

Students push the envelope

By Randy Townsend

Rider students fed up with the negative images of African Americans portrayed by the media recently flexed the might of their pens as part of a 50-school letter-writing campaign targeting media companies.

The Black Student Union (BSU) met on Tuesday in the Multicultural Center and stuffed envelopes with letters that outlined a series of complaints. The letters were sent to 40 of the largest media conglomerates. BSU President Reggie Walker said that many people fail to make a distinction between the seriousness of an artist and their entertainment value.

"It's time for us as a younger generation to step up and do something," said Walker. "For someone who doesn't grow up around black people, the images could mislead them to think that this is how all black people act."

The Neo-Underground Railroad Conductors (NURC) introduced the campaign at January's Black Leadership Conference in Crystal City, Va. The media outlets were targeted because they choose what they want to air. Tia Teabout, BSU social chair, has gone to the past three leadership conferences, all

of which resulted in little action addressing the issues.

"This was finally something that was done by my peers who were at the conference with me," said Teabout. "I definitely wanted to support them and I do believe that it's time to combat these images."

Black Entertainment Television (BET) was cited by BSU members as a vehicle for negative images. BSU vice president Tyneisha Jones said the whole excuse is that these stereotypes make money, "so we've got to stop buying into it."

"I feel that the images are desensitizing a human race to sex, drugs, violence and the exploitation of women, which affects the institution of marriage and family structures," said Jones.

Walker said BET has done its job on both going against stereotypes and, at the same time, airing shows that are directly in line with the stereotypes.

"BET has done its part in creating positive images of African Americans in that it was the first black television channel that we had and gave us an outlet to see ourselves when we could not see ourselves in the mainstream media," said Walker. "But BET has also contributed to the very same stereotypes that we've been

fighting."

The campaign was fueled by an incident at Atlanta's Spelman College, which withdrew an invitation to rapper Nelly in response to the release of his controversial song and video, "Tip Drill," which offended many students by depicting women as strippers. In support of Spelman's protest, Essence Magazine launched the "Take Back the Music" campaign. BSU member Mallory Mc Carthy said she's offended by the way that black women are portrayed in music videos.

"That's how other people look at black females, like they are sluts and this is what they wear and this is how they dance," said Mc Carthy. "That hurts me because I know I am not like that at all."

One way for the stereotypes to improve in the media is by having more minorities controlling the images.

"We know our struggles," said sophomore Tyeisha Jones. "It would give us an opportunity to put us in a light that we want to be seen in as opposed to someone who doesn't know our struggles trying to portray what they want to see us."

Walker said that we're looking at the past's recycled stereotypes.

"The 'Coon' from the



Photo by Stephanie Nardi

Mallory Mc Carthy and Tyeisha Jones stuff envelopes for BSU.

1920's is the same thing as the 'thug' that we have now," said Walker. "Now the African Americans portraying these stereotypes are getting paid, successful and famous, we may not view these stereotypes as being so negative."

A concern with the images affects Rider in terms of the international student population and how they view the African-American students. According to Walker, this issue is his main problem with media

stereotypes, "not so much how we as black people view that image."

"I'm concerned with how other ethnic groups or other races view the image, especially if they don't have a lot of interaction with us," said Walker. "They look to view how they can relate to us through mainstream society, and if these are the only images that they have of black America, then that is how they are going to view black people."

VP key to expanding money flow

By Jeff Frankel

A new Vice President for Development and Alumni Relations at Rider University has been named.

Jonathan D. Meer will bring new ideas, vision and leadership when he begins his fundraising duties with school alumni on July 1.

"I am confident that working with our development and alumni relations staff, Jonathan will bring strategic vision, new ideas and energetic leadership to our fundraising and alumni relations, and will advance these to ever higher levels of success," said Rider President Mordechai Rozanski.

When he starts here next summer, Meer's job will be to bring more money into the University through alumni donations.

"Raising money is about

establishing relationships," said Meer. "What I have done previously in my career is to make better relationships."

Meer thinks Rider is already a good university, but improvements could be made.

"Rider is a great university already," said Meer. "Rider does need to expand the flow of resources to it. It needs to reach out to the alumni."

That is Meer's job, to gain support and gain contributions from past students, who, according to him, are excited but do not know how to give money.

"There are very excited alumni out there," said Meer. But, "people don't give the money and then connect with the school."

Meer suggests that he will go anywhere to gain past student support.

"We need to visit alumni

where they want to be visited," he said. "Sometimes alumni have resources from corporations.

According to Meer, sports is another way in which Rider can gain more contributions. The better the sports teams do, the more money the school could make.

"Athletics is often the window into making money," said Meer. "It's easy to pick up the paper and see the Broncs beat Manhattan."

Currently, at the University of the Pacific, in Stockton, Calif., Meer heads a 42 person division where he has achieved a great level of fundraising success.

He achieved a 24 percent increase in the number of undergraduate alumni making contributions over the last four years.

See 'VP' page 4

Wristband drive aims to support troops

The College Republicans are sponsoring a wristband drive to support American troops and the children in Iraq.

The wristbands, which read "Support Our Troops," can be obtained with a \$5 donation. All of the proceeds will support both Operation Iraqi Children

and anysoldier.com.

Items that are sent to the troops include cold gear from the company Under Armor, as well as magazines, hygiene items, sweets, batteries, portable CD players and DVD players.

"We must support our

troops because they are fighting so we don't have to," said Sean DiSomma, chairman of the College Republicans.

For more information, contact Sean DiSomma at disomma@rider.edu or go to www.operationiraqchildren.com or www.anysoldier.com.

DAARSTOC

Rider's executive skill-building organization, is now accepting applications. The deadline to submit applications is Friday, March 11, 2005.

If you are interested in building a successful career and are dedicated to mastering the essential skills that you will need, such as:

Interviewing
Conflict Resolution
Interpersonal
Stand-Up Speaking
Stress Management

DAARSTOC provides comprehensive training in all of these areas, plus a powerful network of successful alumni, to help you reach your professional goals quickly. Our Graduates excel in the corporate world. If that is your goal, apply to DAARSTOC, and put your career on the fast track.

To apply to DAARSTOC, contact Andrew Alexy (x2607), Khaleeqa Rouse (x2603), or Brad Updegraff (x2433), VPs of Recruiting, or obtain an application at the front desk of the Dean's Office- College of Business Administration. Return applications to the front desk- dean's office.

DAARSTOC
Building Blocks for Success