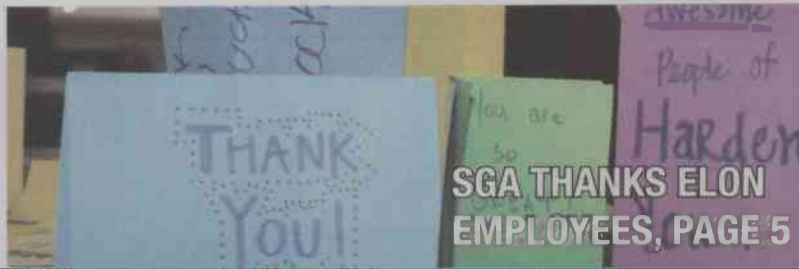




**MEN'S BASKETBALL
DISAPPOINTS IN ESPN
BRACKETBUSTER
PERFORMANCE, PAGE 16**



**SGA THANKS ELON
EMPLOYEES, PAGE 5**

THE PENDULUM

ELON, NORTH CAROLINA | WEDNESDAY, FEBRUARY 27, 2008 | VOLUME 34, EDITION 6

www.elon.edu/pendulum

Rethinking Nike

Former soccer coach takes on apparel giant

Amanda Duberman
Reporter

Audience members at Jim Keady's "Behind the Swoosh" presentation had to get comfortable with each other fairly quickly. Attendees were instructed to look at labels on their neighbors' apparel and announce where their clothes were made.

What ensued was a list of developing countries akin to the United Nations top priority list, with one lone T-shirt boasting its origin in Burlington. This was the setting for Keady's insightful and sometimes uncomfortable presentation on sweat-shops and social justice.

Jim Keady is a former professional soccer player for the New Jersey Imperials and former coach of the St. John's Men's Soccer team. Keady lost his job but gained a great deal of perspective after Nike athletic wear struck a \$3.5 million endorsement deal with St. John's.

Keady, who is from a Catholic background, says he felt that the relationship between Nike and St. John's University was counterintuitive because Nike is an abundantly abusive corporation and the Catholic church is a religious institution meant to promote peace and justice.

He declined to wear the Nike sportswear that was required of him and was presented with an ultimatum: wear the swoosh or get the boot. Keady chose the latter, and in June of 1998 he resigned from St. John's University.

Not long after this, Keady and a colleague embarked on a month-long trip to the Jakarta suburb of Tangerang, Indonesia, in order to

"hold truth in their hands."

During this time they subsisted on the standard wages for Indonesian factory workers, about \$1.25 a day. The two stayed in a workers slum, living in a small concrete room bereft of any furniture or air conditioning, but home to a fair amount of rats and cockroaches.

Indonesians living in these villages, which are densely populated but have sparse infrastructure, share a bathroom with five to 10 people. Factory families are forced to trade food for other basic commodities and often must work incredible amounts of overtime to assure a second daily meal.

What Keady found with unequivocal assurance was that "there is no way to live on \$1.25 and retain human dignity."

To put this number into perspective, Keady said that golfer Tiger Woods, who currently boasts a \$100 million contract with Nike, makes as much in three minutes as an Indonesian factory worker may make in a month.

Furthermore, the amount that Woods makes in one round of golf would take a factory worker nine and a half years to earn.

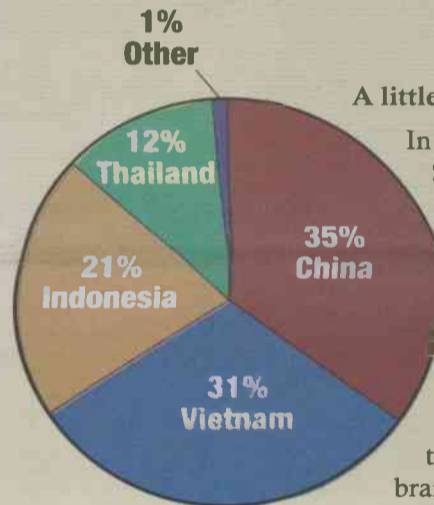
Freshman Julie Schnabel was struck by Keady's presentation, particularly his intense

See NIKE, Page 5



BETHANY SWANSON | Photographer

Where Nike footwear is made



A little bit about Nike...

In 2007, Nike made \$16 billion in total revenue. The largest portion of Nike revenue comes from footwear sales in the United States. Nike introduced the Nike "Swoosh" in 1972. It is one of the most recognized brands in the world.

Source: Nike tax filings, Graphic by: Olivia Hubert-Allen

Law professor researches women and children who are sentenced to the death penalty

Alyse Knorr
Design Editor

Dr. Victor Streib, a new professor at the Elon School of Law in Greensboro, has been conducting research about women and children facing the death penalty for more than 20 years.

Curiosity about women and the death penalty took hold of Streib early in his career, when he taught women and human justice courses. He also taught at a women's prison.



Victor Streib

"My interest is in reducing violent crime," Streib said. "That often leads one into the various kinds of punishments, to figure out whether they work or not. That was the beginning drive and sort of still is."

Streib started his data collection in 1980, and first began an annual report about women on death row shortly after.

The 62nd edition of Streib's report, titled "Death Penalty for Female Offenders, Jan. 1, 1973, through Dec. 31, 2007," was just

completed this month. "I always got upset with lawyers who made broad generalizations without knowing what they were talking about," Streib said.

To respond to these broad generalizations left unsupported by data, Streib began the record, and has worked ever since to keep it up to date.

The data in the report includes a chronological list of every woman in the United States who was sentenced to death since 1973.

It also includes state by state breakdowns, dates of executions, races and ages of the criminals and short case summaries.

By keeping this list up to date, Streib also aids other legal researchers and professors who want to investigate the history of women on death row.

"Mainly, I'm issuing these reports to help other researchers," Streib said.

Streib's work should not be confused with philosophical or political works that discuss the moral questions of the death penalty.

His report is an objective baseline data set of raw information, collected and organized into tables and statistics.

"The question of whether [the death penalty] is appropriate is kept out entirely," Streib said.

Instead of addressing that question, Streib's work acts as a database for others, allowing people to make up their own minds about the information, but making sure the information is all correct.

When he first started to collect his data, Streib focused on networking, the easiest way at that time to gather the information he needed. But now almost all death row populations are on sites of state corrections departments.

"Today, it's a little easier to find them," Streib said. "There are only two or three a year, so they kind of jump out at you."

As a law professor, Streib also brings students

into his research to teach them more about the issues and to help expand his own ideas about the subject.

"I tend to use students, particularly law students, in my research so that there is not a complete separation between the research and the teaching," Streib said.

Research assistants help Streib collect information and work on cases. Streib also teaches courses on the death penalty.

"The classroom feeds the research," he said.

Aside from producing the annual report and teaching law at Elon University, Streib also writes books and articles and even takes part in some death row cases.

"Sometimes, thankfully, I've been able to add something to the law with something that started out as a research project," Streib said.

In 2005, Streib did just that.

The Supreme Court that year ruled in a 5-4 decision that imposing capital punishment on a minor is unconstitutional. The Court's decision cited Streib's work 28 times.

"It's very rewarding to see your work relied upon, and to see it change the law the way you wanted it changed," Streib said.

Streib usually litigates two or three cases per year. The cases are almost always at the appellate level, meaning they are being re-heard in a higher court after already being heard in a trial court.

See STREIB, Page 5