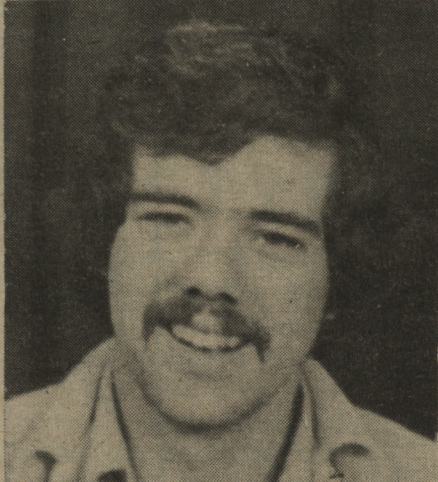




hockey broadcasts may go

CIMN - TREASURER AT BLOWS

CIMN has a new machine to improve the quality of the news but may result in the cessation of the hockey game broadcasts.



John Neville

The new machine is called a Broadcast and News

machine. It is a teletype that gives news weather and sports twenty-four hours a day. It will cost the station one hundred dollars a month plus an one-time installation and administration fee. The total cost to operate the machine this semester is estimated at 700 dollars.

Hockey games are not expected to be broadcast any longer because "it costs the station too much at this moment," Cheryl Cannon, acting manager of CIMN, said. Two estimates exist for the cost of the hockey games in the first semester. They are 750 dollars according to figure figures compiled for Cannon and 350 dollars according

to Mickey Place, Student Union business manager. Place admits that his figures may not be complete and is now looking over Cannon's estimate.

John Neville, Student Union Treasurer and anchor-man for the hockey broadcasts, sees the B.N. machine as a "luxury" and would like to see the games stay on the air. He says advertising to the station is sold for the games and without them there will be a loss in revenue.

Cannon, however, plans to go to all the advertisers and offer other advertising packages. She says that "we are going to keep that revenue even though we are no longer going to cover the hockey games."

Rick Webber, programme Director for CIMN, says that there are so many different advertisers for the hockey games that all the advertising equipment is used on the games. This leaves little equipment for advertising on other programs or for public announcements. This would cost more money to buy more equipment.

Neville also believes that UPEI hockey games are more relevant to the stu-

dents than international news.

Cannon, on the other hand, stated that "we [CIMN directors] find that the B and News gives much more information to the students than a hockey game." She explained that the station is now able to have 4 newscasts and 2 sportscasts daily when it used to have only 2 newscasts per day with 1 weekly sportscast,



Cheryl Cannon

Cannon also said that the B.N. machine was the first thing all the station directors agreed upon in quite a while. As Webber said in summing up the station's preference: "we have to work for hockey games but the machine works for us."

Minister Awards Policy Cheques

Industry and Commerce Minister John H. Maloney Monday night presented \$900 in awards to senior U.P.E.I. business administration students.

The awards went to the three teams of students that scored highest in an annual competition for preparing the best feasibility study for the location of a new industry on Prince Edward Island.

The first prize of \$500 went to a team made up of Kent Green, Willard Horne, Scott MacKenzie, and Archie MacPherson. They

did a feasibility study on a company they called Classic Casket Co. Ltd., a theoretical manufacturer of caskets.

Second prize of \$250 was split among Mike Carragher, Mary Anne Hutchinson, Dave Murphy, and Kevin Rossiter. Their make-believe company is called Island Industrial Cleaners Inc.

The team coming in third did their study on Abegweit Pickle Products Co. Ltd., a company that would prepare pickles for the health food market. Picking up the \$150 prize

were Paul Smith, Nelda Lund, Mike Terris and Stephen Fitzpatrick.

There were 16 teams in the Business Policy Project competition this year. The project is one of the requirements for comple-

ting the senior year in business administration at U.P.E.I. The teams must research and write up all aspects of starting a new company, including financing, marketing, production, and personnel.

student - prof ratio 24-1

BUSINESS ENROLLMENT TO DROP

The business administration department wish to reduce the number of freshman students entering their program. Over the last several years the number of students majoring in business have doubled at UPEI. Twenty-nine per cent of the student population this year are declared business majors - double the number which attended the univers-

ity during the 72-73 academic year.

Business Administration professor Walter Isenor says UPEI has the highest student faculty ratio in the maritimes and he is concerned that the program will not service or educate the students properly. There were six full-time professors teaching business during

76-77 year and this year only one full-time professor has been added to the departments teaching staff. If the trend continues in 4-5 years time the number of students graduating from business will have doubled. The trend at most post secondary institutions has bent toward courses enabling students to enter

the job market more successfully. This aspect has troubled Professor Isenor since he has expressed the feeling that a university education should offer a student more than job skills. UPEI has obtained a high level of scholarship from the students who have previously entered business studies here.

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