Macintosh computers, HP Scanjet flatbed scanners, and a Nikon Super Cool Scan optical film scanner. Adobe InDesign is used for layout. Adobe Illustrator is used for vector images, while Adobe Photoshop is used for raster images. Adobe Acrobat is used to create PDF files which are burned directly to plates to be mounted on the printing press. Text is set in a variety of sizes, styles, and weights of FENICE, Joanna, Kepler and Whitney. The Manitoban is the Gateway's sister paper, and we love her dearly, though "not in that way." The Gateway's games of choice are Top Order Flop and Halo 3, still.

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## Academic materials policy a positive step—Anderson

SU, Bookstore, and other schools to hold national conference in November to target textbook publishers

MATERIALS • CONTINUED FROM PAGE 1

Some of the report's key findings were that textbook prices are continually increasing at a rate faster than inflation, that new editions of textbooks cost more to produce and limit the availability of used editions, and that the bundling of extra materials such as CD-ROMs drives up the price of academic materials.

Samuel explained that although the study was an American one, many of its findings were transferable to Canadian publishers. Still, he recognizes that it won't be easy lobbying book publishers with such a stronghold in the industry.

"It's always a tough thing. How do you get someone to change their behaviour if they've always done well with it?" he asked.

Getting professors on board with being more proactive in selecting affordable materials is also a major goal of the SU's policy. Through educating professors about course packs and reusing older editions of textbooks, they hope to encourage those selecting the materials for courses to consider the mounting costs students are often burdened with.

"A lot of professors only make you read a few chapters of a textbook," Geller said, adding that course packs are often a better alternative for many subjects. "They're actually a really inexpensive way to provide a variety of material to students."

While the SU is receiving praise from University administration for the policy, the notion of "educating" professors is receiving some flack.

"Using that word makes it seem

as if they're deficient in knowledge. We don't think it's the role of educating the faculty—we think it's making the faculty aware," explained Mary-Jo Romaniuk, U of A Associate Vice-Provost (Learning Services).

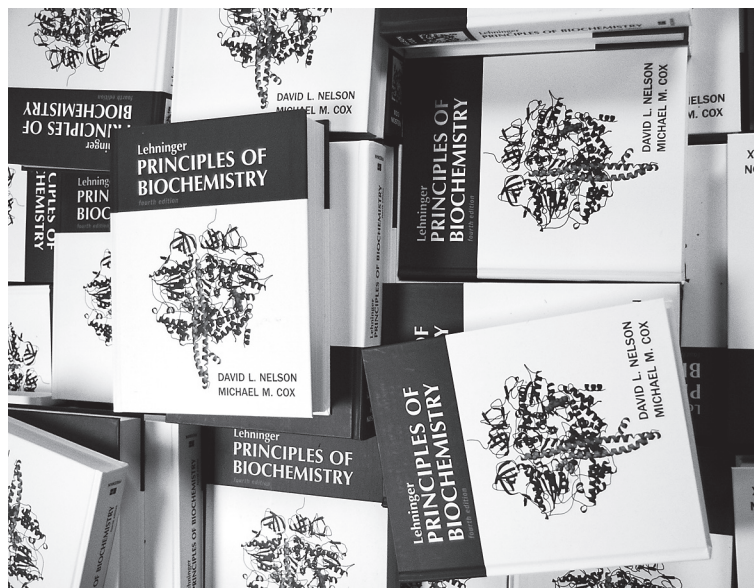
"From the Provost's office, we will always respect academic freedom in the selection of the best course material and defer to their judgment as to what those course materials need to be to best support the teaching and learning experience," she added. "We believe that the faculty members really have those interests at hand."

However, Romaniuk still praised the SU for this policy. "We've known about this for a while, [...] and are really applauding their efforts," she said.

U of A Bookstore director Todd Anderson, who worked with the SU to create the policy, explained that pursuing this course of action makes sense for the SU right now.

"If you look at some of our colleagues south of the border, they didn't take this proactive of a stance, and what happened is there's 70 different pieces of legislation around textbooks and course material, and some of them are good for students, and some of them are not so good for students," Anderson said. "But, at the end of the day, if you let someone else make the decision for you or decide how your industry is going to work, they're going to do it. So this is a good, proactive step for the students."

Anderson explained that the SU has worked closely with the Bookstore since 1995, when the SU lobbied the store to move to a cost-recovery



ANOTHER COST TO COVER Students find textbooks generally expensive.

model. Efforts have also been made to lower staff costs, adjust purchasing methods, increase sales of used books, and buy from less expensive US publishers, as well as to introduce a print-on-demand book machine in October.

While the SU's policy is specifically aimed at lobbying for U of A students, they hope to engage more schools across the country by holding a conference on academic materials in November.

"What we're trying to do right is now set up a national academic roundtable on academic materials for November 21st to 23rd, [where we'll] set up a working group with other student associations, other bookstores, and specifically publishers, to try to

deliver academic materials at the best possible prices to students," Samuel explained.

Anderson, who also plans on participating in the conference, thinks getting more groups involved will be important in trying to change the way publishers do business.

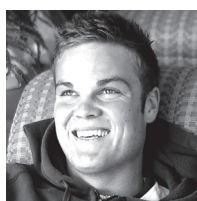
"The good thing about November is that the publishers will hear from the students," he said. "There's a disconnect in our industry: the publishers talk to the professors, the professors send us requisitions, and the students come and buy a book from us. So the end consumer never talks to the producer. Hopefully what we start in November will be ongoing, where publishers can get feedback from the consumers."

## STREETERS

Compiled and photographed by  
Steve Smith and Lauren Stieglitz

The SU wants to get better deals for students on academic materials.

## In the meantime, how do you save money on textbooks and school supplies?

Jane Anderson  
Arts ICraig Hunt  
Phys Ed IIIGrant Roshau  
Engineering IAvi Rao  
Science III

I try to buy them used, if I can, from the Bookstore. I'm only a first-year, so I'm not in on some of the tricks yet.

I get my parents to pay for my textbooks

I buy them used from the Bookstore.

I buy them either used from SUBtitles or the Bookstore, or I buy them from friends, or I'll trade with friends. Last year, I bought a genetics book, and my friend had a biochem book, and we switched books [at the end of the semester].

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