



# NEW NORTHWEST Passages

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Northwest Community College

December 1995

## COLLEGE SERVICES



PHONE (604) 635-6511

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### Trip to China a Possibility

Forestry/Natural Resource instructor and program developer *Harold Reedy* has received an invitation to visit China in June 1996! The proposal would have Harold organize a team of two to four Canadian forest research representatives who would visit Gansu Province in north-western China for approximately three weeks on an educational and potential business tour.

The team will lecture and share forestry information with university students and staff; review current forestry practices and problems in the area; and, give input on a rough plan for establishing new plantations on approximately 8000 hectares in the region.

The Chinese government would guide the team and cover travel and expenses inside China but the group would be responsible for the cost of getting to either Shang Hai or Beijing. Even with careful planning, this cost will be in the order of \$3,000 per person. Harold has formed a working committee to develop a plan for the tour and locate possible sources of funding. The paperwork to arrange this trip could take up to six months so there will need to be some plans in place by the beginning of January.

The development began as a result of a chance meeting in August/95 with a recent immigrant from China who

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is establishing a trading company in Vancouver for trade and business with China. In mid-October Harold received a call urging him to travel to Seattle to meet with a delegation from Gansu Province who were going to be meeting with Canadian and American interests in hope of establishing business and research contacts. Harold managed to get to Seattle and the current proposal is a result of the two days he spent meeting and getting to know the members of the delegation.

*If you wish more information on this exciting venture and how it all has come about, contact Harold at our Hazelton Centre, (604) 842-6710.*

*- Education Council Standing Committee on International Education.*



northwest  
*Passages*

**Help us keep you informed!**

**Submission deadline**  
1st Friday in the month

Deliver contributions by hand, internal mail or  
FAX: 638-5461

to:

**Carol Reynolds**  
College Services

*Northwest Passages is produced monthly, with the exception of July and August.*



Merry  
Christmas!



## Telephone Fraud

A warning has come to us from Alexander & Alexander Reed Stenhouse regarding incidents of telephone fraud in B.C. The following is what can occur.

The switchboard receives a call from a person stating that, "This is B.C. Tel. We will be doing some work on our lines and it may interrupt your service. We need to check all of your trunks, so could you please press 9, then 0, then release." The switchboard operator, not having any reason to doubt that this was actually B.C. Tel, would do what was asked. Over the next two hours, the same person would call back several times, each time saying that they were again checking the lines and ask for the 9,0 release.

B.C. Tel has confirmed that unauthorized access and use of telephone systems by third parties are occurring in B.C. Individual losses resulting from this fraudulent activity can be significant, and long distance carriers are not absorbing these costs.

Therefore, we recommend that those staff who work on switchboard that, in the event they receive a similar call, they do not respond and proceed to notify B.C. Tel of the incident immediately.



Happy  
Holidays!

## Staff News

*Doug Baker, Director, Central Region will replace Ivan Thompson, Director, Eastern Region who recently resigned effective January 1996.*

*Jayeson Shaffer fills the part-time Education & Career Support Specialist position in Terrace.*

*Eleanor Skelton fills the Regional Child Care Access Co-ordinator position that came about with Karen Chrysler accepting the position of Regional Supported Child Care Transition Project Co-ordinator. Eleanor can be reached through our Prince Rupert Centre and Karen through our Terrace Centre.*

*Ross Hoffman has recently resigned as Co-ordinator, Extension Services in Smithers. Ross will be continuing with the College on a part-time basis as Education and Career Support Specialist as well as doing some instructing.*

*Anthony Adams started working for NWCC in early November as First Nations Student Access Co-ordinator at our Prince Rupert campus.*

*Corinne Desgagné resigned as of December 1st from the position of Program Clerk in Prince Rupert.*

## Extension Services Says Thanks

Extension Services in Terrace would like to congratulate *Mark Hoefling* and *Nick Garcia* for their outstanding presentation of "Now, That's Italian" cooking class that was held Saturday, November 25th.

Participants were welcomed to the cafeteria by an Italian Opera and morning coffee. Mark gave a presentation on the history of Italian foods, their origin and then presented the menu; the participants made: *Gnocchi di Patate, Pork Marsala, Tagliatella with Presto, Ratatouille, and Zabaglione for dessert.* The class enjoyed a delicious meal, good music and fine wine.

The time and effort that went into preparing this course was exceptional. I was most impressed and so was everyone else. Due to the success of this course we have made a promise to deliver more courses of this kind. If you have the opportunity to attend one of these classes, you are certainly in for a treat! Thank you Mark and Nick. Bonjourneau!

- Coleen Taylor  
Extension Services

YOUR  
NEWS  
IS  
IMPORTANT!

Submissions to NORTHWEST PASSAGES is the 1st Friday of the month.

Don't miss out.....mark these dates on your calendar today!

Jan. 5th...Feb. 2nd...March 1st  
April 4th (Thursday) (April 5th is Good Friday)  
May 3rd & June 7th.



# CENTRAL REGION



## TERRACE

PHONE (604) 635-6511

FAX: (604) 638-5432

## NASS VALLEY

PHONE (604) 633-2292

FAX: (604) 633-2463

## Terrace Centre

### Instructor Helps Get Books Off Floor

Last summer *Nirmal Parmar*, ABE Instructor, came up with an excellent idea for raising funds for new shelving for the Terrace Public Library. Nirmal got some friends involved and from there contacted about 105 Indo-Canadian families of Terrace by going door to door and asking for donations for these much needed shelves. Donations ranged from \$20 to \$500 and at the end of two days \$6,500 was raised. A big thanks to all the donors and a BIG thank-you to Nirmal for his brilliant idea!

### Tips, Tips, and more Tips!

*Over the next several months Support Services Staff from Terrace will supply tips to help everyone when doing correspondence!*

#### Tip #1 - from Frieda Dams

Did you know when typing an address on any correspondence, the postal code is now typed on the same line as the town and province?

Northwest Community College  
5331 McConnell Avenue  
Terrace, BC V8G 4X2  
(leave 3 spaces before starting salutation e.g. Dear.....)

# EASTERN REGION



## HOUSTON

"The Learning Centre"

PHONE (604) 845-7266

FAX: (604) 845-3521

## SMITHERS

PHONE (604) 847-4461

FAX: (604) 847-4568

## STEWART

PHONE (604) 636-9184

FAX: (604) 636-2770

## THE HAZELTONS

PHONE (604) 842-5291

FAX: (604) 842-5813

### Hazelton Centre

Staff and students at the Hazelton Campus would like to wish all NWCC Campus' a

*Merry Christmas*

&

*Happy New Year!*



## Houston Centre

### EGGS

He came up with a plan  
but we all thought it was a scam.

Putting eggs across the river  
made us actually quiver.

There was group A and also group B  
we wondered what test he had for our brain.  
With Rich in the lead, in the pouring rain we  
wondered what test he had for our brain.

The equipment was loaded down in our  
hands we set out with a purpose across  
the land.

We stood in our circles and did our best  
we knew we could do this silly test.

The eggs were loaded with the utmost care.  
We treated this test like a challenging dare.

They arrived safely without even a crack

We were proud of ourselves, we  
accomplished the task.

- Written by J Gilarski,  
Career Development Student

## TWUZ THE NITE BEFORE CHRISTMAS AT THE HOUSTON CAMPUS

'Twas the night before Christmas  
And all through the halls  
The College was empty  
There weren't even phone calls.

The stockings were hung  
In the campus with care  
In hopes that St. Nicholas  
Soon would be there.

The students were tucked away  
safe in their beds,  
While visions of A pluses  
Danced in their heads.

The staff were at home  
Enjoying their break  
Dreaming of vacations  
That they longed to take.

When up on the rooftop  
Arose such a clatter,  
We raced to the campus  
To see what's the matter.

When what did our wondering  
eyes did we look,  
The college was full  
Of supplies and textbooks.

Santa sat in his sleigh  
With his eight trusty reindeer  
Laughing and pointing  
At all who worked here.

And I heard him exclaim  
As he shouted with glee,  
"Have fun pricing this stuff,  
I'm glad it's not me!"  
- Written by Dawn Potvin

*On behalf of the Staff and Students of NWCC Houston Centre..... We would like to wish everyone a very safe and happy holiday season!*



# WESTERN REGION



## PRINCE RUPERT

PHONE (604) 624-6054

FAX: (604) 624-4920

## QUEEN CHARLOTTE ISLANDS

### QUEEN CHARLOTTE CITY

PHONE (604) 559-8222

FAX: (604) 559-8219

### MASSET

PHONE (604) 626-3627

FAX: (604) 626-3699

## Hook Make "Press Release" Count

Advertising in the local media is a tool commonly used by organizations to create local awareness and stimulate consumer demand. However, there are other portions of the media, the news and editorial sections, which are rarely used to their full potential to get a message across.

News stories, whether on radio, television or in newspapers, possess several major advantages over advertising. Most people, at best, skim over the hundreds of advertisements that they see on a daily basis. On the other hand, people often take the time to actually read a news story. News stories are often judged by the public as more credible than advertisements and are more likely to be remembered. The biggest advantage is that news stories only require the staff time needed to prepare them and don't cost a cent!

News stories can be generated by either convincing a local reporter to cover the story or alternatively, to prepare a press

release for distribution to the local media. A well prepared press release is the more effective alternative. Local media are more likely to use a prepared press release as it saves them work and you don't have to rely on the reporter to get the facts straight.

Press releases are straight forward to prepare but must follow some basic rules. First, the press release must be 'newsworthy'. Second, the story must be written in a highly specific style. Both of these topics are discussed below.

A story that is 'newsworthy' is one designed to appeal to both the local editorial staff and the general public. For example, the opening of a new business, is not in itself a news story. However, the story could become newsworthy if the owner of the business has a unique background (ie. a painter from Australia) or an interesting experience that prompted the owner to get into business. The press release that is picked up by the media must possess something extra, often called the 'hook', that make them fun to read.

The second step of preparing the press release is to use proper letterhead and a basic memorandum style format. Title the memorandum "Press Release", specify a release date (ie. For Immediate Release) and provide a proposed name for the news story. Address the press release to the newspaper editor and provide a contact name (don't forget the telephone number) in case a news reporter has any questions.

Press releases must follow a specific structure, sometimes

called 'pyramid structure' to be effective. Like a pyramid, a news story is sharp at its point and spreads out gradually. The sharp end, the opening paragraph, must catch the attention of the reader within five seconds. Both the basic details of the story and the story's 'hook' must be condensed into the first paragraph.

Each successive paragraph should build on the previous paragraph and should be self-contained. The aim of this writing style is to permit the newspaper editor to chop one or more paragraphs from the article without losing the entire context of the story.

Newspapers generate most of their revenue by selling advertising space. The news stories are essentially filler and are fit around the advertisements. As a result, press releases that can be compressed into a smaller space without extensive editing are most likely to be accepted.

*John Shepherd,  
Business Administration,  
Prince Rupert*

Merry  
Christmas  
&  
Happy New  
Year!





## Daring To Be Different: Women in Trades

Traditionally they have been office workers, school teachers and nurses. Since the birth of feminism in the 1960s, however, more women are daring to be different and are choosing careers which are predominantly male.

Building the Future: Profiles of Canadian Women in Trades, a Labor Canada publication, says the number of women entering trades such as carpentry, welding and construction has increased. In September 1995 there were 843,000 people employed in construction trades, 20,000 were women, according to Statistics Canada. Some believe the reason for the lack of women in trades and technology occupations can be traced to the educational system and to societal stereotypes. When people think of a mechanic, a carpenter or a welder they seldom visualize a woman.

Programs designed to introduce young girls to careers in science, technology and trades have been developed in an attempt to break down the barriers surrounding women in trades.

Girls in Sciences, a summer program designed by The Society for Canadian Women in Science and Technology, is aimed at nine-to-eleven-year-old girls. Scientific or technological principles are explained using everyday equipment. The girls participate in workshops on concrete, heat transfer, electricity and carpentry.

College training programs are also facilitating the entrance of women into the world of trades and technology. Northwest Community College and the Terrace Women's Resource Centre provided women opportunities to explore the world of trades through a *Skills Now* initiative. The Women in Trades Program, which ran from February 1995 to May 1995, was based on the Women in Trades and Technology (W.I.T.T.) National

Standards Guideline Program. Established nationally in 1988, W.I.T.T. is an educational and advocacy organization which promotes and assists in the recruitment, training and retention of women in trades. According to information released by program organizers, seventy-five per cent of women currently in training or employed in "non-traditional" occupations have participated in W.I.T.T. exploratory programs.

Fifteen women took part in the program which covered a range of topics including first aid, time and stress management, and computers. The women gained hands-on experience in millwright, carpentry, welding and commercial transport. On completion of the course, women had a good idea of what type of trade they were best suited for or if they even wished to pursue a career in trades.

After completing the exploratory program two women entered the college's carpentry program, three went on to mechanics, one completed her drivers' training and another is enrolled in an electronics program in Prince George.

The Welding Program at Northwest Community College's Prince Rupert centre is boasting its first female student in two years. When Jo Soutar first entered the program this fall, she did not have the goal of becoming a welder. With a fine arts degree from the University of Montreal, Soutar entered the program to enhance her artistic expression utilizing a new medium—metal. She realizes her interest in designing and welding has led her on a new career path. She now has her sights on becoming a fabricator.

Females who choose trades careers are often attracted by the wages, the challenge, and the health and well-being that come from doing physical work. Many have held traditional jobs—performing duties for which men usually get paid more for. They

are working to dispel the myths around women and trades and serve as examples that women can successfully meet the demands of labor-intensive work.

Women working in the world of trades is not a new concept. During the Second World War, many women filled voids left vacant by those who went overseas. "This country-wide movement thus sparked a post-war trend of women working outside the home, a trend that has continued to this day," says David Scott in *The Home Front in the Second World War*.

A list released by the Department of Munitions and Supply illustrates the level of production in Canada during the war. Canadian workers had produced 16,000 aircraft, 721 naval vessels, 410 cargo vessels, 80,000 transport vehicles, 50,000 tanks, 148,000 heavy guns and millions of rounds of ammunition. Close to a million women fulfilled technical, operational and trades roles. Twenty-thousand women had completed training as aircraft overhaulers, metal workers, welders and radio assemblers by the end of 1942.

During the war years there was a shortage of skilled labor on the home front and many women performed "non-traditional" jobs. Today there is also a shortage of skilled trades people. Women in trades feel they are opening doors for others to follow and hope one day the barriers will disappear.

In *Surviving and Thriving*, a report on a conference on women in trades and technology, Mary Ella Magill of Ontario Hydro Women in Trades identified the fact that Canada's labor force is changing and emphasized that societal attitudes must also change. "A pioneering spirit is needed not only by the women but also by the crews and supervisors, and by top-level management who need to "dare to be different."

- Sonja Chambers, Reception  
Prince Rupert



# Safer Campuses Newsletter

First things first - A big thanks to everyone who wore a **December 6th** button. This year the Safer Campuses Committee decided to make buttons and bookmarks available to remember the **National Day of Remembrance and Action**. Another thank you to all the people who made donations for these - all money that we raise will go towards the creation of a Safety Guide for NWCC. Special note goes out to Cynthia Preyser from the Financial Department in College Services who pledged to wear red everyday from the day the buttons arrived until December 6th 1995. ☺

The Safer Campuses Regional Committee has decided to undertake the creation of a **Safety Guide** for NWCC. Other post-secondary institutions have already started this process and have sent us copies of theirs so that we can get some ideas. **Our intention is to create an information booklet that will provide information on the definitions on harassment, discrimination, personal security, etc.** The Safety Guide will also provide information on local resources that people at NWCC can use. Our goal is to have this guide developed and ready to go out in the Fall admission packages. If your interested in helping us put this guide together, we would love to have your help. Just call Melissa at local 5229 or talk to your campus Safer Campuses rep.



The Safety Audits are now completed for the following campuses:

- ✓Masset
- ✓Queen Charlotte City
- ✓Prince Rupert
- ✓Terrace
- ✓Smithers
- ✓Houston

Other campuses will be done in the near future.

The audits have focused primarily on the physical safety, but have also highlighted some non-physical safety issues around which education and awareness are required.

Thanks to everyone at the above campuses for their help with the audits.



# Upcoming Events

## SAFER CAMPUSES SAFETY WEEK

will occur March 4th through 8th. This week will feature information on violence against women, harassment, self defence, racism, ablism, communicable diseases, first aid, etc. Its going to be a **fun and informative** week at NWCC.

Those who are interested in helping to organize at their campus and those who have theme ideas should contact Melissa at local 5229.



## Northwest Women's Film Festival

is being scheduled for late January and early February in the Northwest. Showing will occur in Prince Rupert, Terrace and Hazelton. Films from the REEL CHANGE film festival will be featured. Information will be circulated to all campuses in the near future.



## A WOMEN'S WELLNESS CONFERENCE

is being scheduled for Prince Rupert in May 1996. Keep an eye here for more details as the date gets closer to this two day event. The Key Note speaker is Anita Roberts who some may have seen on BCTV's Safety series in November.

## REGIONAL WORKSHOP PRIORITIES

The Regional Safer Campuses Committee decided to make the following workshops our priorities over the next four months:

- ☛ Self-Defence and Assertiveness for Women
- ☛ Using Gender Inclusive Language Training
- ☛ Identifying and Preventing Harassment and Sexual Harassment
- ☛ Acquaintance and Date Rape Awareness and Prevention

## What are the facts?

In December there is a significant amount of coverage on the issue of physical violence against women. Here are some of the facts that we should keep in mind all year long:

- Women are most at risk in their own homes
- Women were the victims in 76% of spousal homicides in 1994.
- In the same year, 48% of spousal homicides involved a history of domestic violence that was *known* to police.
- Half of all rapes of women over the age of thirty occur in violent relationships





THANK-YOU to all who contributed to

"NORTHWEST PASSAGES"

over the past year

and

*Best  
Wishes*

for a relaxing, fun holiday season with family & friends

&

Happy New Year to everyone!

Carol Reynolds  
College Services

