Christ's College Cambridge Editorial

Editorial

The year 2000 was (among many other things) the 50th anniversary of the death of one of Christ's College's most distinguished members, Jan Christiaan Smuts – general, statesman, twice Prime Minister of South Africa and, at the end of his career, Chancellor of Cambridge University. His portrait hangs in the College Hall as a reminder that the influence of Christ's spreads far beyond Britain's shores. The worldwide dimension to the Christ's community is celebrated in this second issue of *pieces*.

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Business people, diplomats, sportsmen, development workers: members of Christ's College take their energy and enthusiasm to all corners of the globe, transforming economies, international relations, and individual lives. Tim Jones and Sam Lankester illustrate this in their very different careers. Kieran West's gold medal at the Sydney Olympics last summer (page 3) succeeded in flying the flag for Christ's on the most prominent of world stages.

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To coincide with the launch of a major new College initiative to support legal education (page 4), the other theme of this issue is the law: how it is made, and how it makes the careers of those who study it. Law graduates from Christ's go on to achieve success in a wide range of activities. Some, like Lord Justice Kay, make law. Others, like Moray MacLennan use their academic legal training to good advantage in other business areas.

The twin themes of *pieces* issue 2 are brought together in our cover story: a profile of George Spyrou, Christ's law graduate and pioneer of trans-Atlantic links – by a surprising form of transport. Half a century ago, these same two themes – international relations and law – were encapsulated in the life and career of Jan Smuts: also a Christ's law graduate, and one of the founding fathers of the League of Nations, who has had a lasting influence on world affairs.

The editor welcomes

all comments on the newsletter and suggestions or material for future editions. Please contact: Dr Toby Wilkinson, Development Director, Christ's College, Cambridge CB2 3BU Telephone: 01223 766710 Fax: 01223 766711 E-mail: tahw1@cus.cam.ac.uk

Front cover picture

Skyship 600 over New York

Acknowledgements

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2 in the news Christ's College Cambridge



Double first

Christ's achieved a unique double last summer. It not only came top of the 2000 Tomkins Table (which measures the performance of Cambridge colleges in exam results); Christ's also topped the 20-year table comparing colleges average performance over the last two decades. The Independent (24 July 2000) lauded Christ's as the best performer over time and quoted the senior tutor, Dr Bowkett, on the secrets of the College's success: Our students do well because they work very hard but they also play very hard.

History in the making

The epic series on British history by Simon Schama (CHR 1963, Honorary Fellow 1995) won widespread acclaim. The Times (10 October 2000) noted the presenter s impeccable pedigree — Harvard, Oxford and Christ's College, Cambridge — and enthused about his star qualities: Only a don such as Simon Schama could deliver A History of Britain with such polish. Noting that University lecturers know everything there is to know about holding an audience, the paper lauded Schama's script as literate, elegant and thrilling.

Brains and business

Technology entrepreneur Dr Michael Lynch (CHR 1983) was the subject of BBC Radio 4 s In Business (19 October 2000). Autonomy, the company he founded in 1996, is poised to become a major part of the internet infrastructure. The programme said Dr Lynch had shown How to take a very bright idea and turn it into something that transforms the way we work. Autonomy s advanced pattern-recognition software is based upon the work of the 18th century mathematician Thomas Baynes, whom Dr Lynch studied while at Christ s. The programme described Cambridge as one of the places where good ideas can become businesses very easily.

Enlightenment

Professor Roy Porter (CHR 1965, Fellow 1970—72) was interviewed in The Independent about his latest book on the Enlightenment. His own awakening to the period occurred in his undergraduate days: Porter was a student of J H Plumb at Christ s, Cambridge, and was launched upon 18th-century studies by the great historian s magnetic influence. Professor Porter s subsequent academic career was described as staggeringly busy, characterised by an awesome capacity for hard work.

Getting into Cambridge

At the beginning of the academic year, two members of Christ's recalled their very different experiences of Cambridge entrance. Interviewed in the Times Education Supplement (6 October 2000), second-year undergraduate Ellen Bennett spoke about exam pressure: My generation knows that it s competitive out there — if you want to get a good job or go to a good university, you need top A-level results. By contrast, television presenter Richard Whiteley (CHR 1962) admitted that he got into Cambridge by the kitchen door. He told The Independent (19 October 2000): My Cambridge place came about because my headmaster wanted to have a new kitchen installed. Christ's College had just done theirs, so he went to check it out and, over the plate-warmers, mentioned my name. Times have clearly changed

Football crazy

An education at Christ's prepares people for a wide range of careers, including professional footballer. Steve Palmer (CHR 1986), who plays for Watford FC, was interviewed by The Independent (31 October 2000). All I ever wanted to do was be a footballer, he insisted. Mr Palmer has been ever-present now for 97 games, a club record.

Ancient Egypt, modern science

Dr Kate Spence (Bye-Fellow) received widespread media coverage of her dramatic new theory about how and when the pyramids were built. Her paper in Nature (16 November 2000) was reported by most UK national newspapers. Dr Spence was also interviewed on BBC Radio 4 s science programme Leading Edge. Her theory was described as an ingenious solution to a long-standing mystery. Another Fellow of Christ s, Dr Toby Wilkinson, appeared in the Channel 4 documentary Lost City of the Pyramids (20 November 2000). The programme showed how recent archaeological discoveries have transformed our understanding of the workers who built the pyramids.

Round and round the mulberry bush

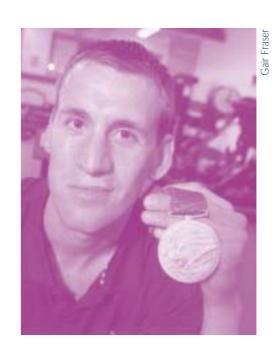
Milton's Mulberry Tree found itself in the limelight last autumn. The Guardian (21 November 2000) reported that a pot of jam made from the tree's annual harvest of mulberries raised £3,000 at an auction for the charity Wintercomfort. The Cambridge Evening News (20 November 2000) called the jam no ordinary conserve. A week later, the tree itself was the star in one of BBC2's Meetings With Remarkable Trees (27 November 2000). The programme featured interviews with Henry Button (former Archivist) and Dr Geoffrey Baldwin (Fellow) and closed with the Chapel Choir singing around the tree on a clear winter's night.

The desert speaks

Dramatic discoveries of prehistoric rock drawings in Egypt's Eastern Desert, by an expedition under Dr Toby Wilkinson (Fellow), attracted international press interest. The Guardian (27 December 2000) described the 6000-year-old art as opening a new window on the prehistory of ancient Egypt, while The Daily Mail (28 December 2000) led with the headline Why we must now rethink civilisation.

Christ's College Cambridge development news 3

Rowing for gold



Above Kieran West shows off his Olympic gold medal

For only the second time in the College's 500-year history, a member of Christ's has won an Olympic gold medal. Kieran West (CHR 1995) rowed in the victorious men's VIII that triumphed over Croatia and host-nation Australia on Sunday 24 September last year. Kieran returned to Cambridge a couple of weeks later to become President of the Cambridge University Boat Club.

His spectacular achievement at Sydney, and recognition in Cambridge, crowned a splendid year for the College Boat Club which achieved its best results in the May Bumps since the 1950s. To build upon this success, the Club has launched a new association for its many supporters:

the Friends of Christ's College Boat Club. Chief Coach, Mike Muir-Smith (CHR 1962) explains:

"A regular income from our supporters would transform our ability to compete consistently at the top level by enabling us to maintain and replace equipment, attend training camps, and compete in more regattas."

For a yearly contribution of just £15, Friends of CCBC receive regular updates on the Club's activities, invitations to events and the knowledge that they are helping the Club to produce the Kieran Wests of tomorrow! The response so far from former members of CCBC has been very encouraging. More than eighty Friends have joined to date; their support will generate over £1,700 a year in extra income for the Boat Club.

To join the Friends of Christ's College Boat Club, please contact the Development Office, Christ's College CB2 3BU, UK (telephone +44 (0)1223 766710, fax +44 (0)1223 766711, e-mail tahw1@cus.cam.ac.uk).

You can pay your membership by standing order or credit card. All donations by UK taxpayers can be made tax-efficiently via the Gift Aid scheme.



Above
A Christ's College crew celebrates victory in the May Bumps

A sporting chance

Great Britain s success at the Sydney Olympics last year was due in large measure to increased funding from the National Lottery, according to the sporting authorities. In the same way, for today s students of sporting promise, the major obstacle to success is often financial. Kit, expert coaching, attendance at major competitions: all these cost money and put great strains on already-stretched student finances. Christ s is determined to ensure that its talented sportsmen and women receive the help and encouragement they need to fulfil their potential. For this reason, and with the help of members, the College has set up a Sporting Awards Scheme.

We were delighted to receive a significant boost to this scheme last summer, when friends and family of the late Richard de la Hoyde (CHR 1977) raised over £6,500 to set up the Richard de la Hoyde Sporting Bursary in his memory. As an undergraduate, Richard represented the College at cricket and rugby. His contemporaries are keen to ensure that future generations of Christ's students are given the chance to excel in their chosen sport. John Phillips (CHR 1975), who organised the fund-raising effort, explains:

We can think of no better tribute to a wonderful character and a dear, dear friend who gave us all so much fun both at Christ's and thereafter.

If you would like to help the talented sportsmen and women of today — and tomorrow — achieve success, support for the Christ's College Sporting Awards Scheme and the Richard de la Hoyde Sporting Bursary will be greatly appreciated. Please contact the College Development Office (details above) for further information.

John Phillips full appreciation of Richard de la Hoyde will appear in the 2001 Christ's College Magazine.

Law in action

If you look at a list of Britain's leading lawyers — solicitors, barristers and judges — it is remarkable how many of them were educated at Christ's. From the Lord Chancellor to the chief executive of one of the biggest international law firms, the influence of College members on the legal profession is enormous. Evidently, one of the College's great strengths lies in its teaching of Law, and Christ's is resolved to maintain this tradition of excellence.

The brain-drain of top academics and students to foreign (especially American) universities is a serious issue facing Higher Education in the UK. Christ's College has set as one its major goals a programme of action to attract and retain the best students and the best lecturers, across all subject areas. Given the College's excellent track-record in Law, it has decided to start by building on this particular strength. Christ's has therefore established a Law Fund. Income from this dedicated endowment fund will support students reading law through bursaries and scholarships; it will also support College teaching in Law; and it will help to maintain and enhance the specialist Law Library — an invaluable learning resource for Christ's lawyers.



The Law Fund was launched last September at a reception in London, attended by a veritable who s who of lawyers from Christ s.

The response so far from the profession — both individuals and firms — has been magnificent, with donations to date totalling nearly one-fifth of the £1 million target. Moreover, law firms are keen to recruit the best graduates, and are particularly attracted by the College's excellent academic reputation.

Christ's hopes to reach its target for the Law Fund by 2005, the College's 500th anniversary. To find out more about the Law Fund, visit www.christs.cam.ac.uk/supporting.shtml#law or contact the Christ's College Development Office.

managing partner of Norton Rose

'The Law Fund seems to me an excellent initiative by the College.

Most law graduates recognise not only the great enjoyment of a legal education at Christ's, but also the benefits it has brought them in their subsequent careers. Hopefully they will wish to help others have the same opportunities."

Roger Birkby (CHR 1964)

Friends of Christ's College Old Library



Preserving a precious heritage

The College has recently launched a major conservation programme to restore, conserve and preserve for future generations its historical collection of over 25,000 books and manuscripts. Dating back to the 11th Century, the collection includes works by John Milton, Charles Darwin, Oriental books, early treatises on mathematics and natural philosophy, and legal works. Conservation work has already begun with the expert rebinding and safe storage of precious early mediaeval documents relating to the foundation of Christ s. It is intended to put these on display in 2005, the College's Quincentenary year

How you can help

You can help to preserve this precious heritage by joining a new association, the frieros of Crist's College Old Library. Friends will enjoy privileged access to the Library collections (the Library staff are happy to make special appointments for Friends to view the collections in private); exclusive invitations to lectures by experts on the collections; and an annual newsletter outlining new developments and donations. The annual subscription is just £15 and all funds will go towards the conservation programme. Further information and application forms are available from the Alumni Office, Christ's College, Cambridge, CB2 3BU, Tel: +44 (0)1223 334937 or email alumni@christs.cam.ac.uk. Alternatively, simply complete the adjacent form and return to the above address.

	I wish to join the Friends of Christ's College Old Library
	I enclose a cheque for £15 (made payable to Christ's College)
	Please send me a Banker s Order to pay an annual subscription
	I wish to pay £15 from my credit card: Access/Visa (delete as appropriate)
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Tel: +44 (0)1223 334937

Fax: +44 (0)1223 766711

Christ's College Cambridge Cutting edge 5



Targeting cervical cancer

"I've spent my entire professional life working on cancer of the cervix. It's immensely gratifying to think that we may have a real therapy."

Dr Margaret Stanley, Reader in Pathology and Fellow of Christ's College (since 1991).

Anywhere where there are poor women, marrying early, having large families, this is the cancer which kills them. Margaret Stanley's research is helping to understand and prevent one of the world's most deadly diseases: cervical cancer. It's the commonest cancer in women in the undeveloped world, she explains, and it is caused by a virus. Because it's a virus, theoretically you ought to be able to prevent infection by vaccination. That's basically what I work on.

If the prize is great, so are the obstacles that Margaret and her research group have had to overcome. To produce a vaccine, a virus is normally manufactured artificially, by growing it in tissue culture; but this is not possible with the papillomaviruses that cause cervical cancer. So we had to use vey sophisticated genetic engineering to grow what we wanted. We take the gene for the protein that forms the coat of the virus, and we express that gene in a bacterium, or yeast — and it makes huge amounts of the protein. Because of its chemistry, the protein actually selfassembles to form an absolute mimic of the virus, but without the virus DNA inside. This inert material can then be injected into the body to produce an immune response — antibodies.

Margaret s group was the first to discover this novel method in bacteria for this virus, but there were further problems to solve before an effective vaccine could be developed. She explains: This virus infects the surface covering of the cell, enters the cell and then hides inside. Once it s there, it s absolutely quiet. The antibodies are in the bloodstream, the virus is inside the cell. The question is, will the antibodies be able to catch the virus? Large-scale human trials are underway to test the treatment s effectiveness.

Because of the complexities of the virus, we think we might also have to raise the defences that come into play once you ve been infected. Never one to stand still, Margaret is already looking to the next bit in the armoury in the battle against cervical cancer. When the virus has started to divide, the body activates cells called lymphocytes — which are basically the body s psychopaths. Because they re serial killers, you don t activate them unless you have to. So the process is a complicated one, and that s what we ve been working on for the last three years — we have to know what is seen by the immune system. Margaret is quietly confident of success: I think we ve found the answer.

Once a vaccine has been developed, Margaret recognises that there will be major challenges in delivering it, especially in the Third World. It s all very well having sophisticated vaccines; but you need a method of delivery that doesn t need advanced medical services, because they don t exist. What you would ideally like to do is give somebody something to eat — on a sugar-lump. However, even here, there are difficulties: Every day we eat foreign protein but we don t make an immune response to it. That s because your gut is very tolerant. Finding out how oral tolerance works is occupying a lot of us. There are also cultural issues that are equally hard to confront: In some societies, cancer of the cervix is perceived as a disease of loose women. When you have a cultural attitude like that, you can imagine that vaccinating carries all sorts of problems. Margaret is under no illusions: My colleagues and I can deliver a vaccine — but the implementation issues are much more complex.

In collaboration with major pharmaceutical companies, Margaret and her group are tackling

each of these problems with a mixture of scientific curiosity and determined resolution. The big question in infectious disease is what dictates resistance as opposed to susceptibility. For each virus and each person it s probably different. Those are the sort of global questions that drive our experimental strategy. Thanks to her work, the prevention of cervical cancer is no longer a dream: For between ten and fifteen years ahead, it s a realistic proposition.





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The sky's the limit



AboveGeorge Spyrou and children

"Flying over northern France was wonderful – although we scared a couple of cows on the way!" George Spyrou, chairman and chief executive officer, Airship Management Services (since 1990). Born 14 April 1949. Studied Law at Christ's College, 1971–74 (BA, LLM) after obtaining BA from Harvard (1967–71).

A childhood interest and a sense of curiosity have led George Spyrou s career in an unlikely direction: airships. He recalls Having studied under David Yale, I began my career as a maritime lawyer with a shipping company. While working in England, I came across a company in Bedfordshire that had developed a new kind of airship. I d always harboured an interest in these types of aircraft since childhood. That initial visit led to a friendship with the chief designer, Roger Munk, and George subsequently offered to try and sell an airship during a business trip to Japan. Successful deals followed with Japan Airlines and with Fuji film, who used an airship for advertising purposes during the 1984 Olympic Games in Los Angeles. George remembers: During that period I had been given a desk at Airship Industries, part time — one or two days a week. By 1984 I was there nearly full time, heading up their sales and marketing. The collapse of the Australian-owned Bond Corporation in 1990 took Airship Industries with it, so George decided to start from scratch, launching a new firm to manage the American commercial contracts. Airship Management Services was born.

Ten years on, business is booming. Advertising is an obvious market — who can fail to notice a dirigible 200 feet long, drifting low over a city? Other uses are not so apparent, however. George explains: During the Olympic Games in 84, 88 and 96 we were carrying cameras on board without it being advertised that we were doing surveillance. Over Los Angeles it was assumed that we were carrying TV cameras for broadcast. People don t think of airships being used for surveillance right now, and that s the way many people would like to keep it. Airships are also used to monitor environmental pollution, and for biological research: We have leased a ship to the Woods Hole Oceanographic Institute to follow the movements of marine mammals.

Beyond these markets, George and his company have their sights firmly fixed on the revival of passenger transport, helped by a new generation of larger airships. The largest ship we operate now is the Skyship 600, carrying up to 13 passengers. We are developing larger ships that will carry 30 or more passengers. There have been discussions with other airship companies about carrying up to 250 passengers, but we think that s way off in the future. We re taking a step-by-step approach, building on existing technologies. The first step is to try out a new propulsion system, and George has plans for a high-profile test flight: We are hoping to take a Skyship 600, fitted with the new propulsion system, across the Atlantic during the summer of 2001.

In 1990 we flew a Skyship 600 for 52 hours without refuelling. The reason it came down is that they ran out of sandwiches and the loo got jammed! The capabilities of an airship are impressive, and George enumerates them enthusiastically: We normally fly at 1500 to 2000 feet; but we can go up to 10,000 feet; and we can fly over the ocean at 2 feet if the weather s good. The airship provides a very comfortable environment. We could have a conversation without having to raise our voices, and it s not a problem sleeping on board. Being a buoyant vehicle, you re not subject to the juddering that you get in other types of aircraft. It s a much more gentle, rolling motion — boat-like.

So, what of the prospects for a return to regular trans-Atlantic flights by airship? George is cautious: Eventually, maybe. The ships we re planning now will be used mainly for short flights over areas of scenic beauty, where the weather is good and there are sufficient passengers. We ll be running leisure trips within two or three years. Theoretically, we could do trans-Atlantic trips now, but we don t have the funding to build big enough ships and I m not sure there is a sustainable market yet to do it on a regular basis. But he adds, with a glint in his eye, There are people who would pay the earth to do it. People are hankering after a more leisurely form of travel—the airship provides that.

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African account

Samantha Lankester, audit manager, Carr, Stanyer, Sims & Co. (Kampala, Uganda) (since January 2001). Born 13 June 1974. Studied Natural Sciences at Christ's College, 1993–96. Previously audit senior with Mazars Neville Russell, London.

"I never wanted to be an accountant. Ever since reading Tear Fund magazines at the age of eleven, I wanted to dig wells or save babies. In 1997, after spending 3 months in a Tanzanian village, I went to Kampala. I said I really wanted to do development work, and asked what skills they needed. They said 'accountants'. My heart sank!"

Sam Lankester, former Christ's organ scholar and graduate in Natural Sciences, still seems surprised by her unexpected career choice. During my accountancy training, I did six-monthly checks on myself to see if I was going to get sucked into the money-earning rat-race. Instead, from January this year, she has been fulfilling a long-held ambition, putting her skills to good use in Uganda as part of a wider effort to train local accountants in modern business practices.

Sam explains that qualified professionals are in short supply in Uganda. Three quarters of those who passed the accountants qualifying exams last year left the country. So they re absolutely desperate for people. Despite the familiar job title (audit senior), her work is a far cry from the accountant's computer in the City of London. For the first year, I m working for a tiny firm with one African partner and about twenty Ugandan staff. They do audits for a lot of Non-Governmental Organisations and charities. I m looking at their audit systems, because they re currently using an approach that s about twenty years out of date, and developed with the British culture in mind. Since the staff are mostly not qualified, I m also doing training, to help them pass their exams. Next year, she will be helping another grass-roots initiative: Micro-Finance Institutions, which give small credit loans to groups of women in the villages to help them set up projects. As Sam notes, jokingly, If you lend money to men, they drink it. If you give it to women, it gets invested in their families!

Life in Kampala is not without its challenges, but Sam is typically unworried: There are issues; but they re not quite as big as they feel in England. Once you re here, you just get on with life. It s exciting. Although English is the universal language of business, Sam has shown typical determination by learning some words of the local tongue, Luganda. She demonstrates her unusual vocabulary: I can say swamp, armpit and tomb. She explains: In my phrase book, the first page was me, you, he, she, it; the second page was parts of the body and land formations; the third page was death! Undaunted, she sums up her can-do attitude: Why stay somewhere where everything s easy?!

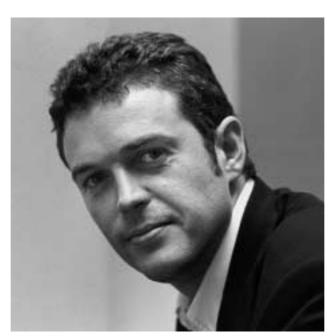
I very much doubt if my own little drop in the ocean will make any difference. Sam is typically modest about her own contribution, but clear about the need for professional assistance in developing countries: Wells and food and blankets are urgent and definitely needed. But that type of aid is not sustainable. Africans have pride in their own countries and they want to be independent. They want help to develop their infrastructure, their economy, so that they can support their own poor. My work is part of trying to turn round the economy, so that it's self-sustaining. Hopefully, in time, it will reduce the need for emergency aid. That s its goal.

Sam s enthusiasm for her mission is infectious, and she is excited about the challenges ahead. Does she envisage staying on in Uganda after her initial two-year contract? I have a feeling it might be longer. I ve got a one-way ticket



Above Sam Lankester helping out in a Tanzanian village.

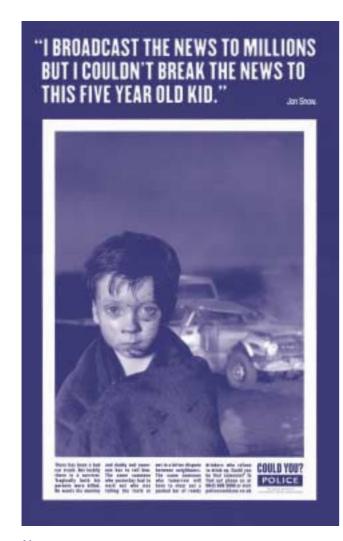
Christ's College Cambridge **Feature**



Moray MacLennan, joint chief executive, M&C Saatchi Ltd (since 1995). Born 29 August 1961. Studied Law at Christ's College, 1980–83. Previous career with Saatchi & Saatchi (joined 1983, board director 1988, managing director 1994).

A good advertisement

"What you do is tell the truth in a compelling way."



Above One of M&C Saatchi's hard-hitting advertisements to encourage police recruitment

To set the agenda, an advertisement has to be at not as high as it should be. The solution was least hard-hitting and sometimes controversial. As head of agency M&C Saatchi, Moray MacLennan has been responsible for some of the most memorable advertising campaigns of recent years. Some have attracted their fair share of criticism (for example, the infamous demon eyes advert warning of New Labour New Danger). But Moray is robust in his defence of such shock tactics: Unfortunately what works in political campaigning is negative advertising. In an ideal society you d say: Here are the issues, this is what we believe, this is what they believe, vote for us. And if you do market research, people will say they are more interested in issues. But when it comes to it, people are not going to read a newspaper advertisement from the Conservative Party telling them what a wonderful job they did on the Health Service.

The advertising industry is not immune from criticism, as Moray freely admits: People tend to see us as the masters of deceit, trying to con people into doing something. Sometimes we re our own worst enemies — putting out stuff that upsets people. But on the whole we re reasonably well-behaved. He is also at pains to point out the regulatory constraints under which agencies operate. But he is disarmingly frank when it comes to ethical questions. For us to start taking the moral high ground would certainly not be useful for business. This nononsense approach has won clients for M&C Saatchi in every conceivable sector (everything from charities, to politics, to catfood, to airlines, to pharmaceutical companies). Most are high profile; but not all have been universally successful.

The Dome had such a massive amount of negative publicity it was always going to be tricky. With a wry smile, Moray recalls one of M&C Saatchi s most challenging campaigns of 2000. I think where we ended up was the right strategy, emphasising the very high levels of visitor satisfaction. But yes, it was an uphill battle. Another challenge was to increase police recruitment: an interesting one, given the current regard the police are held in, which is

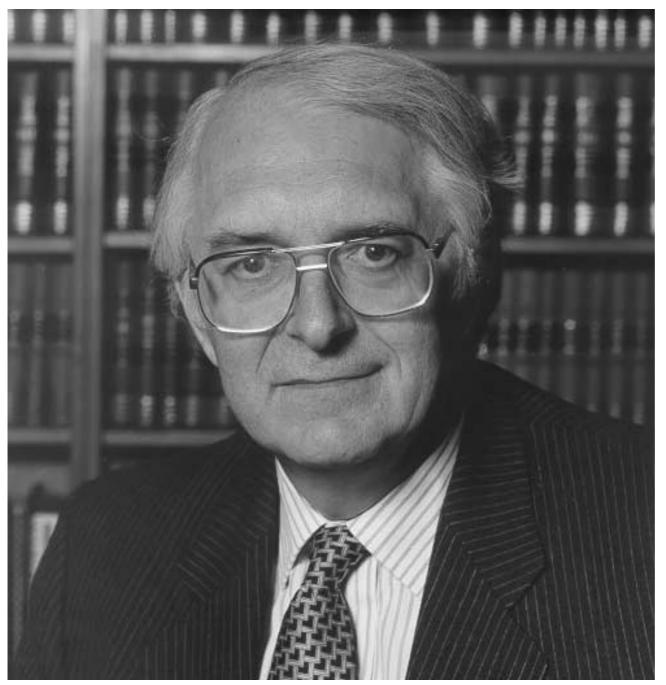
provided by the people at the sharp end, the police officers themselves. When we talked to them about what they have to do, we thought we couldn t do that job . Hence the idea behind the campaign.

So, what is the essence of a good advertisement? Moray is in no doubt: If you look at what was a great ad 50 years ago, it s still a great ad. As far as the message is concerned, the same rules apply: a very simple, original idea brought alive. Cut through to people s minds, get in there and stay there as long as possible. However you do it, that has to be the objective.

Increasingly, advertising has the task of bridging the gap between global brands and local consumers. Moray recognises the challenge, but is sceptical about the familiar national stereotypes: According to the clich s, in Britain, our advertising is tremendously funny, self-deprecating and people haven t a clue what you re saying. In France, it can be anything as long as people haven t got their clothes on. In Germany, just put a load of facts down on paper. In Italy, have a pretty girl with a fast car. There is a grain of truth deep down, but I don t think people are fundamentally different. Rather, Moray argues, successful advertising plays on universal human feelings: It s an old saying: you find out what unites people, not what separates them.

Sitting in his bright and airy office in the heart of London's Soho, Moray MacLennan is everyone s idea of a successful advertising executive: young, dynamic, fast-talking and plain-speaking. But how does a career in advertising match up to the public image? It is glamorous but I think it s dangerous to play it up too much. Behind the gloss there are a lot of serious business skills to be learned. It s important for people thinking of coming into the business to realise that. You are dealing with corporate strategies which mean the difference between a company surviving or not. It s fantastically interesting and challenging. As he springs to his feet, ready for his next meeting, he adds But it s still fun.

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The Rt Hon Sir John Kay, Lord Justice of Appeal (since 2000). Born 13 September 1943. Studied Maths and Law at Christ's College, 1962–65. Called to the Bar 1968, Judge of the High Court of Justice 1992–2000.

"Judges have a responsibility to rein back excesses of public opinion but they shouldn't be unaware of it."

Sitting in judgement

I think the case involving the division of the Siamese twins was wickedly difficult. You were being asked to play God. If you asked any Court of Appeal judge which case in recent times they were jolly glad they weren t sitting on, they would probably say that. Sir John Kay has spent much of his career making difficult judgements. Now, as a Lord Justice of Appeal, he presides over some of the country s most complex legal cases. Referring to the Siamese twins case, Sir John believes that it opened the public s eyes to the complexity of judicial decisions: The general public could see for themselves the difficulty of the job that was being done. It made people realise that sometimes our job is acutely difficult.

Cases which require a mandatory life sentence are particularly complex. Sir John explains: Some crimes are so heinous that the proper punishment is life imprisonment. But that s just a tiny minority of cases. The spouse who has taken a knife in the kitchen in the heat of the moment, and has stabbed somebody five times and is convicted of murder, is never likely to be in the same position again and represents no danger. The concept that you say life is really meaningless. However, in more serious cases, Sir John believes that press reporting can give a false impression: Most life sentences last longer than the period fixed by the judge. If you recommend a minimum of 15 years, the papers will report it as 15 years; but the overwhelming probability is that that person will spend at least 20 years inside.

Questions over sentencing arouse particularly strong feelings, but Sir John emphasises the need to strike a balance between public outcry and genuine thought. Public concern is often exacerbated by partial knowledge of the facts: The Canadians did some experiments in which they showed half a random group the newspaper reports of a case, and the other half of the group the actual papers in the judge s hand. The overwhelming proportion of those who saw the newspaper reports thought the sentence was far too lenient. The overwhelming proportion of those who read the papers thought it was too high.

Sir John points to the introduction of the Sentencing Advisory Board — comprising members of the public as well as judges and lawyers — as one important modernising initiative; and he is in no doubt that the criminal justice system as a whole will undergo major reform in the near future. Nevertheless, he expresses mixed feelings about proposals to modernise court procedure: I have always seen the advantage of wigs and gowns: they de-personalise. If you re a barrister and you re having to put to some perfectly honest witness that they re lying because those are your instructions — it s easier for you to do it, and easier for the witness to understand it, if you re dressed up in a way that makes you look different. But I think there s a much stronger argument in civil cases for getting rid of wigs. However, Sir John's experience of

other judicial systems has led him to cherish the sense of solemnity in a British court: I watched with great interest the trial of O.J. Simpson in the States. One of the lawyers was drinking from a can of Coca-Cola as the case went on, and I thought We still do some things right. You can go too far down that road.

Judges in the United States do, however, have one big advantage, as Sir John recalls: I was taken round the American Supreme Court by one of their judges and she asked Would you like to meet my staff? She had a secretary, two typists, and four legal assistants. If you are a Law Lord in this country, you don t have any personal staff at all; you have access to a typing pool. Despite the workload, Sir John still regards his job as a privilege, dispensing justice on behalf of the people. Underneath the wig and gown, he stresses that judges are human too: You shouldn t leave aside your feelings as a citizen. After all, we represent the citizens, and you therefore have to take ordinary feelings into account.



Above

His Excellency the British Ambassador (left) in an audience with the President of Armenia

Timothy Jones,
HM Ambassador to
Armenia (since 1999).
Born 5 September 1962.
Studied Engineering at
Christ's College, 1981–84.
Diplomat since graduation
(CSCE Vienna 1987–88;
The Hague 1988–92;
Mostar, Bosnia, 1994–95;
Deputy Head of Mission,
Tehran, 1996–99).

"Part of the problem with being an ambassador is that you're never off-duty."

Our man in Yerevan

If you d asked me five years ago, I doubt I would have guessed I d end up in this post! Britain s youngest ambassador still expresses some surprise at finding himself the UK s official representative in Armenia. He explains: The posting system in the Diplomatic Service works by a form of roulette. When you re due to move, you get sent a list a jobs becoming available. British Ambassador to Armenia was there, and I ticked the box. There will, of course, have been other factors which persuaded those who make the decisions that I would be suitable: in particular, the fact that I had, in effect, been in charge of the embassy in Tehran for a sensitive period in 1997.

The basic job description is representing the UK in Armenia. Tim Jones sums up his role in a few words; and, only half-joking, recalls the definition of a diplomat offered by an Australian colleague: somebody who lies to journalists and then believes what he reads in the newspapers. More seriously, Tim explains: A lot of it is simple public relations work — opening f tes, speaking to meetings, getting the message across to the widest range of people.

But travelling outside the capital, Yerevan, is not easy: The infrastructure hasn t been maintained and the roads are in an appalling state. A massive earthquake in 1988 was followed by the collapse of the Soviet Union in 1991, dealing the country a double blow. Tim has seen the effects at first hand:

A lot of money that had been dedicated to reconstruction went missing. So there are still people living in containers. Aid from Britain and the EU is beginning to make a difference, but, Tim admits, there is still a long way to go.

Armenian has an alphabet which has virtually no recognisable characters in it. Also, most Armenians outside the country speak a different version of the language! Tim moved directly to Yerevan from his previous posting in Iran, without the usual intervening period for language-training; so learning Armenian has been a challenge: My

biggest regret is that I ve not really had the time to build up the sort of fluency in the language that would greatly increase the number of people I could talk to. He also cites protocol as another barrier: It s difficult building a friendship, given the official purpose for which you re in the country.

In a small country, people know who you are. It makes getting away from it quite difficult at times. Being British ambassador is a 24-hours-a-day job, and this leaves little Tim precious little time to himself: A large amount of what I do naturally ends up being outside office hours. You can be looking forward to an evening in, and suddenly find that there s something you ve really got to go to. You have to take advantage of the opportunities that come up—however difficult it is, sometimes, to arouse any personal interest.

In other respects, though, the life of British diplomats abroad has greatly improved, as Tim points out: The internet and ease of air travel have made the world substantially smaller than it was. From my time in Iran, the two things I discovered I missed most were red wine and cheese. But, these days, you can put in an order, and there are companies that will deliver anywhere in the world. So, what things about Britain does he miss most when in Yerevan? It sounds bizarre, but from time to time, I miss the British climate — and the greenness. It s things like that rather than physical commodities.

As for his next foreign posting, Tim has learned from experience not to be too choosy: One of the biggest mistakes anyone can make is to set their sights on a particular job or a particular country. The art of having an enjoyable career in the Diplomatic Service is to make the most of what comes up. In any case, it s only for three or four years. But, he adds, That s not to say that being ambassador in Paris wouldn t be a good thing. Watch this space

12 Members' page Cambridge

Year Group Representatives

The Year Group Representative Scheme has proved immensely popular and we now have 27 years with a representative. The news of each year has been published on the Christ's College website at www.christs.cam.ac.uk/alumni which provides immediate access for Members to share recollections and news. Each webpage has a password, which may be obtained by contacting the Alumni Office.

Some year groups have organised informal reunions through this initiative, others have used it to share memories of their time in College, or news of family births and marriages. The Alumni Office welcomes ideas on the development of these pages, and hopes they will prove a useful resource for Members. In addition, Year Group Representatives will report back to their years in the College Magazine and will be invited to a special dinner in 2002 by the Master.

Current Year Group Representatives

1938 Richard Barlow-Poole CBE

1944 Derek Wilkes

1945 Right Revd Manktelow

1948 Alexander Popple

1949 David Barclay

1950 Peter White

1951 Alan Melmoth

1952 Graham Galer

1954 Lawford Howells

1958 Morton Voller1959 Roger Dalzell

1960 Michael Sandford

1961 Peter Gee

1970 Malcolm Donnithorne-Tait

1973 Paul Redstone

1975 Harry Hyman

1977 Paul Turner

1980 Clive Hyman

1983 Julian Critchlow

1986 Simon Edwards

1987 Joanna Hill

1989 Rebecca Devon

1993 Alexander & Maggie Scott

1994 James Devon

1995 Nicki Bradford

1996 David Reed

If your matriculation year is not yet represented and you would like to learn more about becoming a Year Group Representative, please contact the Alumni Officer, Claire Glazebrook, by e-mail alumni@christs.cam.ac.uk or by telephone on +44 (0)1223 334937

www.christs.cam.ac.uk/alumni/yeargroup.shtml

Members' benefits

www.christs.cam.ac.uk/alumni

The College webpages go from strength to strength and have been invaluable in tracing lost Members. A major redesign of the webpages is currently underway and will be launched later this year. We would like to feature business ventures and start-up companies involving Members of Christ s. If you would like your business to be featured, please contact the Alumni Office: alumni@christs.cam.ac.uk

College wine now available

College wine, sherry and port may now be purchased by Members of College. We have arranged a postage and packing service for cases of wine within mainland Britain. A booking form is available via our website at www.christs.cam.ac.uk/alumni or by telephoning the Steward's Office on 01223 334962

Dining privileges & accommodation

All Members who are MAs and who matriculated at least ten years ago are entitled to dine with Fellows on High Table up to ten times each academic year, the first dinner of each term being at the College's expense. Dinner at High Table costs £17.60 and Members should contact the Steward's Office for further details on +44 (0)1223 334962.

Members of College may also like to book accommodation in College when visiting Cambridge. The College reserves two student guest rooms for Members during term time and will do its best to accommodate Members in rooms during the long vacation. Rooms cost from £20.39 per night. For further details and availability please contact the Accommodation Office on +44 (0)1223 334936.

Conferences & functions

The College has a number of elegant rooms which may be booked by Members of Christ's for dinners and other private functions. There is also a fully staffed conference office in College which will be glad to advise on conference facilities.



MBNA Credit Card

The Christ's College Visa card, which is available to all Members, offers a competitive financial deal and the opportunity to support the College at no extra cost. Please contact the Alumni Office for a leaflet.

Swan Hellenic cruises

Any Member of Christ's booking a College-promoted cruise with Swan Hellenic receives a 10% discount on the booking price. The next cruise is for two weeks around the Stores of the Agreen, departing on 26 August and returning on 9 September 2001. Further details are available from the Alumni Office.

Gift Items

Lithograph of Third Court (picture left)

A limited edition of 85 colour lithographs has been commissioned from artist Lucy Westwood. The view shows the corner of Third Court, looking towards the Lasdun Building (New Court). The lithographs are on high quality paper; each is individually numbered and embossed and measures 9 x 14 inches. Lithographs are available to Members at the special price of £67 (inclusive of VAT), plus £3 for postage and packing. Framed versions are also available. Please send orders (cheques made payable to Christ's College) to: The Master's Lodge, Christ's College, Cambridge, CB2 3BU.

Compact Disc recordings by the Chapel Choir

The latest collection of sacred choral music by one of the best mixed choirs in Cambridge is now available. Sacred music by Gilbons and Purcell and the Choir s three previous recordings are available to Members at the special price of £8 each. They may be purchased in person at the Porters Lodge. To order CDs by mail within the UK, please add £1 for postage and packing. Please send a cheque (made payable to Christ's College Choir) to Dr David Rowland, Director of Music, Christ's College, Cambridge, CB2 3BU.