



## Student workers demonstrate in Admin Building

By: **Monica Krauth**  
Staff Writer

Students for Justice (SFJ) and representatives from Industrial Workers of the World (IWW) chanted, marched, and demonstrated student-worker solidarity in the Administration Building and Hinson Campus Center on Tuesday, Nov. 16.

Before the march, about 12 members of SFJ realized that their initial plans of an outdoor rally and radical theatre needed a quick change because their audience fled indoors to escape the cold and rain. SFJ spontaneously modified their outdoor rally plans by picketing indoors in the Administration Building and the Hinson Campus Center.

As the demonstrators opened the doors to Administration, heads turned, then some nodded in approval. Jason Yen, DASB-Card employee said, "They [SFJ] believe in something. That's obviously worth their time and energy, just to

make other people aware." He also laughed, saying, "It was quiet until they came in."

Their loud chanting, led by Senator and active SFJ member, Maria Munoz, sounded like this:

Munoz: "What do we want?"

SFJ: "Justice for Student-Workers!"

Munoz: "When do we want it?"

SFJ: "Now!"

Munoz also supplied their picketing signs, which read: "Justice for Student-Workers," "Living Wage for Student-Workers," and others, which listed different demands. Yen said that if you just read the signs, you would know what their demands for justice entail.

However, not everyone read the signs. When SFJ marched through the Campus



Above: Members of the Students for Justice club march with signs for the Student Worker Rally on Nov. 16.

Monica Krauth / La Voz

Center singing, "Solidarity forever, for the union makes us strong," confusion arose among students and faculty. "They say they want justice, but I am unclear as to what conditions are unfair," said Kathleen Coad of Jester Golden, a private vendor that provides students with various pieces of jewelry in the Campus

Center.

SFJ and IWW representatives, Will Ma (Santa Cruz branch), Stacey Means and Steve Ongerth (Oakland branch), seated themselves in front of the main dining room, professing the unfair conditions under which De Anza student-workers are employed.

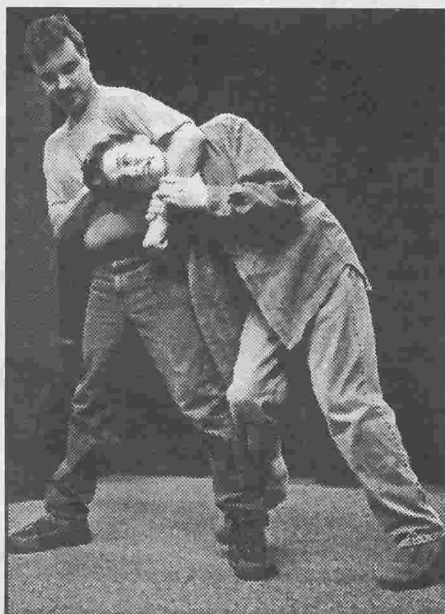
## Actor's Ensemble combines theatrical genres in 'Rough Cuts'

By **Jack Lin and Marion Valino**  
Staff Writers

The De Anza College Actors' Ensemble had their second performance of Rough Cuts Wednesday November 17. The students actors, who are under the direction of Hester Schell, perform a series of recitals including scenes from Glass Menagerie by Tennessee Williams, Eukiah by Lanford Wilson, and Final Placement by Ara Watson in the new theater facilities located in the G-Building.

The first performance features Gus Farwell, theater major, as "Tom Wingfield" in the prologue to Tennessee Williams' Glass Menagerie. He walks on stage with a nostalgic, brown coat with faux fur lapels that augments the sorrowful look on his face. Farwell plays Tom like a CIA insider debriefing top secret information in the X-Files oozing with mystique, matter of fact, detached, but very mindful of events past. The monologue is spooky and we're drawn into the pathology he promises to show us.

Next we witness a one-act cat and mouse by Lanford Wilson's, Eukiah, featuring Ethan Sigal, music major, as "Butch" and David Hughes, music major, as "Eukiah." The character of Butch carries this play; he the power figure, has chased Eukiah into a hangar after discovering that Eukiah has overheard a conversation in which Butch talks about burning down a barn full of horses. Eukiah hides, and Butch tries to reason with him, to draw him out, to



Marion Valino / La Voz

Ethan Sigal as "Butch," left, and David Hughes as "Eukiah" act out their scene from the play "Eukiah" by Lansford Wilson.

convince him otherwise. Instead of the traditional slick feline predator deceiving the naive mouse, Sigal and Hughes gives a Jim Davis

like rendition of Garfield cat and mouse. Sigal's performance lacks intensity. We get no sense of the hangar's enormity, nor do we see the motivation in what he is saying. Everything clarifies in the last few minutes of the act when the character Eukiah speaks more, but it's too late by then. Hughes shows mature discipline by maintaining his character through all of Butch's ambling attempts to reason with him. For a half-wit (as Butch calls Eukiah), Hughes' Eukiah shows a lot of intelligence; he seems to reason well. Hughes' interpretation challenges Sigal to be more persuasive in his character. It also opens another discussion as to whether Eukiah's intelligence was destroyed in his childhood by abuse or whether the people around him keep telling him he's dumb.

Lights up on Amy Albert wearing cowboy boots, wrangler jeans, a baby-blue blouse knotted by her belly button, arching her back so that the bottle in her left hand that she is chugging from is emptied straight down. We're in Texas (or perhaps in summer Wyoming) and the ex-ropo pro in Jane Martin's Talking With looks like she'll tip over if someone lets the draft in through the bar's doors. Albert's Midwestern character, with the lazy gait and gesturing with the beer bottle hand like sheâ€™(tm)s toasting ya every other minute, feels, wellâ€™(tm) hoaky. But she's a-lot-a-funnnnn. Her monologue is about the corporate take-over of the rodeo. Yep. Companies are taking somepin you luuv an' making money off a it. It's a socially important message, but she hams it up just enough to keep

it light and less filling.

Farwell appears again as Tom, domesticated this time, at a table, in a chair, talking with Amanda, the mother (played by no one, we assume she is there). Tom feels trapped, puts on that old tan brown coat, and proceeds to leave. He turns to tell Amanda where he is going but she in a motherly paranoia is disbelieving. This lights his butt on fire. Farwell's version of Tom's monologue escalates into a dynamic harangue. Loudly delivered, I wonder if there would be more hurt, more depth of emotion, and less volume if there were a physical Amanda there, a person to be the mother who would be so pained to hear these things from her son. It comes of as if it's all in his head, as opposed to in person. It is much easier to chastise someone who is not actually there (as I'm sure we've done to others many times in our mind) that is to confront them face to face. Another engaging scene though, with the cynical lines tweaked just right.

An excellent scene follows, featuring Kelly Jean McBride as Mary and Shuang Li as Luellyn in another one act, Ara Watson's Final Placement. The scene begins with Mary, a welfare case worker, standing beside her desk with arms and face crossed, looking down at Luellyn, a welfare mother and Mary's client, sitting deeply distressed with her face buried in both hands. Originally written for Luellyn to be Hispanic, Li adapts the character into that of a

See ROUGH CUTS, page 3

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#### About La Voz

*La Voz* is a first amendment newspaper written and published by De Anza College students. The newspaper offices are located in room L-41 at De Anza College, 21250 Stevens Creek Bl., Cupertino, California, 95014. *La Voz* is published weekly from the 3rd through 9th weeks of the fall, winter, and spring quarters. Staff editorials reflect the opinions of the majority of the editorial board and do not necessarily reflect the views of the author and are not necessarily the opinion of the *La Voz* staff. Advertising rates are available upon request. For information please call (408) 864-5626. *La Voz* reserves the right to accept or reject any advertisement. Printing an advertisement does not imply endorsement or acceptance by *La Voz* of the service, event, product or idea advertised. *La Voz* is printed on recycled paper. Please recycle. ©1999 by the *La Voz* staff. All rights reserved. No part of this publication may be reproduced without permission.

#### Corrections for previous issues

In the Nov. 15 issue, Cindy Heitkotter was misidentified as a parent of a Business 89 student in the "Aleropalooza" photo caption. Heitkotter is a student in the Business 89 class.

*La Voz* regrets the errors.



# 'Rough Cuts' performed by De Anza Actor's Ensemble

■ **ROUGH CUTS**, from front page

neurotic Chinese mother. That one couldn't know that without prior knowledge of the work shows a good handling of the material. McBride and Li share a penetrating dynamism. Watson writes her character to switch dominance various times within a span of ten minutes, and that is a difficult ball to juggle. At the beginning of the play, Luellyn sits powerfully; she controls the situation, holding the big stick above Mary's head. In the ensuing dialogue, they play a game of tug-of-war between Luellyn's demands and Mary's institutional limitations. Luellyn finally becomes unstable and irrational however, and begins to chase Mary. Mary trips over a box of things on the ground, in reality, clearly accidental, McBride and Li catapults off that into the next power exchange. Mary is pissed, backed into a corner, and plans to retaliate. Luellyn cowers and fends her off with hushed pleas. The characters are exhausted. In a final attempt to get

something out of the appointment, Luellyn runs off with a few of her son's toys which Mary has gathered in a box with hopes to return them to Luellyn's son Johnny. Luellyn, although fled from the office, still hovers about the set like a vicious apparition, and Mary just sits in her desk, drowning in feelings of inability. This is a rapturous scene.

Hughes now comes on stage with a stool, wearing jeans, a beret, and sporting a fire-engine red Westmont High School Marching Band T-shirt. Engaging us in casual conversation helping to bring the audience back into the present moment. This must be the stand up (or is it stool-top?) comedy. His speech is nervous. He seems a little jittery. It's his debut, and it's obvious not only because we were told pre facto. He delivers his only story about his experience in marching band with the flow of Colorado River tumbling its way through the Grand Canyon.

While marching band is not something most people can relate to, he does splash enough context to allow us to laugh at

things like "I joined the marching band for bass guitar, and ended up with cymbals". It's not Seinfeld; we don't expect it to be. It is a treat to the absurdities of marching band told by a friend.

The next and final "Rough Cuts" performance of the quarter will be held on December 1 in room G-3 (by parking lot E) The performance begins at 12:30 and is expected to last less than an hour. Admission is free but seating is very limited.

The co-chair of the Dance/Theatre Department, Hester Schell, who has been teaching at DeAnza since 1991 is inviting more students to get involved in "this re-kindled program". "This is an informal, and fun way to build your experience working with an audience".

Anyone interested in getting involved in the Actors' Ensemble can sign up for Theater classes next winter quarter or call Hester Schell at (408) 864-8872.

## CAMPUS NOTES

**Student Photo Exhibit**

The De Anza College photography department is featuring an exhibit of the work of De Anza student, Jane Ewers. The exhibit is open for viewing Monday through Thursday from 1:30 to 4:10 p.m. and 6:00 to 9:00 p.m., in the photo lab, room A-65. There will be an informal reception for the artist on November 29 from 6:30 to 9:00 p.m. For more information call Wilfredo Q. Castano at (408) 864-8765.

**Toy Drive Nov. 22 through Dec. 3**

Donate new or used toys in good shape for children under 12. Proceeds are to benefit the Cupertino Community Services. Collection boxes are located in the Student Activities Office, Administration Building Lobby, Advanced Technology Center Lobby, Child Development Center and Learning Center Lobby.

**Annual Holiday Celebration**

Recognition will be given to President's Award Winners, Employees of the Month, employees with 35 or more years of service, retirees and new staff. Lunch will be served from 11:30 a.m. to 12:45 p.m., Thursday, Dec. 2 in Conference Rooms A and B. The program entertainment will begin at 12:15 p.m.

**Deadline - Retirement Incentive Program**

The deadline for the Early Notice Incentive Program is Dec. 10. Faculty and administrators planning for retirement will receive \$1,500 for five quarters early notice and \$2,500 for eight quarters early notice. Details for the program can be found in Article 20 of the Agreement between the District and the Faculty Association and in Chapter XIV of the Administrators Handbook. For additional information and application forms contact either: Marilyn Booye at ext. 6219, Martha De La Cerda at ext. 6220, or Margaret Mc Cutchen at ext. 6227.

**Spectacular Stage Production**

Fame - The Musical premiered 15 years after the release of the MGM motion picture Fame, which received four Academy Award nominations. The film was followed by the highly successful TV show starring Debbie Allen and Janet Jackson which ran for six years on network television and then in syndication. The TV show received numerous Emmy awards and has been seen in sixty-eight countries. Performances at Cupertino's Flint Center run from Dec. 14 - Dec. 19; tickets are \$26 - \$46. Call BASS (408-998-BASS) or visit [www.basstickets.com](http://www.basstickets.com) for show times and additional information.

Compiled by Steve Dvorak

## WORLD NEWS BRIEFS

**AIR FORCE ONE REPORTED THREATENED**

Press Secretary Joe Lockhart had reporters go through their bags to make sure they weren't carrying anything dangerous shortly after leaving meetings on Greece-Turkey relations Saturday. A secret service agent double-checked their bags ten minutes later. The word is that someone or something threatened the plane, but at the time of this writing details were sketchy. Air Force One landed safely in Italy after leaving Greece and anti-American protests behind.

**CHECHNYA** - Everyone is saying a lot of nothing at the Organization for the Security and Cooperation of Europe — of which America is interestingly enough a member. 55 member states have come together to discuss the Russian offensive in Chechnya and nobody, especially Russian President Boris Yeltsin, is happy. "President Yeltsin came to this meeting with his goal to explain his view of what was going on," said Secretary of State Madeline Albright. "When he was here, he heard from others who saw it differently." A surprisingly vigorous Yeltsin maintained his government's stance, saying "We are obliged to put an end to the cancer of terrorism" and adding that the West is running under a

double standard in its criticism of the Russian assault in Chechnya. A meeting between Yeltsin, French President Jacques Chirac and German Chancellor Gerhard Shroeder lasted just five minutes before the Russian President called it quits and left for Russia two hours earlier than planned, but the Russians are conceding that an international monitoring force in Chechnya may be allowed.

**THE FINAL FRONTIER** - Seven days, six nights, a hundred grand. The World Tourism Organization says we'll have space vacations in twenty years and maybe in less than three. Orbiting hotels accommodating about a hundred people are being planned and those with money to burn are actually going for it, hungering for a taste of something new. "Objects behave differently in space," said Howard Wolff, Vice President of Wimberly Allison Tong and Goo, a company that hopes to develop the resorts. "So something as simple as the action-reaction law takes on interesting twists when it comes to, say, having sex in space."

**HE WANTED TO BE A MILLIONAIRE** - 31-year old John Carpenter, a soon-to-retire IRS worker, called his dad on the spot to let him know his son was

about to become a millionaire. Carpenter knew, somehow, that Richard Nixon was the only president ever to appear on television's "Laugh-In." He needed no lifelines in running the gamut of 15 questions. Now he's rich and as far as his job is concerned, he says "I'm leaning toward doing something else."

**MASSACHUSETTS** - The National Transportation Safety Bureau says maybe, but Egypt says forget it. A devout Muslim like Gameel el-Batouty would never have intentionally put EgyptAir 990 into the nosedive that killed over 200 people. The accuracy of Arabic translations of the official cockpit voice recorder are being questioned and the rumor mill is hard at work in Egypt. NTSB Chairman Jim Hall said the possibility of an intentional dive into the sea exists but criticized news reports crying suicide.

**PAKISTAN** - Former Prime Minister Nawaz Sharif was brought to court in an armored personnel carrier last week to face charges of hijacking and treason. A guilty verdict carries either life in prison or the death penalty. The charges stem from October 12th in which an airliner carrying 200 people was refused permission to land. The airport runway was

blocked with fire trucks and the lights were shut off. Among the passengers was General Pervez Musharraf, who now runs things in Pakistan, and he's still angry.

**TEXAS A&M** - Since 1909, tradition-loving Aggies at Texas' A&M University have been doing Bonfire, a yearly tradition that marks the biggest football game of the year, bonding classmates to each other and forming ties that last a lifetime. Now twelve are dead and 27 are injured after the 100-foot central guidepole snapped last Thursday, bringing the structure crashing down on 70 students building the stack. "This one slender center pole with everything wired around it — it just sets up a mobile pile of matchsticks, a house of cards," said Lindy Heard, uncle of killed student Chris Heard. A&M's newspaper, the Battalion, reported that the crane being used to hoist the ten-foot logs into place may have bumped the stack hard enough to do damage, but an official investigation is still in progress. Bonfire itself is canceled, but Friday's football game, against A&M archrival University of Texas, is still on.

Compiled by Brian Rockstroh

# 'Night of Magic' raises \$90k for school



photo courtesy of the De Anza Marketing Department

De Anza College President Martha Kanter, left, and Becky Morgan of Applied Materials address the audience at the "Night of Magic" fund raiser. This year's "Night of Magic," held on Nov. 13, included a performance of "Riverdance" in the Flint Center. A new record was set this year for the amount of money raised.

By Bryan Rockstroh  
Staff Writer

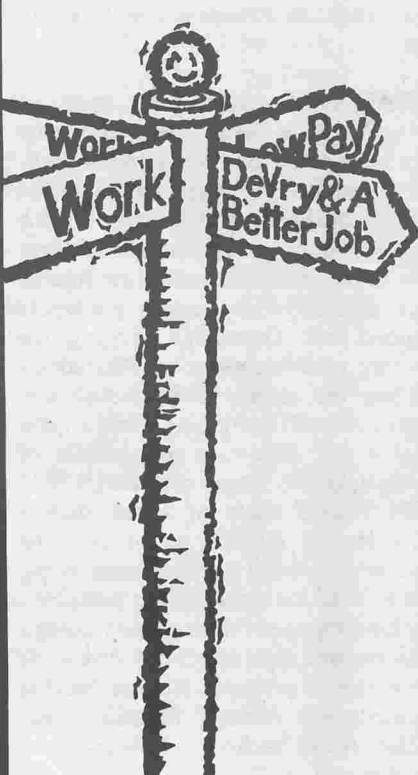
De Anza celebrated its sixth annual "A Night of Magic" last week with 300 members of the community and set itself a record. The Nov. 13 fund-raiser brought \$90,000, an increase of 35 percent over last year, thanks to donations from Silicon Valley giants like Applied Materials, Silicon Graphics, Symantec, and Apple Computer.

The Hinson Campus Center was decked out for the occasion with park benches and twinkling lights as participants in the silent auction browsed among 29 baskets and contemplated their bids on things like condominium accommodations in San Francisco for New Year's Eve, San Jose Sharks tickets, and a barbecue for 12 at De Anza President Martha Kanter's home.

"It was an extraordinary evening for all of us in the De Anza family," said Kanter. "The community helped us exceed our fund-raising goals. All of the proceeds will be put to immediate use in two labs that students will use when the winter quarter begins on Jan. 3."

By all reports, everyone at "A Night of Magic" had a good time. "What's not to like?" asked English instructor John Swensson. "Good food, we raised the most money and had a lot of friends of the college there. It was the best 'Night of Magic' we've ever had." A "Riverdance" performance at the Flint Center followed the fundraiser. Part of the proceeds will go toward funding the Language Laboratory, a project that will aim to assist native English speakers and those still learning the language in improving their speaking skills by using sound and video recordings, videotaped presentations, and team communication activities.

The Biological and Health Sciences lab will also receive funding. Items to be purchased include an EKG machine for the Medical Assisting Program and computers equipped for hands-on experiments in anatomy and physiology.



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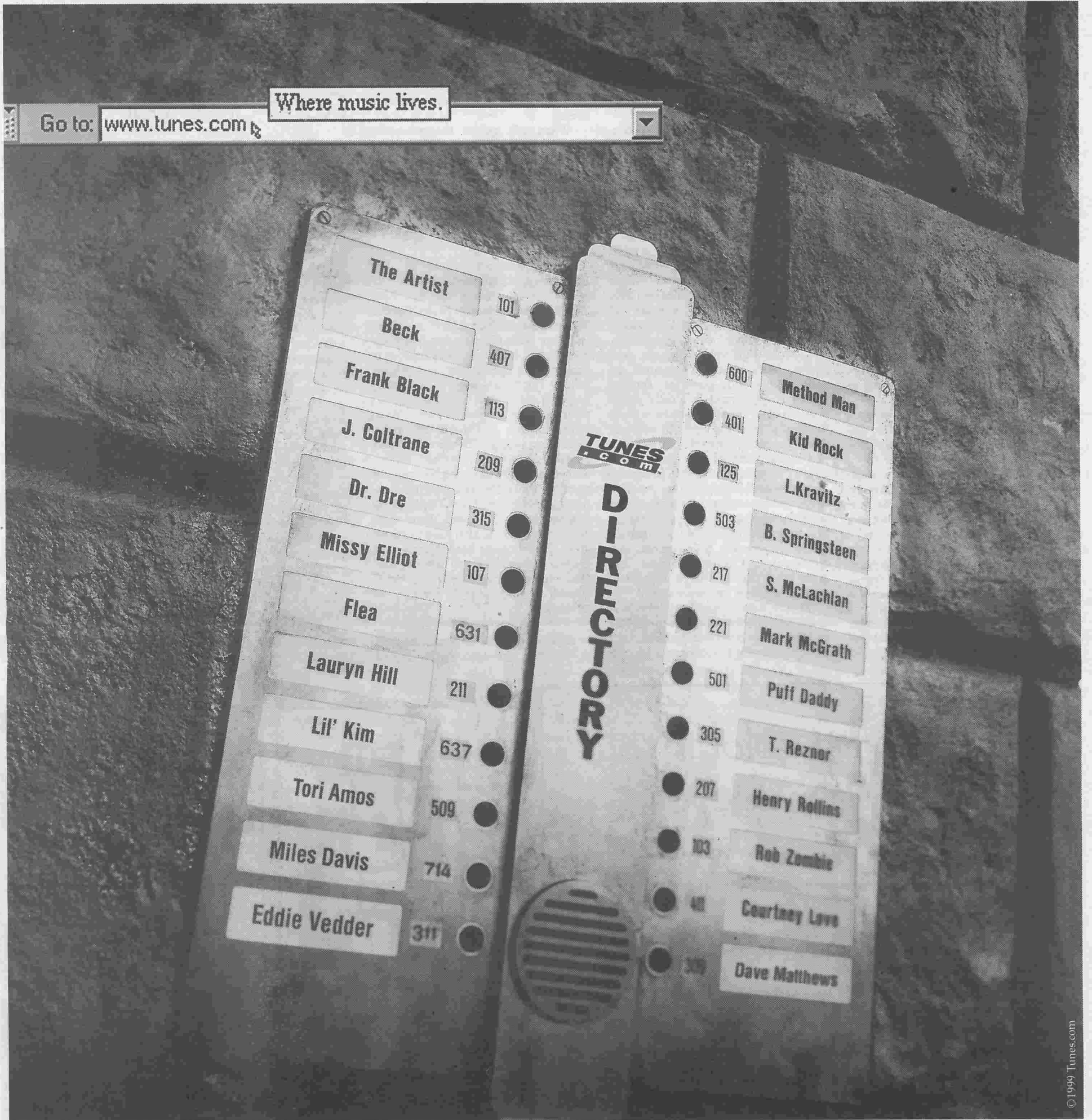
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## "God knows"

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# Prepare yourself for the slopes



Rich  
Schroeder

## Health and Wellness

I read that several ski areas will be opening in the next week or so. You will enjoy your sport much more if you take a few minutes each day to prepare your body for the slopes. In order to prevent injury and have enough strength and endurance to ski all day you will need to start now if you are planning that trip to the mountains over Winter break.

One of the most important components of your fitness program is cardiovascular endurance. While Alpine skiing is not a real cardiovascular sport, the fact that you are at a higher elevation places more stress on your body. This means that any activity is perceived by your body as occurring at a higher relative intensity requiring a more efficient cardiovascular system to supply your body with oxygen. Nordic skiing (cross country) is one of the most demanding cardiovascular sports there is, so cardio training is extremely important if you like cross country skiing. You need to go out and do some form of cardiovascular exer-

cise (running, brisk walking, cycling, or swimming) 3-5 days a week for 20-60 minutes.

The second component of a ski conditioning program is muscular strength and endurance. If you fall, you have to pick yourself up. The stronger you are, the easier it is for you to pick yourself up out of the snow. Start now by lifting weights for each of the major muscle groups of your body. Can't get to a gym? Do it at home by lifting a water container partially or fully filled with water (one gallon of water weighs about 8 pounds). The handles on liquid laundry detergent bottles make for especially good weights. Concentrate on arms, shoulders, chest, abdominals, and back. For your legs, do wall squats. With your back against the wall, slowly slide your feet forward until you are almost in a fully seated position (like sitting in a chair without the chair). Hold for 10 to 15 seconds, stand up and recover for 30 seconds and repeat three or four times. Each day, try to increase the time you spend in the seated position. You can find suggested exercises in many fitness books or sign up for a physical education class during the Winter quarter. There are strength development, cardiovascular, Lifetime Fitness and many other classes offered throughout the day, evening, and weekend.

Finally, don't forget flexibility exercises. You should stretch each day for at least 15 - 20 minutes. Hold each stretch statically (don't bounce) for 15

- 30 seconds. Release the stretch and repeat for a total of three times for each stretch.

When you get to the mountain, don't just jump off of the lift and start down the hill. If it's your first run of the day, make sure you have gotten some cardiovascular warm-up and that your muscles are warm and stretched. Don't forget to drink water regularly so that you don't become dehydrated and wear your sunscreen!

There was an article in *The Physician and Sportsmedicine*, Vol. 27 No. 12, November 1999, titled "Snowboarder Injury Risks Exceed Those of Alpine Skiers."

There were three studies that compared wrist, head, and chest injuries in Japanese snowboarders and Alpine Skiers. The results suggest that snowboarders are at greater risk for serious injuries than Alpine skiers. Wrist injuries made up 36.4% of upper-extremity injuries in snowboarders compared to 9.1% in skiers. Snowboarders had a higher rate of chest injury (6.1% to 2.7%), rib fractures (55.2% of those with chest injuries vs. 41.3%) and were more often injured in the afternoon (59% vs. 46%). Snowboarder head injuries were greater in frequency and severity than skiers and were more likely to occur as a result of jumping (30% vs. 1%). So be careful!

*Rich Schroeder is an instructor in the Physical Education department.*

# Women's basketball season begins with Reno Shootout

By Christa Davis  
Staff Writer

De Anza came out of last weekend's Reno Shootout partially achieving their goal for that tournament. Although they didn't win the event, losing 69-58 to defending state champs Sierra, they did win two out of three games that they played.

The three-day event saw De Anza play well against opponent's Monterey, Lassen, and eventual champs, Sierra. Most impressive in the first two games were Freshmen Rebecca Pina and Kimmer Horsen who led the Don's past Monterey scoring 19 and 14 points respectively in a 94-60 win. The following game against Lassen, Horsen topped the previous night's effort by putting up an impressive 20 points while Pina contributed another 14 points to lead their team to 94-66 win. Asst. Coach Borchert likes what he's seeing from the team. "Rebecca's been real consistent and [Jennifer] Kennedy's played real well." Yet, there's room for improvement. "We foul too much," he said. "We'd like to execute better offense and we need to be better disciplined, we've kept teams in games."

An example of that was the championship game against Sierra, a game in which the Don's were out shot and out played by the State Champs.

Still, the Don's made an impressive showing at the event executing the fundamentals they need in order to have a good season: shooting the ball a lot (averaging 90 shots a game) and playing the pressure defense. And the team has already bounced back from their one loss this season when they took on Diablo Valley College last Tuesday and beat them 90-66 to go to 3-1 on the season. The Don's next two opponents are Sacramento City College at Sacramento on Nov. 24 at 6:00 p.m. and their long awaited home opener here at De Anza at 5:00 p.m. against Fresno City.



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## Letters to the Editor

To the Editor,

I am writing as a concerned De Anza Student in response to the opinion piece that ran in the Nov. 15 edition of *La Voz* (*Editor's note: The Nov. 15 editorial was written by staff writer Adam Welch.*) regarding the Aleropalooza. I am writing for two reasons. First, I am writing to clear up the amazing number of inaccuracies, statements taken out of context, and false implications that litter this opinion piece. Second, I would like to address the implications against student events such as Aleropalooza and their purpose here on campus.

To begin, I would like to provide accurate information regarding the background of this event. First, General Motors (GM) had little to do with the Aleropalooza event. *La Voz* reported that the Aleropalooza "...was put on by EdVenture Partners, created by General Motors Corp." This is untrue. The entire Aleropalooza campaign process was conceived, conceptualized, and implemented by De Anza students. These students from the Advertising class (Bus. 89) formed a student-advertising agency called AdVision to gain real world advertising experience. This opportunity was furnished in the form of an Internship called GMMI (General Motors Marketing Internship) The internship provided AdVision students an opportunity to learn hands on experience rather than just textbook knowledge.

This internship, as good internships do, required countless hours of dedication from the students involved. *La Voz* reported that GM "supplied a \$2500 budget for a De Anza marketing class to create and plan this event as part of a graded assignment." *La Voz* is inaccurate. The De Anza student advertising agency (Advision) received a modest budget from a local dealer, not GM, to produce a complete advertising campaign. All aspects of this event were coordinated and executed by Advision without any outside interference or corporate suggestions.

The event far exceeded expectations. 3000 students attended Aleropalooza, which featured music, prizes and games. A post research sample of over 200 students found that over 90% of students surveyed responded they would like to see more events like Aleropalooza at De Anza. Obviously with such a successful turnout and over-whelming appreciation of this event, *La Voz* is not "the voice" for the student body when it suggests that this type of event does not belong on campus. Even the DASB Executive Vice

President, Les Leonardo, seems confused when he was quoted as saying, "I think it's a shame that we are devoting all these resources to marketing for GM." The college allocated no monetary resources to this project. Leonardo goes on to say, "it's more commercialism we are not here to shop, we are here to learn." Had Leonardo been more observant, he would have realized that there were no salesmen on campus and the only representative of GM was strictly observing the event. The students within the class got experience, the students on campus received a fun and exciting event, and administration reaped the benefits of free advertising. It seemed that this was a win-win situation for everyone.

This is why I was so shocked to see the views and comments expressed as "the opinion of *La Voz*". It seemed paradoxical that *La Voz* took a negative view of a program which benefited students enormously. This shock could not have been greater when I read the words, "While this event may have been a learning experience for the students involved, it has no place on a school campus." I must ask; what place is more appropriate for a learning experience than a school campus? The opinion piece then states, "Our college campus should strive to be a place of learning and student involvement, not a corporate knowledge factory serving elite interests." We have already established that "elite interests" had no involvement in picking the location of the event, our target audience, nor any aspect of the campaign. The students that formed this event did. They did this through the very same learning process and student involvement that the writer referred to. Had the writer of this opinion piece taken the time to research what he was implying, I am sure he would have recognized his flawed argument.

As shocked as I was to read the inaccuracies and paradoxical arguments of the writer, I was far more disturbed that a responsible, viable source such as *La Voz* stated that this was its opinion as well. I was taken back that *La Voz* was criticizing the presence of sponsorship in a student activity yet accepts advertising dollars from sponsors within their student publication. In fact, *La Voz* had no problem taking advertising dollars from AdVision to run advertisements for the very event that they criticized for its use of sponsors. I question *La Voz's* discretion in accepting a view that was based on inaccurate information and their hypo-

To the Editor,

In response to the Nov. 15 *La Voz* editorial, I would like to share the following. These days we have been greatly aware and critical of commercialism on campus. Last week, after a De Anza advertising class planned an event in the main quad for a car company, this topic about "too much commercialism on campus" was brought up again.

As a student at De Anza, I agree school has the responsibility to educate; it shouldn't be a business type of thing. Just as studying at De Anza College taught me how to run a business, even though I am not a business major. The first golden rule of running a business is to save the budget as much as possible. One of my friend's classes was suddenly cancelled during the first week. That really messed up his whole educational plan because he needed that course in order to graduate. The explanation he was given was that "the living standard in Silicon Valley is too high, we can't keep up with that to hire an instructor for this class." As a community college they should have the responsibility to maintain all the courses they offer. They might get just "barely enough" money from the government, but because of the high percentage of international students at De Anza College, I don't see the possibility for the school to have not enough funds, since the tuition fee for international students is so high.

The school also attempted to save the cost of postage by including a brochure for Citi-bank in the mail. Again, I don't see why the school would need help for its basic spending needs such as postage.

critical view of sponsorship as well.

Sponsorship is vital to maximizing the benefits to the student body. To bring the greatest benefit to the student body and those students within the advertising class, we needed a real life product and target audience. To say that real world situations should not exist on a college campus is not only unfeasible but unreasonable as well. For example, no one would suggest that computer science students shouldn't have access to donated or discounted computers because they provide a corporate presence on campus. Those computers are vital to learning the skills which students will use in future careers. The same applies to the Aleropalooza and the experience it provided for the future careers of advertising students.

I find a lack of consistency in the arguments given by the writer, and the

Another golden rule for business is to use resources flexibly and effectively. Students get the budget to plan a big event for a graded assignment in advertising, while the car company gets its product advertised at the same time. The school saved money; the students received experience. Sounds like it works out fine. However, why would a school need the support from a business to provide education? The school should have enough of a budget to teach what is necessary for the students to know.

Students were forced to pass by fancy cars, loud music and advertisements when they came to school. They were also forced to listen to the salesperson from Citi-bank when they wanted to pick up their student ID cards. I have a feeling that the school is using the students. School is not a marketplace. It should have its dignity and not to be a place to do promotions for all kinds of products targeted to college students, no matter how "suitable" it might be for the students.

I heard that Measure E was passed. I am not sure exactly what Measure E is for, but I know that some more money is coming to the school. I hope the school will plan carefully and help transform itself from a business to a real school. One of the reasons why older people like to recall their school life is that school for them was not as materialistic and commercialized as the outside world. I truly hope that De Anza College is a going to be a place for me to remember.

Ching Lam,  
De Anza College Student

position that *La Voz* has claimed as their own. I find it difficult to understand how they can be an advocate for the interests of the student body with one hand, yet propose that we take away the methods which benefit students so greatly with the other. Any "savvy" student would ask why "the voice" of the student body would condemn a program that does nothing but benefit the student body. More disturbing is that "the voice" has claimed a position that is based on inaccuracies and misconceptions about a De Anza program that should not only be recognized, but applauded as well. The use of these inaccurate statements to challenge a quality student program is the true "violation of public interest."

Dallas Anderson  
Head Coordinator, AdVision

### Letters to the Editor Policy

*La Voz* welcome Letters to the Editor. Letters must be signed and a phone number should be included for verification. Names will be withheld upon request. Letters should not exceed two double-spaced, typed pages (300 words). *La Voz* reserves the right to edit for length and clarity, but will make no attempt to alter meaning. Please e-mail letters to [lavoz@fhda.edu](mailto:lavoz@fhda.edu) or drop letters in the L-41 office or the *La Voz* mailbox outside L-41.

# BACKTALK

## "What do you think of the computer facilities on campus?"



**Alberto Rodriguez, business**

"[The Open Media Lab] is good but a lot of students wait a long time. [The Open Media Lab] needs more PC's because that's what [students] wait for. Sometimes the line is all the way [to the door]. I can use a Mac but I like PC's because sometimes Mac's take a long time to download websites."



**Gursharan Badesha, Open Media Lab worker**

"Well the media lab needs more computers. There is always a line [of people] waiting. Sometimes around 12 to 12:30 p.m. I'm the only one here and I have to rush here and there and then a big crowd is trying to get some help [at the front counter]. Everyone is always "Can you help me ... can you help me? ... and I'm like I'll be right there!"



**Janelle Jones, chemical engineering**

"They're good enough for school. But if you want to graduate You're gonna need to get your own [computer] with more memory and more speed. I also don't want to pay 10 cents every time I print something. The [De Anza] system leaches off of us. And besides I lost my De Anza [student body card] so I guess I can't use the computers anyway."



**Luwam Michael, undeclared**

"The lines are too long and we pay to use the computers. We shouldn't have to wait in line. I use the computers twice a week and I always have to wait in line."



**Nikkia Pavis, undeclared**

"[The computers] are cool but there are so many lines and they're very long lines. And usually, the lab assistants are very rude. Also when you are printing stuff out, your papers get all mixed up [in the Open Media Lab] and the Lab people don't know which paper is yours. And the other thing is De Anza overcharges for printing things out."



**Teresa Bui, business**

" [The computer facilities are] pretty decent. You can get one whenever you need one really. I usually get here at 12 p.m. and it's not crowded when I get here, but when I'm here it gets really crowded. I use [the computers] to type my papers and for checking my e-mail."

Compiled by Jopo Valera  
Photos by Marion Valino

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