

ON MAY 8 VOTE FOR

## **JOHN SYRJAMAKI**

FOR PRESIDENT OF DKA

I am openly soliciting your vote because I quite honestly believe I can best serve your interests as president of DKA. I feel that the declining attendance at meetings and the apathy that currently afflicts the membership are a direct result of the failure of the organization to meet the needs of the cinema students who make up DKA.

I feel it is necessary for DKA to reaffirm its intents and redefine its goals. What is the purpose of DKA? What should its purpose be? DKA was originally formed to promote a better relationship between USC Cinema students and people working in the film industry. I would like to see that original policy reinstated. DKA can perform a real service for its members and at the same time supplement their education in cinema. Just as law and medical students have organizations to promote their interests on a professional level so we have in DKA the machinery to perform a similar function geared to our own professional interests. With a goal such as this DKA will have the potential to offer its members a fair return on their investment of time and energy.

Here are some specific actions we could undertake next year:

- \* A monthly meeting, rather than weekly, which would feature a program. General business would still be conducted at weekly Executive Sessions (open to all members). The monthly meeting should be held in the evening so that people in the industry could participate.
- \* Establish a liason between the Sunday screenings and Cinema courses so that the films shown could, on occassion, more directly complement material dealt with in class.
- \* Establish and promote improved contact between USC Cinema alumnae working in the industry and students. This could be accomplished with a newsletter and the evening meetings.

- \* Establish an annual "DKA DAY" in the spring at which the Mehring Award could be presented; certificates of membership distributed; a "goody" reel screened (as well as a selection of the best student films of the year). Former students and guests could be invited to attend.
  
- \* Create an award to be presented at the end of the year to the member performing outstanding service to DKA.
  
- \* More attention should be directed towards the needs of production students. One suggestion is to acquire a coffeemaker to be used by those crews holding casting sessions or shooting on the stage.

I honestly believe that DKA has the potential to become an important element in our educational and professional development, but in order to realize that potential the organization desperately needs revitalization. Talented, qualified students don't join DKA or, if they do, so often don't fully participate. The reason is that their needs aren't being met. They don't feel that can benefit from membership. To make DKA responsive will require a great deal of hard work from the officers and the members alike.

DKA is facing a crisis. If significant changes aren't made I foresee the continual decline and eventual disappearance of the organization. This Wednesday you have a real choice to make.

VOTE FOR THE CADIDATE OF YOUR CHOICE, BUT PLEASE VOTE

ON MAY 8

