

Staff editorial

Continued from page 1

let go. Whether she was fired or laid off, it did not matter—campus opinion was hardening in the absence of any official information.

And then, the word hit Facebook. The genie was out of the bottle, and there was no putting it back in.

Just before 6 p.m. on that Thursday, a Facebook group was formed by a 2006 graduate of the College. Within an hour, the group had more than 80 members. Within two hours, the number had topped 100. A day or two later, that number had doubled to more than 200.

Far more troubling than the numbers, however, were the comments being left on the site ... and the narrative that was forming. The Facebook group had been created, after all, in support of a beloved staff member. But it quickly took a nasty turn against the College's administration, who basically got caught flat-footed in the midst of a public relations nightmare.

Those who make decisions for Brevard College need to understand something that the younger generation—in other words, the students and recent graduates of the College—understand intuitively: In the era of social networking and instant status updates, timeliness matters—especially when announcing bad news.

For some inscrutable reason, the College delayed making an official announcement for more than 24 hours; it did not arrive in Email

inboxes until nearly 11 p.m. on Friday. By that time, opinion had been set, and any statement by the College would be read by many simply as "damage control."

Worsening the sense of a cover-up was the fact that Friday night's "Campus Announcement" even then neglected to reveal some pertinent details—such as who the people laid off were, why the cuts had to be made now, and how much was the budget deficit that these cuts were supposed to alleviate. And also left unanswered was whether this was the end of cuts ... or the beginning.

The first "distinguishing commitment" listed in the Brevard College mission statement says that the College will nurture "the personal and holistic development of each student—intellectually, spiritually, socially, and vocationally—within a diverse and mutually respectful community." That last phrase, "mutually respectful," was nowhere in evidence last week in how the administration chose to treat students, employees, and alumni. And it should go without saying that leaving open and unanswered the questions on everyone's mind about the future of the College does not contribute to anyone's intellectual, spiritual, or social well-being.

Students went to class on Friday not knowing what had happened, or how the changes in Campus Life would affect their health and safety. When students asked faculty or staff what was going on, all they could say was "I don't know."

If this were the first time the College had botched a major announcement of bad news, we might be more inclined to chalk this up as a simple mistake: still bad, but at least understandable. However, it is not; many students on this campus still recall the brouhaha that erupted the past few years when it became known that the chaplain position was eliminated and that changes were being made in campus medical services. Then, as now, the College was slow to announce the changes, and when they did so, it was too little, too late.

Now, we see another failed attempt to get the word out. Did the College learn nothing from these past PR fiascos?

If not, it raises serious questions not just about the College administration but about those over the administration, the Board of Trustees. As one former BC faculty member wrote on Facebook, "when administrators come and go but the practices don't change, the problem is much deeper than the administration."

We implore the College administration, and those to whom they answer, to take note of this recent episode as a prime example of how not to handle an announcement of bad news. They must move forward now in an open attempt to treat us with respect—not as children, but as responsible, mature adults who can handle bad news with dignity and strength, and as people who truly care about Brevard College, and who will move mountains to see it succeed.

That is what we are taught here: to "Learn in order to serve." It is high time the College's decision-makers follow their own motto.

Flash Bang Grenada

By Park Baker
Editor in Chief

A hip-hop music has grown from the impassioned outcries of inner city youth, many diehard heads raise their eyebrows at what it has become. "Get Money" culture has taken hold of creativity,

turning prose and style into synthesized slow talking over the same beats filtered through different looping programs. To here black music in its most raw and artistic form, you have to look beneath the limelight.

Los Angeles based Flash Bang Grenada is the brain child of Busdriver and Nocando and

in their effort to capture the spirit of a culture that has, in their opinion, lost its voice, they have created a work of art that is more parody than masterpiece. In tracks like "Moisturizer" the duo claims they will make you touch yourself. Despite the weirdness of Busdriver, their lyrics and delivery are what is lacking in rap: talent and originality.

You can catch them outside of Whole Foods where they karate throw dudes. The album pokes fun at themselves, and their own culture in a head nodding way. Best rap album so far of 2011.

