

Entries for Datebook may be submitted to The Gamecock on the third floor of the Russell House. There is a box in the newsroom designated for Datebook entries.



Sundays

- PALM Campus Ministry, Worship and Dinner, 5:30 p.m., 728 Pickens St.
- Cabinet, 6 p.m., Witten Rm.

Mondays

- Fraternity Council, 4:30 p.m.
- Peer Conduct Board, 7:30 p.m., RH 303
- Homecoming Commission, 6:30 p.m., RH 348
- Sorority Council, 5 p.m.

Tuesdays

- AAAS, 6 p.m., RH Theater
- Bodybuilding & Fitness Club, 7 p.m., Blatt 135
- Phi Sigma Pi, 8:30 p.m.
- Oxfam Carolina, 4 p.m., the PALM Center, 728 Pickens Street.
- Newman Club, 7 p.m., St. Thomas More Center
- Literary Roundtable, 8 p.m., Russell House 201
- Carolina Cares, 7 p.m., RH 201

Wednesdays

- Leadership Team, 4:15 p.m.
- Campus Judicial Board, 3:30 p.m.
- Student Government Senate, 5 p.m., RH Theater
- Amnesty International, 5 p.m., RH 302
- Scuba Club, 5:30 p.m., Blatt P.E. Center
- PALM Ministries, Body & Soul, 5:30 p.m., 728 Pickens Street.
- Intersarsity Chapter Prayer, 7:15 a.m., RH 315
- Women Student's Association, 8 p.m., RH
- American Marketing Associations, 8:30 p.m., BA 002
- Fellowship of Christian Athletes, 9:15 p.m.
- Homecoming Participation Meeting (mandatory), 7 p.m., RH 322
- BGLA social, 7 p.m., RH 304
- Into the Streets, 4 p.m., Preston Seminar Room
- Carolina Productions Concerts, 7 p.m., RH Witten Room
- Carolina for Kids, 8:30 p.m., RH 302
- College Republicans, 7:30 p.m., Gambrell 250

Thursdays

- Intersarsity Christian Fellowship, 7:30 p.m., RH 322
- BSU, Heart to Heart, 7 p.m., Baptist Student Center
- Undergraduate ACS, 5 p.m.

Saturdays

- Round Table Gaming Society, 12 p.m., Leconte 112
- Carolina Productions, 8 p.m., RH Theat

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more than 15 percent of the audience is under 18.

"We used to have the Marlboro Man in the outfield, but he was replaced a few years ago by Pepsi," Columbia Bombers' general manager Tim Swain said. As of now, the new regulations will have no effect on the Bombers.

According to "Advertising Age," the Philip Morris plan proposed that sponsorship be limited to rodeos and motorsports, of which crowds are at least 75 percent adults.

The FDA regulations, however, banned all use of tobacco brand names in sponsoring sporting events, such as the Winston Cup Series. According to NASCAR, only 3 percent of race attendees are under 18.

"It's very hard for us to get along without sponsorships," thirteen year owner and operator of the Columbia Speedway Carol Bodie said. "NASCAR pays its drivers with the big sponsorships."

She also said she believes the new regulations are wrong, but "losing Winston's [sponsorship] would open the door for a lot of other people trying to get in — like Crisco and Tide — until they could get the tobacco back in."

According to the New York Times, more than \$100 million was spent on racing sponsorships last year.

Thirty-seven of America's top 200 brand names are among those sponsors, including McDonald's and Hershey

Foods. The new FDA rules would also ban all tobacco continuity programs in which consumers exchange proofs-of-purchase for merchandise from brand name tobacco catalogs.

Some students believe such marketing techniques are aimed at attracting existing tobacco users to brand name products rather than cheaper, generic brands.

"[Tobacco companies] do it so people smoke more — it keeps people going. It doesn't start it," junior Ashley Steadman said.

Other students believe the merchandise programs make existing habits worse.

"There's a chance that if you collect Camel cash, you won't quit," sophomore Karen Veltri said.

Even non-smokers collect the proofs-of-purchase from friends that do smoke to exchange for free merchandise.

"We capitalize on smokers," sophomore George Leventis said.

Some scientific assessments have shown that cigarette ads have a greater effect on younger people.

"Based on their buying habits, adolescents are three to five times more susceptible to advertising than adults, even though they may not realize it," School of Public Health faculty member Dr. John Ureda said.

On the contrary, some students did not use tobacco products until arriving

at college.

"I began smoking because my neighbors at college smoked," senior Archie Decker said. However, "some people identify with people in the ads and start [smoking] because they want to be cool."

Freshman Tonya Richardson said she doesn't believe the new regulations on tobacco ads will influence people.

"I didn't realize people paid that much attention to the ads. If I did, I wouldn't smoke Marlboro, because they've got that cowboy, and I'm not a cowboy," Richardson said.

According to Wardrip, the tobacco controversy began in the 1960s, when detrimental effects of tobacco use were first discovered and companies voluntarily agreed to add label warnings to cigarette packages.

In 1971, cigarette commercials were banned from television and radio. Since then, regulations have continued to become stricter, an act which is supported by the health-conscious and opposed by the tobacco industry.

Political interests and the question of personal liberties have complicated the issue of the degree of censorship that should be allowed in tobacco advertising.

Wardrip calls the controversy a very complex issue.

"It's going to be like playing a game of chess for the next few years until something is decided," he said.

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hospital crisis intervention emergency room and the outpatient psychiatric clinic.

She moved back to Columbia, and after two years of working at Charter River Psychiatric Hospital she returned to USC.

"I missed working with students," Phaup said. "When I saw the ad in the paper for the USC SAS coordinator position it was exactly what I wanted to do."

Ms. Phaup said she has many plans and projects she would like to see become reality. She said one of her main focuses is to nurture the Peer Educators Program, the primary function of which is to raise awareness through student education.

Phaup said the program's effectiveness relies on the fact that "students can relate to other students better, so they feel more comfortable about talking and opening themselves up."

Phaup said she is also interested in assembling a survivor group in conjunction with the Counseling Center or School of Social Work.

She said she wants to set up the "Hope-lights" holiday program to raise money for the Rape Crisis Network.

She said the program would consist of people buying white lights to symbolize support of victims and placing them on a central tree.

Phaup said she also intends to raise awareness through the Campus Rape Awareness student organization.

"Sexual Assault Services is in a confidential setting. We can assist you in looking at your options and offering you resources that will help you in your healing process," Phaup said.

To find out more about becoming a Peer Educator call the Office of Sexual Assault Services at 777-8248. To talk to a counselor call the same number 777-8248. The Rape Crisis Network has a 24-hour hot line: 771-7273.

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of the voter registration effort, the student senators approved the membership of Patrick Daley. Daley, a member of Carolina Debate, is a political science major and will represent the College of Liberal Arts in the Senate.

The nomination of Tamacia Bing to

the office of Executive Assistant to President Patrick Wright was tabled pending her attendance at next week's Senate meeting.

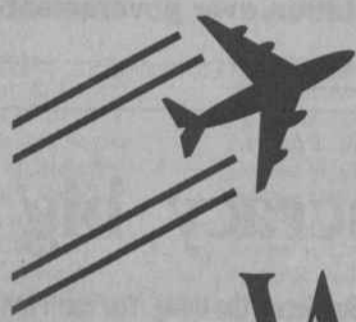
Student Government Vice President Jamel Franklin again emphasized the importance of participation in the

legislative process, as he did last week in his challenge to the senators.

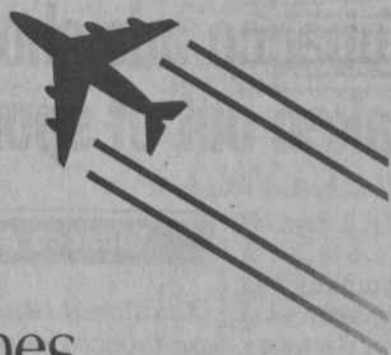
"Committee meetings should be just as important as Senate meetings," Franklin reminded.

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