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Protest is held concerning ads

By PAUL SUNYAK
Daily Collegian Staff Writer

Protesting six racist ads that appeared in The Daily Collegian on Tuesday, more than 20 angry black students gathered at the Collegian office yesterday morning to demand a front page apology.

The ads, which ran in the classified section under "Help Wanted," contained derogatory racial terms.

While pickets outside Carnegie chanted "We are black and proud!" and "Down with the Collegian! Down with racism!" and burned copies of the Collegian, Editor Dave Skidmore and Business Manager Judy Stimson met with some of the protesters, who said they represented the black community and not any one organization.

The representatives called the ads "a slap in the face" and "a slur to the black community." They demanded a front page apology and more stringent screening to prevent ads of such a demeaning nature from getting into the paper.

The representatives said they weren't satisfied with the apology that appeared in yesterday's classifieds, where the ads originally ran.

"You can debate as long as you want, but we will not stop until we get the front page apology," one representative said.

Collegian policy is to correct errors in ads in the ad section and errors in the news and editorial sections in the news and editorial sections, Skidmore said.

He said the business manager is responsible for the content of advertisements and the editor is responsible for the news and editorial content of the paper, and neither overstep the boundaries of their jurisdiction.

"I want to apologize to the black community, the board of trustees and others who were offended by the advertisements," Stimson said. "We can't take back yesterday's issue and pretend it never happened, nor can we fully account for the damage that was done."

"But we've attempted to help lessen the damage and take direct action to see that this doesn't happen in the future," she said. Stimson fired the person responsible for letting the ads slip through and said sensitivity training for staffers is a possibility.

But a front page apology will not be forthcoming, Skidmore said. "Judy and I talked it over and agreed that you can

only apologize once and that it's pointless to repeat an apology."

Skidmore said he and Editor-elect Pete Barnes met yesterday afternoon with Thelma Price, president of the State College chapter of the NAACP, and Virginius B. Thornton III, coordinator of black studies at the University, to discuss ways to make the staff more sensitive to minority problems. Stimson met with Price and Thornton yesterday morning.

"We, the black community, are highly dissatisfied, very much insulted, and expect to see a front page apology," Price said. "We're going to keep pushing and hope some level of sensitivity appears on the horizon."

Thornton said although someone should have picked up that words in the ads were insulting, the firing doesn't resolve the problem. "Blacks are super-sensitive about certain issues," he said, "and there may be intense feelings if there is no apology."

Black Caucus President Charles Kennedy has indicated he will file a formal complaint with the accuracy and fair play committee of Collegian, Inc., according to Gerry Lynn Hamilton, adviser to the Collegian and executive secretary of Collegian, Inc.

Hamilton said the committee, which consists of one student member of the board of directors, one non-student member of the board, and a third person who is not affiliated with The Daily Collegian or Collegian, Inc., has the authority to instruct the editor and business manager.

"The committee decision can be appealed directly to the board of directors, who — should they decide to hear the appeal — can overturn it by a two-thirds vote," Hamilton said. "But their decision is final; they are the ultimate authority."

The ads were placed by a white male who gave a false name. He said they were taken from another paper and said he wanted to measure public response to the ads, Stimson said.

The phone numbers in the ads were those of three members of the University Board of Trustees, as was the number he gave as his own.

Suspecting the ads were from a South African newspaper, a Collegian staff member checked the only South African newspaper in Pattee and found that the ads were copied word for word from the Cape Times in Cape Town.

Letters to the Editor

the ultimate responsibility lies. The elected officials never need to feel they are derelict in their duty by so doing.

Give the people the information, and trust their common sense.

Ernest M. Hawk
State College
Jan. 23

Rights violated

This is written in reference to the "Help Wanted" ads appearing in the Jan. 23 issue of The Daily Collegian.

I was appalled to see such racism. I had to remind myself that I was living in the 1970s — in an era "where things like this don't happen."

The ads were not only racist, but also were sexist, discriminatory against age and the amount of education that one has acquired. The only civil right they missed was one's religion. Correct me if I'm wrong, but I thought that if someone wanted to place an ad in the paper that he is not allowed to specify any race, sex or age because it is discriminatory. Aren't the ads also supposed to be screened

before they're put in the paper? I could see one or two getting in by mistake, but there were six, so I have come to the conclusion that this was no mistake, and that the ads were placed in the paper intentionally.

It was brought to my attention that the phone numbers that were used in the ads were the numbers of present members of the Board of Trustees. I took the liberty of phoning one of the numbers, I was informed that it was indeed a hoax.

I am part of this University and I will not pay to be subjected to such vulgarity. My heart goes out to the person who placed the ads because I feel you're in desperate need of professional help if you thought that was a "joke." I also want to say that all of my civil rights have been violated and this person or persons involved should be severely reprimanded.

Joann M. Smith
8th-speech pathology and audiology
Jan. 24

It's not their party

As Penn State this week experiences the Josh phenomenon, I think it should be noted that, for all the ratiocination involved