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Bright future seen for new campus status

By AARON QUINN
crowsnesteditor@yahoo.com

After months of controversy, USF-St. Petersburg was granted autonomy July 1 by the Florida legislature's Education Governance Reorganization Act. Sen. Donald Sullivan (R-Seminole) was one of the major players throughout, and in front of the Florida legislature proposed severing St. Petersburg's campus from USF to convert it to an independent university, Suncoast University.

Sullivan argued that Pinellas County needed a four-year public university. After Sullivan's proposal died when the legislative session ended, he eased his position and consulted with USF President Judy Genshaft for a resolution fitting the needs of the county while still qualitatively serving students.

Genshaft and Sullivan, among other legislators and USF administrators, worked towards a compromise that opened more options to Pinellas County residents and kept the St. Petersburg campus with USF. They made USF-St. Petersburg autonomous.

To Pinellas residents, the autonomy measure means they have a four-year public university in which they can finish an entire degree. Before the change, only Eckerd College, a private institution, offered four-year degrees in Pinellas County.

To USF-St. Petersburg administrators, this means they have more independence in the way the campus operates. "We have our own budget, capital outlay program, and facilities and planning," said William Heller, vice-president and dean of USF-St. Petersburg.

To current and future students, this means student fee expenses will be calculated on St. Petersburg's campus for St. Petersburg's campus, potentially eliminating extraneous expenses that almost exclusively benefit students of other USF campuses.

"By doing this we'll meet the specific needs of our students, with our facilities," said Heller.

The only hurdles left for USF-St. Petersburg are becoming accredited and assembling a board of trustees.

The Southern Association of Colleges and Schools accredits Florida universities. Accreditation is an evaluation that measures the ability of a university to educate its students effectively, among other things.

"I'm not the least bit concerned about meeting..."
In my first issue as editor and with the help of an invigorated staff, we've decided to give the most pressing news on page one, followed by highlights from Spring 2001. In doing so, we hope to present you — the students, faculty, staff and visitors — with a feel for USF-St. Petersburg as it is and how it has changed. In just a few months our campus transformed physically, financially and academically and will continue to change for a period that will astound many student tenures.

During the past spring, the USF-St. Petersburg community struggled with the possibility of separating from USF. Some professors and administrators feared for their jobs. Students who were enrolled or were considering enrollment questioned the value of a non-USF degree. Many in the community wondered about the prospect of having a stranger in the heart of town.

Months later, after many students, faculty, staff and community members made a stand against the proposal, plans were reconfigured. Compromises were made after numerous deliberations, and now we begin a new semester with hundreds of new students and nearly three dozen new faculty in a more stable academic environment.

Homage should be paid to the students, faculty and staff that appeared for university meetings, town meetings and the Pinellas legislative delegation that spoke for the benefit of all those who now dwell on our campus.

Other significant events and issues arose in Spring, too, many of which the Crow's Nest covered. Some depict student life, others will show local policies, and still others will reflect the communities surrounding our campus.

One issue in the spring invited a rare national issue to the Crow's Nest. Reparations. Author and former activist David Horowitz wrote, "10 Reasons Why Reparations for Blacks is a Bad Idea for Blacks — and Racists Too," a self-explanatory full-page ad that caused many a flare on college and university campuses across the country.

The Crow's Nest was not among the college newspapers in which Horowitz chose to run an ad, but former editor Buddy Baker chose to run the piece to promote much-needed discussion. You'll see it again in this issue.

Aaron Quinn is a second-year graduate student in the journalism program and editor of the Crow's Nest.

Involvement in campus clubs can improve chances in life, career
By DENISE TURNER
Contributing Writer

Getting involved with campus organizations related to your major can bring a fuller understanding of your field and provide networking opportunities that help your career.

Most clubs and organizations have not set meeting dates and times, with the exception of the Anthropology Club, which will hold its first meeting on Wednesday, Sept. 5, at 5 p.m. in Coquina 218. The Sail Club meets on Fridays at 5 p.m. at Haney Landing (next to the sailboats).

Wednesday, Sept. 5, the Campus Showcase will give students the opportunity to see what activities are available on campus. Many of the campus clubs and organizations will have booths and displays. This event will be held on the waterfront from 11 a.m. until 6 p.m. The rain date is Thursday, Sept. 6. If you miss the Campus Showcase don't despair, in the Davis Hall lounge are bulletin boards for all clubs to post information. You can also call Nancy Costela, assistant director of student activities, at 553-1180.

Academic Organizations:
- Anthropology Club
- Bayboro Organization of Nursing Students (BONES)
- Lambda Alpha Epsilon
- Management Information Systems Society (MIS)
- Marine Science Advisory Committee (MSAC)
- Student Accounting and Business Organization (SABO)
- Student Council for Exceptional Children (SCCE)
- Student Education Association (SEA)

Interest Organizations:
- Campus Crusade for Christ (CCC)
- Friendship Association of Chinese Students and Scholars (FACSS)
- Harboride Productions
- Sail Club
- Student Government

Service Organizations:
- Circle K
- Phi Theta Kappa Alumni Association

Ideas may be distasteful but should be tolerated

I applaud you for choosing to run David Horowitz's infamous ad, "Ten Reasons Why Reparations for Blacks is a Bad Idea for Blacks—and Racists Too." Although I must say my concern lies in the fact that not one reaction or opinion was noted in the following issue of the Crow's Nest. Granted my opinion is also late, but back to the point.

I wholeheartedly agree with the comment made by Brad-Lord Leunwayer in your column. He was right on the money when he said that we (everyone included) do not like to listen to opinions that we disagree with. But that one subtle but true point is the entire problem. Of course we don't want to listen to opinions and arguments that we disagree with.

Why? Because we don't take kindly to being proved wrong by someone who disagrees with us. But by not listening to other's opinions and arguments, and when we do not logically and critically debate and think about opposing ideas, or worse not allow them to be heard, we create a larger problem. We, by our own hands, breed ignorance, apathy and complacency, amongst other things. All of which are more damaging and harmful than a topic that, heaven forbid, might hurt someone's feelings.

If people spent half as much time critically thinking through the topics they debate so adamantly, as they do crying about them just because the rule pissed them off, we would be a much healthier and wise society. So if you can't take the time to even read about the topic and think it through logically, then do me and everyone else a favor and keep your mouth shut and think before you act, or speak.

Michael Johnson
Senior, majoring in public relations

This letter originally published Spring 2001

Campus police offer programs on crime prevention education

The following programs are available from the University of South Florida, Public Safety Department, Bayboro Campus. These programs are designed to improve the quality of your University experience.

The mission of the Crime Prevention Unit is "Crime Prevention Through Education"

Crime prevention programs are made available to all student, faculty and staff members through your Campus Police Department.

If you or any organizers you are affiliated with want to have a presentation please call the Police Department at 553-1140.

- Auto Theft Prevention
- Con Games and Scams
- Credit Card Fraud
- Drug and Alcohol Abuse
- Firearms Safety
- Operation ID
- Personal Safety
- Residential Security
- Robbery Prevention
- Theft Prevention
- Workplace Violence

University Police Department
St. Petersburg Campus

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September 5 - Fall, 2001
Ten Reasons Why Reparations for Blacks is a Bad Idea for Blacks — and Racist Too

By DAVID HOROWITZ

ONE
There Is No Single Group Clearly Responsible For The Crime of Slavery
Black Africans and Asian slaves were responsible for enslaving the ancestors of African-Americans. There were 3,000 black slave owners in the antebellum United States. Are reparations to be paid by their descendants today?

TWO
There Is No One Group That Benefited Exclusively From Its Fruits
The claim for reparations is premised on the false assumption that only whites benefited from slave labor. If slave labor created wealth for Americans, then obviously it has created wealth for black Americans as well, including the descendants of slaves. The GNP of black America is so large that it makes the African-American community the 10th most prosperous "nation" in the world. American blacks on average enjoy per capita incomes in the range of twenty to fifty times that of blacks living in any of the African nations from which they were kidnapped.

THREE
Only A Tiny Minority of White Americans Ever Owned Slaves, And Others Gave Their Lives To Free Them
Only a tiny minority of Americans ever owned slaves. This is true even for those who lived in the antebellum South where only one in five white Americans was a slave owner. Was a slave owner ever a debtor? What about the descendants of the 350,000 Union soldiers who died to free the slaves? They gave their lives. The black slave would ask them to pay (through their descendants) again?

FOUR
America Today Is A Multi-Ethnic Nation and Most Americans Have No Connection (Direct Or Indirect) To Slavery
The two great waves of American immigration occurred after 1880 and after 1960. What rationale would require Vietnamese boat people,refuseniks, Iranian refugees, and Armenian victims of the Turkish persecution, Jews, Mexicans, Greeks, or Polish, Ukrainian, Hungarian, and Korean victims of Communism, to pay reparations to American blacks?

FIVE
The Historical Precedents Used To Justify The Reparations Claim Do Not Apply, And The Claim Itself Is Based On Race Not Injury
The historical precedents generally invoked to justify the reparations claim are payments to Jewish survivors of the Holocaust, Japanese-Americans and African-American victims of racial experiments in Tuskegee, or racial outrages in Rosewood and Oklahoma. City. But in each case, the recipients of reparations were the direct victims of the injustice or their immediate families. This would be the only case of reparations to people who were completely unaffected and whose sole qualification to receive reparations would be race. As has already been pointed out, during the slavery era, many blacks were free men or slave owners themselves, yet the reparations claimants make no distinction between the roles blacks actually played in the injustice itself. Randall Robinson's book on reparations, The Debt, which is the manifesto of the reparations movement, is pointlessly subtitled "What America Owes To Blacks." If this is not racism, what is?

SIX
The Reparations Argument Is Based On The Unfounded Claim That All African-American Descendants of Slaves Suffer From The Economic Consequences of Slavery And Discrimination
No evidence-based attempt has been made to prove that living individuals have been adversely affected by a slave system that was ended over 150 years ago. But there is plenty of evidence the hardships that occurred were hardships that individuals could and did overcome. The black middle-class in America is a prosperous contender. It is much larger in absolute terms than the black underclass. Does its existence not suggest that economic adversity is the result of failures of individual character rather than the discrimination and retaliation of a slave system that ceased to exist well over a century ago? West Indian blacks in America are also descended from slaves but their average incomes are equivalent to the average incomes of whites and nearly 23% higher than the average incomes of American born blacks. How is it that slaves adversely affected

September 5–Fall, 2001

Students react to 'reparations'

Letters to the Editor

"Clear, present danger is censorship." The March 28 – April 10, 2001, edition of the Crow’s Nest contained David Horowitz’s "Ten Reasons Why Reparations for Blacks is a Bad Idea for Blacks — and Racist Too." It was accompanied by the editor’s opinion column entitled "We’re Overdue to Start Conversation on Race."

Evidently students at USF are too busy, disinterested, apathetic or concerned about sounding politically incorrect to address this important issue. The subsequent edition appeared without a single student commentary regarding this controversial issue. The silence was deafeningly loud.

Regardless of whether one agrees or disagrees with Horowitz’s full-page advertisement placed in dozens of college newspapers throughout the country that opposes the idea of monetary settlements to be paid to the ancestors of African-American slaves, the movement is worth discussion. For those who find Horowitz’s comments to be insensitive, insensitive, or inaccurate, it is imperative that dissenting opinions be voiced articulately and clearly. The real danger is not David Horowitz. The clear and present danger is censorship.

In deciding to run Horowitz’s ad, the Crow’s Nest intention was to "allow our readers to make up their own minds." Many colleges declined to run Horowitz’s ad claiming that it was unethical, too controversial, too demeaning, too this or that. In effect, such decisions prohibited discourse on an important issue.

However, one must consider that this conservative author (Horowitz) does have a following. It is not polite to talk about — but who of us white folk haven’t considered the impact of a $4.1-$777 trillion reparation debt on our individual bill-fold?

Some of Horowitz’s commentary contains extremely offensive verbiage such as "blacks do not deserve redress because it was white Christians who ended slavery, and that rather than getting compensation, black Americans owe the country a debt for freedom and prosperity they enjoy." I can imagine one of my fellow students who would not be outraged by such an opinion; however, Horowitz also brings up issues worthy of debate.

I realize that in saying this, I have apparently committed an offense deemed worthy of the title "politically incorrect". Shock, chagrin, teeth clenching and flat waiting will perhaps ensue. But, still, I ask the question, is it fair to penalize, through taxes, the "Vietnamese boat people, Russian refugees, Irish refugees," and

See STUDENTS, Page 5

Crown’s Nest
Marchers dog Bush during campus visit

By AARON QUINN
Originally published Spring 2001

About a dozen members of the St. Petersburg Uhuuru Movement protested Gov. Jeb Bush's visit to the USF-St. Petersburg campus on Jan. 12, to attend a mayoral candidate's campaign event. The protestors picketed and chanted outside of the Campus Activities Center for more than an hour, beginning at 5 p.m. They chanted about "saving the black vote." Most of the protestors were white.

Local Uhuuru members have made several statements critical of Bush. They claim that black and poor voters were disenfranchised in the 2000 presidential election.

"Bush is upholding over a 100-year-old tradition in this country of oppressing black voters," said Delores Fletcher, local Uhuuru president. Fletcher made reference to Republican and Democrat dealings that she said took place in the late 1860s. "There was a deal struck that finally took the troops out of the South, but put them right back into poverty in the North," she said. It didn't change anything she said, but it wasn't technically slavery anymore. Fletcher worried that deals similar to the one that ended the Civil War are occurring in Congress now.

"It's not entirely a black issue," she said, "but blacks are targeted because they think that we're easy to pick on."

A World War II veteran at the demonstration held a medium-sized prescription drug container on the handle of his cane. A handwritten price tag dangled from the bottle's neck; it read $50.

"That just goes to show that everyone is affected," Fletcher said. Bush, despite being the most prominent figure in attendance, was not the focus of the evening. Rick Baker, a candidate for mayor of St. Petersburg, reserved the main hall of the center for a fundraising event at which Bush was invited as a guest.

Inside, Rick Baker and Bush spoke. There was no mention of the protestors outside on the front lawn.

Proposed honor system hopes to brighten doing right thing

By JAY WILKE
Originally published Spring 2001

A new University of South Florida honor system is in the works and may be ready for implementation in the spring of 2002.

"We hope to improve academic integrity," said Dr. Stephen Ritch, director of student affairs at USF-St. Petersburg. Ritch hopes to do this by establishing an honor system at USF.

The "Honor System Work Group," which includes faculty, student government representatives and students, is developing the code. Dr. Jay Black, a professor of mass communications, is collaborating with Ritch and contributing his expertise in media ethics.

The work group hopes to receive input from students, faculty and members of the university community. A value survey was mailed out to students around the first of March and distributed to the staff in February.

The group is looking for responses from everyone in the university community. All of its meetings are open to students, teachers and community members. The group wants to have everyone at the university involved in the formation of the honor code. Ritch hopes to give "literally everyone in the campus community" a chance to participate.

The push for the honor system intensified after a media ethics lecture on university honor codes was presented in the Campus Activity Center. The lecture featured presentations by the University of South Carolina, William and Mary University and Miami University (Ohio). All three schools had different approaches to the honor system.

The current student disciplinary code is written in negative legal terms, Ritch said. He called this the "negative legalistic approach." This attitude is one of the things that the Honor System Work Group is trying to steer away from, he noted. The group hopes to promote honor and ethics in positive terms.

The new honor system could be distributed and explained to new students during orientation. Rather than simply warn the students with what they shouldn't do, Ritch says that the new honor code can be "a form of character education at the university level."

On April 11, (Spring 2001) the Honor System Work Group will identify and outline proposed core values for implementation. On April 16, a campus "town meeting" led by Dr. Marvin Berkowitz will sift through and recommend the proposed core values.

The final proposed values will be sent to student government, the faculty and the vice-president for review.
Mayoral hopefuls show diverse personalities, slants

By CHRIS CURRY
Originally Published Spring 2001

Political neophyte Patrick Bailey, a collection agency owner, and Louis Miceli, a lathe operator at Jabl Circuit, seemed uncertain about certain issues. Miceli used only seconds of the two minutes allotted for his opening and closing remarks or the one minute granted for question responses. "This is all new to me," he said in his opening statement. "If you want something done come to me, and I'll get it done. That's all I have to say right now. Is that okay?"

When questioned on topics from the list of Police Chief Golstah Davis to uneven city code enforcement, Miceli repeated statements similar to this trend, often prompting chuckles from the crowd. The audience seemed amused by the ongoing contest between Kashleen Ford, Omali Yeshitela and eventually Baker to announce their campaign Web sites as many times as possible and USF alumni Ronnie Beck's declaration that he would handle the emerging water problem by hiring Williams as "water czar."

Besides Miceli and Bailey, the other seven candidates, including first-timer Maria Scruggs-Weston, gave informed responses to most issue questions. Their replies often were similar to one another. There were a few exceptions, however.

While most candidates stood behind Davis as police chief, Ford said that management was not keeping department personnel happy and charges might have to be made. On the issue of Bayfront Medical Center, Williams said that it was time for the city to sell the land to the hospital and get out of the healthcare business. "Audience member Dave Shaver said he supported Nurse but was impressed by Williams' "command of issues."

"Some candidates surprised me," Shaver said. "They're much more knowledgeable than I thought they would be. But no one said something astonishing to set them apart from the pack."

"I would have liked to have seen more students, although I did see quite a few," Director of Student Affairs Dr. Stephen Ruch said after the debate. "This is a very busy class night. It's difficult to schedule events so the community can come after work when so many of our students go to class after work."

Supporters of Yeshitela and Ford lined the back of the room, often applauding so enthusiastically that Ruchel had to call for silence. "Keep the blood in your fingers," he said. "There'll be a chance to applaud at the end."

The debate was brought to the campus by business law professor John Jewell and the Office of Student Government.

"I think it went very well. The turnout was great," said senior Student Government representative Jackie Wertel. "I think its good publicity for the campus. It shows our involvement in the community."

The candidates who participated in the debate were:

Patrick Bailey, collection agency owner
Rick Baker, attorney, former chairman of the Chamber of Commerce
Ronnie Beck, business owner, USF alumnus
Kashleen Ford, City Council member, attorney, registered nurse
Louis Miceli, lathe operator, former maintenance worker for minor league St. Petersburg Devil Rays
Karl Nurse, city planning commission chairman
Maria Scruggs-Weston, head of breast cancer awareness program at St. Anthony's Hospital, former public housing administrator
Larry Williams, City Council chair, business owner
Omali Yeshitela, founder of St. Petersburg's Uhuru movement, civil rights activist.

Team's success sailed in under writer's notice

By AARON THOMAS
Contributing Writer
Originally Published Spring 2001

I confess I should've written sooner. I'm just as guilty as any student on the Bayboro Campus, writer or not.

I'm guilty of being uninformed about many activities that occur on campus, including the success of this year's USF sailing team and the job that the coaches and young, talented sailors have done.

Still, I ask myself, why is the team being "neglected"? Why do they not have similar coverage in the newspapers as the football, basketball or baseball teams? Is it because sailing is an aquatic sport, taking place out in the middle of Tampa Bay, off the coast of St. Petersburg, and is not played in stadiums owned by multi-millionaires, who make money by having some school athletic programs?

This year's team is practically on the welcome mat of this year's national competition. It is a team that can bring USF a national championship and put USF athletics on the map. They are a force to be reckoned with, right in our own backyard.

But I still find myself asking that question: Why haven't they had good coverage? One reason I wrote the story about the sailing team was because of the lack of coverage. It was a problem that the Crow's Nest staff knew about at the beginning of the school year. When my editor assigned me the story, I was amazed at the team and began to wonder if the lack of coverage was because their success is so "new."

I've purposely continued to write stories about the sailing team and continue to watch just how far they can go. Like any other sports fan around the world, I enjoy watching a perennial winner in every game during every season. But in a breath of fresh air when a team almost out of nowhere succeeds as the sailing team has. People, I think, get tired of watching the same teams win over and over again, unless they are fans of those teams.

Regardless of the reason for the lack of coverage and support of this year's sailing team, they can be overcome. Students and faculty can do something. The information is there. It just needs to be put out to use so that teams are supported.

We as USF students and faculty were honored to be granted a football program, and we show strong support in the success of this year's basketball team as they are close to an NCAA tournament berth this year too. We support our baseball team, winning or losing, and we support our softball team under the same circumstances. It but seems like there is a line drawn between those sports and others. We should be honored, especially students on the Bayboro Campus, to have a sailing team. It is the only varsity team that calls the St. Petersburg campus home. All other varsity athletic teams have their homes on the Tampa campus, and perhaps they forget about our campus' beauty.

While students and faculty should take part in this year's success of the USF sailing team. How? True, the team doesn't sail in any type of arora, but we can still watch from the stands of Tampa Bay as the team hosts and races in each home regatta whether it's a team racing or individual racing. Dr. Steve Lang, assistant coach head coach of this year's team, told me that the team racing event takes on the feel of a challenging chess match, with everyone blocking each other from crossing the finish line. It's auto racing on the water.

It's up to us students and faculty to give those young sailors the recognition they deserve. We need to take part and support our team as they continue on their drive toward the national championships. They are right in the thick of the competition right now, and if they make it, they will need the boost from our support to bring USF a national championship in sailing.

I confess I didn't know Stephens from Page 3

Armenian victims of the Turkish persecution, Jews, Mexicans, Greeks, or Polish, Hungarian, Cambodian and Korean victims of Communism to pay reparations to American blacks?"

I certainly don't answer to all questions surrounding the repatriation issue, but I do know that the issue won't go away quietly, nor will it be solved through censorship of ideas. What I've realized is that an open marketplace of ideas is crucial for the democracy that we so often embrace passionately, yet dichotomously cast aside at the instant that such democracy offends our ideals.

Many college student activists have reacted to publication of Horowitz's and rioting to such tactics as theft and destruction of the newspapers without applying the systematic debate, conjecture and intellectual reasoning that are absolutely imperative regarding this issue. In applying such emotional measures, it becomes evident that dissent of ideas is apparently prohibitive even by the most liberal-minded persons. It would appear that even those who voice ideas of tolerance are, in effect, advocating censor ship.

Lauren Glass
Senior, majoring in psychology
Originally Published Spring 2001

Crow's Nest

September 5 - Fall, 2001
Bill may create best of both worlds for USF

By M.E. BAKER
Originally Published Spring 2001

Suspend surrounding the future of USF-St. Petersburg ended Friday, Feb. 16, when influential Pinellas legislators announced that they want to make the campus autonomous while keeping it within the USF system.

In an outdoor news conference overlooking Bayboro Harbor, state sena­tors James Sebesta and Don Sullivan announced that they will introduce a bill next month which will give the St. Petersburg campus freedom to write its own budget and create its own academic programs while remaining affiliated with the Tampa campus.

Rep. Frank Farkas will sponsor the bill in the House. Farkas, USF President Judy Genshaft and Vice President William Heller also took part in the event.

In announcing the bill, Sebesta noted that discussions had been going on for several months about whether to se­ver the St. Petersburg campus into an independent university. The effort had centered on trying to "blend the best of two worlds, to keep this a part of the University of South Florida and to address many of the problems that this campus has had over the last few years."

"I truly believed that this campus should stay a part of USF," he said. "A degree from USF today is very valuable. A degree from USF in the future will be invaluable."

The bill would:
• Make USF-St. Petersburg an organizationally and fiscally autonomous campus, with a budget prepared by local campus administrators. Genshaft would review this separate budget before sub­mitting the complete USF request to the Legislature.

• Mandate that the university seek separate accreditation for the St. Petersburg campus.

• Create the position of a Campus Executive Officer to be appoint­ed by Genshaft. The president would be required to consult with the St. Petersburg campus before hiring or firing this person. Campus dean William Heller cur-rendy holds the title of vice president.

• Enable the St. Petersburg cam­pus to contract with the main Tampa cam­pus for central support services.

• Students enrolled at the St. Petersburg campus would still be able to attend classes at any other USF campus.

"I believe that this bill gives the St. Petersburg campus and the people of Pinellas County a strong place at the table, a strong representation within the University of South Florida so that we can work as partners with the main campus, with our own funding and with our direc­tion, but still as partners with people on the main campus," Sullivan said.

Farkas said that the bill offered the "best of all worlds," the "umbrella of USF and the USF trademark."

Heller said granting the St. Petersburg campus its own budget­ary independence was "a major accomplish­ment. At the same time, the president doesn't lose anything because she will review all of the budgets."

Discussion about the fate of the campus began last spring when Sullivan introduced a bill to make the St. Petersburg campus an independent uni­versity to be called Suncoast University.

That bill failed on the last day of the legis­lative session.

However, Sebesta said that "we all owe Sen. Sullivan a great debt of thanks for his efforts during the last year since the session last year in bringing many of the problems of this campus to the forefront. He is an awesome guy. He would not give up."

"Last fall, Sebesta said he and Sullivan were attempting to draft another bill. He said the bill had been arrived at after "about eight drafts.""

Genshaft had been "very sup­portive" during talks, the senator said. However, he said that "as late as yesterday this was a go, no go. But late in the day everybody agreed."

Student Government Rep. Phyllis

$135,000 campaign touts St. Pete campus

By CHUCK CRYRI
Originally Published Spring 2001

USF-St. Petersburg joined the rows of billboards on U.S. 19, the college of advertisements in the newspaper and the stream of commercials on cable television as the campus is being touted in USF's most extensive and expensive advertising campaign ever.

This spring, the university embarked on a $135,000 February to April multimedia advertising campaign intended to show the Tampa Bay area that USF "was big, bad and in their backyard," according to university marketing director Dan Casseday.

Casseday said the school spent approximately $35,000 advertising the St. Petersburg campus, with $30,000 of this figure contributed by the campus.

Ads promoting the campus appeared in the Weekly Planet and the Weekend section of the St. Petersburg Times, on the radio and on cable television during shows such as Animal Planet's "The Crocodile Hunter."

The school also purchased several Web advertise­ments for time periods up to a year.

As part of the promotion campaign, USF and Time Warner Communications held a contest offering two free tick­ets to New York for the VH1 "Divas Live" show at Radio City Music Hall in April. Contest registration was at the USF-St. Petersburg admissions office March 12 through 25.

"It's just a way to make people more aware we're here," said campus admissions coordinator JoJo Morin.

Morin said that the impact of the advertising campaign couldn't be measured until after student registra­tion begins on April 16. Even if the advertising campaign is a big success, she did not expect a sea of people descending on the Bayboro Hall admissions office, since most students register online.

USF-St. Petersburg recruiter John Bassel said early results show that new student inquiries are up from the fall 2000 semester when the campus was the focus of a smaller, pre­dominantly print-based advertising campaign.

To gauge the effectiveness of the various forms of advertising, prospective stu­dents contacting the school by e­mail are asked how they heard about the St. Petersburg campus. "A lot of them are mentioning the billboard campaign, print advertising and the Web," Bassel said.

Casseday said that USF began man­keting itself in 1996, and that the campaign has become more vigorous and expensive each year, culminating up to this spring's big push.

As increased enrollment at regional campuses became a well publicized need, the advertising campaigns for St.

Petersburg, Sarasota and Lakeland expanded. Print advertise­ments for the Sarasota campus run in the Sarasota Herald Tribune and the Bradenton Herald. The university Web page states the goal of increasing undergraduate enrollment at regional campuses two and a half times the rate of Tampa.

According to Casseday, nearly half the respondents to the school's overall marketing campaign are Pinellas County res­i­dents, with USF-St. Petersburg drawing interest through every medium used."I guess the moral is that all advertis­ing is good advertising," Casseday said.

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Crows' Nest September 5 – Fall, 2001

Lenahan praised the announcement, say­ing that it was "the best step in the right direction. It's what our student govern­ment has been working so hard towards. I think the students will be relieved to know that our campus will not be severed and that we'll have the opportunity to expand this campus. Student government will definitely be following this bill with eagle eyes."

She added "we're grateful to sen­ators Sullivan and Sebesta and Rep. Farkas and especially Dr. Genshaft for the cooperative efforts on behalf of the stu­dents of the St. Petersburg campus."

Student Government President Clayton Tieman said, "I'm overjoyed. I'm relieved and the student body should be relieved."

"I really look forward to the day we have dorms here and a student union," he added.
Mall to put new face on campus

By JAY WILKE
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Over the next several months, various construction projects will bring changes to the USF-St. Petersburg campus, and people who have trouble finding parking won’t get relief.

Some on-campus parking spaces will be lost in the Central Core project. The project will close the part of Second Street that dead-ends into the campus in front of Davis and Bayboro halls. The parking spaces referred to will be transformed into an open green space with a fountain.

"All of the parking in front of Davis will be gone," said Roy Clark, USF-St. Petersburg construction coordinator. The campus will be safer for students and faculty members, he said.

The Central Core project will change the face of the campus as it transforms the street into a grassy area and courtyard where students can stretch out and lounge. "I think that’s going to make the campus even more gorgeous than it is," said Deborah Kurekli.

USF-St. Petersburg assistant director of public affairs. "It will encourage a lot of socializing for the students."

The project, scheduled to begin this year, is in the planning stages, and it is unknown how long it will take to complete. There is a possibility that replacement of some underground pipes could complicate a speedy completion. The landscaping, however, should not take more than a couple of months.

Parking spaces lost to the mall have been replaced with new lots on campus. Still, students who are used to parking on the street may have to buy parking decals and students used to parking in front of Davis Hall may have to walk further.

However, the parking situation still won't resemble USF-Tampa. "It is much harder to park over there," Kurekli said.

Other parking will disappear as a result of construction on Third Street South. A streetscape project there will narrow the street to improve safety for pedestrians, at the same time eliminating street parking used by some students and faculty who don’t have decals.

USF-St. Petersburg is a pedestrian campus and the change "reduces traffic hazards to students," Clark said.

The construction will take place from Fifth Avenue South to 19th Avenue South.

A renovation project also is under way on the north side of the second floor of Davis Hall. The work includes the creation of new state-of-the-art biology and chemistry laboratories.

The new labs will be "meeting a new standard," Clark said. Each station will have a data wing and will be computer-connected.

Three weeks' worth of classes in Davis had to be relocated due to the con-struction.

The labs are being installed as a result of the campus' recently expanded mission to include lower-level students and to offer new programs in environ­mental science and policy.

The renovation is on schedule and expected to be completed sometime in June. Classes will be held in the new laboratories starting in the fall.

Three areas in the marine science department also are being renovated, and the locker rooms by the swimming pool are being refurbished and renovated.

Activities budget eyes pay hikes, new staff

By CHRIS CURRY
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On March 22, the USF-St. Petersburg student government approved a 2001-2002 activities and services fee budget that gives a small raise to part-time student employees, reduces the support that fees collected from St. Petersburg Junior College contribute to campus operations and adds two new full-time staff positions at the waterfront.

The $354,640.26 total budget, up 14 percent from 2000-2001, now must pass through Director of Student Affairs Stephen Ritch, Vice President William Heller and USF President Judy Genshaft.

The pay increase for part-time student employees at places like the campus fitness center is modest. The hiring rate will increase from the present $5.15 an hour to $5.30 in fall 2001 and $5.50 in spring 2002.

The decision to cut back the amount of fees collected from SPJC was made to keep the campus from being dependent on that source. SPJC pays activities and services fees to USF-St. Petersburg based on its enrollment figure.

That money goes toward expenditures such as student employee salaries and the Crow's Nest budget.

By rule of student government, SPJC students cannot serve on student government. Fees collected from SPJC go toward USF-St. Petersburg's activities and services, but student government does not allocate them.

The 2001-2002 activities and services budget is based on a separate $32,000 contribution from SPJC fees.

"We feel it is wise not rely too much on that because if that large amount of money went away overnight, we'd have problems," Ritch said. He said the shifting political climate surrounding higher education in Florida or USF-St. Petersburg expansion could potentially end the partnership between the two schools.

Almost $370,000 of the budget passed by student government goes toward student activities, recreation and the waterfront, up 17 percent from 2000-2001. The increase is due to a full-time dockmaster and administrative assistant at the waterfront, the pay raise for part-time student employees and the reduced contribution, from 35 percent to 30 percent, of SPJC fees toward those student salaries.

The overall Crow's Nest budget will jump 27 percent to $22,787.70. This increase is based on the elimination of $2,000 in funding from SPJC fees, increased staffing, a switch to digital printing and low advertising sales.

The student government also launched a plan to consider revising its election rules. President Clayton Tieneman recommended a rule mandating that new presidents be elected from sitting members of student government.

Keep up with all the changes.
Read the Crow's Nest!
Welcome Back
Splash Bash

Friday September 7
COQ Pool
5:00-9:00 PM
FREE for students with valid USF ID
$2.00 for non students

FREE food, music and fun

Dinner served at 6:30pm

Tickets available September 4

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