

THE PENDULUM

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Elon mailroom functions with caution

Sally Lynch
Reporter

With the recent anthrax scares around the nation, the Elon University mail room has been doing its share to protect the Elon community.

"We are using common sense when sorting the mail," mail services supervisor, Chuck Sparks said. "We are slowing down the sorting process to look at the pieces of mail. If a letter meets the criteria of a possible anthrax-infested letter, we look at it."

There are gloves and masks available in the mail room for all clerks who choose to use them.

There are also four protective suits on hand in case of an emergency.

"I think that using the common sense approach with protect us here at Elon," Sparks said. "I hope that there is nothing to worry about."

According to the Center for Disease Control and Prevention, characteristics of suspicious packages include: excessive postage, handwritten or poorly typed address, incorrect titles, titles with no name, misspellings of common words, oily stains, discolorations or odors, no return address, protruding wires or aluminum foil, ticking sounds, ex-

cessive weight, lopsided or uneven envelope, visual distractions, marked with restrictive endorsements, such as "personal" or "confidential," shows a city or state in the postmark that does not match the return address, and excessive security material such as masking tape and string.

The mail room is also undergoing physical changes with the addition of 500 new campus mailboxes. Currently, all students who do not have a campus box are given a temporary box.

To receive their mail, these students must go to the counter.

Mail

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Julia Butterfly Hill to speak tonight

Lindsay Porter
Reporter

Beginning in 1997, forest activist Julia Butterfly Hill lived in the canopy of an ancient redwood tree for 738 days in an effort to draw attention to the uncertain futures of ancient forests. Aided by steelworkers and environmentalists, Hill negotiated with Pacific Lumber Company for permanent protection of her tree, Luna, and a

nearly three acre buffer zone surrounding it. Elon's Liberal Arts Forum will host a presentation by Hill at 7:30 p.m. tonight Whitley auditorium. Her speech will be free and open to the public.

Hill is the author of "The Legacy of Luna: The Story of a Tree, A Woman and the Struggle to Save the Redwoods" and the founder of the Circle of Life Foundation, an environmental issues

promotion foundation established during her residence in the 1,000-year-old redwood tree. In conjunction with her organization, Hill regularly speaks to and shares her experiences with religious leaders, students, labor unions, politicians and members of the public at large.

Speaker

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Kilbourne exposes advertising's strong influences over addiction

Erin Cunningham
Reporter

Jean Kilbourne, a widely published writer and lecturer, spoke to a capacity crowd in Whitley Auditorium Oct. 23 in a program entitled, "Deadly Persuasions: Advertising and Addiction."

Kilbourne displayed and discussed slides of advertisements the public is exposed to daily. She said people often believe that advertising doesn't affect their lives even though

the average American is exposed to approximately 3,000 advertisements a day. "Ads are everywhere," she said.

Kilbourne showed a slide of an Absolut vodka ad, which read "Absolut Nonsense." Within just one year of being launched, the famous Absolut ad campaign increased sales tremendously. The ads are famous, but generally say nothing about the product. "We are buying an image, and that is basically all they are selling," she said.

The majority of the slides focused

on alcohol and tobacco, which kill more people than war each year, according to Kilbourne. She shared her personal struggle with a smoking addiction, which began when she was 13 years old. She said the tobacco industry constantly attempts to convince children that smoking is cool. "When you sell a product that kills people, you have a problem," she said. "They are in the business of making children addicted to cigarettes."

Kilbourne offered the example of Joe Camel, who was as recognizable

to six-year-olds as Mickey Mouse. This cartoon character was banned in the United States, in the late 1980s because it was said to encourage smoking in young children.

Each year the tobacco industry spends \$8 billion on advertising and promotion, according to Kilbourne. They contend that the ads have no effect on the smoking public and they are merely trying to get people to switch brands, she said.

However, these companies must recruit 3,000 new users each day, the majority under 18, in order to replace

the 1,000 that die and 2,000 that quit.

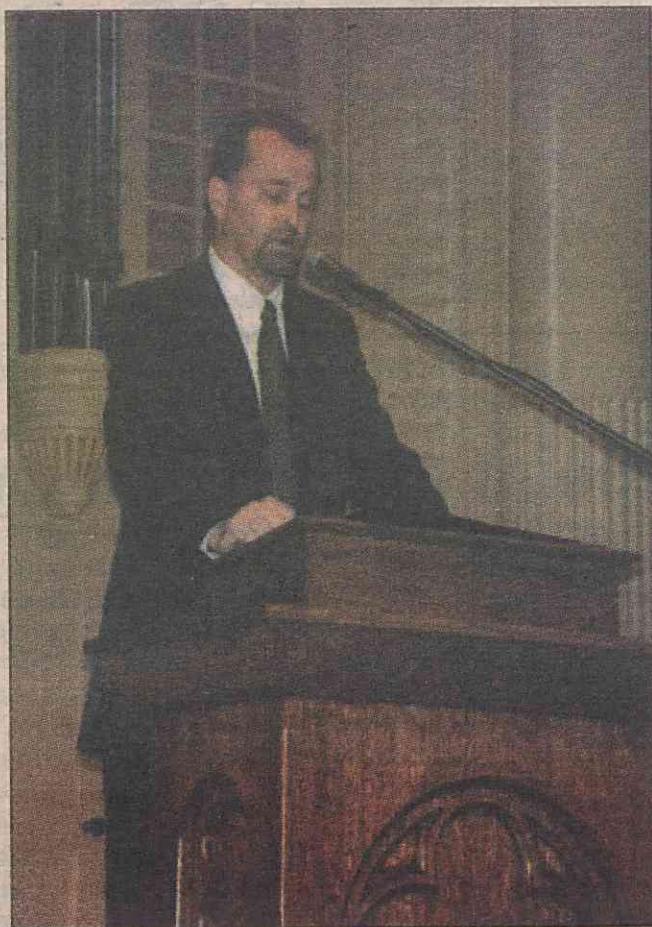
Virginia Slims cigarettes emphasize the ideal of a slim, beautiful woman. "Women strive to achieve the beautiful ideal, but the ideal is unattainable," Kilbourne said.

In advertisements, women's bodies are constantly turned into things, such as a bottle of alcohol, she said.

When one woman is viewed in an ad, it is not only one woman the consumer sees.

Kilbourne

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Emily Hudson / Photo Editor

Laszlo Molnar explains the benefits of an enlarged European Union to students, faculty and staff gathered in Whitley Auditorium. Molnar, confirmed as Hungary's next ambassador to the United Nations, delivered his speech titled, "The Importance of the European Union to Central Europe and Hungary," on Monday.