

Be interesting, says Maclean's editor

HILARY PAIGE SMITH
THE BRUNSWICKAN

Budding journalists, students and Fredericton citizens alike gathered in STU's Kinsella auditorium last Wednesday to learn how to 'Be interesting, or else.'

This was the title of *Maclean's* Editor-in-Chief and publisher, Kenneth Whyte's presentation for STU's annual Dalton Camp Lecture. Whyte drew a large crowd as he discussed his experiences in the media, print journalism's current plight and his predictions on the future of print.

Whyte was the sixth presenter in the Dalton Camp Lecture series, an annual lecture in memory of its New Brunswick-born namesake. The lecture is taped each year by CBC Radio's *Ideas* and broadcast at a later date.

Dr. Michael Higgins, President and Vice-Chancellor of St. Thomas welcomed the audience, with *Ideas* host Paul Kennedy providing the introduction.

Kennedy calls the annual lecture an "overwhelming, snowball-rolling-



Andrew Meade / The Brunswickan

Kenneth Whyte, editor-in-chief and publisher of *Maclean's* magazine, addresses guests who turned up to the Dalton Camp lecture at STU last Wednesday in spite of the blizzard-like conditions outside.

down-the-hill success," as well as a feather in the crown of *Ideas*.

His introduction outlined Whyte's journalism career, noting his success as an editor at *Saturday*

Night, a former monthly general interest magazine, and the *National Post*. He also jokingly noted Whyte's age. Though only in his late forties, Whyte is considered a veteran of the journalism business for his experiences.

The *Maclean's* editor took the stage for 45 minutes, followed by an open question and answer period.

Whyte opened by talking about his past interactions with Dalton Camp, as well as discussing how he was approached for the lecture. He says that the aim of his lecture was to talk about his work in the media, notably at profitless publications.

"The trick at the *Post* was to convince people who already had a

newspaper that they needed another one, which meant we had to be really, really interesting or we were going to go out of business," said Whyte, briefly touching on the premise of his lecture.

He reflected on the past of print journalism, such as in the 19th century when newspapers were reader-driven, as opposed to today's advertiser-driven publications. His lecture made reference to the world's economic crisis and how cost-cutting and ad-boosting are changing the face of print.

"I wanted to talk about the difference between those two models and how it shapes your values as a journalist. That was

my plan last summer, but a lot changed in the meantime. As of today, I am no longer really unique in my experience of working for a money-losing publication."

He solemnly stated that he and others like him are steadily becoming clichés.

The majority of his discussion focused on print journalism's shift from paper to the internet and the impact this will have on the future.

Despite bleak economic times, Whyte appeared optimistic about the future of journalism in that it may not have to be entirely on paper. He does, however, believe that magazines will continue to fare well.

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WEB FROM THE UNB HOMEPAGE (UNB A-Z, Calendars,
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The schedule is also posted on faculty bulletin boards. It is expected that the Exam Schedule with buildings/rooms will be available on the Web by February 6, 2009. Students are reminded that they are expected to make themselves available for examinations until the last possible day of the examination period, ie April 24th, 2009. Deferred exams will not be granted for reason of travel arrangements.

Governments talk PSE

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updating of classrooms, auditoriums,
sewers and water pipes.

As far as timing for the projects, Murray says the bulk of it will be completed in the

summer months when classes are out, with the exception of any repairs which would not disrupt classes or research.

"Inside work will have to be done when classes aren't in, and that limits scheduling," Murray points out.

"It's hard to tell which summer (of the next two) will be more busy."

The funding will be shared by both UNB campuses—Fredericton and Saint John.

"We certainly have a lot of work to do, so when we get this money it will be a big help to us," says Murray. "It's not very often that universities get this kind of funding for infrastructure renewal. We're really happy to get this funding."

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500 are planned for 2009-10.

"Our new capital investments will add another 1,200 full-time seats in our community colleges by 2011."

Graham said that college graduates are acquiring jobs at a 92 per cent employment rate in the year after graduation. Ninety per cent of these college graduates are working here in New Brunswick, he said.

Other issues addressed in the speech included health care, population growth and job creation, lowering taxes and the downturn in forestry in the province.

Full contents of the speech can be found at <http://www.unb.ca/0089/speeches-discours/SOP2009/speech-e.asp>.

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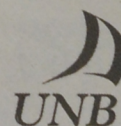
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