Diamond Don shouldn't do PSU

Given the fiscal importance of Penn development campaign which ideally would State's \$200 million fund-raising campaign, move the University closer to its goal of you'd think the University could have found equality," said Sabrina Chapman, coordia political figure with a little more public nator of the Center for Women Students. relations clout, or even simple tact, than Undergraduate Student Government Vice White House Chief of Staff Donald Regan to President Sue Sturgis feared that Regan's kick it off. Was James Watt unavailable? visit would alienate "half the number of

Although Regan's appearance at the people who would give to the campaign." cially confirmed, Secret Service agents considering the possible alternatives. In the have already been on campus to prepare for administration's own back yard, football the visit. Student leaders also have begun coach Joe Paterno has boosted Penn State's their preparations by sending a letter to University President Bryce Jordan expressing their justifiable concern over Re- well. gan's suitability.

man in America, but Regan's well-docu- occasion. Perhaps Donald Regan is the mented views on women and South African University's idea of a joke. sanctions hardly qualify him as representa- If the ramifications were not so serious, it tive of higher education. Rather, they seem may have been funny. As it stands now, to be the product of no education whatsoev- Penn State is about to begin its capital

During November's Geneva arms-control The University Student Executive Counsummit, Regan suggested that women cil should be supported in its attempt to stop could not understand the issues involved Regan's visit, if for no other reason than to and were more interested in Nancy Readistance students from Regan's obtuse congan's wardrobe anyway.

sanctions stance toward South Africa, Refrom some money-talks-students-walk pubgan noted that American women would lic relations problems might want to take have to do without that country's rich supthis to heart and dissociate itself from ply of diamonds. "Are the women of Ameri- Regan. To use reasoning that will be appreca prepared to give up all their jewelry?" ciated in Old Main, Regan's visit could cost Diamond Don wondered.

want its fund-raising campaign tainted by America, but all Regan possesses at Unisuch blatant misogyny?

nationwide reputation through athletics while tirelessly promoting academics as And when Penn State's football team celebrated a "Century of Excellence" last Some have called him the most powerful month it got comedian Bob Hope for the campaign with a public relations disaster.

Regan's selection is even more baffling

Then, in defense of the president's anti- An administration that already suffers

the University money, not just its image. The real question is: Does Penn State He may be the most powerful man in versity Park is the power to contaminate a "I think it is an unfortunate beginning to a good idea with repugnant politics.

pressed on the editorial pages are not necessarily those of The Daily tee of Collegian Inc. Information on filing Collegian, Collegian Inc. or The

The Daily Collegian's editorial opinplaints should be presented to the editor.

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Pennsylvania State University.

Letters Policy: The Daily Collegian en courages comments on news coverage ditorial policy and University affairs spaced and no longer than one and one half pages. Forums must also be type

grievances is available from Gerry Lynn



"IF YOU CAN FIND A BETTER CANDIDATE FOR PRESIDENT, NOMINATE HIM!"

Good help is hard to find

The Daily Collegian is looking for Please pick up an application for a few good columnists for Fall further details.

Columnists will be expected to write opinionated, well-written and researched columns for the editorial opinion page concerning issues and topics that are currently capturing the public's attention - either locally or nationally. Applications are now available in

126 Carnegie Building. All former columnists must reapply if they want to retain their

The deadline for all ap The Collegian is accepting appl is Wednesday, Sept. 3, 1986 at 5 cations for a new editorial cartoonp.m. No late applications will be ceptive grasp of current events and the ability to comment on them on ists will be posted on Tuesday,

Sept. 9 in 126 Carnegie Building. Questions should be directed to at the Collegian in 126 Carnegie Opinion Editor Jill Graham or As-

sistant Opinion Editor Alan J. tions and drawing samples is Fri-Craver in the Collegian office or at day, Sept. 5.

CORTAST: Collegian vs. Collegian

ally quite nice to chat with and are

most informative about the latest

innovations in suntan accelerators

and who's tearing up the greens on

handicap to a mere 20 strokes be-

cause he made a point of slipping

away a couple of hours every day

Overall, it's pretty obvious

where priorities are when, given

the latest protest or municipal

workers are heading downtown to

we recognize how the Collegian and

its readers do benefit from the

efforts that from news and, yes,

Consider, if you will, how empty

didn't have a Collegian to find out

the latest head count of people who

were arrested for underage drink-

ing over the weekend or to clip two-

for-one ads for home delivered

pizza and subs. We'd be forced

(god forbid) to resort to reading

business staffers put forth.

to hit the links all summer long.)

News staff:

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Anita C. Huslin

William G. Landis Jr.

Business Manager

it will instantly become obvious to you what makes this newspaper As you enter 126 Carnegie, straight ahead and to your left behind a long white counter, you

If ever you walk into the caver-

nous offices of the Daily Collegian,

will notice a dozen or so tanned, well-dressed, aloof-looking people milling about. These people represent the business division of th cause they work on shifts arranged around the optimum mid-day tan-

ning hours. They also only work the U.S. pro golf circuit. (The busifrom 8:30 a.m. to 4:30 p.m. on weekdays. Standing behind the up-and-coming hacker who cut his long, white counter they are separated from the hot, sweaty masses that come in every day to buy personal and classified ads. These calm, cool and collected people behind the counter live by the rule that says "money talks." They represent the future of Wall

will see what looks like utter chaos - wild-eyed people running around flailing telephone receivers and scribbling furiously in notebooks while others pound away at video display terminals. These frenetic people comprise the news division of the Collegian.

For the most part, they sport sallow complexions, red-rimmed eyes and less than 2.0 GPAs betion to the one, most important thing in their lives — journalism. Their motto is "if there's a story

The business folks do a great job of answering telephones, filling out substandard local publications if it resume request forms and bustling weren't for the noble efforts of the around their side of the office, dedicated news staff and, at least, wearing their little plastic consistant endeavors of the businametags. Some of them are actuness division.

Dedication, despite sallow complexions

Although a sense of derision may be detected at times between the news and business staffs and the feelings that one side is better than the other, the fact is, we couldn't

Common to both news and business Collegianaires is a staunch loyalty to our product and organization within the walls of 126 Carnegie. We all wear the same sweatshirts that pronounce our allegiance to the Collegian (although some staffers have been known to turn them inside out to avoid confrontations on the streets).

We all put our heads together to plan for our annual Christmas parv and find ways of getting around the ever-present alcohol liability problem. And we all answer the elephone, "Hello, Daily Collegian" except on those rare occasions when my mother calls and

someone disconnects her. the choice of bringing honor and The fact is, although the news glory to the Gollegian, news staffstaff believes in quality while busiers can be seen running to cover ness is always harping on making advertising quotas, we all believe council meeting while business we are here to sell as many ads, write the most informative stories cash their checks that come every and learn as much as possible in But the important thing is that

To be quite honest, we who work here six days a week are probably more surpised at times to see copies of our daily rag on the streets and in the dining halls every day ready to greet those people who are But as a last plug, let me assure you that we go to press every night primarily because of the skill and dedication of nearly 200 reporters. editors, photographers and graphic artists who represent the heart of

Anita Huslin is a senior majoring in journalism and the editor of The Daily Collegian.

Business staff:

Win or lose, appearance is all that counts

ing. (How's that for a rationaliza-

When news and business people

The news staffers tend to be

pus events, while the business staff

sees the world through sales quotas

and financial reports. The news

money. This makes for interesting

conversations when the two divi-

News Staff: "I can't believe Don-

ald Regan is coming to Penn State

to kick off the Campaign for Penn

State! It's such an affront to wom-

someone like G. Gordan Liddy or

Business staff: "That's a nice t-

shirt you're wearing. It's relatively

clean today." News staff: "Do all

your shirts have alligators and polo

Needless to say, news ends up on

sions get together at a party.

maybe even Lee Iacocca?"

speak to each other we see how

"Are you one of those crazy liber-al writers that writes that garbage in The Daily Collegian every day?' I looked down at my Collegian sweatshirt and realized I was mistaken once again for a reporter. I tried to explain that I worked on the business staff, but knew it was

In this person's mind, I was a radical left-wing fanatic and possibly even a Democrat. That's the way it is in this business, though. Few people realize what the business division of a newspaper does, or that it even exists.

The business division's primary function is to sell advertising. Today's paper is 54 percent advertising, so I contend that by virtue of taking up the majority of the space, the advertising is more important than the news and editorial con-

ble no one would read The Collegian if it was all ads, but we sure would save some money. (Oops, that's the business person inside of staff wants to save the world, while me surfacing again!) The point is the business staff wants to make that the news and business divisions do their share to produce the news and advertising package you see every day.

The differences between people on the news and business staff tend to be striking. The most obvious differences are in appearance. News people seem to work very hard at cultivating the wild-eyed, haggard look. I am convinced that they avoid sunlight because they feel as if they would appear less credible in their role of world defenders if they had a tan. Someone would obviously accuse them of selling out to big business if they were seen playing tennis or, god this fine organization — The News

other hand, realize that it isn't "sides" of Collegian, it is amazing whether you win or lose, it's how that we all work for the same you look when you play. We organization

The only time the news and busi ness division really work together s when we determine paper size. We take the number of inches of advertising we sold for a particular issue and feed that into a computer program. The program generates five possible paper sizes and calcu-

Then, a representative from with the most toys wins, so we tend to be prolific consumers. This is so more of their articles are pubadmirable because we know that we help the economy when we increase our discretionary spend-

lates the cost to print each one.

As you can see, the scene seems set for confrontation. Suprisingly, there is usually little other's concerns and is generally sensitve to them. We have concerned with politics and cam-

sure the paper size allows for at-

is disagreement, but we always arrive at some sort of a compro-Maybe it's best that the Collegian is as diverse as it is. The paper needs different skills for each function and different people are so it seems natural that different types of people gravitate toward

sion do not necessarily have the same values as those in the news, we all do realize that we are here to put out the best college paper possible and learn a lot while doing it. Now, if we could just put some tanning lamps on the news side and find some common ground to talk

10113901one side of the room and business on the other. Given the differences between the two majoring in marketing and the Business Manager of The Daily

about at parties . .

reader opinion

Bomb scare

spent \$2 trillion to build a Star Wars to find the few who are guilty. system and that it worked perfectly as he claims it would. Could the press over his proposed voluntary Soviets still launch a first strike drug testing of federal employees; against the United States? A hydrogen bomb is small enough the people have reacted to the real to carry in a suitcase. The casing for danger of Reagan's plan.

such a bomb could be made in the United States. The electronics that would detonate the bomb could be bought over the counter in any city in the country. The triggers that would detonate the bomb could be manufactured in a machine shop by Soviet agents in the United States. The plastic explosive that would cause the initial explosion could be bought or made in the United States.

smuggle in the hydrogen fuel and the departments to conduct drug testing William Rehnquist will bring it to the plutonium. The Soviets could assemble 500 bombs and place them in able cause as long ago as November U.S. Supreme Court. strategic locations where they could 1983! He also allowed the Postal Servall be detonated simultaneously via satellite. Would Reagan's Star Wars system defend the country against his type of nuclear attack?

Drug testing

who were committing crimes against The American people were out- you think about:

secure in their persons, houses, pa- drinking on campus and at University Because of the number of letters pers, and effects, against unreason- events such as football tailgates. able searches and seizures, shall not Authors must present letters to the antee publication.

HRS: 6 a.m. - 10:30 p.m.

ported by oath or affirmation . . ." Or, in other words, you can't search without probable cause. Let us assume that Reagan had everyone, innocent and guilty alike, Many argue that drug testing is

unfortunately, neither the press nor

By allowing these supposedly "vol-untary" tests, Reagan is violating his presidential oath to preserve, protect and defend the Constitution of the United States, and in particular, the Fourth Amendment. He is allowing a basic principle of the people to be destroyed; he is helping make America ripe for another King George. President Reagan has allowed the

topics of interest to the Collegian's p.m.

front the University community. The Collegian wants to know what All writers should provide their

raged. To insure that such indiscrimi-• The University's stricter policy not conform to standards of good

which will crack down on underage taste. be violated, and no warrants shall editor (no more than 1 1/2 pages, All letters become the property of issue, but upon probable cause, sup- double-spaced) or forums (up to Collegian Inc.

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required for job safety and perfor-President Reagan is getting a lot of mance; public safety is paramount. Unfortunately, drug testing does not

the job performance argument must be considered as merely a gimmick And predictably, private industry followed his lead. Now 25 percent of

stituted drug testing programs. Richard Prawdzienski

major American companies have in-

Lowell, Massachusetts resident

The Soviets would only have to Army, Navy, Justice and Treasury Africa to find racism. In a few weeks,

Randy J. Maniloff junior-marketing

Use this space

J. Pasinosky The Daily Collegian welcomes let- three typed pages, double-spaced) to Bellefonte resident ters from students, faculty, staff and the Collegian in 126 Carnegie Building area residents concerning issues and during office hours, 8:30 a.m. to 4:30

Once upon a time, King George's Even though we are entering only semester and major of each writer. soldiers searched poeple indicsrimithe second week of the Fall Semester, Letters from alumni should include nately in order to uncover those few many important issues already con- the author's major and year of grad-

address and phone number for verifinate searches could never again community caused by the 25 percent The opinion editor reserves the happen in America, they wrote the decrease in black freshmen enrollreject letters if they are libelous or do

received, the Collegian cannot guar-



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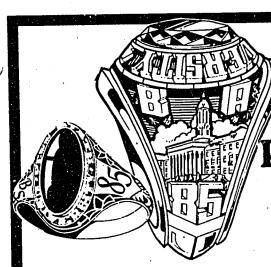
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