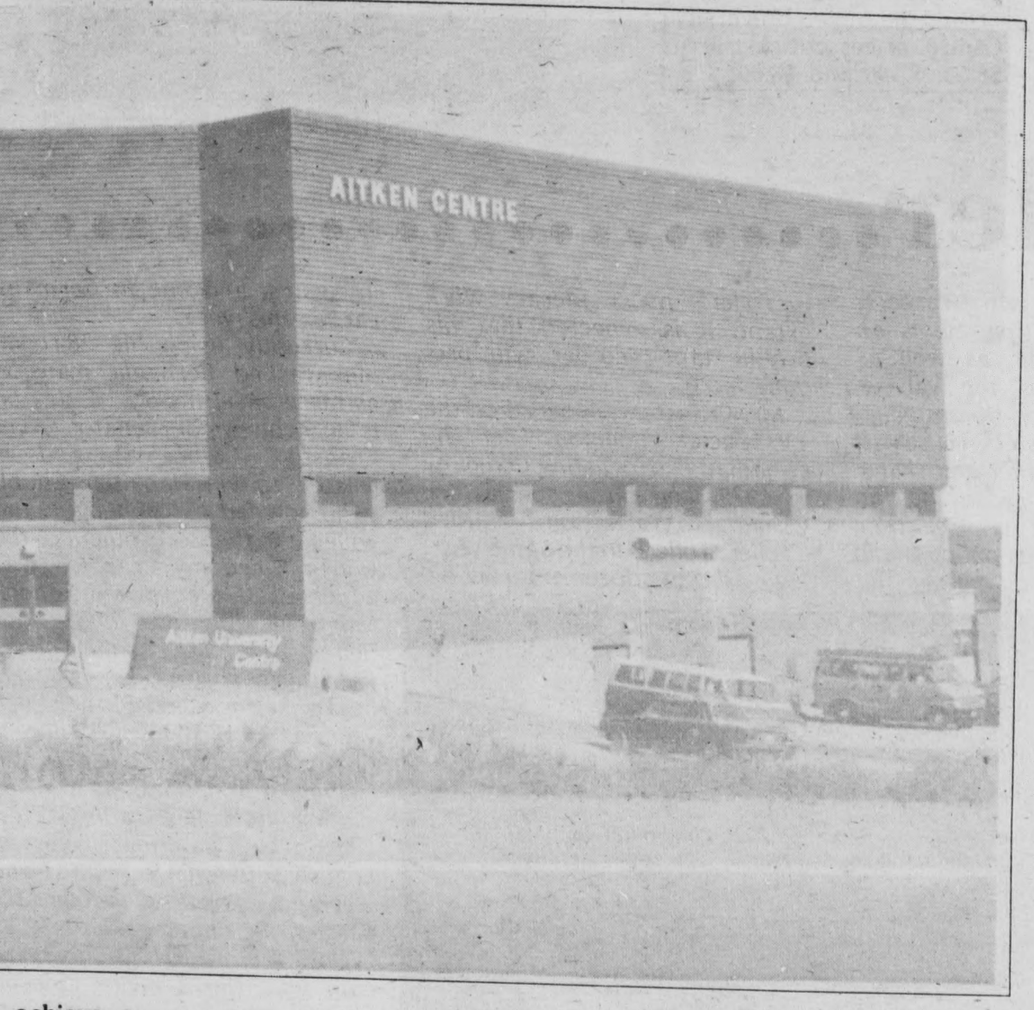
...Who is Going to Pay for It)?

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be the student council. The disadvantage here is the variability of personel in such a high-risk time-consuming occupation. The third option is a subsidiary company with professional full-time staff backed and catering to the specific requirements of the students and living up to the goal of keeping events during the ice season to a reasonable minimum. To achieve the goal of ensuring this latter, concerts must not only appeal to students through the term, but appeal to the community *per se*, and be promoted not only in term, but through the calendar year.

A question that immediately jumps to mind is, "Just exactly why should the student body work so hard at great risk to ensure the financial stability of a building the students don't own?" The answer is, of course, that the Aitken Centre is very much a family affair, and if someone doesn't take hold quickly and develop these concepts, lots of ice time for intramural and free skating will be a dream.

A quick check across the country will reveal that most of the big student unions who have access to a large hall run their entertainment in this manner. It ensures a staff whose job it is to run the company efficiently. Further, any losses will not affect the budget of the Student Union *per se*, and profits generated can be used to purchase equipment or even throw free concerts, as is often done elsewhere.

WHO SHOULD USE THE AUC

The point can be summed up as follows: (1) the AUC will loose a lot of money always unless someone works very hard to promote it; (2) students at this campus have a right to top quality entertainment; (3) keeping outside use of the building to a minimum is highly desirable ; (4) the student union's finances should not be interfered with substantially during the development process.

There have been three major events in AUC since its opening. Together they have lost a great deal of money. The Ann Murray concert was a great success, but if the fact that she donated her fee is taken into consideration, in real terms very little money was gained or lost. The Roy Clark concert was perhaps the biggest promotional effort in this part of the world to date, and although no staff were paid, it too lost money. The Irish Rovers made a very slight profit.

Add these all up and one conjures up a very gloomy picture. Or is it? The famous Donald K. Donald reputedly makes an average of $10,000 per concert. Clearly, in the light of the statements made above, he wins some and looses some. That is certainly how it was in Moncton for the first three years, but now they never get less than about 4,500 people to a concert ranging to 10,000 people.

Concerts, then, require a commitment, a long term commitment, or the company involved will lose its shirt. It may not take four years to start breaking even, but it certainly cannot be done in one year. Certainly a company could count itself lucky if it could make a profit after one year, but it just does not happen.

Fredericton, New Brunswick, and the Atlantic provinces in general have been a desert as far as entertainment is concerned for too long. It is about time that, given the facility, someone brought big-name entertainment in.

Those who were at the Boarding House concert/ pub on Saturday last know how good the sound was and what a good time it was. It is to be hoped, indeed demanded that students will be able to see top acts such as Seals and Crofts, Blood Sweat and Tears, America, J. Geils, and so on. Why go to university in a big city when one could see concerts right here, in and for the Aitken University Centre.

There is, as far as the record is concerned, complete support for the take home message of this discussion. The President, Dr. Anderson has expressed support to these concepts partly out of concern for the consequences of renting the building to just anyone that comes along, but also because the Aitken Centre was built to serve the needs of the student body.

For students to actively support the building justifies its construction aboslutely.

The AUC Advisory Committee has requested that a list of priorities be adopted. In discussions and in the draft of these priorities it is clearly stated that the student union, through its operational company, has first go at dates in the year available for concerts. Further, bookings potentially interfering with student promotions would be discouraged if at all possible.

It is to be hoped that at least on a one year trial basis the Union acts to protect the interest of all students, those interested in athletics and keeping free ice time available, and those interested in top quality entertainment hitherto available only in the big cities of Canada and Maine.