

INSIDE
Vancouver's
Pacific
Influences

POW

Vancouver, British Columbia, January 18, 1994

QUOTE

"Mandarin has overtaken Cantonese because the big China market has become very sexy."

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ROSA TSENG

CROSS PACIFIC JOB HUNT

Jobless Canadians flee for Hong Kong

BY CHUNG WONG

HONG KONG—As scores of well-educated Canadian talent lose their lustre while mired in unemployment, job insecurity and a lack of promotion, a colony of 35,000 other Canadians have discovered an employment paradise.

They have hopped on a plane to go west. Far west to the East.

They fly offshore to a land where joblessness is virtually non-existent. And now, this land hosts the largest colony of overseas Canadians.

It is in Hong Kong where university grads say their abilities may flourish. Upon graduation, they are practically guaranteed a career-related job with good pay in a city which views education as sacrosanct as religion. A reference letter from a professor is almost like a letter from God.

Usually within two years, these Canadians enter management positions. On any given day

20-something Canadians flash business cards in a non-stop drive to increase financial opportunities. With air travel to neighbouring economies on the rise, the young professionals are beginning to speak in the tongue of foreign ambassadors with a vast knowledge of world affairs.

Job turnover almost mimics a stock exchange as employees quit permanent jobs for better ones. Or they leave the city with considerable wealth.

Compared to Canada's staggering 11% unemployment rate, highest among industrialized nations, Hong Kong's rate is only 2%. And it is eclipsed by a 4% labour shortage.

"The 2% unemployed are those who have chosen to be unemployed," said public affairs manager Neil Reeder of the Canadian Chamber of Commerce. He is

While the West is cocooned in a quality of life philosophy of work less for more pay, the East has a vision of work more, get rich and retire in the West.

not kidding.

On Saturdays, local English papers carry nearly 100 pages of job listings for English speakers. For the *South China Morning Post*, that figure peaked at 186 pages last year. The job boom has even given solid business in Vancouver to *Sing Tao Pao* and *Ming Pao* which are read more for the classifieds than

Hong Kong, a city of six million people. Most English-speaking Canadians are inevitably connected to the Chamber. Canada's second embassy was set up here in 1928 to strengthen Commonwealth ties, a year after the first was set up in Washington, D.C. Today there are at least 500 Canadian firms in Hong Kong.

With a buoyant economy, job quality and selection has improved drastically, Reeder says.

The Hang Seng Stock Exchange index recently rose past 12,000 points to a record high doubling the index two

years ago. The increase is attributed to foreign interest from North American fund managers who are positioning investments at China's doorstep in the security of Hong Kong. China's miracle economy has dramatically stirred up demand for human expertise and supply for economic opportunities. And

SPECIAL REPORT

news.

"Now more people have found out about the opportunities so it may take a bit longer to find a job," Reeder says. "It used to only take two weeks, now it takes about two months."

Today Canada's largest overseas Chamber of Commerce is in

Hong Kong is willing to pay handsome salaries for a brain gain it has never seen before in its entire history to satiate the needs of China, home of a quarter of the world's consumers, roughly four times the population of North America.

By contrast Canada's inability to stimulate economic growth, tackle a growing deficit and reduce high taxation has halted foreign investment in Canada and demoralized Canadians.

Christina Pao, 22, who just graduated from International Relations at the University of B.C., discovered that employers in Vancouver were unwilling to hire graduates without seasoned work experience—or even those who had it. Many employers advertising jobs in *The Vancouver Sun* were inundated with more than 500 applications.

On September 14, Pao, who speaks little Cantonese, left for Hong Kong armed with just a resume and dazzling reference letter from a UBC professor. By November 14 she had three job offers: One for a reputable local marketing company, another for a British trading company, and another at a five star hotel for management training.

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MEDIA

Journalism down on credit

BY CHUNG WONG

As a young journalist four years ago, I was given my first briefing at *The Toronto Star*, the nation's largest quality broadsheet daily.

We had heard how gung-ho *Star* reporters were at acquiring hidden information to reach a high calibre of reporting. To balance our zeal, however, city editor Joe Hall, originally from Fleet Street, walked into the room only to tell new recruits: "The most important thing is credibility, remember that. Accuracy is so important, mistakes are an embarrassment." He then walked out like a phantom.

His words struck fear into *The Star's* new recruits. He didn't care what biases or backgrounds we had, only that the facts were correct. If a serious allegation arose and there were factual errors, we would be sent straight into *The Star* doghouse. Stories could not be the product of wishful thinking. Information simply could not be tainted by factual errors. *The Star* would run stories with all the hardware, but not hardware that was hot.

An editor's guillotine hung high above those who risked assumption. So petrified were the cub reporters that anytime they touched an investigative story, facts were triple checked, omissions carefully thought out.

In two major investigations I undertook that summer, I spent many sleepless nights mulling over the facts, wondering if I had slipped somewhere and missed questions. I had read how costly assumptions were in the famed Watergate stories, how simple they were made. The sight of Benjamin Bradlee's tough glare on TV invoked accuracy. *The Washington Post* had a creed: "When in doubt, leave it out." But have the guts to find the facts. That motto was branded in *The Star* newsroom. And the room had a lot of gutsy reporters.

Fact checking becomes complicated when another language is involved. Of late, as a Vancouver correspondent, I've undertaken a special investigation involving Cantonese speaking sources. My foreign editors feel "shaky" when interviews are not recorded. Notwithstanding, interviews involving Cantonese vernacular can be tough to interpret especially when subjects are missing and words like "buy" and "sell" can sound the same. Sometimes the context is missing, sometimes one wonders if a source has heard correctly in spite of repeated questioning. It is, however, a journalist's job to fairly chronicle an event. The interview was redone for confirmation and clarification.

Two stories, two wrongs. When can you tell it is right?

The difficulty in maintaining this professional standard arises when reporters and editors condone a degree of assumption to accommodate time constraints if not wishful thinking.

Take the latest controversy in *The Vancouver Sun*. A *Sun* reporter wrote a tiny article that raised a serious allegation against the Chinese who form nearly 300,000 people in Greater Vancouver. The article was so tiny that even a by-line for the author was omitted. The information lacked scope and in essence was too shallow to justify any allegation.

It was placed on the front page of the city section. And it subsequently raised several conflicts.

To make matters worse, the story rested on a key fact that turned out to be false.

The article purported that a mother from Hong Kong came to Canada to give birth seemingly to acquire Canadian citizenship. This incident was tied to the issue of passport babies which somehow though not explained was tied to the Chinese. These statements were later dubbed

"explanatory paragraphs."

It later came to light that the father was a landed immigrant which meant it was improbable the birth was used to acquire Canadian citizenship. To make matters even worse, *The Sun* published a photo of the parents but mixed up the names of the husband and wife. The errors can only be attributed to sloppy editorial work.

Reporters from the Chinese press covered the story correctly. *The Sun* attributed the error to hospital sources misinforming reporters. The story in essence was based on hearsay. With the Chinese forming more than a quarter million people in the city, one must ask how many more stories on the Chinese will be based on hearsay and how many more Chinese residents will be victimized by language barriers.

Still, no editor of a major news organization would ever approve of correspondents relying on indirect sources. At the very least, we must enlist the aid of trustworthy interpreters. The bottom line is the facts have to be correct and doublechecked when there are doubts. And there must be solid communication with sources. But for *The Sun*, there were no doubts despite the serious allegations. The mistakes were left in.

Yesterday there was another mistake (see PIs page 3). Are readers expected to figure out which facts are correct?

Another incident I recall vividly may have significantly influenced a political outcome.

Ted McWhinney is the Member of Parliament for Vancouver Quadra, our constituency.

Two days before he was involved in a heated Liberal candidate race *The Sun* published an article with the following angle: A constitutional czar—that being McWhinney—might not win the race because out-of-riding Chinese voters were allowed to vote.

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BETWEEN CLASSES, FOLKS! • NOON=12:30

Tuesday, January 18th

Student Health Outreach Program. Health Eating Clinic, eating on the run, cooking for one, surviving residence foods, etc. Noon-1:30, Brock 207. Registration required 228-4044. Meets weekly for 4 weeks.

Overeaters Anonymous. Weekly mtg. for compulsive overeaters, bulimics & anorexics. Noon-1:20 each Tuesday. Lutheran Campus Centre.

UBC Photo Society. Gen. mtg., 7pm, SUB 207/209.

Thursday, January 20th

Joblink (AMS). Seminar - How to find a summer job. Noon, SUB Party room.

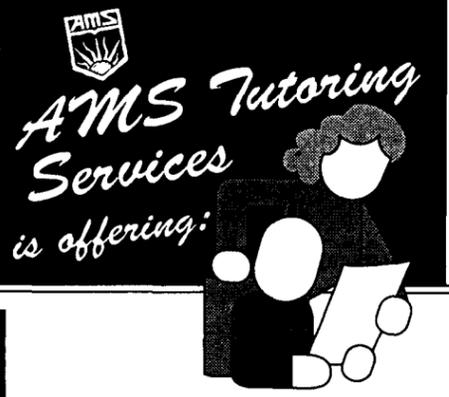
Student Exchange Programs Office. Info. session (LAST ONE!!). Noon, BUCH A104.

UBC Women's Centre. Coffee and Herbal Tea House: All women and their children welcome. 4:30-7:30pm, UBC Women's Centre — SUB 130.

Friday, January 21st

Nursing Undergraduate Society. "Directions in Nursing" Presentation series. Discussion forum for undergrad students with B.S.N. practising nurses. Noon-1:20pm. Univ. Hosp. - UBC Site, Acute Care Pavilion T-188 (third floor).

Next issue of POW • Feb. 4



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NEWS

INbrief

Lawyers on the street

UBC which launched the nation's only Phd in law this year has limited law school admissions to 180 down from 240 the previous year. The bad news is the school expects many of its current students to be unemployed after graduation as lawyers from the east arriving in Vancouver have saturated the job market. Those lucky to find articling jobs required before they pass the bar exams may earn \$1800 a month.

A \$10 million violin complex

A \$10 million donation by the Chan brothers Tom and Caleb, the university's second highest ever, is helping to pay for a new Performing Arts Centre. The complex will be designed in the shape of a violin by architect Bing Thom and will be located at the site of the old Armouries complex next to Frederick Wood Theatre. The Chan brothers, known for their real estate developments at Whistler, downtown Vancouver and Hong Kong, originally donated the amount anonymously. Their gift came from the fundraising efforts of UBC Chancellor Bob Lee and former Lt. Gov. David Lam. Peter Wall, Lee's longtime real estate partner, is the campus' biggest donor. He gave \$15 million recently.

Students paid to see city's dark side

They see drug overdoses, bar fights and lost children. But they do not carry guns or make arrests.

Vancouver police have started an employment program for university students equipped with the cultural expertise demanded by their beats. The students are paid \$9 an hour and assist with note-taking and routine radio checks. Edward Shum, a UBC science student, filled one of eight positions available for 180 applicants. The federally funded program is designed to improve the community compatibility of the police force.

.007: UBC license to stop

Police roadblocks stopped 350 cars at UBC during the holiday and issued five warnings. After a warning, a driver must leave the vehicle and arrange for other transportation. Warnings may be issued even when a driver's alcohol level is below the legal limit of 0.08.

PRIVACY

PIs will spy on university students

BY MICHELLE WONG
AND CHUNG WONG

We report what we see—if they're with a Chinese girl...if they're at a bar.

Private investigators hired by worried parents may soon be spying on university students, checking if they are at classes and if they are meeting the appropriate friends.

A Hong Kong firm, in the process of setting up shop in Vancouver, has offered parents a chance to spy on their adult children in Canada.

Dubbed "Gradwatch" by Hong Kong-based Fact Finders, the service is the brainchild of an ex-military police officer.

"Nobody's ever thought of this idea," director of Fact Finders Ken

Allan said this morning. "Gradwatch was only created by myself a week ago."

He says he may also open an office in Toronto.

"Our guy at the moment is in Vancouver. We haven't got the premises yet. It's still at a very early stage."

After advertising Gradwatch on Friday in Hong Kong's *South China Morning Post*, Fact Finders received a dozen customer requests and an onslaught of media questions. Allan has become a local celebrity overnight in Hong Kong.

He said *The Vancouver Sun* was

incorrect in reporting yesterday that his firm was already operating in Vancouver and Toronto and spying with candid cameras.

"That's a little bit over the top on the spying bit," he said. "We do use a hidden camera in a video bag in Hong Kong. We actually haven't got one in Vancouver. We don't even have an office yet."

The 14-year-old company specializes in trademark and commercial inquiries in Hong Kong and helps clients with credit information or infringement on intellectual property rights, he said. Gradwatch was added as a

supplementary service which also includes guardian services. The concept came when the company decided to start services in Canada.

At present there are about 16,500 Hong Kong visa students in Canadian colleges and universities.

"The Chinese are very protective of their families. If one of their children is overseas, and doesn't have relatives, we can check on them openly to make sure they are safe and sound," Allan said.

"When the parents don't hear from their children they may become concerned. They may have absolutely disappeared off the face of the earth or been murdered...Or maybe instead of studying they have run off with a young lady."

SEE PAGE 6

AM quake terrorizes LA on fire; 27 dead

BY MICHELLE WONG

An earthquake ripped through Los Angeles county and its surrounding area early yesterday morning. Resulting fires, floods and massive structural damage have left 15,000 people without shelter and over two dozen dead.

Thousands have put up makeshift housing in front yards and public parks. Many are scared to return to what is left of their homes, fearing they are now structurally unsafe.

Measuring 6.6 on the richter scale with an epicenter in the San Fernando Valley, the quake produced damage to LA from Hollywood to Westwood, and was felt as far as Santa Barbara. Over 200 after-shocks continued after the main tremor, each measuring between 2 and 5.5 on the richter scale.

Three valley hospitals have shut down and mayor Richard Reardon has asked businesses to close in an effort to keep people off the streets. A curfew has been instated to prevent looting.

"All the supermarkets have lines to enter. The gas stations have lines. It's terrible," said LA City College student Ruben Garcia.

"A lot of the city is at a standstill. The amount of power on the streets is to prevent looting. They have in place a lot of

emergency procedures from the riots and they're utilizing it," he said.

Major freeways and overpasses have collapsed, and aqueducts and power stations have been disabled. Countless water mains have burst and gas mains have exploded, touching off scores of fires.

Damage to homes and freeways resembles the aftermath of the area's last big quake in 1971. The freeways collapsed then as well but were rebuilt, supposedly strengthened against earthquakes.

"It's a damaging, potentially fatal earthquake, but not a large earthquake," said Vancouver geophysicist David Vogt.

Dozens of earthquakes measuring 6.6 on the richter scale occur each year, but the LA quake is making world headlines because the city is a major population zone and world media centre, Vogt said.

Experts have been predicting a n even larger quake to hit Vancouver.

"We're expecting a mega-thrust. The last one occurred 300 years ago and big earthquakes operate in a 300 to 500 year cycle," Vogt said, adding that the Lower Mainland has survived hundreds of major geological disturbances over the centuries.

"We do know that Vancouver won't disappear or that Vancouver Island won't do a double black flip.

"We don't know how all the man-made structures will respond to a major earthquake."

HEALTH AND SAFETY

Electrocution blacks out UBC

BY GRAHAM COOK
AND CHARLES NHO

An electrocution which burned half a man's body caused a one hour blackout at UBC last Thursday.

An electrical superintendent whose name has not been released was working on switches in a room at the Green College construction site. He was apparently unaware that one of

the two lines in the room was still active, and was jolted with about 1200 volts of electricity, according to UBC media relations representative Steve Crombie.

UBC Fire Department chief Steve Norden said the man "reached out for a power box that he thought had no power. Electricity ran up his arm, burned his legs and then went into the ground."

The man was an employee of Rickett-Sewell, a company

subcontracted by UBC for electrical work.

The accident occurred at 12:30pm last Thursday, and caused a blackout for more than an hour in Angus, the UBC bookstore and the computer science building.

"I was in the computer annex and all of the sudden the computers all went blank. Everybody started to panic," said Michael King, a 4th year student.

The electrocution was a rare

incident in UBC history.

Said Norden, "I have been here 22 years and this is either the first or second time it has happened while I have been here."

"I've seen downed wires, even a lightning bolt hitting a tree and injuring someone, but never anything like this," said Norden.

While the victim received serious burns, his current status was not available at press time.

POW PHOTOLIFE



Watch out for the March Photo issue of *Pow* as photographer Rosa Tseng (above) and her colleagues exhibit photo essays and investigate how to break into the local photo industry for the new back page Option section.

PETER KAO PHOTO

This year, the AMS is offering you a new kind of slate...

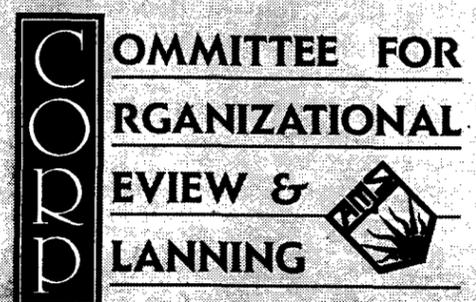


A clean one.

The Alma Mater Society Committee for Organizational Review and Planning (CORP) was created in order to evaluate your student society. CORP is to propose improvements that will make the AMS a more effective organization and an even better resource for the students of UBC. But we can't do it alone. We need to know what you want to see from your student society, and what will best benefit your life at UBC. Please stop by the CORP suggestion boxes on the SUB Concourse and drop off your ideas, suggestions, complaints and/or opinions, or drop them off at the AMS Executive Offices (SUB Room 238). Because, JFK notwithstanding, it's time to ask what your Alma Mater Society can do for you.

Written submissions may be given to Terri Folsom, Administrative Assistant, SUB Room 238. Oral submissions may be scheduled through Randy Romero, Assistant to the President, SUB Room 256 or at 822-3972.

For more information, please contact Bill Dobie, President, SUB Room 256 or at 822-3972.



NEWS

MANDARIN

One hot tongue

Fall of Bamboo Curtain: Rise of Mandarin

BY JULIE LEE
AND BIANCA ZEE

ON THE streets of Vancouver and in the shops and restaurants where Cantonese was once the major language spoken, Mandarin has suddenly taken over.

Increasingly people are beginning to speak and learn Mandarin. Why so suddenly?

"Mandarin has overtaken Cantonese because the big China market has become very sexy and the hot spot for doing business," said Asia-Pacific Foundation director Sue Hooper.

Economists predict that China will have the world's largest economy within 30 years. And within five years, 100 million people in China will have higher incomes than the average Canadian, an amazing turnaround from 10 years ago when the whole nation was practically impoverished.

As of September, 113 Canadian firms had contracts in China.

"Anybody who wants to do anything

important in Asia needs two things: English and Mandarin. Mandarin can be understood in many regions and not just China," said Yvonne Li

Walls, director of Chinese Culture and Communication at SFU's David Lam Centre for International Communication.

"Canadians are beginning to be aware that we have closer ties to the Pacific Rim instead of the Atlantic countries....It took a long time to realize, but it is happening."

With the steady dissolving of the bamboo curtain, China has become the hottest economic bed in Asia if not the world. Canadian businesses and citizens are rooting themselves on China fertile grounds with a view at a more prosperous future.

"Because China is opening up and their economic policies are better for Chinese people and for investment therefore, many people look to China for a new economic market," Walls said.

The surge of Mandarin-speaking immigrants from Taiwan in Vancouver, which began five years ago, offers another incentive

to learn what has been dubbed the language of the 21st century. Already, the language has washed ashore in publishing.

With 4,000 reporters world-wide,

the Taiwan-based World Journal, the world's largest newspaper, publishes 10,000 copies of a Vancouver edition daily. It covers



Ma Quiyan of UBC physics spearheads new China think-tank

LISA KWAN PHOTO

news catered for a Taiwanese readership with its Chinese sentences styled for Mandarin diction.

And nearly 50,000 Taiwan residents have immigrated to Canada, now at a rate of more than 5,000 per year, according to Ted Liao of the Taipei Economic and Cultural Office. Taiwan is the third largest source of immigrants for Canada behind Hong Kong and India.

"Rising immigration is mostly because of investment appeal of Canada, but partially is due to educational opportunities," Liao said.

"Many Taiwanese find the Canadian system more creative than

the Taiwan system.

"As well, Canada offers a better qualitative life. This trait is especially appealing to immigrants. They want to establish an enjoyable future," Liao said.

By far the largest Taiwan-based investment in Greater Vancouver is President Plaza in Richmond, strategically placed across the street from Hong Kong's local pillar of retail, Aberdeen Centre. Still under construction at the President Plaza is a Sheraton Hotel.

"I think that (President Plaza) will attract more investment from Taiwan," said Liao. "There is also an increasing number of Taiwanese

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CHINA LINK

China think-tank launched

113 Canadian companies, with a dozen based in BC, had signed contracts for projects in China.

BY HAO LI

THOUGH China has yet to establish a major presence in Greater Vancouver, a group of scholars and students are not waiting. They have formed a China think-tank to prepare for an imminent opportunity.

A group of professionals, mainly scholars and students from China with technological expertise, formed the Canadian Chinese Society of Science and Technology (CCSST) last spring, enlisting UBC Chancellor Bob Lee as an advisor.

It is Canada's first organized technological connection to China and the first professional association organized by mainland Chinese students.

"We also want to be the bridge between Chinese professionals in the area of science and technology and other related Canadian organizations," said UBC physics professor Ma Quiyan.

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COMMERCE

Lavish event: UBC bridge over Pacific waters

BY GEORGE KING

THEY came from across Canada to the Waterfront Hotel and paid tickets costing as much as front row seats to the Phantom of the Opera.

The event was enough to attract commerce students from the east coast.

With business education altering to accommodate global markets, commerce students at UBC last weekend set up its first conference on the Pacific Rim. And about 150 people paid \$75 to attend a gala dubbed Bridging the Pacific.

"We're trying to get some knowledge and insight from people with an expertise in the Asian Pacific area...so that we can seize the opportunities available to us with the increased globalization, and increased

competitiveness in the global marketplace," said conference chairperson Tina Lai, a member of UBC's Commerce Undergraduate Society.

Speakers included CEOs William Dalton of the Hong Kong Bank of Canada, Donald Hudson of the Vancouver Stock Exchange, William Parasiuk of the B.C. Trade and Development Corp., William Saywell of the Asia Pacific Foundation and David Emerson of Vancouver International Airport Authority.

Several CEOs emphasized a strong demand for young professionals in the Pacific Rim and highlighted a current of North Americans headed toward Asia.

They claim that Vancouver,

Canada's gateway to the Pacific, has been underutilized to the point that it has taken a backseat to the U.S. in Pacific trade. At present, British Columbia trades more with Asia than with the U.S.

"We are the closest North

"We are the closest North American urban centre to Asia, both in distance and in time"

American urban centre to Asia, both in distance and in time," Dalton said.

Vancouver has the advantage of having many people who speak the appropriate languages and have the cultural knowledge, Dalton said.

He said that within 30 years, China will have the world's largest economy. He said in 5 years 100 million people there will have

incomes equivalent or greater than the average Canadian.

At present China is demanding high volumes of consumer products and rebuilding several major cities.

Said Lai: "Right across the weekend most of the speakers have hammered in the concept of a long term investment and the need for a collaborative effort. So by meeting these contacts hopefully the outcome is for us to put our resources towards a common goal."

The project was the first joint collaboration between commerce undergrad and graduate students.

UBC commerce students spent a gruelling 10 months to organize the conference. With no infrastructure in place, they resorted to their education in marketing, accounting and networking to launch the conference.

"For people who haven't been to a conference of this nature, they couldn't even visualize what I was talking about," Lai said. "So I believe the more time you spend on something, the better the results are."

She added, "I would like this to be an annual event, highlighting the topical business issues of the day."

"And I'd like to see the faculty bring all the resources together...I guess towards a more macroscopic level."

"One of the main themes the speakers have been trying to expand on this weekend is the need for a collaborative effort and for us to use our resources before venturing into foreign markets. So if we tap into our resources at home, we'll appear as a very united front."

NEWS

CONTINUED FROM PAGE ONE

College grads flocking to HK for work

PAO worked a week as a client liaison officer for a marketing company, but later found even better work. Those unfamiliar with local work standards or salary bargaining are advised to apply to a foreign firm to reduce risk of exploitation. Today Pao says she is "very satisfied" working as a promotions officer for the Swire Group, an established British trading house, whose operations include Cathay Pacific Airways.

"Here in Hong Kong they really respect education," said Pao. "It gets my foot in the door and gets me advantageous work experience."

This "respect" is also translated into salary. College grads with no experience on average start in a career related job at minimum \$1600 a month. There is also an unwritten wage policy giving employees a month's bonus at the year's end, and another month's bonus for a good performance. Masters graduates start at a minimum \$3500 a month and Phd students start at \$5000 a month. A full professor can earn a six digit salary and receive free housing benefits. The rates embrace almost every profession requiring a university degree.

"To have a Phd graduate working in a restaurant like in Canada would be a disgrace," said City Polytechnic statistics Professor C.S. Wong, who is on sabbatical from Canada. "Here they respect people with degrees. The government has put a lot of money put into education."

Unlike in Canada, however, the Hong Kong government has a surplus of revenue from land leases, alcohol and tobacco taxes and lucrative Royal Hong Kong Jockey Club royalties from horse races. Income tax is a negligible source of revenue and has little impact on government purses. People in Hong Kong actually love their tax system: Everyone's salary from the rich to the poor is taxed at a flat rate of only 15%. Income earned abroad is also tax deductible. And there are no such tax creatures as the GST or the PST to drain



John Parsons, 28, left Saskatchewan for HK for his career in international trade law

consumer power. Interest in Hong Kong because of China, however, has driven up rent and subsequently inflated prices to the level of Canadian prices. Gone are the days of free spending in Hong Kong. Residential rents run between \$12 to \$25 a square foot per month in a high density apartment building and can be an economic burden for those earning less than \$1500 a month. And there are very few accessible social safety nets for the tiny minority unable to work. Other trade-offs for Canadians include a lack of space, hot summer weather, expensive recreation and long work hours. But many young Canadians view Hong Kong as they would a stopover in university: a necessity for advancement.

"There's quite a few young Canadians here. I think Canadians have to leave the country to find work," said John Parsons, 28, of Dunder, Saskatchewan. "There are certainly more prospects in Hong Kong than in Canada."

"I always plan to come back to Canada in the long term, but in the short term, I

plan to be in Hong Kong."

Parsons, who left Canada last summer, has one degree in anthropology and another in law from the University of Saskatchewan. Today he is studying international trade law at the University of Hong Kong. When he graduates, he is optimistic his consortium of contacts will land him a decent job in Asia.

But he said, "I will always be a Canadian no matter where I am in the world."

In fact, in October, Parsons kept a close watch on Canadian politics by attending a coast to coast satellite feed of the federal elections at the Mandarin Hotel in Hong Kong. Only Canadians in Hong Kong were privy to this exposure. In a hotel lottery, Parsons correctly guessed the number of seats the Liberals would win. He was also able to vote earlier in the month through the embassy. A straw poll conducted on election day in a cross section of 250 Canadians at the hotel reflected a slightly different political alignment than that in Canada: 40 voted Liberal,



Christina Pao, 22, a UBC international relations grad, found work in HK after only a month's search

"To have a Phd graduate working in a restaurant like in Canada would be a disgrace."

larger. Economies in Canada and the U.S. may have already reached their peaks: there is little talk of future potential only of recovery of the past. But in nations like China, South Korea, Taiwan, Singapore, Vietnam, Japan and Thailand talk is of endless economic growth.

In the meantime, Canada has little hope in sight for the near future as heavy taxation is killing economic growth on two fronts: consumption and production. With less productivity, free trade has sunk the nation deeper into the shadow of the U.S. The catch is, however, that the government must increase taxation to support social benefits for the impoverished and those affected by economically related social ills. And the unemployed will continue to grow as the manufacturing sector shrinks, the service sector downsizes, the unions grow increasingly unhappy and more university students graduate.

These factors have formed the machinery that constantly gnaws away at Canada's fragile economy. With what remains, the government may be attempting to restart an economy with a dead battery.

But it appears Prime Minister Jean Chretien plans to jumpstart the economy via global trading and foreign investment in Asia's high energy economies. He has added a new Asia-Pacific regional ministry in his second tier cabinet. Former Hong Kong resident Raymond Chan, Liberal MP for Richmond, B.C., has been selected as its secretary of state.

And already a host of Canadian officials has stopped by last fall to woo Hong Kong interest in Canada. They include: UBC President David Strangway who spoke to the UBC alumni association in Hong Kong, Alberta Premier Ralph Klein, and B.C. Premier Mike Harcourt. Metro Toronto—with the assistance of the University of Toronto alumni association in Hong Kong—even had an exhibition to put it on the map in Hong Kong.

16 Reform, 16 Tory, 2 Bloc Quebecois, 2 NDP and 2 Rhino. All were shocked at the overwhelming Tory defeat.

Said Reeder: "People here still do not really grasp what the Reform Party and the BQ are all about."

As their home country's economy and political unity falls apart, Canadians in Hong Kong remain content.

While the West is cocooned in a quality of life philosophy of work less for more pay, the East has a vision of work more, get rich and retire in the West. The average employee here will work six days a week.

Within four years a salary is expected to double. Annual pay raises of 50% found in Hong Kong are unfathomable in Canada. But the steep pay increments give employees incentive to help a firm grow which translates into overall economic growth.

The cross-Pacific job hunt trend is expected to last well into the next century. Even if Canada's economy will grow faster than its current snail's pace, the shadow from the East is expected to grow much

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Pow editor Chung Wong (l) in Malaysia checks up on photographer David Loh (r) who is shooting for a Pulitzer Prize by 1996. The UBC biology grad is currently under consideration for a Reuters fellowship and was a World Press contestant in 1993. He started as a photojournalist in 1989 for The Ubysey.

A city exploding with news

FROM PAGE 11

hired to buttress the paper's financial reporting. *The SCMP* business section has been overshadowed by the popularity of its foreign news. *The Express* intends to give the *SCMP* business section a run for its money.

Skeptics still say Vines's limited editing experience may derail *The Express*, while supporters claim the outspoken British reporter will steer *The Express* on the right track with higher writing standards. To his favour, Vines has enlisted the help of Jon Marsh, the Assistant Editor of the *SCMP*, now his Managing Editor.

Marsh argues that unlike *The Standard* which has fallen on hard times *The Express* has the financial resources to launch a strategic attack into the English reading market.

"I think the *SCMP* is vulnerable because it hasn't really had any competition," Marsh said. "They (the *Oriental* group) are in the business of putting out newspapers very successfully."

Marsh said *The Express* wants to balance non-Chinese expatriates, who are dominant at the *SCMP* newsroom, with local Chinese-speaking reporters. But the task may prove difficult.

"As you know all the journal-

ism schools in the States have been full ever since Watergate," said Marsh, a former correspondent in New York. "It's not the case here. There's not a huge pool of people to choose from. Ideally you have to be bilingual and you have to write English."

"What happens is those people get a phone call from a public relations firm. And they say, why don't you come work for us. We'll double your salary and give you a nice office. And that is how you get rich."

"But I'm very confident we're attracting very good Chinese reporters."

Among them is Carol Hui, 25, of Richmond. Hui, a UBC sociology grad, worked for *The Ubysey* in 1989 as a reporter. After her graduation in 1991, she went on to work for *The Japan Times* as a copy editor and reporter and earned more than US \$40,000 and bonuses. Hui is fluent in Japanese and has a fair fluency in Cantonese. She was hired to work for *The Express* weekend magazine only a day after applying.

"The thing that really attracts people here is the money," she said.

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NEWS



Like many B.C. publishers UBC Press prints in Manitoba to save costs LISA KWAN PHOTO FROM BACK PAGE

selling college books.

"The college text market is highly profitable and extremely competitive to the point of being cut-throat," said Smith.

Ironically, the sale of used books has increased the cost of new texts.

"The students buy a used \$80 book for \$25 and indirectly shrink the market," said Smith. "It's sort of a catch-22. By buying used books at a lower price, the cost of producing the new books goes up."

Publishers circumvent used book competition to a degree by updating textbooks every three years with new research.

There is a lot of money in the college market because, unlike fiction, or any title in the trade market, college texts are easier to distribute to the target readers.

"The college text market can be determined prior to it being printed. For example, there can be an assertion of how many

professors will be using it as a text," he said.

Since the college text is very market-oriented, textbook publishers vie for any advantage that would make their products more attractive to professors. A variety of text "back-ups" or aids that are supposed to improve the teaching of the class usually accompany the text package.

Aids may include audio-visual material, transparencies, and even laser disks. The text book itself may also contain better graphs, full-colour photographs, and up-to-date research material.

"These bells and whistles tend to increase the cost of the text," said Smith. "But all of this is done to give the best aid to the student. The text and its back-ups are designed to enlighten the students with the best research and teaching materials available."

The tricks of the trade are perhaps best learned by first starting with a small publishing house to get an

overview.

As a publishing coordinator for Opus Productions Wendy Darling works with the manuscript as a liaison between the author and the editor through the editorial process until printing. And she will also coordinate the sources for photographs and archival material. Because she works in a small publishing firm she will also do some follow up research into the sales and marketing of books after production. Opus publishes coffee table books and contracts a designer for its covers.

"People who approach us for work are usually very well researched, zeroing in on our specialty and needs," Darling said.

Darling has a film production degree which gave her the experience in coordinating schedules and solving problems. "It is essential to be well-informed, well-read and be able to work on a lot of things at once."

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The competition will be held:

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Voting will take place by mail-in ballot found in the February issue of the *Graduate* newspaper or, in person at the Grad Centre Polling Station February 24th and 25th from 9:00 am-3:00 pm. Mail-in ballots must be received no later than February 28th. The February issue will feature a short statement from each candidate. All Candidates Meeting to take place February 4th at 3:15 pm at the Graduate Student Society.

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The Vancouver Sun's Chinese trouble

THE *Vancouver Sun* seems to have a knack for stirring up trouble with the Chinese, a history which traces back to the turn of the century. Take the latest case.

An erroneous *Sun* story grabbed national headlines to begin the new year just as its relations with the Chinese eased after Elizabeth Aird's controversial October column on "monster houses" (Aird attributed a "monster problem" to the Chinese but failed to interview Chinese representatives).

Now we have a happy moment that *The Sun* turned into mass confusion and conflict.

A Chinese child was born.

Tin Wing Chung was the first baby born this year in the Lower Mainland. Traditionally such a child is endowed by the hospital with gifts. Then...

A *Sun* reporter, nameless to the public (there was no by-line), questioned the origins of the mother—who was from Hong Kong. Somehow the reporter later deduced or strongly implied that the mother came to Canada to give birth so the baby would gain citizenship. The birth became a *Sun* platform for an issue: Asians were singled out as a strong source for "passport babies." Similar issues, however, had not been raised with European and American passport babies of which there are plenty.

All of a sudden the hospital and public question why a non-local, a foreigner, was being granted the gifts. *The Globe and Mail* reported the gifts were subsequently granted to the second baby born, a result triggered by the *Sun* story.

It turns out the *Sun* story was false.

In fact, as reporters from the local Chinese press covered correctly, the father Kit Leung Chung is a permanent resident living in Burnaby. The baby was clearly not a possible vehicle for Canadian citizenship as *The Sun* first reported.

In a follow up, another nameless *Sun* journalist reported the father's business trip to Hong Kong somehow augmented the confusion (The baby was born nine days earlier than the expected January 10). How so? It was not reported.

The father returned soon after the birth. But even then *The Sun* remained confused. In their photo caption on January 7, they think the wife is the husband, and the husband, the wife. Go figure.

At the least, there is a blatant lack of professionalism. A reporter for *The Globe and Mail*, *The New York Times*, or any other quality paper would be fired for such a grand misfire: Facts need to be checked as do sources especially if serious allegations arise. The fact the reporters go nameless in print amplifies the lack of accountability.

Imagine if these reporters were foreign correspondents making assumptions of this degree. It would be a degradation to our profession.

Whoever bungled this story simply was not equipped to do the job; other reporters covered the facts correctly. The fact *The Sun* remains unapologetic further discredits their credibility, something their readers do not deserve from the city's paper of record. Is *The Sun* acting in the interest of the public—or its own integrity?

So this is it?

HERE'S how *The Vancouver Sun* has depicted today's Asians in several major stories of the past months:

Chinese monster houses a monster problem (October).

Dark skinned youths attack Michael Archer (November).

Immigrants from Asia setting up fraudulent companies (December).

Asians give birth in Canada for citizenship privileges (January).

The composite sketch of Asians in Canada is that they are schemers and scammers, neighborhood plagues or gangsters—a similar Yellow Peril orientation to that which prevailed at the turn of the century.

We urge *The Sun* to look at other quality newspaper models for coverage of Asians so it may break out of an attitudinal time capsule. For *The Sun*, race seems to be emphasized in crimes only when Asians are involved. But really, a picture or name will do for identification, just as in crimes involving Caucasians. Even the *South China Morning Post*, a paper still heavily criticized for a colonial mentality, does not identify race in crimes. It also covers the Chinese in a broader journalistic scope.

We urge *The Sun* to cover Greater Vancouver's quarter million Asians as it would other Canadians. Canadians are not only criminals, fraudulent investors and monster house builders. That would only be a narrow focus of journalistic significance. Imagine only reading about the perilous effects of Canadians. How would you feel as a Canadian?

The Road Not Taken: At the Pacific crossroad

THE path is clear. We need to look no further than our own newsroom where we have lost much of our staff and expect to lose more. Recent Vancouver university graduates who aim for successful careers are leaving town. It's no joke.

Our Managing Editor is soon departing for Hong Kong. Our Editor is headed for Malaysia. For good, we hope not for the sake of *Pow*. But reality indicates they will stay in Asia.

Our bilingual Beijing correspondent, almost finished a Phd in chemistry, will soon face a crossroad: He can work barely double minimum wage in Vancouver in a blue collar job or earn \$5000 a month overseas. The figure does not even account for his perfect English and Mandarin which are treasured assets in Asia. How do we keep him in the city?

There is almost no contest.

Our homegrown staff is finding that home is no longer where the cash is. Those who stay panhandle for a glimpse of a career opportunity. Those who leave control their destiny and take charge.

Since it was founded in 1992, *Pow* has been a lucrative career launching pad and has attracted a strong pool of talent. Here's what happened to our founding staff: One is in law school in Halifax. One is studying writing with a Pulitzer Prize winner in Louisiana. Several are in journalism schools despite tight admission at Regina, Montana, BCIT and Ryerson. One is a World Press Photo

Those who stay panhandle for a glimpse of a career opportunity.

contestant in Malaysia while others are being paid handsome salaries in Hong Kong.

While we are happy for their accomplishments, we are sad their talents could not be fed at home. Those who stayed have jobs that pay above average. But let us take note: One is working for London Drugs. One is working at the Hyatt. One is a clerk at a bookstore. One is a clerk at a photo shop. One is working at a library. One is a news correspondent but for a Hong Kong paper.

The best ability one learns at home is how to gracefully endure underachievement in the present economy. We no longer ask what our country may do for us. And we no longer ask what we may do for our country. We simply survive.

But for how long may we continue this existence in the minor leagues while our colleagues excel in the majors abroad?

Our university degrees carry no degree of separation here from those without. One UBC masters graduate under the burden of a heavy student loan recently quipped, "I wonder if I can go to UBC and return my degrees for a refund?" And he has a good job.

Even a human resource czar cannot cultivate a strong team of talent in an arid environment. Notwithstanding, *Pow* remains a special entity to its staff. It is a chance to develop and exhibit abilities, a chance for applied education, a chance to fully use a university background. It's one of the only chances. And it is free.

This year *Pow* will take some strong measures for its staff. Wealth can either be a function of cash or information. And at the least, we will feverishly build up our information wealth.

To keep our staff in high gear, we have budgeted for a lecture series conducted by selected sources of inspiration and expertise who will act as mentors, guiding forces. We will experiment with new technology. Our front cover in this edition has a computer generated image, a medium that has become hot at the prestigious Brooks Institute of Photography in Santa Barbara. Our photographers will have a photo issue to exhibit a gallery of their creativity.

Our stories will increasingly connect to the Pacific Rim and job links. A newspaper succeeds only if it is practical to the readers. And we intend to orientate *Pow* thus so.

With education and job offers shouting from out of town, our supply of human resources is diminishing along with our ability to satiate demands for expansion.

But we will continue to serve our growing readership with top-notch information and scout for potential talent.

NEWS

Hong Kong: A city exploding with news

BY CHUNG WONG

HONG KONG—The fastest English newspaper launch in modern history is poised to wage a newspaper war against the world's most profitable daily.

The expected launch this week of *The Eastern Express* adds yet another daily paper to Hong Kong's buoyant newspaper market where a city of six million readers consume more than 40 dailies. *The Express* will be the third English daily.

The Express, set to launch this week, has taken key staff away from its crosstown competitor *The South China Morning Post* by wooing them with "attractive salaries." *The SCMP* recorded more than \$83 million in profits after taxes last year—higher than any other paper in the world. *The Oriental Daily News* group whose flagship paper has the largest circulation in Hong Kong at 600,000 is financing *The Express*. The group has a cashflow of about \$800 million. *The Express* is marketing itself as an "independent minded" newspaper that will be filled with quality analysis much like *The Globe and Mail*. European newspaper designer David Hillman, whose works include *The Manchester Guardian*, was commissioned to draw the paper's face.

The concept has adversely affected *SCMP* stock. The Oriental group is hedging on potential reader

mistrust bred from an allegation that the *SCMP* will become a pro-Beijing paper especially since media tycoon Rupert Murdoch sold it in September to Malaysian billionaire Robert Kuok, a consultant to China. In response, Kuok has publicly vowed no editorial interference. But that promise has not washed with several key *SCMP* staff who defected to *The Express*.

"We are simply overwhelmed with applications," said *Express* Editor-in-Chief Steve Vines.

"We want to establish an independent-minded paper which in current circumstances is required by the people of Hong Kong," said Vines in reference to China's 1997 takeover of China.

"There is tremendous interest in news here. There is a strong interest in politics and a strong interest in business."

Vines, a well-known correspondent in Hong Kong for the *Manchester Guardian* and finance editor for the *London Observer*, was handpicked in October by the *Oriental Daily News* to spearhead the *Express* launch.

Within four weeks, Vines hired 70 editorial staff, personally interviewing at least a half a dozen people a day. He is hoping to hire at least 100 people, with priority

The Eastern Express adds yet another daily paper to Hong Kong's buoyant newspaper market where a city of six million readers consume more than 40 dailies.

given to journalists experienced geographically, culturally and politically with Hong Kong.

The paper is offering up to double local market wages, say *SCMP* sources. That means a reporter with a few years experience could be earning up to \$5000 a month. The reporter would also be



UBC grad Carol Hui

receiving at least a month's salary bonus at the end of the year. In total, this reporter could make nearly \$67,000 with a flat income tax rate of 15%. By comparison a senior reporter at *The Vancouver Sun* makes about \$56,000 with double the income tax. Part of the wage differential will compensate for expensive rent which can run

between \$12-25 per square foot a month for a shared apartment.

The Express is targeting middle-class Chinese readers who prefer to read in English, the same base readership of the *SCMP* which has a circulation of about 190,000.

The print industry here has yet to be threatened by television as most people spend their evenings away from their high density apartment buildings. The average reader sleeps before 11 p.m. and stays out for dinner. In addition, they are keen on details regarding politics and business.

At present Hong Kong has at least 35,000 Canadians (mostly Chinese) and a total of 135,000 non-Chinese people from the West. Rupert Murdoch successfully turned the *SCMP* into a money-maker by building a strong classifieds section. On any given Saturday, the *SCMP* has an nearly 100 pages of classified job listings. The classifieds peaked last year at 186 pages. To put it in perspective, that is about double the size of the whole *Weekend Sun*.

"*The Oriental Daily News* group has been thinking about this for a long time," said Vines. "They know what they are doing. Robert Kuok's acquisition just put their

decision to the drawing board."

In 1992, *The Oriental Daily News* group launched two Chinese publications each of which made profits before their fiscal year was over. *The Express* is their first English newspaper ever. Only \$3.3 million for capital expenses was spent on *The Express* as many key expenses were avoided with *The Oriental's* current infrastructure already in place—in particular, its press, distribution networks, headquarters and marketing teams. *The Express* editorial room will take up a whole floor of its nine-story building in Kowloon.

A senior editor at the *SCMP* says *The Express* will more than likely drive Hong Kong's number three daily, *The Hong Kong Standard*, off the market. But he said it was too early to predict the fate of the *SCMP* which commands 70% of the English reading market. He said Steve Vines is a "very capable person" but it may be difficult to "lure away loyal *SCMP* readers." *The SCMP* recently celebrated its 90th Anniversary as Asia's leading English paper.

"I'd say at this point it has a 50-50 chance of succeeding," the source said. He did not want to be named in fear of jeopardizing future job offers or advancement.

However, *The Express* has increased the odds by ciphoning more staff from established news groups.

Reputable staff from the *Far Eastern Economic Review* were

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NOTICE OF ELECTIONS

AMS ELECTIONS '94

- BOARD OF GOVERNORS
- AMS EXECUTIVE
- UBC SENATE
- AMS REFERENDA

EXECUTIVE ELECTIONS '94

PRESIDENT

HAEUSSER, Jens
ROZARIO, Antonia
DETTELBACH, Kevan
IVANOFF, Jim
NORMAN, Chris "Big Tarkus Boy"
SHAPER, Marc G.
WATTS, Roger "Otter"
DOBIE, Bill

VICE-PRESIDENT

WATTS, David
BOYLE, Janice
McNEILL, Laurie "Psycho-Lego Maniac"
McCUAIG, Ryan "D-Day"
KIM, Rhea

COORDINATOR OF EXTERNAL AFFAIRS

CHO, Charlie "Chuck"
HANAN, Sunshine
COSTELLO, Leah
WRIGHT, Chris
LEE, Sophia
NEW-SMALL, Alannah

DIRECTOR OF FINANCE

DADSON, Lee
EMERMAN, Eddie
LUM, Patrick "Moonshine"
ROMERO, Randy
PAOLOZZA, Daniel

DIRECTOR OF ADMINISTRATION

MEYER, Noah
AGNEW, Carey
LO, Tim
HOGEUNG, Julia
COLEMAN, Steve "Kramer"
BIELA, Dan

REFERENDA '94

QUESTION #1

World University Services of Canada (WUSC) is a non-profit organization which annually sponsors two refugees to study at the University for one academic year. Currently, the Alma Mater Society levies a fee in the amount of \$0.50. Inflation has eroded the value of this fee so that WUSC can no longer support two students to study at UBC.

I support an increase of \$1.00 to the \$0.50 fee currently levied for the World University Services of Canada for a total fee of \$1.50 per AMS student per annum.

YES NO

QUESTION #2

The UBC Public Interest Research Group Society (UBC PIRG) will bring together students to organize around issues of public interest: namely social justice and environmental issues. The UBC PIRG will be governed by a Board of Directors elected from the student body.

I support a \$2.00 annual fee to fund the UBC Public Interest Research Group Society.

Note: This fee will be refunded upon request for students not wishing to be members.

YES NO

NOTICE OF POLLING STATIONS

DAY/EVENING POLLS:

Monday, Tuesday, Wednesday, Thursday9:30 am - 3:30 pm
Friday.....9:30 am - 3:30 pm
Student Union Building Woodward
Sedgewick Library

DAY POLLS:

Monday, Tuesday, Wednesday, Thursday, Friday.....9:30 am - 3:30 pm

*Angus (Commerce) Law
*Buchanan (Arts) *Scarfe (Education)
*Civil Mech. Engineering (Applied Science)
*Chemistry (Science) MacMillan
Computer Science War Memorial Gym

* Voting for Senate for indicated faculty.

EVENING POLLS:

Monday, Wednesday4:00 pm - 9:00 pm

Acadia, Fairview Gage
Totem Vanier

OTHER POLLS:

Tuesday, Wednesday9:30 am - 3:30 pm
Regent College

ALL POLLS SUBJECT TO
POLL CLERK AVAILABILITY

NOTE: YOU MUST PRODUCE
A VALID AMS/LIBRARY CARD TO VOTE

ELECTIONS WILL BE HELD · JANUARY 17, 18, 19, 20, 21, 1994

OPTION

Breaking into the book trade

a new author generally gets royalties of about 10 per cent...the bookstore gets at least a quarter of the revenue if not half

BY RAÚL PESCHIERA
AND BRENDA WONG

THERE are so many better things to do than to sit down and write—you could be under the stars, strolling Spanish Banks, making love, dancing the night into morning. There are too many better things than being alone for hours while you sit and tool out a line or paragraph until it sounds just right.

In Vancouver, the world of publishing houses is cloaked in mystery. Somehow, somehow, the manuscripts of local writers get accepted.

Then books are made. They're distributed and sold but readers seldom give a thought to where, how and why they came to be. Perhaps the only people who wonder about this obscure world are those hoping to get a foothold in a less conventional career.

In Canada, the center of publishing houses is Toronto, and in the United States, it is New York. Though Vancouver is off the beaten publishing path, it is still a city home to publishers and representatives of some major houses. But breaking into this world is not easy.

The Lower Mainland hosts about 16 publishing houses involved in different kinds of publishing. The acceptance of a writer's manuscript is often a function of the author's authority on a subject and previous reputation in writing.

To break into the industry wanna-be writers must have previous publications and an agent. They are recommended to freelance for magazines, newspapers or other publications to build up a beginners portfolio. Only then would an agent accept a client. An agent then submits an author's profile and book concept to a publisher.

"There are submissions that are classified as 'coming over the transom,' or unsolicited, but very few of these are published," said Margaret Reynolds, director of the Publishers Assoc. of B.C.

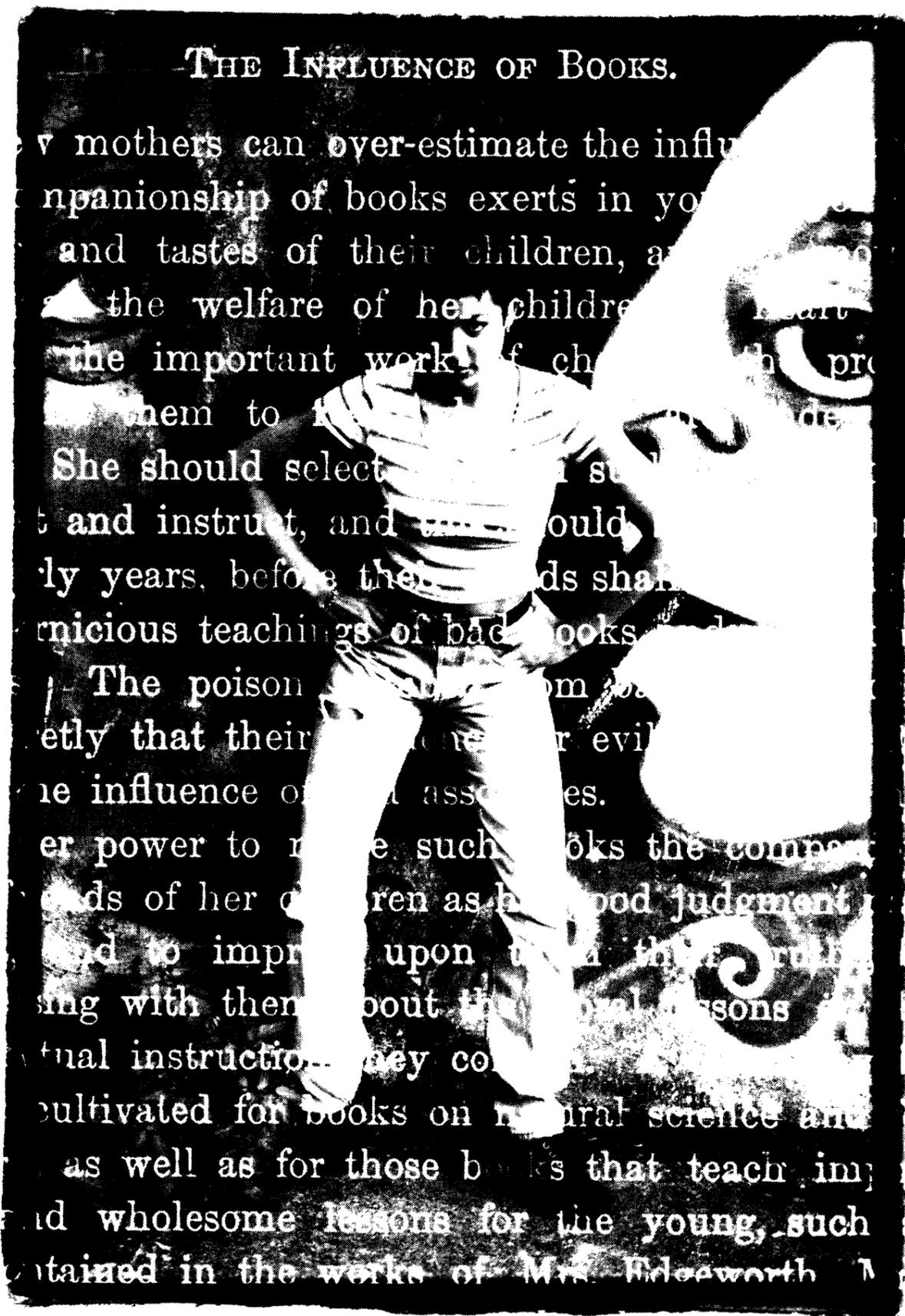
A "transom" is a small window above a door.

A contract can be signed within a day if the book fills a hole in the market or when it hits upon a new prospect.

Rejects are not immediately sent back; all manuscripts are sent to junior editors who weed out a majority of the manuscripts. If approved a manuscript is sent to a senior editor or selected reviewer to evaluate if it has new and interesting ideas. Then it goes to the editorial board which looks at how many copies it can sell. The editorial board also oversees book cover designs and chooses the book's market.

After a submission is fully approved, Reynolds said a new author generally gets royalties of about 10 per cent of the retail price for every copy sold. Established authors get slightly more than double that amount. The bookstore gets at least a quarter of the revenue if not half. And the remainder pays for book reviews by selected experts whose comments may later appear on the cover, production, printing expenses and shipping.

"There's not really a huge market for first-time fiction writers or first-time poets. Though you might sell more if you are a fiction writer, you'd be lucky indeed to sell 1000 copies



CHERYL NIAMATH PHOTO

in two years."

With so few copies printed, and the market response uncertain, fiction and poetry are often money-losing ventures. But Reynolds said publishers have a mandate to continue publishing fiction and poetry to keep them available to the public. However, it appears fiction is getting a little more difficult to be published.

"The college text market is highly profitable and extremely competitive to the point of being cut-throat."

"Because of the economic times there is a general feeling of conservatism in the publishing houses. Publishers think twice before publishing something that will lose money."

To save costs, most books published in B.C. are printed in Manitoba, she said. And publishing houses are enduring tougher times with smaller staff.

"They run on very low staff levels because they don't have any money," Reynolds said. "There's not a lot of positions out there."

"Salaries enter at around \$20,000 and after some experience go as high as \$40,000. Unless you are really committed, you won't want to work hard and not get paid

much for it."

Free-lance college text editor Richard Smith of Harper Collins said how people get a job is "sort of off-the-wall."

"Jobs are not advertised," he said. "It takes luck, sometimes who you know, hard work and persistence."

"But most importantly, you have to place yourself in the right opportunities and turn up at the right time and place. You really have to pound the pavement."

"The least effective way is the standard cover letter and the standard resume," he said.

At present Harper Collins is the world's largest English language publisher. "We publish everything under the sun. There can be 700 new titles every three months," Smith said.

Reynolds said the Banff Publishing Workshop or SFU communication courses are good places to get a foot into the business of publishing.

"It's a very complicated industry and it takes a while to get a handle on it. People in the industry like to see someone demonstrate a real interest in the business."

Book publishing is separated into two markets: the trade market and the college market. All the fiction, cookbooks, poetry, and any other books available in commercial stores make up the trade market. But the college market sticks to

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