

# Editorials

## Coors: The problems behind the ad

When most people buy something or eat something, their thoughts are probably not directed towards the manufacturers of the product. The standard way of thinking (or what I assume is standard) would be to only pay attention to the product itself; its taste, quality and price to determine whether or not it will be bought. Manufacturers do a pretty good job with making sure that a product at least looks good through today's hi-tech advertising.

Take a cigarette ad like the ones for Players, in which a group of fun-loving adults are living it up in some club and everyone looks deliriously happy. Or beer ads, in which snowy mountains surround someone's cozy log cabin and off through the clouds is written the message that makes that product irresistible.

All of that is very appealing to the senses. However, those advertisements say nothing about the people behind the product. Take Coors, whose "best of the Rockies" campaign has made them the golden brewery brothers. Joseph and Adolph Coors, who founded their multi-million dollar corporation, are avid supporters of right-wing causes. Joseph Coors has been a key member of Reagan's "kitchen cabinet" of wealthy California and Western friends. He has also been an important fund-raiser, was instrumental in getting James Watt named as U.S. interior secretary, and contributed heavily to the re-election campaign of Sen. Jesse Helms, R-N.C.

In the last year Coors chairman William K. Coors has come under great criticism from black leaders by making public statements that attributed the economic problems in black-governed Africa to "a lack of intellectual capacity." Many black leaders believe that Coors' statements refer not only to blacks in Africa, but to all blacks.

Company officials say that since his remarks, some retailers have been calling distribu-

tors about Coors asking that the "racist" beer be removed from shelves and that people refuse to buy the beer where it is stocked. This boycott of Coors expresses the rage of black people, who are offended, not by the beer itself, but on the views of the people behind the product.

When we become aware of Coors' views, the question to ask is: Should his feelings matter? Should consumers who are offended by something said or done by the manufacturer stop buying the product even if they like it? Should people who are not offended by Coors' statements support something that is offensive to other people?

It is sad that executives should be able to hold such narrow-minded views, but whether people choose to support their products should be an individual matter. Sometimes it is hard to feel for a situation that does not affect one personally. While other's emotions can be understood and sympathized, most people will not take a stand with them against an issue. The prevailing attitude today is one of "innocent bystander" where a person can see what is happening, but doesn't get involved.

I'm guilty of it. This attitude is easy to understand. But that doesn't make it right. While it would be good to be able to throw one's emotions into someone else's situation, distance is usually the answer instead. I'm not even sure where we should draw the line on "involvement". Should everything be our responsibility? Should everyone, blacks and whites and minorities of all origins boycott Coors because one group finds that company offensive? For now, it seems that the people who are offended by Coors, blacks whose feelings have been hurt, are the only ones taking a stance. That by itself is not enough to hurt Coors economically.

—by Loukia Louka



## Take care in choosing majors

"Dream a little!" That was the advice Lela Faye Rich gave to a group of students at the College Program on Feb. 5. The Program was entitled, "How to Chose a Major." She meant that in order to determine what your major will be, dream about what you would like to be doing in the next five years.

The associate director of academic advising said, "when you choose a major, spend time in that department getting to know the professors because they can help you a great deal."

According to Rich, "the decision of what major to choose should be based on three main criteria: interests, values and abilities."

"Some people want to make a lot of money at whatever they are doing so they choose a major in which they can make a lot of money," Rich noted. In essence, people who value money in a job are also placing value on financial security, she said.

Others, she continues, choose jobs which involve traveling both in and out of a company. People choose a job in which they are able to help others such as being a teacher or social worker. Most of these kinds of jobs, no matter how rewarding they may be, do not pay very much, she concluded.

"Most of the time you need clues such as being satisfied at what you are doing in order to determine what type of major to choose," Rich said. Other principles that are applied to selecting a major include "thinking logically about what to major in or the type of job you would be getting," she said.

Rich asked for a show of hands to determine each student's class rank. She asked Jay Hardy, a junior majoring in Computer Information Science, what advice he could give to the freshmen in the audience. He told them to "decide early in college what to major

in so that you won't have to take so many major courses at a time."

From Feb. 28 - March 28, professors will give lectures to students concerning their department and will also discuss possible job opportunities in that particular department. The programs will be held on Tuesdays from 9 a.m. to 10 a.m. in Moore Theatre.

By Kami Brown

PEANUTS® by Charles M. Schulz



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