

Displayed at over 500 points from the station to Headington and Folly Bridge to Summertown - all colleges, departments and language schools.



www.dailyinfo.co.uk
Issue No. 7216

Queries 553377 (Mon-Fri 9-5)/423403
Adverts 554444 or via our website:
http://www.dailyinfo.co.uk
Snail mail: 10 Kingston Road, Oxford OX2 6EF
Email: dailyinfo@dailyinfo.co.uk
Fax 559298
Words@30p (min 10), display@£8/cm (min 3),
all + VAT

Next issue Weds 30th January
Deadline 10am, Tues 29th January

TUESDAY 29TH JANUARY 2002 (THIRD WEEK)

COMING

News International Visiting Professor of Broadcast Media, Jenny Abramsky will lecture on Sound Matters: Aspects of Radio Broadcasting.
Venue: Week 3 (30 and 31 January) Exeter College 5.30 p.m.
Wednesday 30th January, 5.30 p.m. Exeter College.
Lecture - Soundtrack for the UK
2002 marks the 80th anniversary of BBC Radio. The opening lecture considers how it has fulfilled its public service role and what have been the landmark achievements and challenges over the decades.
Thursday 31st January 5.30 p.m. Exeter College
Lecture - Five Alive and Well
This lecture is a case history focusing on the story of BBC Radio Five Live since its launch in 1994 when it replaced BBC Radio 5. Why did the news and sport network succeed when its predecessor failed?
ALL WELCOME

CHRISTIAN SCIENCE READING Room, 36 St Giles. Open Tuesdays, Thursdays 12-3pm, Wednesdays 5-7.15pm and after service. Tel: 557605

ACEM MEDITATION. Made for and by people living normal lives in a modern society. Stress relief, awareness Tel: 07814 55 03 82 Acem.com

THE PHILIP GEDDES Memorial Prizes are two annual awards intended to encourage students who want to pursue a career in journalism by providing them with funds to be used to further their journalistic education and training. One prize is open to all University of Oxford undergraduates and the second is for members of St Edmund Hall only. In 2002 there will be prizes to the value of £1000 and £500 respectively. The closing date for applications is midday on Tuesday of Fifth Week of Hilary Term (12 February 2002) and they are to be sent to Professor Richard Crampton, St Edmund Hall Oxford. For further details visit website www.geddesprize.org.

THE LITTLE BOOKSHOP Oxford's 2nd hand bookshop. Covered Market. Out of print Penguin a speciality.

BANDS, DISCOS, LIGHTS

DISCO, PA, AND Lighting equipment - hire and sales. 118 Cowley Road, 722027

BANDS, DISCO, KARAOKE, equipment hire, from ODS. 01865 736660.

DISCOS, KARAOKES AND EQUIPMENT HIRE - Dave Seamer Entertainment, (01865) 240054

MEETINGS

IDEAS ABOUT IMAGERY: LEWIS AND TOLKEIN / Rev. Richard Sturch (C.S. Lewis Society) / 8.15pm in Frederick Hood Room / Pusey House, St Giles

THE PRICE OF INVENTION: COUNTING THE COST OF PATENTS IN VICTORIAN BRITAIN / Dr C MacLeod, Bristol / 5pm / All Souls College, High St

HUMAN CAPITAL, SOCIAL CAPITAL, AND SOCIAL EXCLUSION / Prof D Piachaud, LSE / 5pm / Dept of Social Policy and Social Work, Wellington Square

SIXTH SENSE, SEVENTH HEAVEN / Seamus Heaney / 6pm / Wolfson College Hall, Linton Road

ROSS HEAVEN / Whose new book Spirit in the City unlocks the ancient world of the Shaman / 7pm / Borders bookshop, 9, Magdalen St, Oxford OX1 3AD. Tel: 203091

'LA CRÉATION DES LIEUX POLITIQUES': DU TEMPS DANS LES LIEUX / Catherine Darbo-Beschanski, Robin Osborne / 2-5pm / Maison Française, Norham Rd, Oxford OX2 6SE. Tel: 274220, Fax: 274225, Email: maison@sable.ox.ac.uk

CINEMA

To Thursday 31st January
Odeon George St 0870 5050007

HARRY POTTER AND THE PHILOSOPHER'S STONE (PG) Mon-Thur: 12.30, 4.15, 8.15
We think you know the story by now

RAT RACE (12) Tues-Thurs: 12.15, 3.00, 5.45, 8.45
Slapstick

IRIS (15) Daily: 1.00, 3.30, 6.00, 8.30
Judi Dench in biopic of authoress Iris Murdoch.

VANILLA SKY (15) Tues-Thurs: 2.30, 5.30, 8.30
Womansing Tom Cruise gets his comeuppance.

BEHIND ENEMY LINES (12) Tues-Thurs: 12.05, 2.40, 5.30, 8.45
Owen Wilson lost in Bosnia. See review at www.dailyinfo.co.uk

BLACK HAWK DOWN (18) Tues - Thurs: 12.45, 4.30, 8.00
True story of an American military engagement in Somalia.

SENIOR SCREEN: GLADIATOR (15) Wed: Doors 10.15, Film 10.45.
Refreshments included Battling epic.

Odeon Magdalen St 0870 5050007

LORD OF THE RINGS (PG) Tues - Thurs: 12.00, 3.45, 7.35
Beware - may be hobbit-forming! (And possibly unsuitable for under8s)

MEAN MACHINE Daily: 1.30, 4.00, 6.30, 9.00
Vinnie Jones is.

Phoenix Picture House 512526

LAST ORDERS (15) Daily: 2.20, 4.40, 7.00, 9.20
Adaptation of Graham Swift's Booker winning novel.

MONSOON WEDDING (15) Daily: 4.20, 9.10
Gentle comedy-romance as family meet for wedding.

ELONGE DE L'AMOUR (PG) Tues, Thurs: 2.30, 6.50, Wed: 6.50
Playful Godard film about love, history, film, life...

AGUIRE: WRATH OF GOD (PG) Wed: 2.00, Thurs 11.30pm
Megalomania, metaphysics and doomed obsession in 16th century Peru

CULT CINEMA: WILD AT HEART (18) Thurs: 1.30pm
David Lynch in playful/scary mode. (for a change!)

Ultimate Picture Palace 245288

APOCALYPSE NOW REDUX Daily 8.30.
An extra 41 minutes of madness

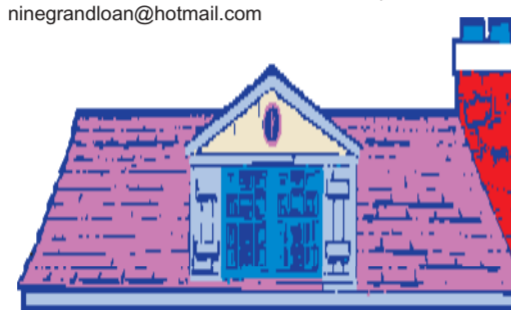
GIGS

JAZZ CLUB / Denny Ilett Jnr Quartet. Free Entry / 9pm-midnight / Backroom @ The Bull, 162 Cowley Road; Tel: 244516, Fax: 202457, Email: info@thebull19.co.uk

JERICHO COMEDY CLUB / Henry Naylor (the man off the adverts) and Russel Howard / E5 / 8pm / The Jericho, Walton Street

SHOLO KYNOCH / Piano / 10pm-midnight / Freud's, Walton Street; Tel: 311171, Fax: 311171

NINE GRAND LOAN (top rate) / Music old, new and international with special guests. FREE ENTRY / Royal Blenheim, St Ebbses Street / from 9 p.m. / Email: ninegrandloan@hotmail.com



11 HOUSES/FLATS TO LET

STUDENT LET - EXCELLENT HOUSE - 6 bedrooms, gas central heating and cooking, two bathrooms, lounge and kitchen. Garden centrally situated £1650 or £270 pcm per student - let as house. Available July 1 to June 2003. Contact ordeb@btinternet.com or 01865 244698. Second similar house with extra shower room.

ATTRACTIVE 4 BEDROOM house in East Oxford. £1200 pcm. ROB 07971 605323

EAST OXFORD HOUSE 2 bedrooms, open fire, sunny garden, upstairs bathroom, suit professional couple. £750 pcm plus bills; available May. tmbw@hotmail.com

JERICHO 2/3-BED FLAT available February, furnished, 845pcm. 07867515885, andrewbrenner@psyox.ac.uk

ISLE: SPACIOUS FLAT in beautiful old house. Rent Negotiable. Tel: 373794

2 BEDROOM FLAT, Abingdon. Suit professional couple. Tel: 01865 862153

3 BEDROOM HOUSE in North Oxford furnished £1100 pcm. j.124@hotmail.com

COLCHESTER SEME 3 beds £750pcm Colchester@37com

CABLETV, INTERNET CONNECTION, Central Oxford, 260pcm. ifley_room@hotmail.com

COMPACT (270SQFT) 1-bed city centre, immediate. 600pcm excl. Furnished. rs@euphony.net

OXFORD CITY LUXURY flat 2beds £850pcm 01844279279

21 HOUSES/FLATS WANTED

IN VILLAGE, BOTLEY/Hinksey Heights area, flat or house for single professional gentleman. (Reasonable) 01643 821608

2-BED FLAT/house wanted, £700pcm, Central/East/North Oxford. catlies76@yahoo.co.uk

PROF/M SEEKS T/F room from 29jan-28feb minipr@btinternet.com

NOVEMBER2002 OCCUPANCY WANTED north-west Oxford for prof/couple, would share. november@russelllawn.co.uk

LOCK UP GARAGE needed in Oxford please e-mail neil@cece@yahoo.co.uk

PROFESSIONAL SEEK 2/3 bedroomed house, Oxford. £900pcm. 07810352607 kate@broadgatesnet.co.uk

6 BED STUDENT house req'd summer/autumn 2002. Natalie 07811367305

6 BED HOUSE wanted in Oxford from Summer 2002. 0773415215

3 PROFESSIONAL SEEK 3 bed property £950pcm. james_hist@sw2000.com

PROFESSIONAL COUPLE SEEK 2-3 bedroom house. Oxford-surrounding village. daren.priestnall@sw2000.com 07905355456

SHORT LET - FEB.15TH-23RD. ACADEMIC couple. Self-contained accommodation. lavonne.leong@wor.ox.ac.uk 01245361420

ONE BEDROOM APARTMENT wanted Illey or Sandford for professionals 07894187855

5-BED HOUSE in Jericho from September - jokersp@hotmail.com

THREE DOUBLE BED house for £895pcm. Vicky 01865 554577

PROFESSIONAL FEMALE SEEKS studio/1-bedroom flat. Oxford. Contact nicola@bestfootforward.com

PROFESSIONAL COUPLE SEEK 1-2 bed abingdon 2/02 ox 286923

HAMPSTONS INTERNATIONAL HAVE not fixed my cold shower throughout winter

MUM/BABY URGENTLY seek 2 bed property, max. £750pcm. 07870436149

PROFESSIONAL COUPLE SEEK 1-2 bed house Abingdon 2/02

2 PROFESSIONAL SEEK 2 bed property £700pcm james_hist@sw2000.com

2 BEDROOMED FLAT Jericho/Botley/Central for 3 months-allan.h.tuback@tutk.com

THEATRE

Old Fire Station 297170
COMPANY Tue - Sat Daily: 7.30, Sat: 2.30, 7.30
A visual experience of 'Bobby's' mind! £8

Pegasus Theatre 722851
STARRY STARRY NIGHT Thu 31 Jan, 1.30 & 4.30
Milly visits a world of huge toys. For 3-7 year olds. £3.50

Playhouse 305305
MEDEA (OX. UNI. CLASSICAL DRAMA SOCIETY) Wed 30 Jan - Sat 2 Feb Wed, Thur, Sat: 2.30, 7.30, Fri: 2.30, 8.00.
Greek drama featuring desperate revenge. £6, £9, £12

Burton Taylor Theatre 305350
EDUCATING RITA Tue 29 Jan - Sat 2 Feb Daily: 7:30pm
Russell's play of a working class girl's hunger for education £5/£4

Merton College Chapel
THE MYTH OF MEDEA Tue 29 Jan - Sat 2 Feb Daily: 7.30pm
by Nick Tomas, author of Dancing Bears £5/£3

BMW Group Plant, Oxford 245 745
MACBETH by Creation Theatre Company Thu 31 Jan - Sat 23 March Daily: 7.30pm, plus 2.30pm on Sat 23rd Feb and on all Saturday dates in March
'A night to remember' Oxford Times

67 ROOMS TO LET

SINGLE ROOM in centrally heated modern bungalow Wheatley Oxford. Use of kitchen including washing machine. Male non-smoker £250 pcm. Tel: 01865 874968
JERICHO, NICE DOUBLE room for young professional, three sharing, avail 8Feb. £325 plus bills. jerichoroom@gmx.com
HEADINGTON&OXFORD DOUBLE ROOMS from 285pcm suit professionals 01844279279
ROOMS UNTILL 1/4/02. £250pcm. Iflyrd-Cowleyrd. 07876/275820 shakuntala45@hotmail.com
HEADINGTON, NEWLY DECORATED, available now!. £58p.w. Tel:07968808132
SINGLE ROOM, COWLEY, for nonsmoking female professional. £50pw(excl.bills) Tel:433932, sujith.kollamthodi@hotmail.com

LARGE ROOM TO RENT LITTLEMORE VENICE PROPERTY 2.5MILES CITYCENTRE TEL:07775920497
FURNISHED ROOM NEW Central-Oxford apartment avail now-April £280pcm adam_baker@hotmail.com 07880630369
ROOM AVAILABLE in Feb. Headington Centre. £250pcm, exclude bills. msc_essay@yahoo.com
NEAR CENTRE, 2 lovely rooms. 665-£75pw charges inclusive. 07876277367
EXCEPTIONAL SINGLE ROOMS houseshare Watlington Road citycentre 3.5miles £242.50pm mary_lou71@hotmail.com 0706000000 THE RENT is reduced £85/wk Fantastic house shares@yahooc.co.uk
ROOM in Big house. Huge Lounge. £28750pcmexbills priestleychris@hotmail.com for details
HOUSEHARBOROMAVAILABLE@YAHOO.COM GREAT, DOUBLE room, must see. £250pcmexcl. Rosehill.
ATTRACTIVE SINGLE ROOM off Illey Road. £230 pcm. 01865 248084.
DOUBLE ROOM, BEAUTIFUL flat near town centre £450pcm 07769971262

WHEATLEY, ROOM, £300.00PCMEXCLLOADS OF EXTRAS, gmgemcarter@hotmail.com 07973 562 389
OFF BELEY RD. Single rm. £270now exbills. Tel 07761666182.
NEAR STATION, FRIENDLY houseshare £260/w shared bills. 0774102341 harley@oxfordchese.co.uk
JERICHO MEDIUM ROOM, prof/s. available now £298pcm 01865516569 pl@mirada-solutions.com
CENTRAL ROOM in shared flat £369 Tel 07870677724 after 6pm.
ROOM FOR STUDENT in friendly houseshare, 43Mm St. £265/mtb. 01865469588.
LOVELY SPACIOUS GARDEN flatshare in Jericho. £442excl. hardy@oup.co.uk 01865 433285.
DOUBLEBEDROOM, LARGE, NICE in Headington avail. beginning of feb. oxfordroom@gmx.net
ROOM in FRIENDLY flatshare North Oxford. 260pcm excluding bills. flat@europe.com
MASSIVE ROOM - FRIENDLY HOUSE, near JR £295.Sally 07967218252
DOUBLE ROOM in large, fun, house, Headington, £295pcm. Stephie 07866895769
SINGLE ROOM, COWLEY, for Nonsmoking female professional. £50pw(excl.bills). Tel:433932, sujith.kollamthodi@hotmail.com

WITNEY HOUSESHARE, 1 other, spacious, cats, NSF £350&phone mellersk@oup.co.uk 01993705447
ROOM in SUMMERTOWN Mature student or academic. £100pw 07759773580
JERICHO SINGLE ROOM, shared house. £320pcm inclusive. 07788 672453
TWO CITY CENTRE rooms poss doubles available shortly 750800
SUMMERTOWN DOUBLE ROOM, beautiful house, midFeb. £350excl. gbadand@brookes.ac.uk 559610
2 PEOPLE WANTED for gay houseshare 330pcm jayne73@lycos.co.uk
EAST AVENUE ROOM shared friendly house fem/prof £265pcm 01844279279
MID SIZED ROOM in young professional houseshare, E6, £350pcm 07812019768 richard.howe@psion.com
LARGE ROOM, 10MIN. city centre (Abingdon rd) £285p/m 0120693@brookes.ac.uk
LARGE ROOM REDECORATED friendly house North of Oxford 01865-848377 tynebay@btworld.com
ROOM HEADINGTON £72.50 PER WEEK inc. 750800
LARGE SINGLE ROOM available now, Hinksey-Park, £265 p/m fsigona@brookes.ac.uk
SINGLE ROOM AVAILABLE, Jericho in Family House, Suit Post-Grad. tprice@ukonline.co.uk
CABLETV, INTERNET CONNECTION, Central Oxford, 260pcm, ifleyroom@hotmail.com
DOUBLEROOM (PROFESSIONAL) ABINGDON Road, £270 bills included 07715 614 648

WITNEY HOUSESHARE, 1 other, spacious, cats, NSF £350inc mellersk@oup.co.uk 01993705447
ROOM in HEADINGTON, friendly nonsmoking house, suit professional female. Tel:0782119
DOUBLEBEDROOM HEADINGTON in nice house to let starting 2.02. oxfordroom@gmx.net
TWO CITY CENTRE rooms poss doubles available shortly 750800
TWO LARGE SINGLE rooms poss doubles available shortly 750800
LARGE ROOM/CLEAN HOUSE/Wantage centre, £345 inclusive. 07764950769
DOUBLE ROOM, MID Feb/March shared. Professional person £267pcm 01865 247930
COWLEY: SMALL ROOM, £220pcm excl/bills. Prof/Postgrad nabaz@hotmail.com
ROOM AVAILABLE in Cowley, friendly shared student house. £270pcmplusbills 07811196164
LARGE SINGLE ROOM available now, Hinksey-Park, £265 p/m fsigona@brookes.ac.uk
LARGE DOUBLE ROOM in great shared house Osney 330pcm (PROFANDLIBERAL) jayneferaday@hotmail.com
ROOM in FRIENDLY houseshare for young prof, Cowley Rd £265pcm 01865248541(ave)

SINGLE ROOM, STUDENT, slade £250pcm bills friendly/ relaxed atmosphere 07764740764
GRANDPONTON(1), FRIENDLY HOUSE, prof N/S, £225pcm excl ozilzhayes@yahoo.com.au
NICE ROOM AVAILABLE NOW shared house. You won't find better! chris.stevewright@whicb.net
LOVELY ROOM in modern, central flat. £250 pcm 07770 828102
ROOM TO LET Headington £72.50 per week inc. 750800

ROOM NEAR BROOKES £72.50 per week inc. 750800
COWLEY CLOSE TO ring road room to let £275pcm
EAST OXFORD ROOM to let shared friendly house £285pcm 01844279279
PERCY ST ROOM to let shared friendly house £285pcm 01844279279
NICE ROOM 20MIN 2town(Botley)/Furnished, open fire, place.garden.No smokers.Avail mid feb. £218excl bills. 07714745845
NICE ROOM 20MIN 2town(Botley)/Furnished, open fire, place.garden.No smokers.Avail mid feb. £218excl bills. 07714745845
WITNEY RELAXED HOUSESHARE, 1 other, spacious, cats, £350inc mellersk@oup.co.uk 01993705447

JOB OFFERED

JOB OFFERED



Required to join team in large, popular Café, Bar & Function Venue in central Oxford. Attractive terms for hard working, reliable person.

CV with covering letter to: The Manager, Freud Café, Walton Street, Oxford OX2 6AH.
or Fax 01865 311171.

EFL TEACHER.

Qualif (min CELTA) for teaching/activities role.
Contract from now until end-September.
Details : Oxford English Centre, 66 Banbury Road. 01865 516162.
E-mail : info@oxfordenglish.co.uk

COMPUTERS FOR SALE/HELP

SECOND-HAND APPLE MACS: www.mactacofac.com or call 01865 764091

OXFORD MACINTOSH SOLUTIONS Ltd. For all your Apple Macintosh sales, service and support. 0871 7170000. www.oxmacsolutions.co.uk



*A level Easter Revision Courses 24-28 March and 2-6 April. Current experience in teaching 'AS/A2' level desirable.
Residential supervisors also required.
For further details please contact the Director of Studies on Kate.Watson@otc.ac.uk, or submit a c.v. to : Oxford Tutorial College, 12 King Edward St, Oxford. OX1 4HT, tel. (01865) 793333

TEMPORARY PART-TIME ADMIN ASSISTANT

For small and friendly nursing & care agency. To assist with general admin & secretarial duties, checking timesheets etc. Good computer skills, accuracy and attention to detail are essential.
Pay £7 per hour
2/3 days per week for 6 months contract.
Contact : Jackie Hammersley or Christine Townsend on 01865 249784
Oxford Aunts Care & Nursing Agency
3 Commarck Street Oxford OX1 3EX
email: enquires@oxfordaunts.co.uk

ST CLARES, OXFORD IS looking for Domestic Assistants, part-time and full-time with flexible hours, all year or school year only. Rate of pay £4.95 per hour. Please contact the Domestic Bursar on 01865 552031 to arrange an interview www.stclares.ac.uk

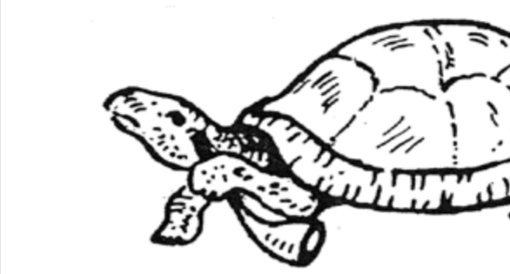
ST CLARES, OXFORD IS looking for a Part-time History teacher to teach 19th and 20th Century European/World History to IB (pre-university) and Liberal Arts (undergraduate level). For further details please contact Keith Allen, Vice-Principal on 01865 517314 or keith.allen@stclares.ac.uk www.stclares.ac.uk

FRENCH, GERMAN, ITALIAN AND SPANISH SPEAKERS - to native speaker standard - required for daytime telephone market research project from Wallingford based office. Contact Ian or Jon on 01491 826411.

PERSON WANTED to combine care of two sensible school age children with light housework/gardening - 3-6pm Wed/Thur/Fri. Opportunity exists to work three full days during school holidays. £8 per hour. Lower Wolvercote. Phone Oxf 516990

EFFECTIVE ADVERTISING

It's a bit like trying to interest a deaf tortoise....
Contact: the first words must ring a bell - start your classical concert ad with 'Puccini...' and those who know he was a composer will read the rest. Nothing can be done for or with those who think he was Dillinger's side-kick or some form of talian ice-cream.



KEEP IT SIMPLE AND BOLD
FEWER WORDS = GREATER IMPACT

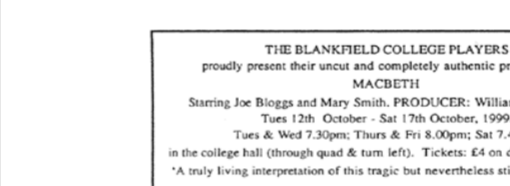
Draft your text, then go through it ruthlessly eliminating superfluous words. You are increasing clarity and cutting costs.

Don't make your details too complicated - if the time and price change every day you are only going to confuse people. Simplicity makes more of an impression.

Keep as near to one idea as you can get, decide on your marketing strategy and reinforce it - as often as possible.

When booking a display (box) advert, it is usually better to state what you wish emphasised and leave the designing to us.

It takes a long time to change people's minds. For practical purposes, you can only release desires already there. So don't advertise unless you are giving understandable information, rather than trying to convert people.



BAD ADVERT

GOOD ADVERT

Repetition: the advertisement needs to appear three times at least. There is no doubt whatsoever that no matter what it is it appears less important to everyone else than it does to you. Imagine trying to interest a deaf tortoise, and you've already grasped the measure of clarity and repetition required.

Be consistent - if your company has a logo, use it in your ad.

Advertising budget: minimum of 10% of potential turnover. Most people spend too little. There is no point investing in period wigs authentic props and rehearsal space if no-one then goes about your show.

Contact details: the greatest response from individual: go to phone numbers, then e-mail addresses, then post addresses, then box numbers.

Be larger than your competitors, but if you cannot afford a large display, try to give of a market with a special appeal, e.g. "The Only Musical in Oxford This Term". Make sure it does have a special appeal though. "The Only Musical in Oxford with a 2nd Trombone" won't do (they won't recognise it as The Mikado).

You can sell on quality to a limited group. Providing someone wants what you've got, the price you ask doesn't matter very much. If they don't want it, however good it is and however low the price, it won't sell.

Repetition: the advertisement needs to appear three times at least. There is no doubt whatsoever that no matter what it is it appears less important to everyone else than it does to you. Imagine trying to interest a deaf tortoise, and you've already grasped the measure of clarity and repetition required.

Be consistent - if your company has a logo, use it in your ad.

Advertising budget: minimum of 10% of potential turnover. Most people spend too little. There is no point investing in period wigs authentic props and rehearsal space if no-one then goes about your show.



GOOD ADVERT

19 ROOMS WANTED

TIDY OXFORD FINALIST seeks room. 1yr, starting Autumn, Max270pcm 07786654916
PROFESSIONAL F/NS shared house St Clements/Headington 01628672690 oconnor04@rbw.org

POSTDOC SEEKS DOUBLEROOM/bedsit in Oxford from March. sabrina17@hotmail.com

ROOM WANTED - STUDENT FINALIST, M, from summer 2002 stephen.glasper@newox.ac.uk

COUPLE SEEK ROOM in young, sociable, modern city flatshare. nickimor@hotmail.com