

OPINION PACKAGES

Our VIEW

Pepsi party

University goals lost in giveaways

We eternally young and poor university students seldom scoff at an opportunity for free stuff.

Take for instance the rocketing popularity of Big Red Welcome – a free merchandise festival. In fact, students embrace free stuff. But that doesn't make us brainless, does it?

Or does it?

When Pepsi thanks the campus this week for letting it contribute \$24.2 million to UNL, the thanks will come in the form of activities geared toward "alternative," no-brainer activities.

Students won't play Pepsi-sponsored Jeopardy, or compete in a Pepsi-sponsored math or geography contest. There will be no poetry competition with free Pepsi merchandise as prizes.

And the thousands of free root beer floats won't be handed out to students attending a faculty panel debate of academic hot-button topics like creating minus grades on campus or eliminating faculty tenure.

But free Pepsi merchandise will no doubt adorn the winners of Pepsi Ball – described as a new high-scoring and fast-paced game developed by Pepsi as a commercial venture to hook "Generation Next" nationwide.

And there will be an alternative band concert, a scavenger hunt and a lime-green Jeep given away, along with tons of free pop and food.

Since no one has announced plans to give away books during the week, students should find Pepsi Week a fun escape from that stressful campus academic life.

No doubt attendance will be higher for Pepsi Ball and the concert than that for an academic contest.

But when Chancellor James Moeser gave his State of the University Address this August, he asked for faculty to support a more rigorous academic environment. He asked that they spawn great philosophical debates through their lectures and that they challenge their students mentally.

Where's the intellectual challenge in Pepsi Ball? Or in Thursday's ice cream social where Moeser will speak?

If Pepsi's goal really is to become a part of the university and its academic endeavors, the company could have sponsored academic challenges during Pepsi Week where the grand prize was a scholarship instead of a Jeep, or books instead of T-shirts.

But if the goal is just to win students over to Pepsi, then ditch the senseless giveaways.

Make Pepsi Points count for credit hours instead.

Haney's VIEW



DN LETTERS

Scum we're not!

This is in response to Barb Churchill's "Dating Hell" on Monday. WOW! Someone had a rough week, didn't they? Listen Barb ... I don't know who you've been hanging around with but something tells me it's been the wrong people. All men are not scum ... in fact, I'd go as far to say the majority of us are quite normal and easy-going. My real thought is this: Where do you get off giving off this "holier than thou" image of all womankind vs. men? I'm sorry to say but a lot of women aren't exactly saints. However, I'll also say that the majority of women are all right as well. But believe me, I take it very personally that you put me in the same category as all these so called "men" that you've been around. And to say that all we care about is the size of your breasts is ridiculous. I know A LOT of women who put a pretty hefty emphasis on physical appearance in the guys that they date. Most guys that I know appreciate a good talker/listener and like their dates to have a thought in their head. I know I do. Maybe you've got a problem in this area. You seem to have MANY thoughts but all of them seem to say "guys, I don't give a rat's ass about what the hell you think ... I hate you anyway." Not the best kind of approach if you're looking for a nice guy. I still think that, at least for the most part, most of us are basically OK with a few exceptions. Perhaps you should relax a little. There are always going to be bad guys, just as there are bad girls. It's easy to classify someone as "evil" ... but a lot harder to look for the real person.

Damon Strickland
Senior
Secondary Education

Pepsi-schempsi

Wow! A whole 1/16 of a semester to "officially celebrate" Pepsi Week! But before the high priests raise their chalices filled with Pepsi

Product (PP) on the 18th to consecrate UNL's newest form of dollar worship, and before we get too sugar-buzzed to properly concentrate on the ramifications of said deal, consider the following:

■ Since Pepsi has exclusive rights to supply the vending machines around campus, don't expect a plethora of more wholesome and healthful alternative drinks such as fruit juice. Maybe you'll find a fruit "drink" offering (i.e. added water and sweeteners) or even, if you look far enough near the bottom, a juice; but then again, maybe not since it'll depend on the kind of machine in your building.

■ Also expect to drink more PP since the new and improved, larger mouthed, 20-ounce bottles allow faster consumption, and they do so at a higher per unit cost – 4.25 per ounce vs. 4.17.

■ Finally, consider who pays for this multi-million dollar deal, and who stands to gain and who stands to lose. That's right boys and girls! Like a many of the contributions made to your education, this one is being paid for by you.

So let me (along with your doctor, dentist, and other unnamed parties with a vested interest) be one of the first to congratulate you. You're about to embark upon a unique educational experience, one which includes (if things go according to plan) re-educating you to become consumers of PP for life. Bottoms up!

Tim Janda
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English department

The rest of the story

In response to Jamie Peterson's letter "Demos alive" (Monday, DN), the tone of the letter portrays a drowning Democratic party struggling for air; one not at all "alive."

Jason Ponoc
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