

FEES, from page 1:

rooms," Lanier said.

The proposal is based on projected needs from various departments on campus, which were approved through the vice chancellor's office. Proposal recommendations were passed through a fee review committee composed of students, faculty and staff before being passed on to the chancellor. Chancellor James R. Leutze presented the recommended increases to the BOT.

Thirteen percent of the UNCW population is comprised of out-of-state students who pay approximately \$17,426 per year to attend the university. \$9,324 of this total is divided into tuition and fees. The other eighty-seven percent of students are in state and pay approximately \$9,832. This number is broken down into \$2,098 for tuition and fees yearly. All students will be affected by this proposed increase.

"I think it's ridiculous to increase student fees. The university has already increased the price of parking and disciplinary tickets from last year to this year. I feel like the school is just looking for reasons to get money from us and our parents," said freshman Wesley Wheeler.

Other students have expressed concern about paying fees for activities they are not affiliated with.

"I don't think it's fair that people, like myself, who don't participate in athletics, technology and recreation should have to pay for an increase in fees," said Freshman Travis Blain.

PETA "Got Beer" campaign backfires

by HEIDI BING

News Editor

PETA (People for the Ethical Treatment of Animals) was forced to cancel its controversial "Got Beer?" campaign last week after the promotion drew vocal criticism from many anti-drug groups. The campaign, which advocated the consumption of beer is healthier than drinking dairy products, was publicly challenged by Mothers Against Drunk Driving (MADD) for promoting reckless behavior.

"It's against the law for anyone under the age of 21 to drink and binge drinking is one of the biggest problems on college campuses," said Cheryl Jones, chairperson for MADD's state office. "I think [PETA] was being very irresponsible to advocate drinking beer."

Tuesday, March 14, PETA began handing out bottles of chocolate soy milk and bottle openers that read "Drink responsibly, don't drink milk," on college campuses. Literature accompanying these promotional gifts outlines the advantages of drinking beer instead of milk. PETA representatives claim that in addition to being "loaded" with fat and cholesterol, dairy products are fre-



People for the Ethical Treatment of Animals (PETA) recently drew fire from Mothers Against Drunk Driving (MADD) over their recent anti-dairy "Got Beer?" campaign. MADD contends that PETA's campaign encouraged college students to drink more alcoholic beverages.

quently contaminated with pesticides and drugs. PETA further claims that, contrary to information in dairy ads, milk consumption is linked to diabetes, heart disease, and certain cancers.

PETA's criticism of milk stems from the agency's opposition to the treatment of dairy cows who are continually impregnated to keep them lactating.

"Knowing how cows suffer in the dairy industry is enough to make anyone lactose intolerant," said PETA President Ingrid Newkirk in a recent press release.

The controversy has yielded mixed responses from animal rights activists on campus. Josh Price, who headed UNCW's SETA (Students for the Ethical Treatment of Animals) until his graduation in December, was opposed to the campaign because he does not support the consumption of beer over milk.

"I'm at odds with PETA on this... it's nice to see a campaign that bashes milk but I would have chosen a different route," Price said. "They're trying to promote a healthy lifestyle and compassion but I can't think of many things that are compassionate about beer."

Price said he agreed with the message about milk PETA was presenting, but felt the agency could have promoted an alternative such as soy milk instead of alcohol.

"The milk industry does so much harm with the exploiting of animals [but] I think beer does more harm to people than milk does," Price said. "You don't see people drinking too much milk and going home and beating their wives."

Freshman Frances Boyes, who now heads SETA, said that while the campus organization would not support the campaign, she agreed with the philosophy behind it.

"This is the first big anti-milk campaign and it draws national attention to the fact that it's not just flesh that is morally wrong to consume and bad for your health, but also eggs and milk because of the hormones that are used," Boyes said.

Boyes feels that the advertisement

was beneficial because it caused people to question the facts they are presented with about consumer products.

"People don't want to know they are being lied to," she said. "They want to believe that just because something is on a grocery shelf it must be safe and that's not true."

PETA pulled its "Got Beer?" campaign from college campuses last Thursday, and according to Jones, offered a formal apology. Jones said that MADD's main problem with the campaign is that it is geared toward college students, many of who are underage.

"College students are one of the big populations that have an interest in what PETA does," said Sam Shover, coordinator of UNCW's CROSSROADS, a substance abuse prevention and education center. "It's irresponsible to promote beer to college students, many of whom are under 21. Basically they were saying 'don't drink milk, do something illegal instead'."

Shover said that on college campuses, alcohol is the drug most commonly associated with cases of rape, sexual assault, and violent crime. She also noted the danger alcohol addiction poses.

"There are few college students who are alcohol dependent, however, if you get into these patterns of heavy drinking now, they're more likely to continue when you leave school," she said.

PETA's new milk campaign will attempt to appeal to student's compassion for animals and will use ads depicting milk cartons with photos of "Charlie the veal calf," a parody of missing children's ads. The group will attempt to show the correlation between cruelty in the dairy and veal industries.

The Physician's Committee for Responsible Medicine (PCRM), a group of doctors concerned with animal rights, filed a petition with the Federal Trade Commission last April that challenges the popular "milk mustache" ads published by American dairy farmers. The PCRM feels the ads make false claims about the extent to which milk prevents osteoporosis and lowers high blood pressure. Their report is available online at <http://www.pcrm.org>

Surfboards Wetsuits Bicycles

\$69⁹⁹ & UP

Quick, Confidential LOANS
BUY • SELL • TRADE

Pepper Spray \$5.99

JIM'S PAWN & GUNS

4212 Oleander Dr. Wilmington • 799-7314
Mon.-Sat. 9AM-8PM

5 Blocks East of Independence Mall Towards Wrightsville Beach

Don't Haul It Home...

Store it with us! Ask about our student specials.

5811 Market Street
Across from Pottery Plus

799-2727

www.morningstarstorage.com



**morningstar
mini-storage**