

NEWS

Local -- National

VEHICLE REGISTRATION

1-800-MONKEYS

All staff, faculty, and students are required to have their vehicles registered by September 1, 1994. Citations for unregistered vehicles will be issued beginning September 1, 1994. Parking on the grass, "creating" parking spaces that interfere with traffic flow, parking in handicapped spaces and fire lanes, and illegal parking in lots A, A1, and B will be cited beginning August 22, 1994.

Effective this fall, parking permits have been changed from a stick-on type to a hanging type permit. Permits are to be displayed by hanging them from the rear view mirror inside the vehicle, where they are visible to others. Permits are now limited to one person. Therefore, multiple permits will not be issued to the same person. If you have more than one vehicle, transfer your permit as the need arises. With this new "one person, one permit" rule in effect, there will be no discounts for multiple permits purchased by the same household. Each faculty, staff, or student member of a household may purchase one permit for him/herself and must pay full price. The hanging permits should benefit you in three ways: (a) they will not damage your bumper or rear window, (b) they will relieve you of the need to come to the Police Department to get a temporary permit if your normal vehicle is unavailable to you, (c) they will assist in relieving overcrowding in the parking lots because each person will be issued only one permit and can have only one vehicle on campus at a time.

Also effective this fall, parking regulations will be enforced in resident student lots 24 hours a day, 7 days a week and will be enforced in other lots from 7:00 a.m. to 10:00 p.m. Monday through Friday.

Please note that a parking permit does not guarantee a parking space. While there are sufficient parking spaces on campus for faculty and staff, the number of residents purchasing permits exceeded the number of resident student spaces available for the first time in 1993-94 and commuting students permits have been oversold by over 300% for several years. Absent funding to provide sufficient spaces, our only option is to vigorously enforce parking regulations. Commuting students are urged to carpool or use public transportation. Lot X across Langdon Street from Vance Hall is available for the overflow parking and is rarely full.

To avoid citations and long lines, we urge you to purchase your permit before Fall registration begins on August 12, 1994.

by Sean C. Robinson

Courtesy the Challenger

In the three decades that have passed since our great African-American heroes (like Rev. Dr. Martin Luther King, Jr. and Malcolm "Malik Shabazz" X) have stood in protest against racial segregation, minority lynching and the onslaught of racial slurs that have been aimed at our culture, very little has changed. We, as a people, sometimes "turn the other cheek" to willingly and allow others to consciously employ attempts of genocide and racial degradation against us. The tables of justice have not been turned in our favor, but rather tilted on such a scale that we are deceived into believing that justice will, one day, find us and share its bounty with our future generations. Wake up! What about my generation and the sleeping society of today?

Most recently, AT&T, which serves as America's largest telephone, telegraph and multi-communications company, was found to be the most offensive of all Fortune 500 companies after allowing a cartoon which depicted a monkey using the phone in Africa to appear in its company newsletter. Admittedly, this probably would have been considered a lighthearted joke by the thousands of minority workers there had it not been brought to the attention of several major race organizations who offered protest and demanded an apology. AT&T, thinking that this "smack on the wrist" could be easily compensated for, offered their apology, reprimanded the few employees involved and, as a gesture of kindness, ran a full page advertisement in all the prominent minority newspapers across America. This simplistic apology was meant to soothe the African-American conscience and render peace and harmony before the holiday season--a season that meant billions of dollars for AT&T.

Of course they apologized! Do you know how much money they made off of that same "forgive and forget" monkey audience during the Christmas holidays? Do you think that the opinion of the personnel involved in printing that same "comical" strip has changed? Because of this overnight attempt to satisfy the African-American ego and its immediate success, we no longer appear as stupid apes, but merely trained chimps in a game of financial conquest! Sadly, this is a game we can neither win or lose because we are not the players, but rather manipulative pawns! Had that same strip been allowed to circulate in the communities of the late 1960's, there would have been an organized protest and boycott on AT&T! One ad in every paper would not have satisfied the racial injustice done to African-Americans of that time period, and it should not have been taken so lightly by my brothers and sisters of today! Why have these same papers been ignored in every other advertising strategy concerning the positive promotion of such a well-to-do company? Surely, they realize that the minority market across America is responsible for a sizeable amount of their income and should not be ignored in their advertising campaigns! Target marketing through these newspapers should be a necessity, not a calculated recourse!

There are similar services offered by other companies for (sometimes) more affordable rates. If Rosa Parks didn't mind walking, then I definitely don't mind dialing 1-800-COLLECT! We fought not to take the back seat then, and shouldn't so easily give up the fight today! I only hope that those still using AT&T take note, re-think their decision and "stay tuned" to Channel Zero.