

## Staff Editorial

## Administration nullifies student input with Pepsi contract

As students, sometimes it's easy to feel like the administration doesn't listen to us. Sometimes there isn't the level of transparency we'd like to see.

Or sometimes they put students in a catch-22, like when they tell us to make decisions as a student committee, decisions that will change the school. But when a group of organized, dedicated students form, the administration tells them that the group cannot possibly represent the whole student body.

This was the response to students attending the beverage forums when students consistently voted against having Coca-Cola or Pepsi on our campus.

Students met and researched several ethical alternatives to these soda providers.

Considering that the grounds for the objections to Coke and Pepsi regarded unethical business practices, one might assume that the replacement would not commit crimes against humanity, privatize water, exploit the communities that house their factories, or spill endless amounts of toxins into the ground near farmland.

If that was your assumption, you'd be wrong.

The issue of expelling Coke from Guilford College was handled at a very superficial level.

The administration did not address the meat of students' arguments.

Looking at the business practices of both companies, Pepsi is comparable to Coca-Cola. Both soda providers have committed similar offenses to its workers and the environment.

Now with a brand-new contract with Pepsi, additional changes will prove to be very difficult if not impossible for the next few years.

Pepsi-Cola has been found guilty of unfair hiring practices; giving toxic fertilizer to local farmers; privatizing, depleting, and polluting water in drought-prone areas in India; and suppressing (often violently) attempted union organization.

But hey, at least it's not Coca-Cola, right?

With the administration working hard to alter the course of Guilford College, students are going to have to fight harder, even in the small battles to make ethical changes in our community. While its administration-1, students-0 at the moment, don't get discouraged.

That statistic could change anytime.

## Ruckus responds to anti-P2P bill

By Carl Farlow  
STAFF WRITER

Earlier this year, The Guilfordian ran an article about Ruckus, a new filesharing program distinguished from the rest of the peer-to-peer networks by its unquestionable legality.

Supported by the Recording Industry Association of America (RIAA), Ruckus is now officially endorsing a new bill set forth by Democrats that would require college campuses to provide their students and employees with the "policies and procedures related to the illegal downloading and distribution of copyrighted materials," as well as legal alternatives to peer-to-peer sharing.

I can see why Ruckus supports this bill now. It practically mandates that colleges look into the kind of services that Ruckus and its competitors (few and far between as they may be) offer. Since Ruckus is the most popular college-oriented network of its kind, small wonder they are so hot to support the measure.

There has not been a better example of shameless profiteering since Haliburton moved into Iraq. I applaud Ruckus for recognizing, but only for recognizing, this as a massive business opportunity. They would be daft not to support the legislation, since it hands them colossal money-making opportunities on a plat-

ter.

In addition, campuses are required to begin developing "technology-based deterrents" to online piracy. Under this bill, the secretary of education would be authorized to make grants, not only to institutions undertaking research projects of this nature, but also to organizations operating in concert with them.

The short of the whole thing is this: Ruckus could apply for a federal grant to develop anti-piracy measures. In all likelihood, this is something they have already delved into, since a crackdown on piracy would mean they get access to an exponentially larger market. A particularly devious strategy, since college students today grew up with Napster and Limewire providing them with thousands of songs at a whim. Ruckus is counting on old habits to drive more students to utilize their services.

It all fits into a giant corporate game of connect the dots, since the RIAA officially "endorses" (use your imagination with that one) Ruckus, and Ruckus officially endorses this new bill.

If this bill passes, the RIAA would be one step closer to dominating all avenues of mainstream music distribution. At this rate, in 10 years we will have to start paying royalties every time a stray song falls on our ears.

## Breath of life

By Paula M. Wilder  
CONTRIBUTING WRITER

I dreamed once of getting a degree in Journalism, joining a newspaper staff and writing about real life, real joys, and real pains. My passion has always been writing. I wrote my first book (still unpublished) when I was in fourth grade.

I started using my middle initial in eighth grade because my English teacher told me that "Paula M. Wilder" sounded like an author's name. My dream burned within me, but when I was 18, I let the dream die down to embers.

Painful things happened, painful choices were made, but when it all comes down to the bottom line, I let my dream go.

Then one day I decided to take my life back. It was like coming out of a coma and looking around to see that life and time had passed. There were some gray strands, there were some wrinkles and somehow there were four children that looked up at me and said, "Mommy."

But the reclaiming of my life was like blowing a sweet breath on the embers of a dying fire. The embers started burning a little brighter - more breath, and then the embers started to flicker. More decisions had to be made - more breath was blown on the fire that now caught hold. My dreams were coming back and they were excellent and beautiful.

I started to write, I started to speak, and I started to get published. I found my passion again and my zeal for living returned. I knew I didn't know enough. I knew I needed more training, I needed to finish school. "What for?" people asked. "How can you do that and be a good mom?" My answer - "It's just for me and my kids will make it." I came to Guilford to finish school, but also to live out my dream.

I know some of you (old and young) are out there saying, "What is the big deal? Go to college already without having to make it into a 'dream' situation." You say to me, "I'm getting my degree to make more money" or "It's just what you do when you are 18." You drag yourself to class everyday just waiting to graduate with your degree so your real life can continue.

Hey, that's ok, that's you and I'm me. I am here; loving it, and I am writing and I am learning and my fire is burning and my dreams are alive.

I know I'm not the only one breathing life as I walk into these classrooms here at Guilford. I walk by you and sit across from you in class and I see that spark. I wonder what dream you are pursuing. I've shared mine and here I hope to share yours.

## Now who wants to volunteer?

By Reid Cranfill  
STAFF WRITER

The Student Athletic Advisory Committee (SAAC) has decided to implement volunteer programs through athletics. After all, who better to serve the community than the Fightin' Quakers?

Except there are times when volunteering isn't volunteering, like when it's a condition of your allowance, your fraternity, or your parole. Even your high school had the courtesy to call them "community service hours."

Even if SAAC's requests aren't mandatory, how much of a right do athletes have, or feel they have, to say no?

In the sweltering August heat, when your lungs are burning, your legs are lead weights, and that bruise on your forehead is starting to swell, you nod and get back to work with nothing more than a single word from your coach. Coming from the same person, how much less weight does a request to do community service bear when it's merely very inconvenient?

Athletes are already donating countless hours to the college's athletic department on top of being students. Are they really the best

people on campus to press-gang into reading to fourth-graders on a Tuesday morning?

Included in the plan is a system where athletes get points for selected cultural activities on campus, part of an effort to make the athletes more involved in the community.

I'd rip logic behind this hollow gesture a new one, but there's already an organization on campus created by the NCAA to shout down a patronizing, brownie-points based bother for the athletes. In theory, it's supposed to be SAAC's job.

According to the NCAA, SAAC's were adopted NCAA-wide along with a national conference in 1989 to "generate a student voice within the NCAA structure."

With an extra judicial process, departmental and team guidelines, the authority to drug test at will and access to the athlete's for hours a day, the athletic department exercises considerable control over its athletes.

As the representatives of student athletes to the school, SAAC is supposed to be a shield between the athletes and the athletic department and administration, the closest thing they have to a union. They're supposed to be the people who have the athlete's backs when the school

or the league goes too far, not generating loads of new work for them.

And while it is within their mandate to promote a positive image for the athletes, this plan is not a viable solution to the divide that exists between athletes and other students at every middle school, high school, and college in this country. Coercing athletes into sitting at the back of a seminar and signing a sheet, or volunteering by themselves, isn't going to create the level of interaction that would foster a sense of community with the other students.

As long as we're drafting people let's use a random selective-service across campus for volunteer work. What better way to build fellowship than the athletes and non-athletes volunteering together? An athlete-exclusive volunteer program misses out on a great opportunity for the different elements on campus to bond.

This is Guilford, after all. Surely there are already dozens of underused programs or some club through Campus Life that keep urban youth from peddling arms to the Iranians or save kittens or something, and provide an experience that would bring Guilford's "volunteers" together.