



ROSALIE EID PHOTOGRAPHY MANAGER

Tania Pedron comforts Amanda Mithrush after Friday's consolation semi-finals loss to Trinity Western University in Montreal.

## Five-year dream devastated

KEVIN CAMPBELL  
SPORTS EDITOR

MONTREAL, Que. — Heather Malizia shuffled out of the Wilfrid Laurier Golden Hawks' temporary dressing room set up for them at Percival Molson Stadium in Montreal on Thursday.

The fifth year had just experienced perhaps the most mind-numbing game of her young career, but the midfielder wiped back the tears still wet on her cheeks, and looked into the cameras and microphones.

And she tried to put into words what her coaches and teammates

couldn't.

"I think it's extremely disappointing," started Malizia. "I think we played well all year. I don't even know what to say ... I can't even think straight right now."

After the Hawks' 2-1 tournament-opening penalty-kicks loss to the Montreal Carabins, the veteran

knew what this moment meant to a team whose core has been together for the majority of the past five years.

Laurier was knocked out.

In what was supposed to be a weekend of triumph, redemption

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## Merging art and technology

CBC radio host speaks at THEMUSEUM on popular culture

GAYLE RYAN  
STAFF WRITER

Jian Ghomeshi addressed a packed house at THEMUSEUM in Kitchener on Nov. 12 as part of the gallery's RAM: Rethinking Art and Machine speaker series.

Ghomeshi, the host of the CBC's *Q*, has interviewed a number of high profile individuals, including Margaret Atwood, Paul Simon, Salmon Rushdie, Noel Gallagher and Stephen King. His show touches on a variety of cultural topics.

*Rethinking Art and Machine* features artists that are exploring the relationship between art, electronic technology, light, graphics, robots and virtual reality. THEMUSEUM describes the exhibit as an interactive survey of the work and ideas of the featured artists and of the understanding of its aesthetic and socio-cultural aspirations.

As one of the most highly regarded radio broadcasters today, a proponent of social media and technology, and a musician himself, Ghomeshi was a perfect fit to spark discussion for the RAM speaker series. Ghomeshi's talk included a



KATE TURNER LEAD PHOTOGRAPHER

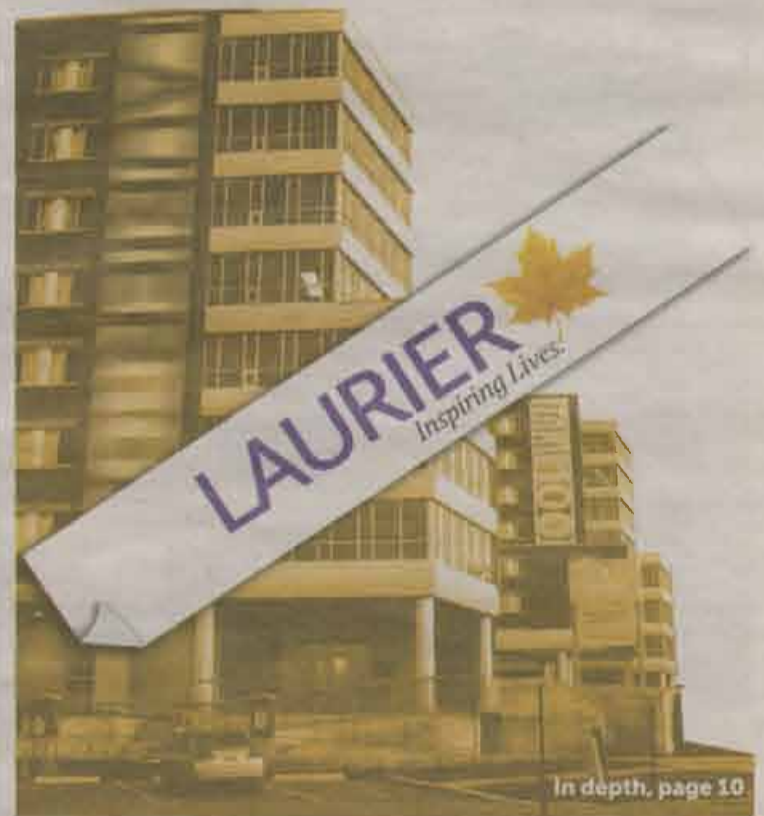
Jian Ghomeshi discusses his views of art and young generations.

discussion about the imaginary division often created between pop culture and high culture, saying that "pop culture is culture."

Ghomeshi also revealed that the opinions of older generations on

technology has impacted those of the younger generation, saying that when he started *Q* he was told that young people had ADD, and was

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## A renewed image for the next century

### Inside

#### Programs facing cuts

Language programs are suffering cuts forcing students to find other means to complete their degrees

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#### Educating on Trans\*

Laurier groups launch week-long awareness campaign on Trans\* People

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#### Ashes of a drug feud

Suspects of the 2010 Campus Court fire have been convicted for destroying area businesses

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#### Fitting the crime

A Cord columnist argues that tougher consequences are needed for youth breaking the law

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#### Skates traded for whistles

Former Hawks Andrea Bevan and Lindsay Arbeau take the reigns behind the hockey bench

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Editor's choice  
Student entrepreneurship  
Life, only at thecord.ca

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# This Week in quotes

"I want to be able to step up and become the next Liz Knox."



—Erika Thunder, women's hockey starting goalie and team rookie, on her expectations for the year

"It wouldn't have been appropriate to have a campaign that simply said 'we're 100, yay!' that doesn't work." —Jacqui Tam, assistant VP of communications, public affairs and marketing, regarding the Laurier100 advertising campaign

## Quotes online

"Fuck the gael. Lucky mother fucking bitches FUCK jrjdkjhk-wjobjnsjsdsj." —Sadie Anderson (@sadieloveeee on Twitter) assumedly once she found out rival Queen's Gaels won the CIS gold medal

"Weird how something so important to you could mean nothing to you the next." —Julie Maheu (@JulieMaheu on Twitter) after her Hawks lost in the CIS women's soccer qualifying round

"watching the clips over & over again from last night, and repeating all the times where we got robbed. Keep your heads up hawks. We dominated." —Amanda Mithrush (@mithlush on Twitter) during the CIS championships in Montreal

via @cordsports

## From the archives

**5 years**  
**Clinton in K-W**  
It's not every day that a former president visits Waterloo Region.

In fact, it's happened only once before, when Jimmy Carter came to Kitchener in July 1993 to help with a Habitat for Humanity building project.

But last Wednesday Bill Clinton became the second ex-leader of our southern neighbours to drop in for a visit, delivering an inspired address to 987 guests and a large media contingent at Bingeman's Park in Kitchener.

He spoke with an eloquent simplicity, providing insights on topics such as the problems of domestic violence, suicide bombers, the wars in Afghanistan and Iraq, and what to expect from the Bush government for a new course in the Middle East.

The event, put on by the Catholic Family Counselling Centre entitled "Peace Starts at Home," set and achieved a lofty goal of raising \$200,000 to help combat the problem of domestic violence in Waterloo Region.

Printed Nov. 15, 2006

**15 years**  
**The computer is your friendly coffee maker**  
Vinyl is better than compact disc. Playing sports is better than watching sports. Dating is better than 1-976. Real life is better than a virtual one.

This is an argument put forth by the many people who resent the computer. Imagine that your computer is a coffee maker for information. You've got all the variants; instant, drip, all the way up to those massive Krups café style and everything in between. You grind the coffee, put it in the filter, add water and sooner or later you get a nice cup of coffee. The process is the same for the computer. You get data, put it in the computer, manipulate it with the appropriate application, it comes out and you end up with a nice helping of usable information.

The next time you sit down at your computer, ignore it. Don't personify. Don't say it hates you. Don't make it more than it is.

Treat it the same way you would a coffee maker and focus on getting out that final result.  
Printed Nov. 20, 1996

## CORRECTIONS

In the Nov. 9 article "Online learning," Jeremy Friedberg's name was incorrectly written as "Friedman." Mr. Friedberg's name has been corrected in the article.

In the Nov. 9 article "Kitchener hospital faces proposed budget cuts", it listed that the deficit for St. Mary's in coming years as \$10 million. However the deficit for upcoming years, specifically next year is only \$2 million.

In the Nov. 9 article 'Find the Baby Bison!' a few statements have been asked to be clarified. The initiative, originally called a "hunt" has been corrected as a "contest." Mr. Ireland's reference to the "baby bison" have also been corrected as he meant to say "bison calf," and is subsequently referenced as such.

In a quote, The Cord wrote "[She] scared off her calf" when it should read as "[He]." Mr. Ireland was also quoted in saying "how much poo 30,000 bison can create" when it should read "30 million."

The Cord apologizes for these errors.

## Vocal Cord

Have you asked for an extension this semester?



"No I haven't."  
—Shivi Daruba  
Second-year political science



"I don't think I've ever needed an extension. I've just kept up with everything."  
—Oliver Sousa  
First-year computer science



"No, but I was thinking about doing that on Thursday."  
—Stephen Vidakovic  
First-year psychology



"No I haven't."  
—Alexandra Rinoldo  
Fifth-year communications



"No I have never asked for an extension- I've given myself extensions by being late."  
—Josh Van Loom  
Third-year economics

Compiled by Francesca Handy  
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# THE CORD

The tie that binds Wilfrid Laurier University since 1926

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### Colophon

The Cord is the official student newspaper of the Wilfrid Laurier University community.

Started in 1926 as the College Cord, The Cord is an editorially independent newspaper published by Wilfrid Laurier University Student Publications, Waterloo, a corporation without share capital. WLUSP is governed by its board of directors.



Opinions expressed within The Cord are those of the author and do not necessarily reflect those of the editorial board. The Cord, WLUSP, WLU or CanWeb Printing Inc. All content appearing in The Cord bears the copyright expressly of their creator(s) and may not be used without written consent.

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Campus Plus is The Cord's national advertising agency.

### Preamble to The Cord constitution

The Cord will keep faith with its readers by presenting news and expressions of opinions comprehensively, accurately and fairly. The Cord believes in a balanced and impartial presentation of all relevant facts in a news report, and of all substantial opinions in a matter of controversy.

The staff of The Cord shall uphold all commonly held ethical conventions of journalism. When an error of omission or of commission has occurred, that error shall be acknowledged promptly. When statements are made that are critical of an individual, or an organization, we shall give those affected the opportunity to reply at the earliest time possible. Ethical journalism requires impartiality, and consequently conflicts of interest and the appearance of conflicts of interest will be avoided by all staff.

The only limits of any newspaper are those of the world around it, and so The Cord will attempt to cover its world with a special focus on Wilfrid Laurier University, and the community of Kitchener-Waterloo, and with a special ear to the concerns of the students of Wilfrid Laurier University. Ultimately, The Cord will be bound by neither philosophy nor geography in its mandate.

The Cord has an obligation to foster freedom of the press and freedom of speech. This obligation is best fulfilled when debate and dissent are encouraged, both in the internal workings of the paper, and through The Cord's contact with the student body.

The Cord will always attempt to do what is right, with fear of neither repercussions, nor retaliation. The purpose of the student press is to act as an agent of social awareness, and so shall conduct the affairs of our newspaper.

Quote of the week:  
"It's her fault everyone thinks I hate birds!"  
—Copy Editing Manager Kelly Burwash attempting to defend herself against accusations from the copy editing staff.



# NEWS

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NICK LACHANCE PHOTOGRAPHY MANAGER

Students approach the blocked off area between MacDonald House residence and the Terrace.

## Construction outside Terrace nears completion

JACQUELINE SALOME  
STAFF WRITER

The ominous black walls surrounding the Terrace food court and MacDonald House residence have caused much speculation among Wilfrid Laurier University students.

Behind the walls, construction is taking place to improve the walkways and sets of stairs between the two buildings. The area was sectioned off as of January 2011, during the time of the Terrace food court expansion last year. This was done due to the difficulty of winter maintenance of the sloping pathways, which made the area unsafe for pedestrians.

"We made the decision that instead of doing something temporary and immediately re-doing it, we'd just close it off since there are other ways around there anyway," said Mark Dettweiler, director of planning, design and construction in the physical resources department at WLU.

The purpose of the construction is

to make the area more easily maintained during the winter season, as well as improving accessibility and visual appeal. Students will see more ramps, gardens and plantings upon the end of the project.

The construction is set to be finished by the end of November by contractor Stahle Construction Inc. According to Dettweiler, it is progressing according to schedule.

"There is some kind of perception that it's behind schedule, but it was never scheduled to begin with until the fall," said Dettweiler.

Work on the project did not begin until this past August, when funding became available. Approximately \$200,000 has been allocated to the new walkways as per the WLU budget.

WLU students meanwhile have made use of the walls surrounding the construction site for campus club advertisement. Most recently the walls were decorated by Project Laurier's "What do you want to be involved with?" campaign.

The construction does, however,

pose a problem for first-year MacDonald House residents. Danielle Smith, a first-year MacDonald House resident, is awoken by the noise of the construction as early as 7:00 a.m. Similar complaints were voiced by resident Chris Petersen, who lives on the west end of the building's third floor.

"It vibrates my bed. It's literally right below me so it's absolutely terrible," said Petersen.

For these students, the construction means having to leave earlier for class as they must take a longer route around the blocked area. They are also unable to access the west-end door of their building, making the once-short walk to the Fred Nichols Campus Centre inconvenient.

Dettweiler is optimistic that these students will be relieved of the bothersome nature of the project in due time.

"Hopefully at the end of the month we'll see all the fencing come down and we'll open the area up again," he said.

## Tighter policies for extensions

Faculty of arts to offer new guidelines on extended deadlines and deferred exams

JUSTIN SMIRLIES  
CAMPUS NEWS EDITOR

With the implementation of a new policy on academic responsibility, arts students at Wilfrid Laurier University should probably start to think twice about asking for that extension on a paper.

According to Jonathan Finn, associate dean of arts and a communication studies professor at WLU, there has been a recent hike in students requesting extensions and deferrals for assignments and exams, most of the time retroactively. As a result, the faculty of arts released new guidelines and policies on when students can get legitimate extensions for assignments.

"We've always had these type of incidents but there has been a steady growth of them, so we thought what we'll do is draft up a document that instructors can refer to," explained Finn, adding that this was the first of its kind for the faculty.

"This is primarily directed at the kind of nuance cases and non-legitimate excuses."

The policies, while still somewhat broad, outline for instructors what is not reasonable to give extensions out to. For example, extra-curricular activities, work and travel plans are not legitimate excuses for extensions.

However, the university-wide policy on medical and family emergencies are still considered reasonable excuses from academic work.

"It's the students responsibility to balance the work requirements, so if you get two papers due at the same time, it's your responsibility that you make sure you get them both done," said Michael Carroll, dean of arts at Laurier.

"If you're involved extra-curricular activity, that does not automatically relieve you of the need to make course deadlines."

In the case of where it's something that can't be determined by medical notes, such as stress, a student can still try for an extension or deferral.

Carroll continued by saying that this policy by no means restricts instructors from making exemptions. "This in no way controls instructors, they're still free to extend deadlines and give deferred exams that they

did in the past," he added.

The discussion revolving around this issue began with faculty coming to the dean addressing concerns about students.

The policy was eventually approved at the arts council meeting last week.

According to both Carroll and Finn, the new guidelines have been receiving a positive reaction.

"The most common reaction was that, 'doesn't this already exist' and 'do you actually have to say this?'" continued Finn.

"They [faculty and students] just assumed this was the case. But there is no policy beyond the very generic statement about medical illness in the university calendar, there is no statement about incidents like this."

In addition to the policy on academic responsibility, the faculty of arts also expressed support for a university wide policy that was brought forth by Chris Walker, chair of the board at the Wilfrid Laurier University Students' Union (WLUSU).

Essentially, students have addressed concerns to WLUSU about not receiving enough of their grade before the final drop date, which is typically the end of the second month of the term.

The proposed policy will enforce that instructors, from any faculty at WLU, must give their students at least 15 per cent of their grade in first and second-year classes before the final drop date.

"It's not a significant part of a student's grade, but it at least gives them a rough idea of where they stand," said Walker, adding that this would be a good start for WLU.

While most professors still typically do this for first- and second-year students, Walker hopes that this becomes a guarantee for all students.

"There was a lot of faculty members definitely recognized the need to identify students early both from their perspective and from the student's perspective, so they can gauge whether they need to drop or stay in the class, and find out how they're doing according to their instructors expectations," Walker added.

The final decision on this particular policy will have to be approved by all faculties and then eventually brought forth to Senate.



KATE TURNER LEAD PHOTOGRAPHER

## Playing ball hockey for charity

MARCIE FOSTER  
LEAD REPORTER

The first annual Charity Ball-ACCESS U hockey tournament was held this past Saturday, raising over \$800 for charity projects including a library restoration in Haiti by the ACCESS U charity.

The tournament was held in the St. Michael's parking lot, which remains open despite construction and featured a live DJ to keep participants pumped. Seven Shores cafe in Waterloo donated hot chocolate and Red Bull donated three 24-packs of the popular energy drink to

participants and organizers.

General manager of ACCESS U, Sean Gardiner, was ecstatic about the result. "The tournament itself was great, all in all everything went great. We ran it from 10 a.m. to past 5 p.m. and everybody had a good time." ACCESS U is a student-organized group that raises money to support education for children in developing countries.

Eight teams participated, including championship winners the Blackout Drunks who won tickets to their choice of Laurier Athletics game and championship t-shirts, along with a free trip to the Red Bull

DJ Competition in Toronto at Sound Academy following the tournament.

President of ACCESS U Jon Pryce spoke to the success of the event. "Charitable organisations at Laurier need to team up more often, to break down that barrier that most charities have. That's what Charity Ball and ACCESS U are trying to do." The event was planned and run as a joint fundraiser to raise money for both projects.

Charity Ball, which raises money every year for a chosen local charity, will donate their portion of the funds raised to the Grand River Hospital Foundation.

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# CAMPUS

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## Finding a passion in health

Health care professionals lend their advice to students at Laurier

CAITLIN MACNAB  
STAFF WRITER

Throughout pursuing an undergraduate degree, students are constantly urged to "find their passion". This task, while simple in concept, is hardly an easy one for many students. Wilfrid Laurier University's health sciences program, however, offers a way to help students facing this challenge.

On Monday evening, the Health Science Students Association (HSSA) held its second annual "Conversations in Health" in the Science Atrium.

The evening consisted of a one hour "speed dating" portion where students, in ten-minute increments, sat down with health care professionals, many of which were Laurier alumni.

This was followed by a reception with refreshments for students to mingle with the attending 32 professionals from varying fields.

Latif Murji, president for the third year of the Health Science Students Association, described the event as, "An extraordinary opportunity for discovery."

"The goal tonight is for students to expose themselves to options that they didn't necessarily think of

initially and to just broaden their horizons, open their eyes to the different array of opportunities within the health care fields," Murji said. "There are so many jobs that people don't know about or haven't even thought about, and by meeting someone who lives this day in and day out they can really grasp what it's like and find their passion."

"This opportunity is something unparalleled at any other school," added Murji, noting that the event offers Laurier students a great advantage in discovering what they are passionate about.

Murji encouraged students in his welcoming speech to "Seize the moment, this is your night to have provocative, stimulating discussions that can help you find and fuel your passion."

The event saw an increase from last year in both students and professionals in attendance.

Emad Salama, a first-year health sciences student, said the event was "helpful to grab a new perspective, to explore options for our future careers."

Mary Anne Smith, a registered dietitian, commented on how students could benefit from the discussion at the event. "I just think that there's so many health professions

"This opportunity is something unparalleled at any other school."

—Latif Murji, president of the Health Science Students Association

out there and there are very few opportunities for students to actually converse one on one with practitioners in each field," she explained. "And if you're coming from something like a health science background, which is very general, so to be able to kind of plan your life after your bachelor's degree is awesome."

Professionals opened up to students about their own educational paths as well as many current ones, volunteer opportunities, the harshness of competition in some health fields, as well as their daily lives in the field, to name a few common topics.



Health Science students meet in the Science Atrium to learn more about the health care industry.

NICK LACHANCE PHOTOGRAPHY MANAGER



STEPHANIE TROUNG GRAPHICS ARTIST

## WLU grows a 'Mo'

WLUSU and various other groups on campus raise money for Movember

SAMANTHA KELLERMAN  
CORD NEWS

Walking around the Wilfrid Laurier University campus, eyes wander to each passing face.

This time of year, one may notice and abundance of facial hair. This can be attributed to the month dubbed, "Movember."

Movember is a men's health awareness campaign raising awareness of prostate cancer.

On Nov. 1st, men are clean-shaven and then proceed to grow out their "Mo's" until the end of the month.

Anyone can choose donate to the participants, the "Mo Bros," online on the Movember website. The money then goes towards programs run by Movember.ca and to Prostate Cancer Canada.

At Laurier, multiple groups are running their own Movember campaigns. The Wilfrid Laurier University Students' Union as a whole is running an online campaign and list several facts about prostate cancer on their website to raise awareness in the Laurier community. For example, they state that 11 Canadian men die of prostate cancer every day.

WLUSU is encouraging male students to grow 'staches and post pictures on the section of WLUSU.com to "Show their Growth." Ryan Sweeney is the student who spearheaded this idea.

He was most interested in the many prostate cancer facts that few

people seem to know.

"Men are less likely to get involved in their health," said Sweeney.

Right now, there are only a few photos on the website but Sweeney attributes this to how it is only the beginning of the month "[People are] waiting until their mustaches are a bit fuller," he said.

Turret Tuesdays will also be a place for Movember participants to show off their 'staches, and to win free giveaways including razors.

Another group involved in Movember is Foot Patrol. Foot Patrol co-ordinator Chandler Jolliffe finds that Movember convinces men to act to increase "awareness into prostate cancer which is actually a very deadly disease. Outside of Movember, it doesn't get a lot of attention."

Jolliffe says that Foot Patrol is running a more internal campaign compared to other groups. They're almost doing a reverse Movember.

"One volunteer has a beard about halfway down his chest, and we started a group online trying to raise \$750, and then he'll shave for the first time in a year," said Jolliffe. All in all, the focus is still the same of raising awareness for men's health and prostate cancer.

So whether you're a "Mo Bro" growing your own stache, a bro simply trying to support the Mo Bros or a Mo Sista (a woman in the life of a Mo Bro), take a look at all the different Movember movements happening at Laurier, as there are many.

## Grad photos

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[www.wlusp.com](http://www.wlusp.com)

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graduation photos

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## Trans\* Awareness week kicks off at Laurier

BREE RODY-MANTHA  
FEATURES EDITOR

For the second year in a row, Wilfrid Laurier University is celebrating Trans\* Awareness Week. Wilfrid Laurier University's Rainbow Centre and the Centre for Women and TransPeople\* is hosting events throughout this week in order to promote positive and open attitudes towards the trans\* community.

"Being trans\* is about the way you identify on the inside," explained Rainbow Centre co-ordinator Chris Owen. "Your gender doesn't necessarily align with what you've been assigned at birth."

The week focuses on emphasizing gender as a social construct rather than a static physical identity, encouraging positive language and rejecting binary assumptions of gender. "You might not necessarily identify as a man or a woman,"

Owen said.

"You could identify as both, or neither. You could go back and forth day by day, and that's okay."

Steve Barrow, events and discussion co-ordinator for Rainbow Centre, felt that last year's events attracted a responsive crowd, but was excited for the Rainbow Centre to revamp the week. "But it's still all about the same thing — educating the community on trans issues and diversity," added Barrow.

An info fair will be hosted in the senate and board chamber today, Nov. 16, to offer students some basic knowledge on trans issues. On Thursday, a trans workshop will be hosted in the Mac House lounge, and a speak-out will be hosted in the grad lounge this Friday, Nov. 18.

Though last year's drag race and show drew an enthusiastic crowd of Laurier students, the Rainbow Centre has made the decision to

host this year's event next Friday, Nov. 25 in order to establish it as an event separate from Trans\* Awareness Week. "They're two separate campaigns, so the drag show is next weekend," Barrow explained.

Because Trans\* Awareness Week focuses on education, volunteers wanted to ensure that students understood the difference between transpeople and drag artists.

"Last year, the drag show was part of Trans\* Awareness Week because we thought it would bring people in," Owen explained. "However, it became a concern because drag performers aren't trans. A drag performer is someone who—usually, not always — identifies with the gender they were assigned at birth who simply dresses in drag and performs as the opposite sex."

Volunteers from both groups have been expecting an enthusiastic turnout.





Kim Roberts, a psych prof at WLU, is currently studying how children behave in the court room.

## Research Profile: Kim Roberts

JAMES SHIN  
CORD NEWS

Many child-friendly accommodations exist in our society for one plain reason: children are different from adults. And Kim Roberts, a psychology professor at Wilfrid Laurier University, is demonstrating that the legal system must also bear this difference in mind.

Roberts has been researching ways of effectively talking to children — around the ages of three to ten — when they are testifying in court or being interrogated. She states that children have distinct ways of interpreting and processing information.

"Children haven't developed as many strategies as adults have to retrieve information," said Roberts. "It's not until they're ten, 11 or 12 that they have the same set of strategies that we have to be able to pull up information when it doesn't come quickly."

But professionals in the legal system are largely not trained in child development and memory to cater to these needs. As a result, children are treated with similar expectations as adults.

"The legal system wasn't developed with children in mind. So you've got these centuries of development where children were never considered in it. So the expectations are very, very difficult," she added.

Roberts has conducted experiments in which children had to recall particular details of a staged event. Different interviewing strategies were tested to determine which were the most helpful or unhelpful in retrieving accurate memories.

As well, Roberts added that interview questions must be appropriately worded and structured to guide children towards providing the relevant information. Otherwise, questions may lead to misinterpretations by the child.

"If you were a witness to a crime and a police officer said to you, 'Can you tell me what happened?' What would you do? You would tell him what happened," said Roberts.

"But if you think of the question, it is really a yes or no question. 'Can you tell me what happened?' 'Yes, I can.' Or, 'No, I can't.' And that's exactly how a lot of children will interpret it. They don't understand that, really, they're being asked to describe what happened. They think they're being asked, 'Can you tell or can't you tell?'"

Roberts takes these kinds of understandings of child psychology and applies them to real-world situations by training professionals to use optimal interviewing techniques.

To support her interest in this field, Roberts previously trained the Ottawa Children's Society and the Ottawa Police Service, giving

regular feedback on their interviews. She found that their interviews improved significantly.

"They got far more information from children than they initially did," said Roberts. "To the point that they would say the kids would bring up something else that they needed to investigate that they never would have known about by using their old techniques. So, yes, it does work."

But Roberts admitted there was a limitation of requiring ongoing feedback for training to be very effective. Many professionals in the legal system don't have the resources for this extent of training.

She suggested that a more long-term solution could be to educate professionals from top-down to know what to reasonably expect from children of different ages. Judges currently don't need any training in child development.

On a hopeful note, Roberts thinks police organizations are very aware of their lack of training in dealing with children. She said they're even "very thirsty" for training.

As well, Roberts will be going to a Crown Council Conference in British Columbia next week, which she sees as a positive indication.

"I'm really pleased that they've invited me because I think this is a good step in the right direction. And that they've identified this need — I'm really pleased that they've done that," she said.

## Cuts continue for languages department

SPENCER DUNN  
STAFF WRITER

In recent years, classes in the department of Languages and Literatures have seen major changes at Wilfrid Laurier University. The department offers a variety of language courses at a first- and second-year level with majors available in French and Spanish whereas Italian, Arabic and German on the other hand have never been available as majors, but always as third and fourth-year classes. That is until this year.

Michael Carroll, dean of arts at Laurier, has noticed that enrolment was low in these third- and fourth-year courses and had someone look into it.

"They decided to discontinue third and fourth-year language courses and instead roll out a number of culture classes," said Carroll. These classes will supplement the upper-year language classes.

In addition to the culture courses, second-year language courses will be cycled to provide students in a four-year program access to similar language experiences. This will be true for Arabic and German.

According to Carroll, in the past month, the Italian government has given money to Wilfrid Laurier University to subsidize two third-year Italian classes, which will eliminate the need to cycle these courses.

Milo Sweedler, head of the languages department at WLU, commented on this income from the Italian government. "As long as this money continues to come in, we will continue to offer courses in what ever areas of need the Italian section identify," Sweedler said.

In addition to the language classes, the option of Mediterranean studies as a major will be discontinued; this was also due to low enrolment. This doesn't mean there won't be Mediterranean classes however, "They're taking their two most popular courses and bringing them under the major of languages," said Carroll.

Greek and Latin will not be

affected by this language change as it is in the department of archeology and classics. However, that department has lost full-time staff and will be going through a change in the next few years.

"They're going to keep the three majors, but streamline them," Carroll added.

The decision to discontinue these classes has brought a backlash from students and professors alike. A number of students have been circulating a petition to keep these classes in effect, and many language students are enraged at the choice to cancel the classes. Filipe Nurwandi, a first-year languages student at WLU, stated that this choice will "ruin his major."

Professors also are displeased, Dr. Monica Stellin, head of the Italian department, voiced her displeasure with the choices as well. "Frankly, I totally disagree with what's happening," said Stellin. It is Stellin's opinion that the department is using "low" numbers as an excuse to cut these courses.

In the fall term of 2011 Italian had 317 students enrolled, only trailing Spanish by a mere 317 students. Stellin doesn't think that these numbers are enough. She believes that if the courses are cut the "academic integrity of the department [will be] under question."

As stated above, external funding has been provided for third-year Italian classes, and although money has been brought in from the Italian government, the state of third-year Italian classes is still in question.

"Stellin recently received money from the Italian government and gave the course to Brantford, so instead of it coming into our department it was going to Brantford," said Sweedler.

As it stands right now, the third- and fourth-year courses for Arabic and German will be discontinued, however there are a number of student groups working to change this, and if money comes in from Italy, then the Italian courses may be offered as well.

## Film goes 'hands-on'

WLU and ADVIDEO form new course

AMY GRIEF  
CORD NEWS

Wilfrid Laurier University's film studies department recently announced a partnership with ADVIDEO, a leading video advertising company in the area of online video advertising, located in the technological hub of Kitchener's Tannery District. The Tannery District is a hub for both leading and emerging new media companies including Google and Desire2Learn.

Following the successful employment of three Laurier grads, ADVIDEO CEO Francois Gand approached the English and film studies department in the hopes of initiating a mutually beneficial partnership through the creation of a new course called digital editing for online video production.

The course, beginning in the upcoming winter semester, will be held in ADVIDEO's state-of-the-art facilities giving Laurier students practical, hands-on production experience for the first time in many years. "We are in the need of talented young individuals interested in video production," said Gand.

"We've been hearing rumbling of all this change that's potentially coming to the film studies department," said Jacqueline Twomey, a fourth-year film studies and cultural studies student who was one of lucky few able to register in the course, which is currently restricted

to 15 students.

"It gives us a leg-up if our school can broadcast that we're not just a film studies program. We base in history and theory, but we also provide that extra [practical] aspect," she added.

"Equipping students with those [production] skills not only, would, I think, better their analysis of film in the courses of history, theory and criticism, but will also equip them for jobs," said film studies program co-ordinator and professor Katherine Spring, a key player in establishing the ADVIDEO partnership.

Building on the theoretical skills developed through the film studies program, this hands-on course has the possibility to make film students more sought-after candidates in a highly competitive job-market.

"The more people I talk to who are running businesses in the local community, the more they're telling me that they want students who have an arts degree and who can think outside-the-box," said Spring.

Though currently in its pilot phase, Spring has high hopes for the course's success as she sees the enormous benefit for the development of similar courses in the future.

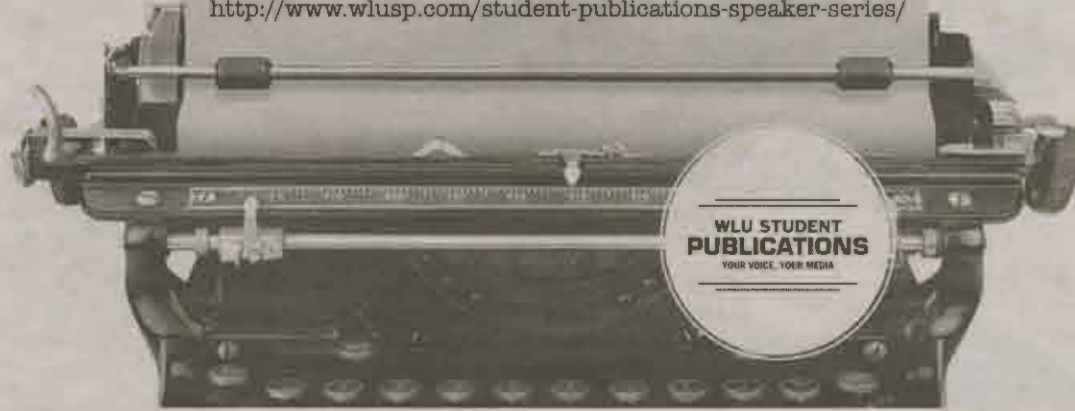
As for the students' response, despite some grumbings about the course's limited enrolment, the majority, Twomey expressed, said "they loved it, they thought it was so awesome."

## SPEAKER SERIES

Interested in a career in publishing?  
WLU Student Publications Speaker Series  
presents John Colombo:  
"A Life in the World of Words"

John Colombo will be speaking on careers in publishing on Thursday November 17 at 7pm in the Paul Martin Centre.

Colombo has years of experience in writing and publishing, and he will offer members of the audience very specific advice on how to get into a career in publishing. Registration is available through [wlu.ca/career](http://wlu.ca/career)  
For more details go to:  
<http://www.wlusp.com/student-publications-speaker-series/>





## LOCAL

Local Editor  
Amanda Steiner  
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## 'Tis the season ... for your flu shot

NICOLE GREEN  
STAFF WRITER

It is flu season and Kitchener-Waterloo Region wants you get your influenza vaccination. The immunizations are free and will be offered at a number of pharmacy clinics throughout K-W.

The best way to prevent the flu is through vaccination.

However, if you're squeamish or don't have time for a shot Karen Quigley-Hobbs, the region's director of infectious disease, suggested, "You need you make sure you're doing all the things you're mother

told you to do. Wash your hands, stay home if you're sick and eat properly."

A recent study has shown that in Ontario, the flu shot can prevent the number of illnesses by 70 to 90 per cent in healthy adults. Quigley-Hobbs, explained that there are a number of different strains of influenza and receiving a vaccination does not make one immune.

The vaccination works by stimulating the immune system to build up antibodies against the virus. The vaccine is not a live vaccine so you cannot get

influenza from the immunization. However, it can take up to two weeks after vaccination for those antibodies to build up and people who receive the vaccination get still get influenza.

However, studies have still found that getting vaccinated can effectively eliminate up to 200,000 doctor's visits and 30,000 emergency hospital visits every year.

"Part of the reason we want healthy people to get their flu shot is to protect people more vulnerable

around them," said Quigley-Hobbs. "People with weakened immune systems, the young and the elderly, are more likely to have severe complications."

Influenza, which spreads through contact, can lead to pneumonia or other serious health problems. Last year, three people died of the flu and 17 more were hospitalized in Waterloo Region at the same time immunizations declined last year as compared to recent years.

"The flu is much worse than a common cold," said Quigley-Hobbs.

Symptoms of the flu in-

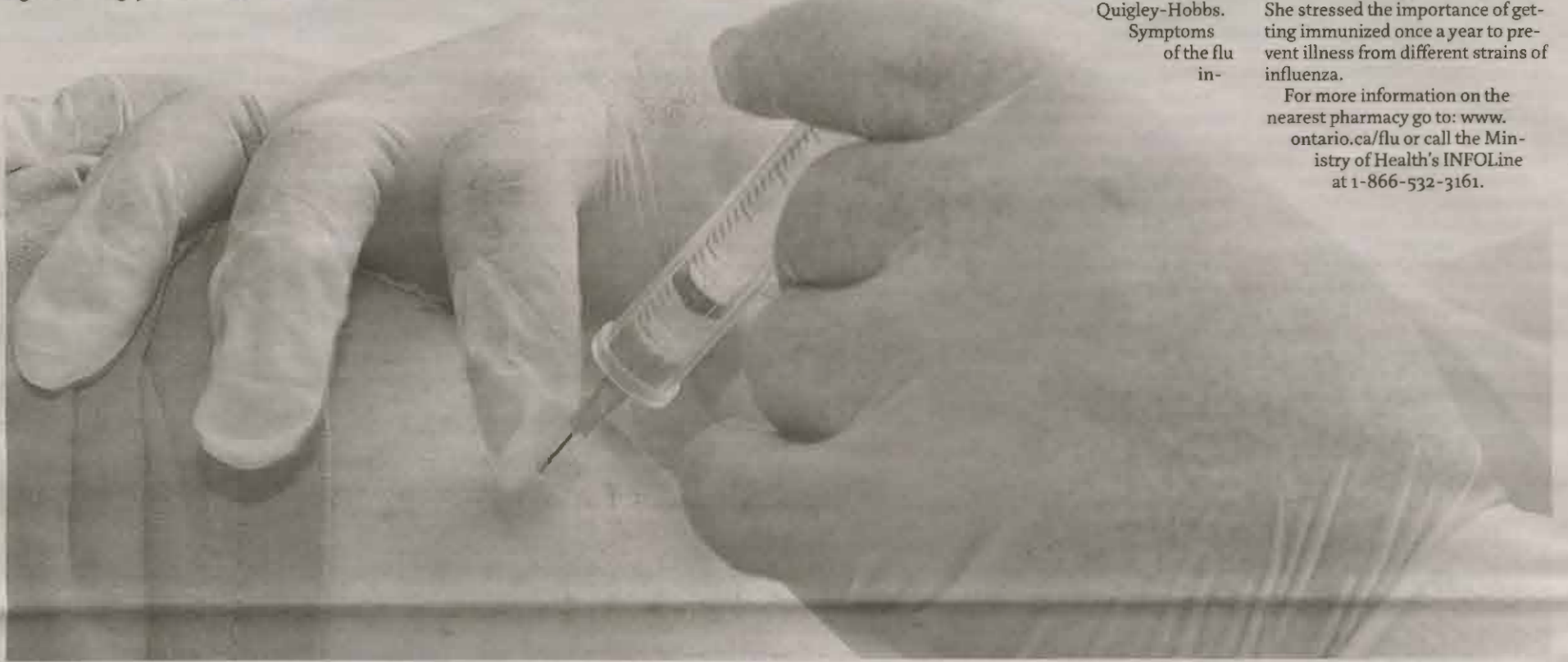
clude: fever, chills, cough, runny eyes, stuffy nose, sore throat, headache, muscle aches, extreme weakness and fatigue, ear aches, nausea, vomiting and diarrhea.

The closest clinic to Laurier campus is at the Shoppers Drugmart in Waterloo Town Square, which will be holding a clinic on Tuesday, Nov. 29.

To get an immunization call, 519-884-1500 to first book an appointment and bring your health card to the appointment.

"I've made my appointment," said Michelle McDonnell a pharmacist at the Shoppers Drugmart. She stressed the importance of getting immunized once a year to prevent illness from different strains of influenza.

For more information on the nearest pharmacy go to: [www.ontario.ca/flu](http://www.ontario.ca/flu) or call the Ministry of Health's INFOLine at 1-866-532-3161.



COURTESY OF INDIANA PUBLIC MEDIA, FLICKER

Flu season in Kitchener-Waterloo means that more pharmacies are giving out free vaccinations in order to prevent influenza itself as well as the spreading of the virus.

# Different Strokes

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## K-W in brief

**Vicious murder of boss**

A man in Kitchener admitted Monday to the vicious murder of his boss, who was paying him for sex. 23-year-old Cory-James Kaufmann faces life in prison, with parole eligibility expected to be set at more than 15 years when the case returns to court in January.

He plead guilty to second-degree murder — an admittance that came more than four years after Ray Wechselberger, 59, was found beaten to death in his Kitchener townhouse in September 2007. According to *the Waterloo Region Record*, an agreed statement of facts didn't provide an explicit motive for the attack on Wechselberger while he slept in his bed, but in an interview outside court Crown prosecutor Patricia Moore said it appears a sexual relationship between the two men had escalated and Kaufmann, then 19, was worried it would be discovered by others.

Apparently, Wechselberger was hit repeatedly in the head with a rubber mallet that Kaufmann had purchased the day before at a Walmart store. *The Record* continued to state that the court was told he planned to take the body away in the trunk of his car, but gave up after dragging Wechselberger into the living room because he was too heavy.

Instead, Kaufmann called 911 to report he had found his boss dead shortly after 8 a.m.

—Compiled by Amanda Steiner

assaulting a police officer, following a traffic stop Monday morning.

According to the *Waterloo Region Record*, Waterloo Regional Police commented that a vehicle displaying stolen license plates was pulled over shortly before 10 a.m. Police say the driver lied about his name, then resisted arrest when officers determined he'd given a fake name. The man began to resist the officers, which resulted in struggle. The man was eventually arrested and the police officer received minor injuries. A quantity of marijuana and crystal methamphetamine was also seized.

The man faces several charges, which include assaulting a police officer with intent to resist arrest, possession, theft from mail, driving while suspended, driving without a license, operating a motor vehicle without insurance and permit use of plates not authorized for the vehicle. —Compiled by Amanda Steiner

**Addict behind break-ins**

A crack-cocaine addict who targeted unoccupied homes — often while residents were on vacation — took responsibility Tuesday for two dozen downtown break-ins.

Brandon Downie, 20, was sentenced to the equivalent of two years in jail for a spree in Kitchener this summer and fall that began after he ripped off his own grandparents.

In addition, the court was given details of 13 more incidents in which he was the prime suspect because of the timing, location and way in which they were carried out. —Compiled by Amanda Steiner

**Man faces multiple charges**

A 25-year-old Kitchener man faces numerous charges, including



# Mel's fire started to settle drug debt

JUSTIN FAUTEUX  
NEWS DIRECTOR

Two Kitchener men will be going to jail for their roles in the Campus Court fire of April 2010, which caused \$4.5 million in damage and destroyed several businesses in the University Avenue plaza.

Last Thursday, 26-year-old Daniel Campbell and 32-year-old William Schneider pleaded guilty to a number of charges that came out of the fire, including arson. Schneider was sentenced to eight years in prison, Campbell received seven.

While two of the men responsible for the devastating blaze may have been caught, it offers little solace to the business owners who were affected by the fire.

"I've been doing this for about 22-23 years here in town and it's just been very hard work and to have that basically go up in smoke in one night, it's heartbreaking," said Benny Afrouzi, who was the owner of University Vision Centre, which was lost in the fire.

"[Campbell and Schneider] have seven or eight years in jail, but they'll probably be out in three or four years. The sentence that [the business owners affected] have received from this whole event is going to be with us for life. We're paying the price, [the culprits are] not paying the price."

Along with University Vision Centre, the fire also claimed Tabu Nightclub, candy store Sugar Mountain and local favourite, Mel's Diner.

However, Campbell and Schneider only meant for the blaze to destroy Tabu when they threw molotov cocktails through the nightclub's windows. According to an agreed statement of facts, they were hired to eliminate the competition Tabu created when it opened in 2009 by Brent Campbell, the owner of Titanium Nightclub — formerly The Vault — in Uptown Waterloo.

Brent Campbell (who is not related to Daniel) was arrested in June, two months after Schneider, Daniel Campbell and Lyntje Zinger, Daniel Campbell's pregnant girlfriend. Brent Campbell and Zinger still face charges.

"Knowing what the motivation was, it just makes me really, really angry," said Afrouzi. "That someone with such an ill motivation would do such a horrible thing and not think about the consequences or the people that would be hurt, it's really difficult."

According to the *Waterloo Region Record*, the court was told that Brent Campbell hired Daniel Campbell, who worked as a bouncer at Titanium, to eliminate Tabu after he ran up a debt of \$19,000 with the bar owner, to fuel his cocaine addiction. Schneider, another cocaine addict was recruited later for \$1,000, while Zinger reportedly drove the pair to and from the plaza on the night of the fire, knowing what they were planning.

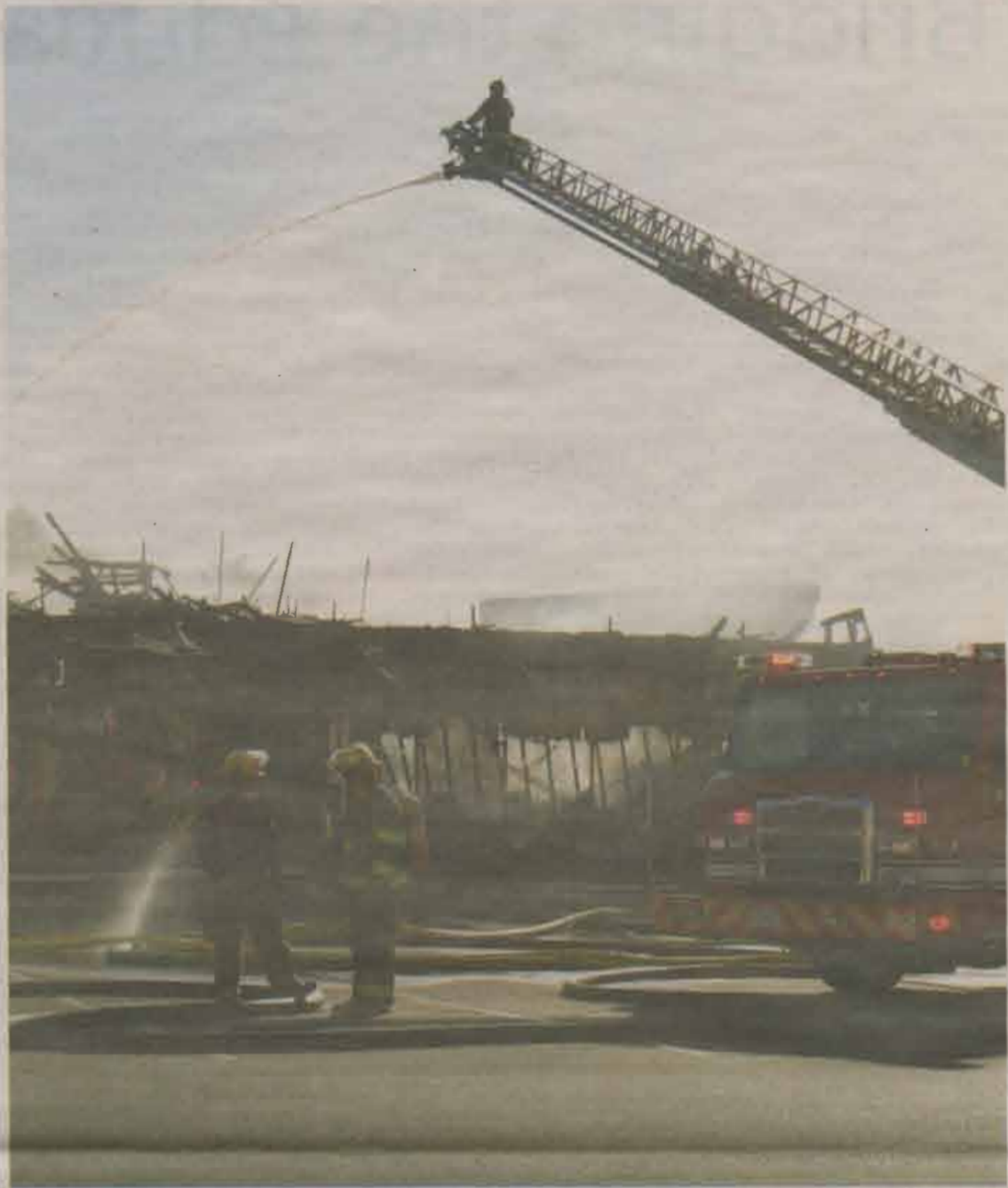
Daniel Campbell and Schneider were also charged with committing a home invasion, along with an unidentified male in Kitchener in January.

The area of Campus Court that was destroyed by the fire remains vacant as none of the affected businesses have been able to return to their previous locations. Afrouzi has moved his business to King Street, opening Campus Eyes earlier this year.

"It's been extremely difficult," he said. "Now, we're really just trying our best to get back on our feet because nothing will change if you're not moving forward."

According to the *Record*, Daniel Campbell wrote a letter of apology, which his lawyer Sean Safa read in court.

In the letter, Daniel Campbell claims to have found God while in custody.



Firefighters spent hours putting out the Campus Court fire of April 2010, which devastated the plaza. NICK LACHANCE FILE PHOTO

## New year to see changes to city bylaws

JUSTIN FAUTEUX  
NEWS DIRECTOR

Getting caught urinating in public just got more expensive.

Last week Waterloo city council approved multiple changes to the city's bylaws and one of them will see the fine for breaking the nuisance bylaw, which includes public urination, increase to \$450. The nuisance bylaw was one of four changed bylaws that came out of last Monday's council meeting, and according to the City of Waterloo director of bylaw enforcement Jim Barry, it will have a broad reach.

"The nuisance bylaw combines

two existing bylaws. Previously there was a nuisance bylaw that was enacted in the 2000s and a dumping bylaw that was enacted in the 70s, so this bylaw combines the two and streamline them," he said.

"This includes a lot of the same things that were included in the past nuisance bylaw, including dumping on public property, public urination, littering, knocking over Canada Post boxes. It also includes things like objectionable odours, excessive amounts of smoke, hindering passage on a highway or public property."

The city also changed bylaws regarding lot maintenance and

property standards, as well as open air fires.

"The open air fire bylaw is an updated bylaw," said Barry. "The key item in the bylaw, it continues, it strengthens the ban on open air fires. We don't allow open air fires ... Even for cooking, if you have a coal fire in your backyard and you're cooking, it's actually prohibited under the bylaw."

Barry added that certain things like natural gas fireplaces will still be permitted under the new bylaw, but the city does not allow the burning of solid fuels such as wood or coal.

When it comes to the changes in

lot maintenance and property standards, Barry said that "the criteria [for bylaw officers getting involved] really hasn't changed, I think it was more just migrating issues from one bylaw to another."

Some of the issues that were moved under the lot maintenance bylaw were what Barry called "minor things like long grass, debris on yards and derelict vehicles."

By moving these issues under the lot maintenance bylaw Barry said it would allow the city to react in a faster manner.

In addition to the four changed bylaws, last Monday council meeting also approved an amendment

to Waterloo's policy regarding overnight street parking.

According to Barry, the city will be moving away from a property-based model to a plate-based model.

Currently each property has 18 exemptions enabling cars to park on the street 18 times per year. Under the new system, individual license plates will have 10 exemptions per year.

"This provides more flexibility to residents. They're not tied to just 18 per property, it goes to plates," said Barry.

All these changes will come into effect Jan. 1, 2012.

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# NATIONAL

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## 'Bridging the educational gap'

LINDSAY PURCHASE  
LEAD REPORTER

According to a report released last week by economist Eric Howe, improving access to education in Saskatchewan for Aboriginals would reap rewards to the tune of \$90 billion. The report entitled "Bridging the Educational Gap in Saskatchewan," was initiated by the Gabriel Dumont Institute (GDI).

The interest in discovering the financial potential of increased Aboriginal education was largely driven by the success of the Saskatchewan Urban Native Teacher Education Program (SUNTEP), which exists at the GDI. "I think the big factor that makes SUNTEP really successful is that it has a very

strong cultural component," commented GDI Director Lisa Wilson. "The students move through as a cohort, which is very important to them to be a part of that group and that learning community."

Now seeing the grandchildren of SUNTEP graduates make their way through the program, success was easily identified.

"Anecdotally we could tell people ... what we thought that value was, but you don't get policy makers and the people who make the decisions around funding to listen to you if you're talking in terms of anecdotes," said Wilson.

Enter Howe, professor of Economics at the University of Saskatchewan, with over three decades of teaching experience and a

long-standing interest in Aboriginal issues.

Howe explained, "There's vast, economic literature about the impact of education on earnings. But much of that literature is stated in terms that, however riveting it is for economists, leaves the rest of the world kind of cold."

According to Howe, in the foreseeable future, Aboriginals will make up half of Saskatchewan's population, a demographic reality that demands immediate action.

If Aboriginal people are not moved further into the economic mainstream, Howe stated that "given Saskatchewan's demographic reality, if we don't do that, the result will be social turmoil like Saskatchewan hasn't experienced since the

Great Depression."

He added, "So if we don't do something to deal with higher rates of unemployment for Aboriginal people, with lower levels of education, we will, to quote the technical economic term, be screwed."

The report breaks down the \$90 billion into three different attributes: \$16.2 billion in individual monetary benefit, \$48.6 billion for individual non-monetary benefit and a \$25.2 billion social benefit for society.

These figures were derived from an application of forensic economics, a technique used to determine how much money a person would have made in their life in the event of wrongful death or injury. This was applied to six different

hypothetical people, with levels of education ranging from high school drop-out to a postsecondary degree, and classified according to non-Aboriginal, Métis or North American Indian. On the clear benefits of educational investment, Wilson, who described the numbers as "staggering," said, "We understand that this kind of education pays for itself very quickly, and you're accumulating benefit beyond the first couple of years."

"This is the information age. The more you learn the more you earn," added Howe. "Your biggest problem is typically your biggest opportunity." Howe concluded, "What I've pointed to is 90 billion dollars which is just lying there. And if we want to pick it up we can."

## Getting smart with money

Financial education discussions taking place across Canada

LINDSAY PURCHASE  
LEAD REPORTER

A series of workshops, speakers and discussions on personal finance have been taking place across the country as part of Canada's first Financial Literacy Month.

This initiative was undertaken by the Financial Consumer Agency of Canada (FCAC), along with the Financial Literacy Action Group (FLAG) and other participating organizations.

"It was just a way to promote the issue of financial literacy and demonstrate the importance of it in the lives of Canadians," said Julie Hauser, the Media Relations Officer for the FCAC.

"It allowed us to work with other partners to present activities across the country, and raise awareness of this issue, and strengthen skills of Canadians."

With approximately 75 organizations participating and 200 events taking place, there is potential for a large impact on the financial literacy of Canadians.

One of the keys to financial literacy is understanding your own needs and the corresponding options.

Hauser commented, "It's important for people to take the time to research and understand the product or service before they buy it."

Although this educational program is relevant to all demographics, some of the events have been

directed specifically at the student population, both at the high school and postsecondary level.

Hauser acknowledged the distinctive needs of students when looking to open a bank account or get a credit card.

The FCAC website also offers tips to consider before signing a contract and a free budgeting calculator to help people "see where you're spending your money, and where you can maybe trim your costs."

"Some people just don't realize, two dollars a day on a coffee, or magazines, or lottery tickets, or cigarettes or things like that — how much they are spending on it," Hauser explained.

And in some cases, it wouldn't be too hard for them to give that up."

In addition, the FCAC provides materials that can be ordered online by any school who would like to host a financial basics workshop for postsecondary students.

Helen Cao, the senior director of the Waterloo Banking Project, and a student at the University of Waterloo, still believes that there is much room to grow in achieving student financial literacy.

"Most of the financial education, it's catered towards balancing expenses and your income, except students, ourselves, often don't have income, and we rely on loans," Cao noted.

While there are many opportunities to develop leadership skills and awareness of career possibility,

"Some people just don't realize, two dollars a day on coffee [...] or things like that — how much they're spending on it."

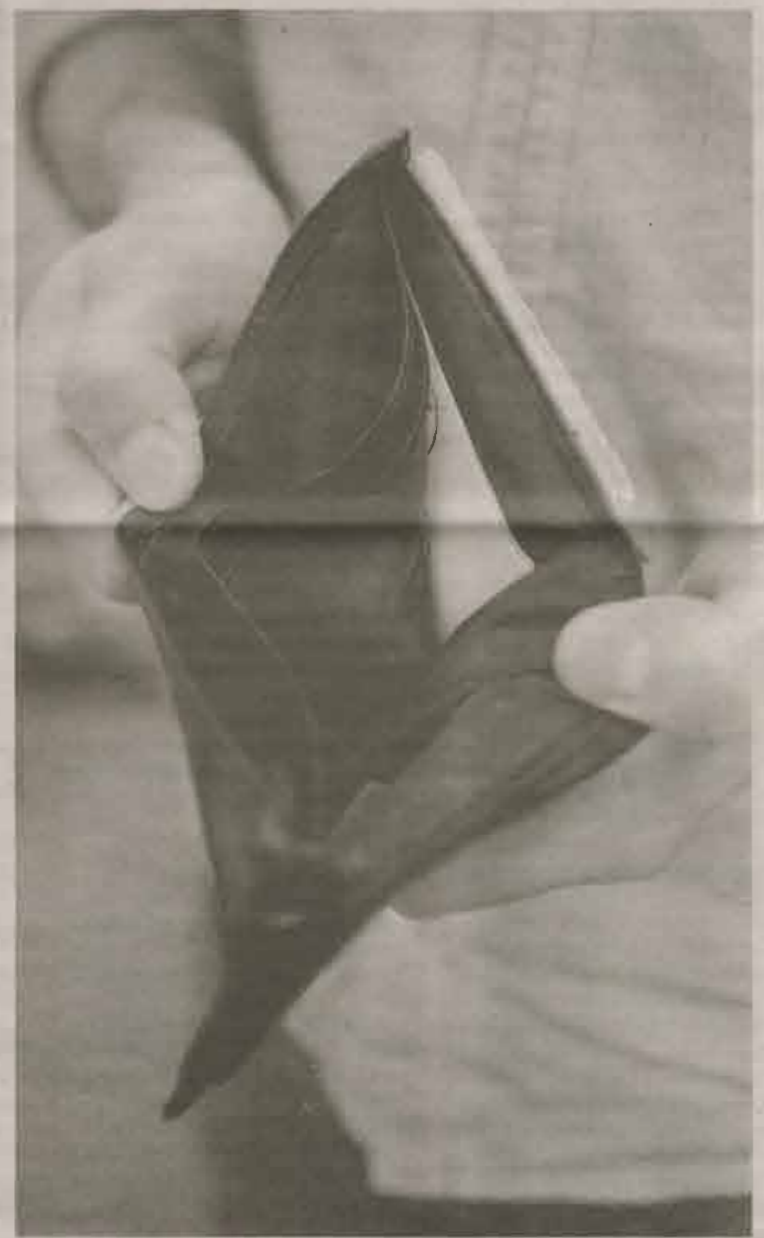
—Julie Hauser, media relations officer for the FCAC

she believes that more needs to be done to specifically target financial education.

Cao continued, "I think from my personal experience there hasn't been very structured financial literacy education system, either in high school or in university."

There's definitely lots of resources both online, and lots of sessions that people can choose to seek help from, but it's not in a way that is far reaching enough, I think."

While there are no events currently taking place in Waterloo, Guelph and Toronto are currently participating in Credit Education Week, and an event titled "Funny Money," will be taking place in Mississauga on November 18.



NICK LACHANCE PHOTOGRAPHY MANAGER

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# Lava Life, E-Harmony and now, U-Date

Co-founders Natasha Varga-Papp and Jordan Dowdall founded the exclusive Canadian university and college students website, which aims to provide possible solutions to issues common with dating sites

LEEZA PECE  
STAFF WRITER

Have you ever declined a friend request on Facebook because the individual was twice your age? Or rejected a potential suitor from an online dating site due to geographic limitations?

A student-founded dating site is looking to provide a solution to such issues common to students within the realm of online dating. U-Date.ca, created by a pair of university students, is currently the only online dating forum exclusive to those in Canadian universities and colleges.

Co-founders Natasha Varga-Papp and Jordan Dowdall are both fourth-year undergraduate students at the University of Guelph, and share credit for the idea. With Varga-Papp completing a degree in arts and science and Dowdall in commerce, the pair are a balanced combination, perfectly suited to lead this start-up venture.

Varga-Papp explained the idea's origin: "We discussed it a couple years ago, just in conversation, how this kind of thing didn't exist. We were intrigued by this, and thought it would be cool to fill that void in the market. Technically, we are the founders. There's a couple people helping us with website development and promoting, but it's basically just us."

To this Dowdall added, "There's so many students on Plentyoffish.com, the biggest free dating site in Canada, to which we offer the first real alternative for students."

The service offers an exclusivity not found on Facebook or other online dating sites. "You have to have a functioning, legitimate university or college email to sign up, which makes it unique from the generic social networking universe," said Varga-Papp.

Furthermore, U-Date offers a sense security otherwise unknown to the online world of social media,

which is accomplished through the site's exclusivity. "We want to create an environment that's secure and safe, and free of 'creepers' for lack of a better word. It's shocking that no one's come out with a service that shields people from that, especially for the student population," Dowdall explained.

Registration is completely free and user-friendly, completed after using a school email to set a username and password. Every profile is filled with basic information commonly found on any dating site, such as age, school and program, interests and goals. The whole process is highly personalized to connect users on a level more relatable to student life. "You can fill in fun facts like what kind of cell-phone you use, your favourite place to study on campus, or your favourite drink to order at the bar — you can tell a lot about a person with information like this," Dowdall added.

Once students are logged in,

means of communication range from sending flirtatious "winks" or friendly messages. "You don't add friends, you can message people or you can wink at them, and then we're looking into getting a chat function in there as well," Varga-Papp said of user interaction that actually occurs on the site. Anything further is left up to individual discretion.

Not looking for a relationship? Varga-Papp emphasizes that although called U-Date, the site serves a variety of functions for its users. "On your profile there is an option to fill in what you're looking for. This can range from dating, to a study partner, to friendship."

Currently, the service allows you to search through a database of 119 users, a number which the pair hope to see increase in the near future. "Right now we're relying a lot on word of mouth, but we have Facebook and Twitter, which users can follow directly from the home page.

"On your profile there is an option to fill in what you're looking for. This can range from dating to [...] friendship."

—Natasha Varga-Papp, co-founder of u-date

We're coming out with some posters soon that we're going to post around Guelph University as well as other campuses, like Laurier and Brock, where we know people," Varga-Papp explained about their marketing tactics.

Dowdall continued, "Feedback so far has been ecstatic. People are excited that there's finally a site dedicated solely to student communication. There's just nothing that really compares in Canada. Essentially we're looking for possible partners for the future."

Varga-Papp concluded with some good advice for users looking to connect quickly "the more information you add to your profile, the more grounds you have to establish and maintain contact with others.

It all comes down to one simple mission — connecting students online."



## Canada in brief

### Students take to the streets in Quebec

Thousands of Quebec students staged a demonstration last week to protest tuition fee hikes in the province.

Up to 200,000 CÉGEP and university students voted in favour of boycotting classes, with the backing of social activist organizations and unions. At Dawson College,

students blocked a campus entrance and classes were cancelled due to low participation of students and instructors as a result of the demonstration.

However, Academia's top ten quotes Quebec Premier Jean Charest saying he will not back down on the higher tuition fees, which will increase by \$325 annually from now until 2016.

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# Exploring *advertising* and

Examining the resources that Laurier put toward its centennial marketing in a multifaceted world of marketing

Total Spent on Laurier100 Campaign  
**\$828,000**

**\$103,000**  
Local Advertising

**\$645,000**  
National Advertising  
62% Print 38% Online

**\$80,000**  
STC  
Ad-Firm  
Expenses

**\$150,000**  
Market Research in 2008



PHOTO BY NICK LACHANCE. PHOTO MANIPULATION BY TAYLOR GAYOWSKY



# branding initiatives at Laurier

Marketing campaign, In Depth Editor **Mike Lakusiak** digs into the post secondary education

The trappings of Wilfrid Laurier University's centennial celebration, an event that spanned the better part of two years and included all manner of recognition that a Lutheran seminary was opened at this campus in October 1911, have been relatively prominent. From the banners adorning various buildings to the pricey statue of the university's namesake at the centre of campus, there were ever-present reminders that this milestone was to be celebrated to the nth degree.

Perhaps not surprisingly, the occasion was seen as a good opportunity to increase visibility of the university locally, provincially and beyond. The Laurier100 centennial advertising campaign included full-colour ads in major national publications including *The Globe and Mail* and *Maclean's* magazine as well as in regional media like the *Waterloo Region Record* and *Grand* magazine. Prominent homepage advertising space was taken out on the *Globe's* homepage and the iPad app version of the *Maclean's* university rankings for this year featured ads for Laurier as well. The recognizable logo was also splashed on the bodies of Grand River Transit buses.

The sheer extent of the campaign made it notable and in the interests of finding out more, The Cord spoke with those behind it and others familiar with the branding and marketing of institutions of higher learning.

All told, the tab for the Laurier100 campaign ran to over \$825,000 not including the associated market research conducted prior to its official start as part of an envisioning process that took place in 2008. This puts it in the spending category of many larger institutions in Canada, who spend up to and upwards of \$1 million on advertising annually — albeit briefly.

"We wouldn't have run these sorts of campaigns in the past for sure," said Jacqui Tam, assistant VP of communications, public affairs and marketing at Laurier. "If I use the last decade as an example, we would have probably run \$50 to 60,000 in general reputation advertising in a given year and it would be tied to opportunities that seemed appropriate during that year."

For the national advertisements, there were over 15 million impressions, meaning page views or copies sold of a print publication. "There would have been literally millions of people seeing the Laurier message this year really for the first time ever, which we saw as quite positive," Tam said, underscoring that the motivation of the campaign on a national scale was in part to make the university more visible outside of Ontario, which it has traditionally struggled with.

"We really looked at it from the perspective of what audiences is it important to reach, what the primary and secondary audiences are," she continued. "In terms of the primary audiences, we were really looking at business, government and groups and individuals that really impact university funding as much as anything."

In a more competitive environment

for government funds as well as for students, which Tam acknowledged is a concern given that out-of-province schools increasingly seek out Ontario's high school graduates, other Canadian universities have embarked on marketing and branding initiatives with varying degrees of success. The concerns some observers have raised circle around the seemingly petty tactics particular universities have used to assert that they offer a superior educational product. The commoditization of education that such a situation suggests is also of concern.

## Encounter challenges!

Marketing of universities in Canada varies by institution and there has been some question as to whether it has always been executed effectively or in some cases undermines the institutions through haphazard citing of rankings or other methods that leave the marketing of a university education similar to that of selling cars, beer or other products.

Yves Gingras, a history professor and holder of the Canada Research Chair in History and Sociology of Science at Université du Québec à Montréal (UQAM) has been critical of some methods employed by Canadian universities in marketing campaigns. "It's okay to have marketing as long as it's based on the values of the university — meaning that if your professors are winning prizes or students win prizes, it's good to show that because it's the dynamism of intellectual work," he explained. "But that's not what we see all the time."

He cited his own institution's "Prenez position" campaign that plays up UQAM's reputation of radical action among its student body as less petty than some others he has seen.

"Every university should define its core values like that," he said. "It's when they start to compare rankings that it gets ridiculous."

Branding initiatives have come to be seen as increasingly crucial among post secondary institutions, either to attract government or other donor support and capital or students, explained Rick Hesel of Art & Science Group LLC, a higher education marketing firm in Baltimore.

"Branding has gone crazy, a lot of institutions in the U.S. are spending a lot of money on branding initiatives and a lot of it is wasted money because in many cases it's focusing on things like taglines, logos and graphics," he said.

"In the end those things don't make much of a difference. Branding is effective when it's based on the substantive differences of the institution, curriculum, differences that have to do with the fundamental nature of the education at an institution."

## Come out ahead!

Tam is confident that the Laurier100 campaign avoided these pitfalls. "When we looked at the audiences, we were also looking at the key messages, really

we were focused on telling the story around leadership and purpose [...] that's the short form of how we talk about the vision," she said. "It wouldn't have been appropriate to have a campaign that simply said 'we're 100, yay!' That doesn't work."

"Of course when you're doing a limited number of ads you can't hit everything but we were looking at getting the attributes out there," she explained, describing the university's brand that the campaign aimed to express and build upon.

"In the fall campaign in particular, we were very much focused on making sure there was a research message, a globalization message, integrated and engaged learning and multi-campus as well."

While the primary audience for much of the advertising was business and government, alumni and prospective students were also considered in the planning and rollout of ads to a lesser degree. Tom Buckley, who oversees undergraduate recruitment as assistant VP of academic services at Laurier noted that this focus was deliberate and targeting students who may attend Laurier was never part of the plan.

"There would have been literally millions of people seeing the Laurier message this year really for the first time ever."

—Jacqui Tam, AVP of communications, public affairs and marketing

"When we look at what students tell the enrolment management thinktanks and what they tell us about their decision to come to Laurier, they don't cite things like ads in movie theatres or newspaper ads," he said, explaining that there is little point in trying to engage students this way when they along with their parents are making such a significant decision. "They talk about the importance of visiting the campus and sealing the deal; in our core markets, you can spend a lot of money on traditional media, students tell us it doesn't matter."

While the idea behind the Laurier100 campaign was not expressly student recruitment, the visibility created for the university is intended to have a positive impact as it develops in years to come by spurring whatever funding is available and building upon its existing reputation.

The idea that it might make each degree granted by the institution more valuable in the long term by fostering

that reputation is also a desired side effect.

"I want to try and avoid business terminology here, but closing the deal, finding the people and finding ways for them to make a connection with the institution ... it's not about big glossy ads," Buckley said. "We don't get in a media war with other schools."

"That said, the overall reputation of the institution and awareness, particularly in markets outside of Ontario was definitely enhanced by the centennial campaign, there was increased awareness and we can build on that."

## Get results!

The results of the campaign are difficult to measure, though Tam noted that follow-up market research is being considered contingent upon funding. "Our sense is that it's been extremely successful and that would be tied really to the anecdotal, word of mouth evidence that we get," she said.

"When we did the initial market research in 2008 [...] we saw that as a benchmark. The intent was certainly to repeat it at regular intervals, be it two or three years or whatever seemed logical and affordable." She expressed confidence in the scope and quality of the initial research, justifying its \$150,000 price tag.

Hesel explained that in his several decades observing and consulting in the marketing of higher education in the U.S., a lack of proper planning and research can and has in many cases led to effectively dumping money down the drain. "The biggest mistake that institutions make is proceeding to spend a lot of money without having any empirical understanding of what the outcomes are going to be, what the return on investment is going to be and that happens a lot," he said.

Only time and re-examination of Laurier's profile in the targeted areas will provide evidence that the centennial ad campaign was worth the resources devoted to it, especially in the areas of focus Tam outlined, including a reputation for quality education as it expands to multiple campuses.

As Hesel concluded talking about general trends in university branding and marketing initiatives, he seemed to give some evidence that the campaign may be moving in the right direction toward raising Laurier's profile.

Though he admitted beforehand that he knew little about Laurier specifically, he said, "It sounds like an interesting situation, it's a place with multiple campuses, right? And the reputation across Canada is pretty good, right?"

## How Laurier Stacks Up



...on advertising in traditional media in 2009

—All figures from Jacqui Tam/WLU CPAM



# EDITORIAL

Opinion Editor  
Joseph McNinch-Pazzano  
jmcninchpazzano@thecord.ca

## Reconsider cuts to the languages program

The recent changes to Wilfrid Laurier University's language programs are regrettable and speak to a systemic issue regarding specialty programs at the university. Third- and fourth-year classes in Italian, Arabic and German are being discontinued and courses in Arabic and German will be cycled, making it more difficult for students to complete minors in the subject in a timely fashion. Many Laurier students are enrolling in courses at the University of Waterloo just to finish the degrees they started.

The university cites low enrolment in this decision — the same reasoning used to justify the elimination of the Mediterranean studies program. Yet, with specialty programs such as these, their popularity should not be the main driver of their success and the university's recognition of them.

Students who enrol in these programs do so because they are looking to pursue a certain passion in the subject area. Just because fewer students enrol in these programs compared to other arts programs or even business does not make them any less valid or legitimate. As a whole, Laurier's faculty of arts is basically indistinguishable from other Canadian universities. But with specialty programs, Laurier has an opportunity to develop a solid and unique reputation in select academic niches. As well, these niches can draw the out-of-province and international students the university struggles to attract.

Laurier cannot keep sweeping specialty programs under the rug. The political science, philosophy and economics (PPE) program was one of those casualties in recent years and it was the only multidisciplinary program of its kind in Canada. Why the university continues to review its support for these programs, especially in light of mediocre and disturbing national rankings, is mind-boggling. As a medium-sized university, choices must be made. It's understandable that in a difficult economic climate, not all programs can receive a consistent level of funding. However, we have to recognize that not every student is suited for one of the more popular programs. Students have different academic desires and skillsets. It's up to the university to accommodate these academic pursuits and give as much weight to specialty programs as it does to the ones with significantly higher enrolments.

—The Cord Editorial Board

## University students don't need online dating site

With the announcement of the new dating site for students, u-date.ca, it seems that all students' woes in finding dating opportunities will be gone. Thank God there is finally an opportunity for students to find that special someone who shares their common interests, who is similar in age and is in the same life-space. Where else in university can you do that?

It's too bad students can't enrol in programs at universities with other individuals their age who are interested in the same subjects; it is a shame that no one can meet anyone else in classes and talk about their mutual interests. It's unsettling that there aren't residences at universities where students can interact with each other, away from their parents. And if only there were some student clubs or organizations where people could meet each other, or bars or pubs where students could do away with their inhibitions and flirt shamelessly with eligible bachelors and bachelorettes.

If only any of these opportunities existed.

Seriously, what genuine need is there for students to find their one-night stands and two week-long relationships on the Internet? There are so many more convenient ways to find people right in university — right down the residence hallway or somewhere else on campus. Why go through the hassle of hunting down a catch online?

University is about interacting with people around you. Don't sit behind a computer screen and search out your next date. Turn off your computer and go find people. Online dating is for people who have explored every other option. Please, for all our sakes, hopefully that's not the case for you already.

—The Cord Editorial Board

*This unsigned editorial is based off informal discussions and then agreed upon by the majority of The Cord's editorial board, which consists of 14 senior Cord staff including the Editor-in-Chief and Opinion Editor. The arguments made may reference any facts that have been made available through interviews, documents or other sources. The views presented do not necessarily reflect those of The Cord's volunteers, staff or WLUSP.*

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ALI UROSEVIC GRAPHICS ARTIST

# Occupy movement was bound for defeat



MIKE LAKUSIAK  
IN-DEPTH EDITOR

With the news that, almost simultaneously, protesters in Zucotti Park in New York City's financial district were herded from their camp of the last two months. Chaos at Occupy Oakland continued and closer to home Occupy Toronto protesters were handed eviction notices, a new phase of the movement seems apparent: its end.

I'll preface this by saying that I was covering the Occupy Toronto protests from the moment they began and have been following the movement as a whole about as often as I can refresh Twitter for the several weeks.

I've spoken with observers, protesters, other media and authorities directly. This movement seemed especially interesting because it simply surpassed in scope any of the other protests that have taken place in recent memory in North America.

Journalistic objectivity somewhat intact, if I didn't necessarily hope the protesters succeeded in whatever they aimed to achieve, I hoped that whatever they provoked would be positive and some sort of long-term, relevant change.

That way we would have more to write about and more intelligent conversations about it — I hoped it would be something historically significant rather than an unfortunate footnote.

And for the all that time I really struggled to grasp what it was that could push these protests, this movement (I've gradually grown more comfortable with that term) toward tangible change. The truth is that nothing much has shown up.

A number of criticisms were leveled

against the protests since day one. There were too many messages, no leadership, no concrete demands (and the "unofficial" ones that emerged were comical), lagging public support and the sentiment that these individuals didn't have anything better to do than parade around chanting that these were "our streets" and set up tents in what a colleague at Canadian University Press termed a "homeless man's living room."

What occurred to me and what I hoped wasn't entirely the case was that these individuals might be those that find "protest culture" appealing and a worthy pursuit but without sufficient planning or calculated thought to do much more than garner 15 minutes (or in this case 25) of attention to get their voices heard to some degree.

Unfortunately there's been little evidence that the individual grievances of those who aren't just there to vent about how unjust the world is can be constructively approached in this fashion.

While I'll admit that the American protests have far more of a shot at surviving the winter or reappearing in the spring with any force than the Canadian examples seem to, in both cases the shared traits almost assure that not much will happen.

First of all, at least lately, there has been little progress reported beyond waking up another day in a park without being evicted and as we're seeing even that minor accomplishment is facing challenges.

It is really unfortunate that the "we're still here" sentiment is one of the few obvious achievements.

I'm not just relying on mainstream media with its calculated spin and corporate ownership here, very little is happening that constitutes progress, not simply stagnation.

Second, several protests have been given a negative image by things like overdoses — including deaths — and other issues more associated with those that regularly sleep outdoors than those

who do so purposefully to prove a point. Since the beginning, this has seemed to be foremost a battle for public support, and if there are instances that emergency personnel can deem hazardous and against the public interest, it is a whole lot easier for media and individuals to frown upon the movement as a whole — even if these are isolated incidents. Lately the easy assessment to make has been one of chaos and that's not productive for the protesters that actually aim for change.

Third, and compounding the other two, we live in an era where attention spans can be measured in seconds and news is seen as a 24-hour rotation of event after event vying for that attention.

Not much was happening and what was wasn't positive at all, so the image of the protests was muddled before it became inevitably overshadowed by any number of other events — the European financial crisis and even the events at Penn State last week come to mind. Without a public presence largely accomplished through media attention of newsworthy — being progress or chaos — aspects of the movement, the protesters and their messages are marginalized further than the initial criticisms could ever serve to.

In response to the idea that the dwindling or outright collapse of the movement may happen soon, the counter-arguments are that nothing is accomplished quickly, those truly calling for change won't be so easily defeated and that the authorities were just out to stop this show of dissent since day one. There seems to be some validity to be derived from each of those perspectives, but realistically, the show is over.

To liken this movement to a mere spectacle perhaps suggests it was shallow since its inception, but the cards have been dealt, and I don't expect a resurgence — though I'll happily report on one if I'm proven wrong.



# Ladies, you need to start bundling up



**CARLY BASCH**  
OPINION COLUMNIST

Ladies, we have reached a point in the year where we face a very difficult time with establishing our relationship with the weather. Summer has left us in the cold, bleak and dark mood swings of the upcoming winter.

There are ways to try to make the most of it: by getting Holiday-inspired lattes, eating warm desserts or curling up in that super fluffy blanket. But once the weekend rolls around and it is time to go out, we face a difficult task. What I mean is, unless you have skin that's thicker than a walrus's, our hopes of showing off our legs in super short dresses may and can lead to failure with this cold weather.

Before I get into this, let me clear some things up. I am not here to criticize your choice of clothing attire based on aesthetics. We are all grown ups and are capable of dressing ourselves. This is an issue that I tend to face every weekend because,

I too, want to ignore the cold weather so that I can wear whatever makes me feel confident while going out.

Unfortunately we live in Canada, not California, and there are consequences when wishing to expose skin when it is time to go out.

Now normally when I see so many girls standing in line patiently for the Fox or Chainsaw or Starlight, doing the best "curl-up-into-a-ball-to-preserve-heat" position that I have ever seen, I give my sympathetic looks and continue marching down the street.

However when an incident happened, that caused me to get sick because I did not feel it was necessary to cover up properly and listen to the warnings that the reliable weather channel gave me, I learned my lesson the hard way.

With the lines getting longer, trying to get into the bars and clubs and the temperatures dropping, the cute little American Apparel-esque dresses everyone likes to show off do not make the cut for keeping our body heat at a comfortable temperature.

As tight as they cling to your body, if anything, they do a great job of riding up your legs and exposing more skin.

Waterloo is exploding with students, which means longer lines

at the bars. What used to be waiting outside for a couple of minutes has turned into 30 to 45 minutes of standing outside. This is where the problem occurs.

There is no place to hide from the wind and who wants curl up next to that idiot who is trying to get ahead of you in line? That solution is non-applicable.

It is time to embrace your jackets (not blazers, your actual winter coats), your cute jeans that make your butt look good and use the excuse of covering up so that health problems do not arise and your skin will not be chopped up and dry from the temperature.

There are hiding places you can stash away your coat if you do not wish to fork over the two dollars and do coat check.

Also now that your torso is protected by the heat of your warm jacket, this also means bringing along your scarves and mitts. We stash them all the time in our sleeves when sitting down in class — you can still do it at the bars.

I know it is difficult to retire the cutest summer outfits that you have managed to put together and, by all means, show them off to as many people as you want. However, I think regardless of what choice of clothing you choose to wear, being



STEPHANIE TRUONG GRAPHICS ARTIST

proactive about your health should be a main priority.

Bundling up does take more effort, but you never know how long you will be outside.

That extra warmth could save you from getting extremely ill. Besides, nursing hangovers is already a difficult task — why would you want to

add on the flu? So, next time, let's all give ourselves a nice warm hug by embracing jeans, tights and proper winter accessories.

I know personally by doing so, it will motivate me to actually go outside and have a social life in the midst of the upcoming harsh winter temperatures.

## You Know What Yanks My Cord ...



... the asininity of "popular" culture. It should be alarming that more people are privy to the details of Kim Kardashian's divorce, for example, than to the morally indefensible state of world hunger. The world's population recently reached seven billion; we currently have the resources to feed approximately 12 billion people on this planet and yet nearly one billion go to sleep hungry every night. It may be impossible to avoid your daily bombardment of celebrity tabloids and other related media, but it should not take up so much of your time as to muddle your priorities.

As university students, we occupy a uniquely privileged position in terms of the resources for personal growth that are at our disposal. Our "formative years" certainly did not begin and end with high school; now is truly the time when we will come to flesh out our beliefs, values and relationships. Don't know where you stand politically? Not sure about your position on civil rights? Don't know how to — gasp — talk about your feelings? That's totally fine, because this is the perfect place to develop those ideas and skills and to find out who you are.

I don't mean to come across as

some curmudgeonly party-pooper. There should always be time made to forget our troubles and just have fun. However, you might want to re-examine your priorities if you find yourself spending more time contemplating *Big Brother* (the show) than the insight that can be drawn from George Orwell's *1984*. We pay good money for the resources here that will eventually earn us a degree, but those resources can also be incredibly valuable to the enrichment of our understanding of ourselves and our place in the world.

Consciousness-raising — that is a more worthy expenditure of our free time. Instead of several hours with Call of Duty, I'll try to spend more time each day with pressing issues, such as building strong relationships with my peers, remaining speculative of my political beliefs and moral values and broadening my emotional horizons through poetry and art. Were I to sit upon some high horse it wouldn't have a leg to stand on, since I freely admit to being distracted by immaterial novelties. But if you agree to the sentiments above, then I'm glad I'm not the only one. We can aspire to greater things together.

— James Formosa

## Online comments at thecord.ca

### Business degree not a ticket to success

Re: "Major versus major debate a waste of time" Nov. 9

Comment posted: Nov. 10

The points made in your article are all valid. A degree is not a magic ticket to success. I assure you that business students, especially those in co-op, know this better than anyone. Through hard work, initiative and perseverance, one can be successful with whatever degree they choose.

More famous examples tell us that we don't even need an undergraduate degree to found the next billion-dollar enterprise, whether it be the next Microsoft, Apple or Research in Motion. But all things being equal, certain areas of study are more likely to lead to employment.

Now, if we are to all "get a little perspective," let's take a step back. We are overanalyzing a harmless debate.

Take a walk over to the University of Waterloo where there are well-established rivalries between faculties. It's part of the culture. As a double degree business and math student, I am well-accustomed to it. We love being one big happy family here at Laurier, but even family members can poke fun at each other. It's a consequence of growing as an institution that faculties will assume

their own identity and voice.

A high school teacher of mine once told me that university will make you analyze absolutely everything to death. I think regardless of faculty, you will agree that that's true. How about we let this one go and just have some fun?

— Marc Soares

### Terrorists lose their constitutional rights

Re: "Obama betrays American Constitution" Nov. 9

Comment posted: Nov. 9

When you join a terrorist organization dedicated to killing Americans from outside its borders, you lose your rights as an American citizen protected by any American constitutions or covenants.

When al-Awlaki joined Al-Qaeda, he became a man without a country, not only unprotected by the American Constitution, but also unprotected by the Geneva Conventions due to terrorist organizing. Terrorists are not entitled to sovereign protection, regardless of their origin.

Regardless of your citizenship, it's clear what your rights are when you decide to become a terrorist.

You either turn yourself in, or you will be pursued dead or alive, as you

will have given up your rights under the American Constitution. As a terrorist against your originating country, you have placed yourself and your "cause" above your country, the constitutional protections it affords its citizens and the safety of the citizens.

There is no constitution to even be discussed. What the hell are you talking about?

— trollCall

### Marxism not the answer to Greece's issues

Re: "It might be time to reconsider Marxism" Nov. 9

Comment posted: Nov. 11

You provide certainly an interesting opinion on the Greek debt crisis.

It seems far more likely that this failure is a perfect example of why while free trade and open borders were good, the idea of having a single currency for them was a horrible mistake — one which they are making worse by suggesting they need to centralize governing power more to respond to this.

All that adding Portugal, Greece, Spain and Ireland to the European Union did was reduce the risk of holding Greek bonds prior to and following the financial collapse.

— Guest3





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# OPINION

Opinion Editor  
Joseph McNinch-Pazzano  
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## Closing the gender gap in Canadian politics

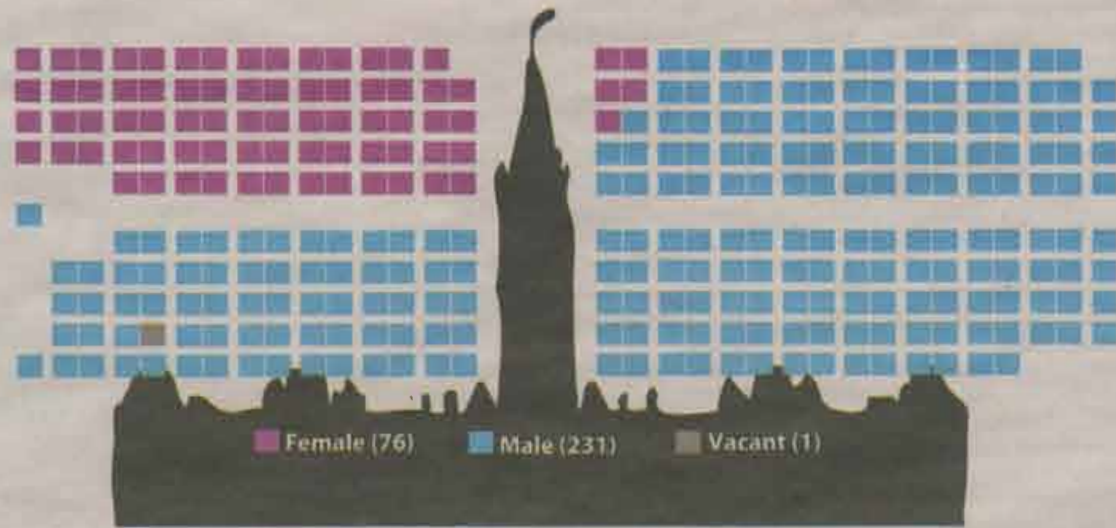


EMMA VAN WEERDEN  
OPINION COLUMNIST

Well, the results are in and the state of women in Canadian politics has once again been found lacking. Last week the CBC reported on the findings of the World Economic Forum (WEF), citing that Canada ranks a disappointing 18th in the world rankings of women in politics.

For anyone who remotely follows politics, particularly at a federal level, this finding is by no means a startling revelation. It is no secret that there is a vast disproportion between men and women sitting in our House of Commons. As such, what should such a study like this mean to us?

The lack of women in politics is something which cannot be taken lightly. Canada operates under a democratic system in which there should be representation of the population. Essentially, the people sitting in the House of Commons are supposed to form an accurate snapshot of the Canadian public, allowing all the interests and concerns of the public to be brought to the table. It goes then almost without saying that having no women would lead to an inaccurate representation of women. Having women in politics



MITCHELL CHEESEMAN GRAPHICS ARTIST

would serve to bring up concerns and ideas which may otherwise, even inadvertently, go by unnoticed.

When reading the comments underneath the article on the WEF's report, there was a recurring theme. It went something like this, "Women just don't like politics. They have simply chosen to go into other fields of work." My gut instinct was to hesitantly agree with this statement. Even though I have a deep fascination with politics, I realized a long time ago that this feeling was not shared with the majority of my female friends. It is possible that for some reason women and politics just don't mix?

For expert advice on this question I emailed Andrea Brown, a political science professor here at Wilfrid

Laurier University. She explained that many barriers to women in politics occur in a variety of ways, most notably through unflattering media coverage and a general discouragement of women from seeking positions of power from a young age. All of these factors join together to give us our present situation: a democratic system that is missing the voice of a large part of its population.

WEF has suggested that 30 per cent is the appropriate quota to strive for women's representation. When women hold 30 per cent of the highest, most privileged positions, gender equality will steadily improve, or so the argument goes. In their ideal sense, there is a definite argument that can be made for

quotas. They provide a target, a concrete goal against which the organization can measure their development. By putting out reports such as these, the World Economic Forum is keeping a very important issue in the spotlight.

However, I still view the entire idea of a quota with a bit of hesitation. It seems to me that implementing any quota draws an incredibly fine line between equality and discrimination.

Discrimination is defined as "the treatment of, or distinctions made, in favour of or against a person based on the group to which they belong, rather than on individual merit." Selecting a woman for a seat simply because she belongs to a particular gender group is no less

discriminatory than excluding her for the same reason.

Equality in politics is essential, but if we try to implement it by force, aren't we only perpetuating discrimination?

In our search for the balance point between these two sides we must turn back to the definition of discrimination. This definition ends with an interesting word: merit. It is this word which I feel provides the answer to our questions. At the end of the day it is the capabilities and qualifications of a person which must gain them the job, rather than their age, height, ethnic background, gender or any other sort of differentiating feature.

This is particularly important when it comes to politics, as the decisions which are made here can alter the course of our lives. The reason why women have so long struggled to hold a place in politics is not because they lack the merit to do the job, but because their merits have historically been devalued. As such, agreeing on a targeted number of representation is healthy for reminding the public of the vital role diversity plays in politics.

Yet, a quota must never turn a person's gender into a merit in and of itself.

To provide long-term support for equal representation within politics, we must first focus on changing the framework of socialization and media coverage which surrounds politics. Only then can we see true change.

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## Punishments for youth crime aren't serious enough in Canada



KEITHANA SENTHILNATHAN  
OPINION COLUMNIST

Youth crime is an ever-present issue in Canadian society but without a doubt has remained on the backburner of Canadian politics. Neglected by the government and the judicial system, it isn't a surprise that this issue still has a huge impact on our national community.

The Youth Criminal Justice Act, a Canadian statute that came into effect on Apr. 1, 2003, was established primarily to combat this problem by taking a passive approach. The aim was to understand what provokes a delinquent's actions. However, ultimately, the Youth Criminal Justice Act is too lenient in regards to serious youth crime.

No one can deny that many adolescents don't have the maturity to sufficiently understand their actions. With incentives such as peer pressure or a continual lack of strict authority, many young offenders fall into the trap of first committing lighter crimes. As such, this judicial system aims to understand the circumstances that lead to their criminal actions, taking a more optimistic approach to dealing with the adolescent.

Additionally, crime is a part of the public domain and the government is responsible for helping these disillusioned youth better function in their community through empathetic means. There are a large number of optimists who feel that other convictions such as open custody, community service and psychological aid will teach youths to respect the

law as well as society. Therefore, the goal of this lenient system is to address their developmental problems and social needs in order to create successful law-abiding citizens.

Nevertheless, you must acknowledge that it is a mistake to believe that these youth don't have the capacity to fully comprehend the extent of their criminal actions. There are individuals who understand the limitations of our criminal system and take advantage of the court's generosity. It's true that youth who commit very serious crimes, such as murder, receive similar judgment as adults who commit the same crime. However, those cases are exceptions, as the majority of serious youth crimes involve drugs, weapons or forms of assault.

There are a number of problems with these so-called rehabilitative programs. Firstly, they don't have a huge effect on the majority of first-time delinquents. In 2011, close to 60 per cent of youth who had committed violent crimes re-offended in less than two years. Yet, the courts remain lenient towards serious crime. One example is the decline in prison sentences for serious youth crime, which have decreased by 25 per cent. Still, there have been more violent youth offences in recent years than ten years ago. Clearly these individuals are not changing their behaviour and still remain threats to their communities.

In addition, the convictions of adolescents who re-offend do not reflect the seriousness of their crimes, and it is an injustice for their victims. Re-offenders of violent crimes get little to no jail time for subsequent offences as the courts have a preference towards reintegration programs. Undoubtedly, it's not hard to realize that prison sentences are a court's last resort. However, one case I wish to bring up is that of a

17-year-old male student who had committed his second sexual assault in the bathroom of his Woodville high school. Although this circumstance was his second offence within four years, he received a sentence of only 18 months of strict probation. His victim, however, felt that this conviction did not bring her any justice.

The main problem I wish to bring forth is that the majority of serious crime re-offenders have already gone through these programs, which failed to rehabilitate their actions.

Lastly, the majority of these crimes have a large impact on the community and lenient convictions ensure these delinquents return to society much earlier. For example, there was a case in Toronto concerning a 16-year-old student who brought a loaded 9-mm pistol and a sack of cocaine and marijuana to the school.

His actions not only had an impact on his school and the student body but also the educational system that monitors student safety. The court's emphasis on the individual rather than their community is unjustifiable. This increase in youth crime gives Canadian society the idea that there is a lack of security within the public domain. Unquestionably, the actions of these delinquents, no matter how naïve, have a real impact on our society.

Like many adults, young offenders do not concern themselves with the consequences of their actions. In addition, the leniency of the youth criminal courts ensures that these individuals rarely receive strict convictions. Without a change in the Youth Criminal Justice Act, we will not find a decrease in the severity of youth crime. In the end, without a proper form of punishment, how can we expect anyone to change their criminal behaviour?



# CLASSIFIEDS

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# Dear LIFE

*Dear Life is your opportunity to write a letter to your life, allowing you to vent your anger with life's little frustrations in a completely public forum.*

*All submissions to Dear Life are anonymous, should be no longer than 100 words and must be addressed to your life. Submissions can be sent to dearlife@thecord.ca no later than Monday at noon each week.*

**Dear Laurier,**  
A million thanks to all the people who came out to cheer us on. Never have we ever felt like such champions. Sincerely,  
The greatest team to never win

**Dear Second Floor Bricker Student,**  
Please remember to close your curtains next time you decide to get down and dirty with the lights on. Walking from my car to the library at night has never been so entertaining!  
Sincerely,  
Thanks for the peep show

**Dear Life,**  
Wilf's events are still going on! Open mic, dynamic duo and everything are still happening! All upstairs at the Turret. More space, and more booze!  
So come hang out!  
Sincerely,  
ALL Wilf's Staff!

**Dear class is now worth going to,**  
It's nice to know that there are some classy girls that go to this university.  
Sincerely,  
A Classy Guy

**Dear Life,**  
Thanks for shortening the only section in the Cord worth my time.

Sincerely,  
The Cord's viewership would increase tenfold if the whole thing was Dear Life

**Dear Life,**  
I think I'm on the brink of a very important discovery for all of student-kind: It doesn't matter how hard we work in our classes, we will continue to fall behind if we attempt to do everything. It doesn't matter how much we try to appeal to that cute guy/girl, we will fall flat on our faces in the extraneous stress. Even just trying to be a good person when everything's fallen apart around us will not go well, because the rest of the student populace is busy licking their own wounds, and pouring venom into others'. My discovery is that trying to overcome all of these obstacles with good grace and serenity is something that one does for themselves. No one will do it for us. It doesn't make things easier, but it gives us something to look back on proudly.  
Sincerely,  
Hiding-beneath-Hope

**Dear Life,**  
Fuck the IXpress 201 and fuck the

GRT! What was wrong with the 12?  
Sincerely,  
Pissed bus-goer who is here 30 minutes earlier and always takes 1.5 hours to get home!

**Dear Life,**  
Why is it that stupid things like Charlie Sheen and Nyan Cats gets so much attention but smart things like Death of the Author Reviews and the Scarlet Olive never receive any attention?  
Sincerely,  
Unimpressed with today's society

**Dear Life,**  
Why can't all professors pause class on Remembrance Day for a moment of silence? It's a public and federal statutory holiday in Canada that we should observe. Those who serve and have served for our country deserve our thanks, recognition and remembrance.  
Sincerely,  
Even in Education We Should Remember

**Dear Life,**  
Is it just me or are the chairs in the Concourse put together wrong? The little table should be on the

front leg, not the back one. Then it would actually be usable. Plus, it can swing in a full circle, so it would retain its previous functionality.  
Sincerely,  
Picky

**Dear Life,**  
Today (Nov. 10), I walked from 202 Regina to FNCC to Bricker. Saw over 100 people. Ten were wearing poppys.  
Sincerely,  
It costs a fucking quarter, show some support for your vets

**Dear Life,**  
#thatawkwardmomentwhen no one gives a shit about your @lauriermoments. Stop trying to be the next freakin' anonymous twitter account to get thousands of followers. At least if you're going to, be funny/ironic/or anything other than stupid. "Your clock says 9:50, the time on the wall says 9:45 #lauriermoments." That not fucking funny, and has nothing to do with Laurier.  
Sincerely,  
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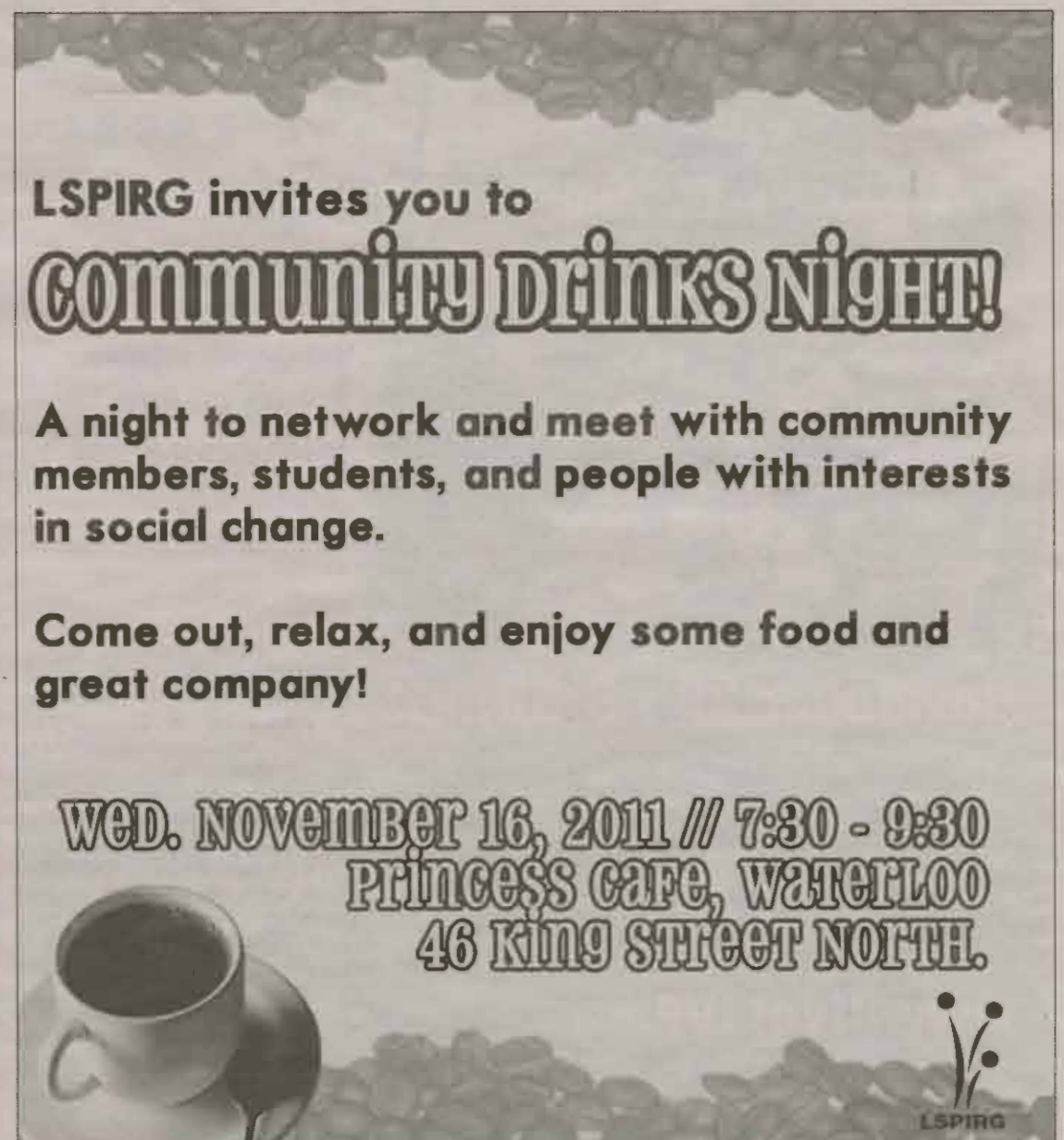
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## Jian Ghomeshi appears at RAM speaker series



KATE TURNER LEAD PHOTOGRAPHER

Host of CBC's *Q* speaks to an audience at THEMUSEUM on Nov. 12, addressing the issues of technology and social media as part of RAM's ongoing speaker series.

—cover

advised to keep interviews under eight minutes in length. Ghomeshi proved these assumptions wrong and showed that what young people crave and appreciate is good content. Ghomeshi has embraced technology as part of his life, explaining how social media platforms, specifically Twitter, enable people to discover news and information in real time. His show, *Q*, is available on YouTube and millions have watched his interviews through this social medium.

Ghomeshi's discussion on how

technology has impacted the ways we interact with one another and the world related perfectly to the RAM exhibit.

The artists involved in the exhibit, including Jim Campbell, George Legrady, Manfred Mohr, Alan Rath, David Rokeby, Daniel Rozin and Peter Vogel, have created unique works that express how each artist integrates personal life experiences with the machine, often resulting in the humanization of machines.

RAM also explores and breaks down the barriers that traditionally exist between the artistic and the

technological disciplines. In a society that often seems to emphasize this division, Ghomeshi provides a unifying view, saying, "Part of innovation and certainly new technology, in a lot of cases as well, has an artistic bend to it."

Despite the connection between art and technology that Ghomeshi and the RAM exhibit reveal, this is a time when we are seeing funding directed at technological innovation and away from arts programs. When asked about the impact of said funding cuts, Ghomeshi told *The Cord*, "It's part of a broader philosophy

that suggests that arts or culture or fine arts are not an important part of the educational experience, and this is simply not true, in terms of studies that have been done on the importance of an arts education on everything from interacting with one's own creativity to critical thinking." He also believes that art is an integral part of our society. "I particularly lament hearing about cuts like this, because I happen to think that Canada is a particularly artistic country. We have a very strong artistic legacy, and I would think that we should be supporting

that legacy that is so important to our very identity," said Ghomeshi to *The Cord*.

THEMUSEUM's RAM: *Rethinking Art and Machine* is a fascinating artistic exploration that mirrors many of the cultural concerns of our time.

This exhibit can educate young and old about how our lives are intertwined with technology and machine, and it highlights the importance of art in understanding our role in a changing technological world.

The exhibit will be on display until Jan. 22, 2012.

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## Musicians compete for "Best Band" title

Local musicians perform in the "Best Band Battle" at Maxwell's Music House

TINA NJEGOVANOVIC  
CORD ARTS

On Sunday night Maxwell's Music House in Uptown Waterloo hosted an event called "The Best Band Battle." The competition, which spans over the period of many weeks, involves 15 bands all vying to be named "Best Band."

This year marks the fourth installment of Maxwell's "Best Band Battle."

The final round is scheduled for Sunday Dec. 11, when the four top bands will compete in front of major agency judges, with prizes that include an opening slot for a major industry band and event, and a management package from Maxwell's Music House including coaching sessions and professional jam space on the Maxwell's stage.

On Sunday night, four of these fifteen bands performed in front of a crowd of their peers and a panel of judges at Maxwell's.

Sunday's acts included The Badly Sketched Poets, Leaving on Tuesday, Pilot Project and The Random Family.

Impressively, the four relatively unknown local bands garnered a great deal of support and turnout for the event, showing their own solid bases of loyal supporters. Maxwell's was packed with people from many different age groups, with

family and friends of the bands in attendance.

Their ability to entertain individuals from such different age groups reflects on the talents of these young bands, and perhaps acts as a preview of the successes in their musical futures.

The atmosphere of the competition was friendly and welcoming; looking around, it was plain to see the level of enjoyment experienced by those in the crowd.

All four bands kept the audience in good spirits with their upbeat tunes and catchy lyrics, delivering a memorable night for music enthusiasts.

These bands were all examples of emerging talent around the Kitchener-Waterloo area that are being given the opportunity to showcase their skills and share their talents.

All night everybody's head was bobbing or their legs were tapping along to the music. Every person that performed on that stage on Sunday looked like they belonged up there, which made everyone else comfortable.

The whole point of this competition is to help the growth and development of the artists.

It's helping the artists expand their horizons, and by performing they are becoming more known to the public eye.

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# "The Mentalist" influences Turret crowd

Wayne Hoffman speaks to *The Cord* about his unusual talents following a show at the Turret on Nov. 10



WAYNE HOFFMAN CONTRIBUTED IMAGE

LIZ SMITH  
ARTS EDITOR

A receptive Laurier audience gathered at the Turret on Nov. 10 to witness a performance by self-proclaimed "mentalist and illusionist" Wayne Hoffman.

Speaking to the *The Cord* following his Turret show, Hoffman explained, "I got started with magic as a hobby when I was eight years old."

"I went to a local magic shop and just kept going there and learned from other magicians and books, and then when I was fifteen, someone offered to pay me to do it. I said, 'hell yeah,' why wouldn't I want to get paid for doing something I enjoy," he continued.

Hoffman's skills have developed greatly over the years, allowing him to solidify a successful career in the performance industry with his unique show. "I started off touring around the U.S., and now I'm touring the world," said Hoffman.

Using a quotation by legendary magicians Siegfried and Roy to express his love for the craft, Hoffman said, "Everybody needs a hobby, and everybody needs a job. So I put both of mine together and that's when my

life became magic, and magic became my life."

Hoffman's career was jump started in 2007 when he was contacted by the television network NBC. Impressed by his mentalism act, the network offered him a spot as a contestant on their show *Phenomenon*. A few short months later, Hoffman was performing at the top theatres in the U.S.

Moving away from an illusion-based performance was a pivotal moment in Hoffman's career. "At eighteen I studied psychology in college, and really got into the science of the mind. From that point forward the mental stuff slowly took over my show," Hoffman told *The Cord*. "I tried the big illusion, but it didn't really appeal to me as much as the mentalism did."

The "mental stuff," referred to

by Hoffman, is his ability to "know what people think, and what they're going to do."

By employing his education in psychology as well as his knowledge of illusions, Hoffman is able to create the appearance of mind-reading capabilities, going as far as to claim he is able to influence the thoughts and behaviours of his audience.

"By looking at a person and seeing how they dress, move, act and speak, I know exactly what's going through their mind at the moment," said Hoffman. "My favourite part is watching how people react. I love to watch them step out of reality for a second and have a good time," said Hoffman of his Turret performance.

Hoffman continues to tour the world, showcasing his impressive talents and intruding into the minds of audiences everywhere.

"I tried the big illusion, but it didn't really appeal to me as much as the mentalism did."

—Wayne Hoffman, mentalist/illusionist

## Governor General's Literary Award winners named

LIZ SMITH  
ARTS EDITOR

On Nov. 15, the winners of the Governor General's Literary Award were announced in Toronto. 2011 marks the 75th year of the prestigious awards. The prizes, administered by the Canada Council for the Arts, honour English-language and French-language winners in seven categories.

Finalists in the fiction category included Vancouver based author Patrick deWitt for *The Sisters Brothers*, which was recently awarded the Roger Writer's Trust Fiction Prize. Victoria native Esi Edugyan's novel *Half-Blood Blues* was a nominee for the Governor General Award and the winner of the Giller Prize, which was announced last week.

The fiction category also included Edmonton's Marina Endicott for *The Little Shadows*, Toronto's David Bezmozgis for *Free World*, and Kitchenner's own Alexi Zenter for his debut novel, *Touch*.

Ultimately, Patrick deWitt's *The Sisters Brothers*, was named by the panel of judges to be the recipient of 2011's Governor General Literary Award, receiving \$25,000 in addition to the prestigious title. deWitt's winning novel *The Sisters Brothers*, tells the story of Eli and Charlie Sisters, guns-for-hire who are tracking a prospector through mid-19th century California.

The 36 year-old author was born on Vancouver Island in British Columbia and now lives in Portland, Oregon.

The award for the translation

category was given to Donald Winkler for his *Partita for Glenn Gould*. For children's illustration, Cybele Young was honoured for her *Ten Birds*, while Christopher Moore won in the children's text category with *From Then to Now: A Short History of the World*.

Phil Hall's collection *Killdeer* took home the English-language prize for poetry, while Charles Foran added yet another prize to his growing collection by winning the English-language non-fiction award for *Mordecai: The Life & Times*.

Lastly, the award in the drama category was awarded to Erin Shields for *If We Were Birds*.

The winners of the Governor General's Literary Awards are chosen by juries appointed by the Canada Council.



CARLEY MCGLYNN GRAPHICS ARTIST

## Arts bites

The latest news in entertainment

### Community bumped

In a much maligned move by NBC, beloved existential sitcom *Community* has been moved from its timeslot for the midseason push. It will remain on hiatus, while being replaced by returning staple *30 Rock*. The rest of the Thursday night "comedy block" will then feature *The Office*, *Parks and Recreation* and newcomer *Up All Night*. So, rather than knock off a painfully unfunny new addition like *Whitney* or the recently disappointing *30 Rock*, the network would rather axe the most original thing currently on television. I must have missed the memo when NBC changed its name to FOX.

### Pitt contemplates retirement

During an interview for an Australian style *60 Minutes* show, celeb-dad/star of *Megamind* Brad Pitt stated that he has about three years left in acting before he throws in the towel. It's probably for the better, in three years his contract with the devil for being ridiculously good-looking will finally expire.

### Fox is Good again

During a charity event for his Michael J. Fox Foundation, the actor broke out an identical red guitar to the one he used in *Back to the Future* and mimicked his famous "Johnny B. Good" scene from the film for the excitable crowd. Once he was finished the set however, Fox had to race back to the old clock tower where he would eventually make it back to 1985. Christopher Lloyd stayed though. He brought punch.

### Porn star reads... to kids!!

Former adult film star/general oddball Sasha Grey caused a bit of a controversy last week when she volunteered her time to read to a group first and third-graders at an elementary school in L.A. Parents of the school children were outraged by the fact that a porn star was a "celebrity guest" at the school, reading to their innocent children. When asked about what the children thought of Gray's appearance, they replied that Gray was okay, but Jenna Jameson would have been better.

—Compiled by Wade Thompson

## Into The Arctic: II explores scenic Canadian north

LIZ SMITH  
ARTS EDITOR

Passionate about the Canadian landscape and its natural beauty, artist Corey Trepanier ventured into the nation's arctic regions for months at a time, braving extreme weather conditions and dangerous wildlife in order to capture on canvas the Canadian landscape which may never be the same again.

*Into The Arctic: II*, Trepanier's second film, provides an extensive look at some of Canada's most stunning and unpopulated regions, as well as a look at the creative process of an artist.

In 2006, Trepanier began his multi-year *Into The Arctic* project with the goal of completing 50 paintings depicting the farthest corners of the Canadian north. He has since completed three extensive treks through the arctic regions capturing landscapes on canvas that have seldom been seen and painted even less frequently.

During the three months it took Trepanier to gather sufficient footage for his newest film, the artist

travelled to some of the most remote areas of the Canadian arctic. Among his destinations were Quttinirpaq National Park, Clyde River, Pangnirtung, Bathurst Inlet and Wilberforce Falls, a 197 foot tall waterfall in Nunavut which Trepanier describes as being among his most "stunning" destinations. None of the destinations captured on canvas are accessible by road, giving one insight into the kind of terrain that is covered in the film.

Nunavut, a location much of the documentary is filmed, accounts for staggering one fifth of Canada's landmass, and only a tiny fraction of its population. For these reasons, many Canadians will never witness the landscape firsthand.

Trepanier aims to communicate the experience of his travels to these remote locations through his paintings. One piece still in the works in Trepanier's collection is a fifteen by nine-foot oil painting entitled "Great Glacier." This painting will be one of the largest landscape paintings ever from the Canadian arctic.

Speaking to *The Cord*, Trepanier recounts some of the most thrilling

moments during the filming of *Into the Arctic: II*. "One night, two arctic wolves came right up to our tent. We had learned that you don't need to fear them when their fur is stained red, because it means they've been hunting. We noticed that about these wolves, so we didn't get too worried."

Another creature encountered on the voyage was polar bears. "They're the only animal that will really hunt you. At one location we saw four within the span of twenty minutes," said Trepanier.

"I hope that through this film, more people will come to recognize and appreciate the beauty of our country, by seeing the landscapes through the eyes of an artist," Trepanier said.

By fusing the worlds of exploration and art, Trepanier brings both a new meaning to travel and an intriguing element to his artwork.

By witnessing the creative process, one is sure to gain a heightened appreciation for both the artwork itself and the dedication of the man behind it. The film debuts at Princess Twin Cinema on Nov. 17.



## SPORTS

Sports Editor  
Kevin Campbell  
kcampbell@thecord.ca

# Former hockey Hawks step behind the bench

Lindsay Arbeu and Andrea Bevan return to the women's hockey team as assistant coaches and have gotten the Hawks off to a 9-0-1 start and a no. 2 national ranking



Lindsay Arbeu (left) is now a high school teacher in Kitchener. Andrea Bevan (right) graduated in 2009 after winning the OUA's player of the year award.

## ASHLEY DENUZZO STAFF WRITER

Behind every great sports team is a dedicated coach working tirelessly to ensure athletic success both on and off the ice.

Add two young, enthusiastic and accomplished former players to that bench and you create a serious coaching staff worth noting.

The Wilfrid Laurier University women's hockey team (recently ranked No. 2 in Canada) welcomed two new assistant coaches to their roster this past year: Lindsay Arbeu and Andrea Bevan.

Both are previous players that tasted gold in the Ontario University Athletics (OUA) championships and Canadian Interuniversity Sport (CIS) finals back in their years as varsity athletes.

Arbeu, who graduated in 2006 with a kinesiology and physical education degree, is currently a high school teacher in Kitchener.

Bevan was a sociology and

geography student who recently graduated back in 2009.

The former players were approached by Laurier head coach Rick Osborne who asked them to come back and help coach the team.

"Coaching was always something that I wanted to do," Arbeu commented. "I think that being a [former] student athlete and living through that has made me a really good coach. I hope that I have something to offer because of my experiences here at Laurier."

"I think knowing what the girls are going through from being in that role not too long ago [creates] a lot of perspective," added Bevan. "I think we can help out a lot in that way."

When Arbeu had initially joined the Hawks roster back in 2001, she was one of 14 rookies.

Five years later, the team would go on to win Laurier's only national championship. Bevan was also a rookie that particular season and would later attain five-straight OUA

championships in the following years.

"It's changed a lot since then," Bevan noted when reflecting on the differences between university hockey today versus six years ago.

"I think the speed has changed quite a bit. It's definitely a lot faster [now], the shot quality is a lot better, and you're getting a lot of players realizing they want to stay in Canada instead of the [United] States. I think that's what's making the quality of the league a lot better."

"When I was here, Laurier was a developing program," added Arbeu. "Now, it's an expectation for [Laurier] to be in the playoffs and do well."

Both assistant coaches agreed that the moment Laurier's women's hockey program really started to take off was when Rick Osborne stepped in and took over as head coach.

"The new coaching staff really turned the team around. The team was kind of headed downhill, and really quickly the team came

together. If you look at the leadership and you look at the coaching that's why this team won a national championship," Arbeu explained. "He is known as one of the best coaches in Canada."

"Rick's an unbelievable coach," Bevan concluded. "And an unbelievable mentor."

As the newest members to the Laurier coaching staff, Arbeu and Bevan's responsibilities range greatly both on the bench and behind the scenes.

Arbeu coaches the offensive players, whereas Bevan takes care of the defence. They are also responsible for video analysis and critiquing the team's overall performance.

Both coaches also engage in pre-game scouting, where they watch Laurier's opponents and develop strategies to overcome the opposing teams.

Finally, Osborne has given the two young coaches the responsibility of the power play and are primarily assigned to help the purple and

gold get one thing: goals.

"Rick's been really, really great," reflects Arbeu. "He wants us right in there. We're calling the lines, we're calling who's up next; we've got the board out; we're showing them what goes wrong, how to fix it. It creates a little bit of time for [Osborne] to sit back and watch the bigger picture."

"He takes what we have to say a lot of the time, and he runs with it," Bevan said.

Both Bevan and Arbeu have assured that Laurier's athletic program is one of a kind and functions well mostly because of the support it has from the school, community and its athletes.

"All [of] that is so important in making any program successful," said Bevan.

The return of the two former Golden Hawks promises an exciting season ahead and ultimately shows that just because you graduate doesn't necessarily mean you have to say goodbye.

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**GOLDEN HAWK UPDATE**

Week of  
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**RECENT SCORES**

11/14/11

M Hockey 5 - Brock 1  
W Soccer 1 - Montreal 2

11/15/11

M Basketball 65 - Keewatin 65  
W Basketball 63 - Riverton 56  
W Hockey 5 - Queens 2  
W Soccer 0 - Trinity Western 1

11/21/11

M Basketball 84 - Toronto 79  
W Basketball 66 - Trinity 75  
M Hockey 7 - Western 9  
W Hockey 4 - LOIT 1

**UPCOMING HOME GAMES**

11/18/11

W Basketball vs Queen's  
Athletic Complex, 6:30pm

M Basketball vs Queen's  
Athletic Complex, 8:00pm

11/19/11

W Basketball vs RMC  
Athletic Complex, 1:00pm

M Basketball vs RMC  
Athletic Complex, 3:00pm

M Hockey vs Western  
Waterloo Rec Complex, 7:30pm

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# Thunder strikes hockey team

New goalie recruit Erika Thunder has brought stability to a powerful team

**CASSANDRA BRUSH**  
STAFF WRITER

If you were to ask a young Erika Thunder where she would be in her university years, she would not have guessed playing as a rookie goaltender on the Wilfrid Laurier University women's hockey team.

Originally from Buffalo Point, Manitoba, the aspiring goalie had dreams of playing hockey for a university in the United States because of her close connections growing up.

Being so close to the border of Minnesota, her childhood years were spent playing hockey for an American league.

It was just one decision that changed her dreams from playing hockey in the states to playing at a Canadian university.

While in her high school years, Thunder decided to move to London, Ontario, to play for the London Devilettes, a junior women's team in the PWHL (Provincial Women's Hockey League).

It was here that she heard about Laurier and their success as a hockey team.

"I knew about the PWHL and I thought that playing for junior hockey would be a good option before I went off to university," Thunder said.

"[I] heard about Laurier when I came to London last year."

Her London team played a tournament in Waterloo, which is where the Laurier coaches first had their chance to see Thunder's skill between the pipes.

"Jim [Rayburn] came and saw me

play in the Waterloo tournament." Thunder said.

That game was the turning point in the rookie goalie's career. There were a few other schools that had approached her with an interest to play on their team, but the first-year thought that Laurier was the best option.

"There was a few others but Laurier was a great opportunity," Thunder said. "I had a better opportunity of playing and it was just the best option for me."

Throughout all of this, Thunder attributes part of her success to her biggest motivator and former goalie coach, her father.

"[My dad] was also a goalie and he loves the sport a lot," Thunder said. "He was the one to push me and would know how to get the best out of me."

Looking ahead into the upcoming year, Thunder has some large shoes to fill.

Liz Knox, the former Hawk goalie, was a major component to the team and a very accomplished player.

Not only is Thunder a rookie, but she must deal with the pressures of trying to live up to this standard.

"I want to be able to step up and become the next Liz Knox or the next great goalie on Laurier," Thunder said.

"I just find that the pressure comes from me I feel; just for me to become the best that I can. I do a lot of mind work. The mental part of the game is a huge part for a goalie."

Thunder has already starred in multiple games this season, and if her early play is any indication, it promises to be a successful year.



THOMAS KOLODZIEJ LAURIER ATHLETICS

Erika Thunder has a 2.24 GAA and four wins in six games to start the season for her new Golden Hawks squad.

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# Lagonia named CIS player of the year



Alyssa Lagonia (shown in left and right) won the 2011 CIS player of the year in her graduating season while coach Barry MacLean (centre) reflects on a disappointing finish. ROSALIE EID PHOTOGRAPHY MANAGER

—cover

and retribution, the Golden Hawks could only watch in disbelief as their incredible efforts of their 2011 season (a 12-2 record, and a team-record 36 goals-scored) evaporated before their eyes and the Carabins celebrate their come-from-behind win in front of them.

It was all following the proper script until three minutes remaining in the match on Thursday.

Malizia had finally beaten the stifling and suffocating backline of the Carabins in the 58th minute when she drilled a bouncing ball on net after it found its way to the shifty midfielder who specializes in beating players one-on-one.

The ball hit a Carabins' defender's head and deflected past Montréal

goalkeeper Martine Julien for the 1-0 strike.

Then, disaster struck.

The Carabins scored off a strike from Éva Thouvenot-Hébert who headed a shot from Véronique Marchese into the Hawks' net to tie the game.

Extra time solved nothing and in the penalty shot contest, Alyssa Lagonia and Sadie Anderson both had their shots stopped by Julien before Tania Pedron, Becca Isaacs and Kelsey Tikka scored for Laurier.

But the Carabins scored on all four of their shots to win the game and advance, where they would claim the CIS silver medal after losing in the final to the Ontario University Athletics' (OUA) champions, Queen's (the Gaels also beat Laurier in the OUA finals).

And like it came up in the OUA finals, officiating was called into question once again.

"You have 24 girls [in the dressing room] bawling their eyes out who deserved a much better fate," said head coach Barry MacLean after the loss. "I think [the game] was taken out of our hands a little bit by some external issues."

On three plays in particular, the soccer Hawks felt they deserved a whistle. The first was a jumping, sprawling kick by Montréal's Emmanuelle Béliveau-Labrecque on Lagonia which brought the star midfielder to the turf.

The next was the tackling of Julia Marchese as she lunged for a loose ball in front of an empty net, and the last was a potential offside on the Carabins' tying goal.

MacLean sat out the team's last game, a 1-0 consolation semi-final loss on Friday due to a suspension for comments made about OUA officiating.

The squad lost to Trinity Western University, while outplaying the Spartans.

"I don't think they scored a legitimate goal," said MacLean of Montréal's tying marker. "We were trying to seal the game [with minutes remaining] and I think they did a good job of that but as [the game] was going into overtime ... [Their goal] took the wind out of our sails."

In both games, the Hawks outmaneuvered and held the majority of the game's possession against the Carabins and the Spartans, but the team just couldn't finish.

Pedron, Anderson, Malizia, Emily

Brown and keeper Mal Woeller shone for Laurier with Marchese and Kelsey Tikka having admirable showings as well.

"Forget about soccer," said MacLean. "You just talk about their character off the field ... They're the epitome of a team. They live and breathe soccer and they'll die for each other ... I'm just devastated for them."

With the season over, the team will graduate Woeller, Malizia, Anderson, Pedron, Lagonia, Isaacs, Marchese and Nicole Currie.

"It's a terrible feeling knowing that the shootout is going to determine the winner," said Malizia.

Then, the Burlington native trudged back to the room to digest the last weekend she'd share with her teammates.

## Game of opposites for men's hockey

ERIC THOMPSON  
STAFF WRITER

The Wilfrid Laurier University men's hockey team experienced both sides of a blow-out this weekend as they rolled over the Brock Badgers 5-1 on Thursday night, before being crushed by the Western Mustangs 9-3 in London on Saturday.

On Thursday, the Hawks (3-7-0) stepped up their physical play, frustrating the Badgers early and often.

A Brock penalty late in the first frame would lead to former Kitchener Ranger Chad Lowry's first goal of the year, and a 1-0 Laurier lead at the break.

The second period was a rough one, particularly for Laurier's Trevor Atkinson. Atkinson suffered a vicious hit from behind early in the period, and a few shifts later got

thrown into the boards after the whistle.

Both plays resulted in misconduct penalties for Brock (5-6-1). Laurier would do its retaliating on the scoreboard with a power play goal by James Marsden.

Then, late in the period, a mis-played puck by Brock goalie Kurt Jory would lead to an easy goal for Thomas Middup, and a 3-0 Laurier lead.

Tyler Stothers would add two goals in the third period, to put Laurier way out in front. With three minutes left, Brock's Andrew Boudreau would break the shutout bid, but the outcome of the game was never really in question.

"I thought effort-wise, we were good tonight. Our execution at times was sloppy but our effort was there. We had some fortunate

bounces on some of the goals," said head coach Greg Puhalski.

"I thought Ryan Daniels had a strong game in net for us, when we had our chances to score, we buried it and that's good for us."

Brock's penalty box needed a revolving door with so many players going in and out. During the game, they racked up 61 minutes in penalties. With plenty of opportunities, Laurier would finish the night 4-for-13 with the man advantage.

"That's an area that has kind of been a sore point," said Puhalski, "but we did score four tonight with the man-advantage but they weren't what you would call execution type of goals. In the end they all add up to the same."

"It was a good, well-rounded team effort and that's the kind of way we need to play when we want

"When we had our chances to score, we buried it."

—Greg Puhalski, Laurier men's hockey coach after Thursday's 5-1 win

to win," stated Daniels after the win. "I thought we had a really good week of preparation and practice and the guys came out hard from the drop of the puck."

Daniels had 39 saves in the win. Unfortunately for the Hawks, they could not replicate the same effort against the No. 4-ranked Western Mustangs (8-0-2). Laurier was thoroughly dominated in the 9-3 loss.

Laurier would get goals from Middup, Mitchell Good and Zackory Ray but it was not nearly enough.

Ryan Daniels and David Clement would split time between the pipes in the loss.

The Hawks would surrender 51 shots against Western and have now been out shot in every game this season.

The men are still looking for their first road win; something they hope to get in St. Catharines this Friday.

They will then return home on Saturday for a rematch with Western.

## Two more wins has women's hockey ranked No. 2 in Canada

SHELBY BLACKLEY  
STAFF WRITER

Erika Thunder is playing like anything but a rookie.

Thunder led the Golden Hawks' women's hockey team to victory Saturday night against the visiting University of Ontario Institute of Technology (UOIT) Ridgebacks by a score of 4-1.

Thunder stopped 17 of 18 shots for the victory while four different Hawks recorded goals.

"In the first and third periods I didn't have a whole lot of shots so it was mainly just staying in the game because it's hard to keep your confidence and focus up," Thunder said

on her fifth consecutive start this season.

"It feels great [being the rookie goaltender]. It's an honour playing."

The Golden Hawks (9-0-1) started out steady, applying pressure to the defence of the Ridgebacks. Eight minutes in, Fiona Lester found the back of the net for WLU's first tally.

Minutes later, the Ridgebacks' Jill Morillo responded with a swift goal past Thunder's shoulder to tie it up.

However, it took the Golden Hawks less than ten seconds to retaliate with a goal of their own, as sophomore Laura Brooker came in alone off the faceoff and beat goaltender Jessica Larabie.

Despite a scoreless second

period, both netminders made stellar saves to keep their teams in the game. Abby Rainsberry of Laurier started off the opportunities with an end-to-end play midway through the second, leaving a solid shot on Larabie, but was denied any rebound.

A whirlwind of shots found Larabie again, but the third-year netminder kept her crease clean without any major opportunities.

The Ridgebacks (4-8-0) responded only moments later with a back-checking opportunity, but Thunder deprived the visitors of any chances. Off a faceoff, Thunder would then pull a glove save to end the pressure from the Ridgebacks.

"I'm really pleased with Erika [Thunder]," said head coach Rick Osborne. "She's out challenging the shooter and she's playing big."

"Every team is trying to go bar-down on her and she's getting a piece of it and she's not making the first move, and she's got a lot of patience. I like how she handled the puck tonight."

In the final period, Laurier exhibited their best action, dominating possession. Defender Alicia Martin undressed the UOIT defence after performing an awe-inspiring toe-drag, and Hawks forwards Paula Lagamba and Katherine Shirriff rounded out the scoring.

Thunder confidently held the

Ridgebacks scoreless off only five shots in the third for a three period total of 18. The Hawks produced 52 shots on Larabie.

"I feel pretty good, my confidence is up," Thunder said with a smile. "I'm ready."

Friday night, Laurier beat the No. 6 nationally-ranked Queen's Gaels (7-3-1) 5-2. Osborne noticed the improvement in Laurier's ability to stay focused for two tough games. "It was nice to see, even on back-to-back [games], our conditioning really pays off."

Laurier will now head to Guelph on Thursday for a rematch of their last visit, where Guelph won 3-2 in overtime.