

3-13-2009

## The Beacon, March 13, 2009

Florida International University

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## SPOTLIGHT

OPINION PAGE 4



Burger King and Pepsi are getting "manly" — by targeting a neglected demographic.

SPORTS PAGE 8

FIU gets into its second conference series when they travel to Little Rock, Arkansas to take on the high-scoring University of Arkansas at Little Rock Trojans.

AT THE BAY PAGE 3

New Coastal and Marine Affairs Certificate on the way to "Go Green" enthusiasts' hands if approved.

OPINION PAGE 4

Talks of a truth commission to investigate the actions of the Bush administration are surfacing.

LIFE! PAGE 6

COLUMN: Steve Mesa gives you the rundown on the Miami International Film Festival's last movies and special awards categories.

## UPCOMING EVENTS

**MTV Movie: Pedro, March 13, 1:30 p.m.** Instead of spending a Friday night watching the latest bromance flick, enjoy this film about someone who was truly inspiring at GC 140.

**Spam Allstars, March 13, 5:30 p.m.** Add a little flavor into your life this weekend and enjoy this local musical genius band for free! at Bayfront Park Amphitheater

**Bikini Bash — Cosmopolitan collage photo shoot, March 14, 11 a.m.** Wear your favorite teeny weenie polka-dot bikini today and participate in a free photo shoot that will appear on Cosmopolitan magazine with renowned photographer, Spencer Tunick at Nikki Beach.

**Miami Film Fest Awards Night Film: Empty Nest, March 15, 7 p.m.** Rub elbows with internationally renowned directors and actors and celebrate the last day of one of the best film festivals in the U.S. by watching this film at the Gusman Center.

**Open Mic Marathon, March 15, 10 p.m.** Think you got what it takes? Strut your stuff and show off your skills at Eleven Leperchauns Irish Restaurant & Pub, and don't let the name scare you away!

For the complete calendar, please see page 6 or visit [FIUSM.com/calendar](http://FIUSM.com/calendar).

## WEATHER



**FRIDAY**  
Partly cloudy  
LOW: 66 HIGH: 81



**SATURDAY**  
Partly cloudy  
LOW: 67 HIGH: 81



**SUNDAY**  
Partly cloudy  
LOW: 66 HIGH: 81

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# Lobbying in 'Tally' may save med school

**JULIA CARDENUTO**  
News Director

Insufficient funding has been at center stage for quite a while, and on March 11 University representatives went to the state's capital to try to secure the future of the University.

Held annually, FIU Day saw Univer-

sity administrators, students, alumni and trustees go to Tallahassee and lobby for the University interests.

The main issue addressed this year was the College of Medicine for which FIU representatives lobbied to secure the \$11 million funding for the college, informing state lawmakers about the importance of the college for the

community and the revenue that it will generate for Florida.

"Given the circumstances, it was a very good day," said President Modesto A. Maidique. "But we are fighting some very serious odds because the budget keeps getting worse but we keep insisting that our medical school must be funded."

Seven students were present at FIU Day with Maidique, Provost Ronald Berkman and Steve Sauls, vice president of governmental relations.

According to Sauls, University representatives were divided into three groups and participated in approxi-

**FIU DAY, page 2**

## WATCH YOUR STEP



ALEX GARCIA/THE BEACON

**BOXED IN:** The Design 8 architecture class manipulate how people walk along the sidewalk and stack painted boxes in hopes of generating activity by the architecture building.

## SGC-UP

# Election candidates declared

**DAVID BARRIOS**  
Senior Staff Writer

Candidates for the Student Government Council at University Park elections were announced in a press release sent to Student Media, dated March 11 at 6:51 p.m.

The press release showed

current SGC-UP Chief of Staff Anthony Rionda and College of Public Health Senator Mykaelle Figueiredo running uncontested for the SGC-UP presidency and vice presidency, respectively.

According to the list, there are no senate candidates running for College of Law, College of Medicine, Public Health, grad-

uate school and Social Work, Criminal Justice and Public Affairs.

There is only one student running for the two available seats in the College of Nursing & Health Sciences, according to the press release.

For a full list of candidates go to [FIUSM.com](http://FIUSM.com).

# Maidique addresses budget

**JULIO MENACHE**  
Staff Writer

When University President Modesto Maidique addressed members of the Faculty Senate on March 3, he attempted to lighten the mood of a speech filled with serious subjects: further budget cuts, loss of revenue and economic crisis.

"I'm the last guy to be pessimistic, but that doesn't mean I'm not worried," he said.

Maidique claimed he had been getting mixed signals from economic experts he had spoken

to. He joked that the only positive outlook came from an executive from Omnicon, who predicted that there would be two to three decisions from both government and the private sector in the next six months. If made "wisely and appropriately," the decisions, according to Maidique, would "get us out of this mess in a year." If the wrong decisions are made, then "we may be in this for the long haul."

When Maidique asked the executive what the right decisions were he answered, "We don't know what the right deci-

sions are."

While the president's story drew laughter from most faculty members, it provided the backdrop to the focal point of the meeting: addressing issues relating to the budget crisis and how members in the community can work to help the University.

Maidique said the recession had created a problem with the University's holdings, which are down \$30 million.

He also attempted to end things on a positive note by saying

# Students react to tech fee proposal

**JULIA CARDENUTO**  
News Director

A new technology fee, which may be implemented in the Fall, was the subject of two hearings on March 9 and 10 at the Biscayne Bay and University Park campuses respectively.

Chaired by Cathy Akens, assistant vice president of student affairs, the Technology Fee Committee led the hearings and took note of student input regarding the new fee. This same committee will eventually decide whether to implement the fee and, if so, how much the fee should be.

The tech fee would expand the University's wireless capabilities as well as the creation of a virtual student lab that would grant access to high-cost applications such as Photoshop to students connected to the Internet, according to Min Yao, vice president of the Department of Information Technology and chief information officer.

A PowerPoint presentation showed the areas the tech fee would improve and included electronic classrooms, extended computer lab hours, printing labs that may eliminate printing fees and Microsoft Office on virtually all University computers.

"We are here today to explain to students how FIU will use the technology fee to improve technology," Akens said.

She said the fee would be 5 percent of tuition, which comes out to \$4.11 per credit hour. However, state law allows the committee to recommend the desired amount.

Student turnout was low in both hearings and those in attendance were mostly Student Government Association members. Those who were present had mixed reactions.

"I work everyday, we're struggling to pay all the fees we already have. As a student, I don't think we need to have a fee increase, we don't need to be upgrading everytime," said Kerry-Ann Carby, international relations senior who was present at the hearing held at BBC.

Stacey Holley, a senior psychology major, agreed. "There are so many fees that we already pay for. Are these upgrades even necessary? Like the Microsoft licensing — how long would it take for them to be implemented?" Holley said.

According to Yao, it would take between three and four months.

But Kaydianne Fletcher said the upgrades were overdue.

**FACULTY, page 2**

**TECH FEE, page 2**

## NEWS FLASH

FIU

## Students to volunteer during spring break

About 250 students will volunteer to help others during spring break.

FIU's Alternative Spring Break, a program that gives students a chance to volunteer all over the world, will be held from March 13-22.

Alternative Breaks is a student organization funded nationally in 1991 and at the University two years later.

Their mission is to send college volunteers throughout the world every year.

FIU students are going to Los Angeles, Tallahassee, Peru and Thailand, among other locations.

In their mission, they will fight homelessness, work with gay, lesbian, bisexual and transsexual issues and help disadvantaged children.

## LOCAL

## Floridians in more credit debt than national average

TransUnion reported that Floridians' average credit card debt was more than \$6,000 in the fourth quarter of 2008.

In Miami, the average was \$6,470.

Florida ranks fourth in state average credit card debt.

Alaska, Nevada and Tennessee were right before Florida and the nationwide average credit card debt was around \$5,700.

## NATIONAL

## Public transportation use rises since '07

According to the America Public Transportation Association, Americans took 10.7 billion trips on public transportation last year.

This is a 4 percent increase since 2007.

The U.S. Department of Transportation also reported that vehicle miles traveled declined by 3.6 percent in 2008.

Public transportation use is up 38 percent since 1995, a figure that is almost triple the population growth rate of 14 percent, according to the *South Florida Business Journal* Web site.

The same Web site reported that "ridership on Tri-Rail last year hit the 4 million mark for the first time in the system's 20-year history. Tri-Rail also ranked fourth nationally in terms of growth."

With ridership doubling since 2005, Tri-Rail, which runs 50 trains a day, is operating at capacity.

-Compiled by Julia Cardenuto

## Tech fee garners mixed reactions

## TECH FEE, page 1

"FIU is way behind in technology, so I don't see a problem with this fee," said Fletcher, senior psychology major who was also at the BBC hearing. "In class I like to take notes on my laptop because my hand gets tired writing but, sometimes, I can't charge it. We need more outlets for laptops in classrooms."

After the committee said that its job is to listen to students input, Carby questioned its effectiveness.

"Students don't know about these hearings. It's been published where students don't go around campus, like the second floor of the Wolfe Center, where there is nothing around for students because the cafeteria just moved," Carby said. "The e-mail was sent last Wednesday, and today is Monday. It's such short notice."

In response, Akens said that the committee was also given a short time frame to make a decision because it needed to make recommendations about the fee and its uses based on students' input by the end of this month. Akens also said that this fee, if approved, would be recurrent. However, she added that after gathering students' input, the committee will suggest that the fee be re-evaluated to consider whether it's still necessary.

Carby, however, remained unmoved.

"I really don't support this," she said. "During times like these, where the economy is right now, we don't need upgrades. If FIU is worried because we are behind in technology, then we will always be behind because it keeps improving, and so they

will need more fees in the future to keep up. Instead of thinking of upgrades we don't need, we should think of economizing."

Student Government Council-UP President Arthur J. Meyer addressed the committee about the possibility of using revenue from the fee toward the establishment of PantherTV, a television network to be run by student government.

"We have the proposal for PantherTV set up, but we don't have the funds to run it. Would it fit in the realm of the tech fee to fund this project? I know this committee won't make the decision. One of the primary issues is if it will enhance instructional material," said Meyer at the hearing held at UP.

Ben Badger, SGC-UP press secretary, asked if the technology fee would lower fees for online classes.

"All of the state institutions are in this fee together. This committee won't decide how the fee will be used. We will be making a recommendation to the Board of Trustees as to how to invest the money and how large the fee should be. I can tell you however that the majority of the fees go to the development of courses, not just to the University," said Elizabeth Bejar, assistant provost of Academic Affairs.

Other members of the committee include Sholom Neistein, SGC-BBC speaker of the Senate; Kenasha Paul, SGC-BBC vice president; Helena Ramirez, senate speaker pro-tempe for SGC-UP and Nick Auitiello, SGC-UP lower division senator.

*Additional reporting by Pamela and David Barrios.*

## Alumni involvement raised as concern

## FACULTY, page 1

that despite the grim news, FIU will survive and be around long after he and other members of the faculty are gone.

"FIU will last forever," he said.

During the Budget Committee report, Kathy Blais, a School of Nursing senator who heads the committee, urged members of the Senate to buy University license plates. The license plates are \$25, proceeds of which go toward scholarships.

"It doesn't help our timeline but it's another source of revenue for the students," Blais said.

She also urged faculty as well as students to spend money at the University. A primary concern was a complaint she'd received from students that books were more expensive at the FIU Bookstore.

"The good news is that the bookstore's contract is up for renewal, so that is something we will take into consideration," Blais said.

Caroline Simpson, who represents the College of Arts and Sciences, stressed the importance of the Alumni Association, which constantly makes phone calls to alumni around the country.

University Park Student Government Council President A.J. Meyer assured them that the Alumni Association was doing its job and suggested that the director of Alumni Relations come to the meeting.

According to Meyer, the group has a list of roughly 100,000 registered alumni.

"The Office of Alumni Relations does have a phone bank, contacting alumni on a regular basis and pulling money from them," Meyer said.

## SGC prepares for elections

DAVID BARRIOS  
Senior Staff Writer

Election season for student government looms closer each day with the April 1 and 2 voting period just three weeks away. Candidates will begin campaigning throughout the week of March 23.

The presidency of Student Government Council at University Park is up for grabs along with all 30 seats in the senate.

The elections will be open to all students through their PantherSoft accounts. Students will be able to log into their accounts during the two-day voting period and cast their votes.

The computer lab in the Graham Center will also be open to students as a voting site. According to the SGA Elections Code, voting is to take place on the second Tuesday and Wednesday after spring break. This year however, they will be held on Wednesday and Thursday.

According to Richard Gusman, elections commissioner, "we pushed the voting dates back a day to allow for a days worth more of campaigning and of promotion of the actual elections."

The results of the election will be announced the following day in the Graham Center Pit during a ceremony.

Students will only be eligible to cast their votes toward candidates who represent the campus which they are currently enrolled in a majority of their classes. All students will be allowed to vote for the president, vice president and representative at large.

Students may also vote for positions including lower division senators, senators for specific colleges, honors college representative, housing representative and graduate student representative in accordance to the student's enrollment status.

## President pleased with outcome

## FIU DAY, page 1

mately 30 meetings.

They met with Rep. David Rivera; Rep. Jeff Atwater; Larry Cretul, Speaker of the House; Jeff Kottkamp, Florida Lieutenant Governor; Rep. Anitere Flores, among others.

"FIU is one of the most important economic engines, not just for South Florida, but arguably around the entire state," Flores said. "It's important to understand that all things that are positive for FIU will help South Florida."

Saul added that there was, "unity between students, the president and senior administrators."

Anthony Rionda, current chief of staff and presidential candidate for the Student Government Council at University Park, was also present and said that they showed to legislators how the medical school can generate more than \$9 billion for the community.

"We're just trying to make sure that the budget cuts are as limited as possible and hurt our students as little as possible," Rionda said.

Maidique was optimistic about the outcome of the lobbying day.

"[We] got a lot of very positive feedback today,"

he said.

He added that the situation might change, especially with state revenue estimates due on Monday.

"[This is] critical to determine the chances we have," Maidique said.

Even though there are a lot of variables and uncertainty, according to Maidique, there was a "great deal of good will" and "stronger political support" for the University.

"I believe we will have a cut, but I'm not sure how big," Maidique said. "We will do everything we can for [the College of Medicine] to be funded at the level we need."

Sauls echoed Maidique's sentiments.

"We're cautiously optimistic; it is a very tough year with the overall economy and declining state revenue ... it's a very tough sell," he said.

He added that the medical school was a very important strategic issue for FIU, the community and the state.

"The medical school is FIU's No. 1 priority that we're representing up here. The other priority we have is to say, 'Hey, we can't be cut anymore,'" said Arthur J. Meyer, SGC-UP president.

*Additional reporting by David Barrios.*

THE BEACON 

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## Marine affairs certificate program awaits approval

MELISSA BOON  
Contributing Writer

The proposal for the University's certificate program in coastal and marine affairs is moving toward approval.

"Certificate programs don't require any special resources, unlike departments and majors," said Peter Craumer, associate professor for the Department of International Relations and director of the Coastal and Marine Affairs Certificate Committee. "Therefore, we are optimistic that the University will approve it."

The certificate in coastal and marine affairs is designed to include a variety of environmental courses from different schools at the Biscayne Bay Campus, while taking advantage of the campus' coastal location.

According to the University's course catalog, certificate programs are structured combinations of courses with a common base of interest, from one or more disciplines, into an area of concentration.

The proposed certificate will require 18 credit hours: at least three credits of core science courses, three credits of core policy and law courses, three credits of other primary courses and zero to six credits of electives.

Some of the courses that would count toward this certificate include Marine Biology, Oceanography, Ecology of South Florida, Biology of Coral Reefs and Environmental Journalism.

Some courses from disciplines other than physical sciences will also count toward the certificate, including courses in social sciences, the arts and humanities.

The University's Faculty Senate approved the certificate on Jan. 27 but it still needs to be approved by administration.

The Faculty Senate consists of 60 senators, elected proportionally by the faculty of schools and colleges, serving as the faculty's voice in decisions, policies and academic matters that are vital in academic governance, according to

its Web site.

The Coastal and Marine Affairs Certificate Committee hopes the proposed certificate will attract students from all over the country to come to BBC for this and other programs relating to the coastal environmental theme of the campus.

"I think it is an amazing program. The green initiative is quite a large factor, and in the next few years, I believe there will be a growth in environmental sustainability," said Shinal Patel, a first-year hospitality master's student. "If the certificate is approved, the committee needs to sell the idea to the counselors and advisors of each school because students would probably be interested but unaware of it."

Twelve courses, including Coastal Environment in Rhetoric and Literature, the South Seas in Fiction, Film and Culture and Ocean and Coastal Law for the Hospitality Industry have been added to develop the program.

"This is a small campus and this program could help us work toward the environmental and coastal theme we have been trying to develop for the last two years," said Craumer. "Not many university campuses throughout the United States are situated on the coast, and among them, we are unique in having this combination of marine sciences, hospitality and journalism on the same campus."

John Thomas, adjunct lecturer in the School of Hospitality Management, will teach Ocean and Coastal Law for the Hospitality Industry.

"I'm very interested in the program," said Thomas. "This is an amazing location and we ought to recognize and utilize the value of being on the water."

Jennifer Grimm, BBC environmental coordinator, has been working on making this campus more environmentally friendly.

She began her work at BBC about three months ago, when the University was granted a \$140,000, two-year grant from Jane's Trust for the Coastal Environmental Initiative.

## INVINCIBLE



SERGIO MONTEALEGRE/THE BEACON



### STRONG DEFENSE:

Officer Steve Fagan of Public Safety demonstrates basic self defense techniques at the "Strong Invincible Women" event, with volunteer Joshua Numa, business administration sophomore, in Panther Square on March 11. Fagan demonstrates the open fist punch (top) and an arm lock to control an attacker (bottom).

Jane's Trust, established in 2002, awards grants to programs that help to aspire and assist in protecting the environment and conserve natural resources, according to its official Web site.

"We are on the bay, so everything we do impacts the ocean," Grimm said. "We want people to understand where they are living and have a little bit more responsibility in terms of protecting the environment and conserving it, and I think the key is education."

However, the biggest concern for the success of this environmentally-friendly movement is student involvement, according to Craumer and Grimm.

"A lot of students think that if they aren't in marine biology or environmental science, they can't get involved with the program," Grimm said.

Some feel that if students get involved, however, the incentives for partaking in the program may differ.

"By offering the certificate to students as an extension to their degree, I worry that it would become a cynical way for them to make more money after college, rather than being environmentally friendly," said Peter Borrebach, a creative writing master's student. "If students don't absorb the content of the classes, it's just another trend."

## Former Miss FIU crowned Miss Miami '09, looks ahead

LORENA ESTRADA  
Staff Writer

Dressed in trendy dresses, evening gowns and bikinis, 18 young women took the stage March 1 to compete for the title of Miss Miami 2009 at the Miss Miami Scholarship Pageant.

But only one young lady won the crown - former Miss FIU Jenise Fernandez.

The 21-year-old journalism major caught the judges' attention with a lyrical dance performance to the song "Heart" by Alone during the talent portion of the competition at the Jay Morton-Levinthal Campus of the Jewish Community Center in Kendall.

"I am honored and humbled to represent Miami, the city where I was born and raised,"

Fernandez said.

She first strutted on stage in a yellow bikini and in a red, strapless evening gown later that night. In the interview segment of the competition, she named her mother as her role model.

"My mother supports me unconditionally and has always encouraged me to follow one crazy dream after another," Fernandez said.

The Miss Miami Scholarship Pageant is a local affiliate of the Miss America Organization. Contestants in the pageant are required to have a personal platform - a cause the individual will promote throughout her tenure.

As Miss Miami, Fernandez will continue to promote her platform, called "Creating Miracles Now," which supports the Children's Miracle Network, a non-profit orga-

nization dedicated to saving and improving the lives of children by raising funds for children's hospitals.

Fernandez works with several hospitals to promote her platform and said she holds Miami Children's Hospital dear to her heart.

"I am so passionate about this cause because my older sister was a miracle child, and Miami Children's Hospital saved her life," Fernandez said.

During her spare time, Fernandez volunteers at the hospital, playing with children. She also raised more than \$137,000 for the hospital during the University's 25-hour Dance Marathon on Jan. 31.

As Miss Miami, she will spend a year attending community events and will also be preparing for the 2009 Miss Florida USA Pageant, which will take

place on July 11 in St. Petersburg, Fla.

"The moment they announced her name, I already knew the road to Miss Florida was ahead of her," said Robert Borgmann, Fernandez's boyfriend and a graduate student. "She has made her family and me very proud."

The Miami native won a \$500 scholarship from the Miss Miami Scholarship Pageant and has received more than \$7,000 in scholarship money from previous pageants, which include Miss FIU 2007 and Miss Fort Lauderdale 2008.

Fernandez is currently an intern at WPLG Channel

10 and said that she aspires to become a television reporter and news anchor.

"Being able to give a voice to the voiceless really attracts me to journalism," Fernandez said. "I love meeting and helping people, and I hope one day I can do just that by telling people's stories."

## CLASSIFIEDS

### JOBS

SUMMER JOBS: Recreation Camp Counselors/Supervisors for summer recreation program 6/08/09-7/31/09 for children ages 5-14. WSI/Lifeguard and Maintenance Aides (5/09-9/09). Exp. desirable. City of Plantation (west of Ft. Lauderdale) 400 NW 73 Ave., Plantation, FL 33317 or www.plantation.org to download application.

### PAGEANT

Caribbean Pageantry is seeking contestants for their 4th Annual Miss Miami Carnival Pageant, being held Sunday September 20, 2009. For more information please call 786-356-0869.

## SEXIST ADS

### Product marketing taking a more ‘macho-centric’ approach

**VANESSA ESPINEL**  
Staff Writer

You probably either drive or walk by it everyday. Occasionally you feel the urge to take the detour inside. All it takes is one look through the window at all those buns and you want to keep coming back for more. If you guessed the gym, then that is precisely where you should be heading afterward; with burgers reaching almost 1,300 calories, Burger King is the ruler of fatty fast food.

But it's not the calories that are so intriguing to me – it's BK's commercials. I have noticed that BK's advertisements

have been aimed directly toward men. Are we going back to the beginning of the fast food era, when fast food was only for men?

Wait a minute. That never happened.

I get a daily dose of about four hours of television. I have seen a fair share of food commercials, which strangely all seem to air during prime time.

In comparison to McDonald's and Wendy's, whose ad campaigns encompass a variety of people, Burger King ads have lately been focusing on men. Their latest commercial featuring the new Burger Shots – miniature, “cute burgers” that seem to attract hordes of gorgeous women – continues the same trend. The subliminal message here is that men need beef, not “chick food,” to be considered “real” men.

With this ad

campaign being the sesame seed bun on the burger for BK, could the establishment be up to something?

“I have seen many women easily eat a full-sized Whopper, even though one has the option to order a Whopper Jr.,” said Christopher Coule, a junior majoring in architecture.

We are all guilty of being fast food offenders, but do men typically eat more fast food than women?

That question was posed in a study conducted by the University of Minnesota in March 2008, a follow-up to a study conducted five years earlier. Researchers surveyed more than 1,600 young adults about their eating habits. Their findings showed that about one in five females in the study group consumed fast food more than three times per week.

Young males, however, ate fast food three or more times per week. While the women's results were practically unchanged, the men have increased 33 percent in their fast food consumption.

“The effectiveness of a mass-marketing approach – the one message fits all marketing communication strategy – has massively declined to the point where commodities such as gasoline and milk even target their messages toward more defined markets,” said Alexandra Rodriguez, a marketing

professor who specializes in consumer behavior.

Burger King isn't the only food product being marketed toward a specific gender; during the Super Bowl XLIII last month, I caught a peculiar commercial for one of Pepsi's products, Pepsi Max. The 30-second ad depicted different scenarios in which men experienced intense pain, for example, being hit on the head with a bowling ball.

The commercial's announcer then proceeded with, “Men can take anything – except the taste of a diet cola – until now. Pepsi Max: the first diet cola for men.”

Diet cola for men? It never occurred to me that diet soda was solely for women. Is the light blue Pepsi can not “manly” enough? Or is it the word “diet” that is too feminine? In other words, I, as a woman, should not purchase Pepsi Max because it is too tough for me.

“Men as a demographic have largely been overlooked as consumers ... It's no surprise that BK and Pepsi recognized that when it comes to eating out and beverage decisions; the marketing communications have rarely spoken directly to men,” Rodriguez said.

Burger King, with its plastic giant-headed (and not to mention scary looking) king character, makes perfect sense now, with a higher rate of fast food consump-

tion in men. No wonder Pepsi has branched out into soda for men – that's where the money is. They have taken the apparently woman-friendly diet version of the soda and disguised it with a stronger, more appealing look for the “real men,” who dish out the cash faster than the vending machine will that soda.

“I, as a guy, dislike diet soda and I do not know many guys who drink it themselves. Not to say that guys do or do not drink it, but it does seem as though there are more women drinking it than men,” Coule said.

Pepsi has clearly stated whom they are targeting, while BK, not as blatantly, has made it clear that women are not in their intended audience.

“The trend will most likely be a continued effort at targeting products toward narrower audiences, particularly men,” Rodriguez said.

If fast food and carbonated drinks are no longer for a general population, then maybe it is time to reevaluate equal opportunity. In a diet-crazed society, which seems to have a bulls-eye on women, products with high amounts of calories and in no way healthy have shied away from an “unbeneficial” audience – women – and instead formed an ally with a likely enthusiast.



## Obama should pursue allegations of illegal Bush policies

**KATY HUDDLESTON**  
Staff Writer

Throughout the recent past, we have seen enormous amounts of corruption and violence while those responsible hide under the protective “authority” of the American flag. There is a pervasive feeling of shame and betrayal that has rendered Americans cynical of government and unwilling to accept that we can once again represent the beacon for democracy and human rights we once did.

There needs to be recognition from the U.S. government that we citizens demand the truth and the return of accountability, which stands as the only way to restore the moral foundation of our nation.

According to a Gallup poll published in *USA Today*, “62 percent of Americans favor a criminal investigation or an independent panel to look into the use of torture, illegal wiretapping and other alleged abuses of power by the Bush administration.” In addition, there have been calls in the United States, led by Sen. Patrick Leahy, for a “truth commission” to investigate alleged crimes of the Bush administration.

Some of the issues of concern include the denied court subpoenas by Karl Rove regarding the firing of federal prosecutors,

the unwarranted wiretaps that violated the Foreign Intelligence Surveillance Act and the so-often-forgotten fabricated linkage of Iraq to the Sept. 11 terrorist attacks and our unilateral illegal invasion. The most heinous, and ironically the crime with the most supporting data, is the use of torture and other means of cruel, inhumane or degrading treatment of those held captive in the name of national security.

Whether or not one is aware or believes that these actions may have actually been allowed to go on under our noses (or behind our backs I should say) is not what is important; the fact is that these are serious allegations that are, at the very least, in need of an investigation.

So what does President Obama have to say about all this? The answer: Not as much as people would like him to.

In an interview with the *Huffington Post*, he states, “My view is also that nobody's above the law and, if there are clear instances of wrongdoing, that people should be prosecuted just like any ordinary citizen... I will take a look at Senator Leahy's proposal, but my general orientation is to say let's get it right moving forward.”

Such forward progression means fulfilling campaign promises and meeting the expectations of his constituency – the most pressing

**The healing of our wounds will require the people to insist that they will not forgive and forget without ever truly knowing.**

of these issues being the economy, of course.

I fully understand and appreciate the president's determination to this and other vital national issues, but it causes me to wonder: If we aren't going to seek the truth about the past now, will we ever? His statement does not provide much comfort for those of us who feel that such “clear instances of wrongdoing” are prevalent and share the view of Leahy that “we need to be able to read the page before we turn the page.”

For a president so populist in nature and who campaigned on restoring the moral character of this country after the many failed policies and lack of strong leadership in the recent past, it would be highly detrimental to his

credibility not to pursue a thorough look into the allegedly criminal activities undertaken by his predecessor.

This is not a new topic arising solely from the election of a new administration. While George W. Bush was still in office, talks of impeachment on the grounds of these allegations had been raised by activists and politicians alike, notably Congressman and former presidential candidate Dennis Kucinich.

I, like many others, have become progressively more aware that this was not your ordinary group of corrupt politicians. I reached my breaking point when I read in a *Newsweek* poll that more than 40 percent of Americans thought, “Saddam Hussein's regime in Iraq was directly involved in planning, financing, or carrying out the terrorist attacks of Sept. 11.”

To order such an investigation is not a tool of partisan politics as some like to claim, but rather it is the only way to grant us citizens a sense of closure at the end of this near-decade of clouded information and half truths. The healing of our wounds will require the people to insist that they will not forgive and forget without ever truly knowing. Most vital, however, will be the bravery of the president to venture where none has before him to truly deliver the change that we voted for.

## NO PAIN THE AIM

### Greek event strikes out arthritis

LUCIA SASTRE  
Staff Writer

In an effort to support juvenile arthritis awareness and research, members of the sorority Alpha Omicron Pi have been grilling, serving spaghetti and hosting a pie-eating contest this week.

Strike Out Arthritis Week will culminate tonight with "Rock Out Arthritis," the sorority's first talent show in which bands, dancers, singers and instrument players will perform.

Greek students, as well as non-Greek students, will participate in the talent show along with the following bands: Spinlight City, The Czechs, Ozium and The Falling Alarm, according to Nicole Rodriguez, member of Alpha Omicron Pi.

"Everyone that comes out to support our event will be helping in contributing to the continuation for arthritis research and juvenile arthritis," Rodriguez said.

Other events held earlier in the week to support the cause included "AOPi in the Face" pie contest, a barbecue

gathering and a spaghetti dinner with a few guest speakers.

"We had an informative speaker on arthritis along with a college woman that was diagnosed with arthritis as a child," Rodriguez said of the dinner.

Approximately 294,000 children under the age of 18 are affected by pediatric arthritis and rheumatoid conditions, according to the Juvenile Arthritis Alliance, a virtual community connected through the Arthritis Foundation Web site.

The disease's impact on the nation's economy is in the billions.

Arthritis and related conditions, such as juvenile arthritis, cost the U.S. economy nearly \$128 billion per year in medical care and indirect expenses, including lost wages and productivity, according to JA Alliance.

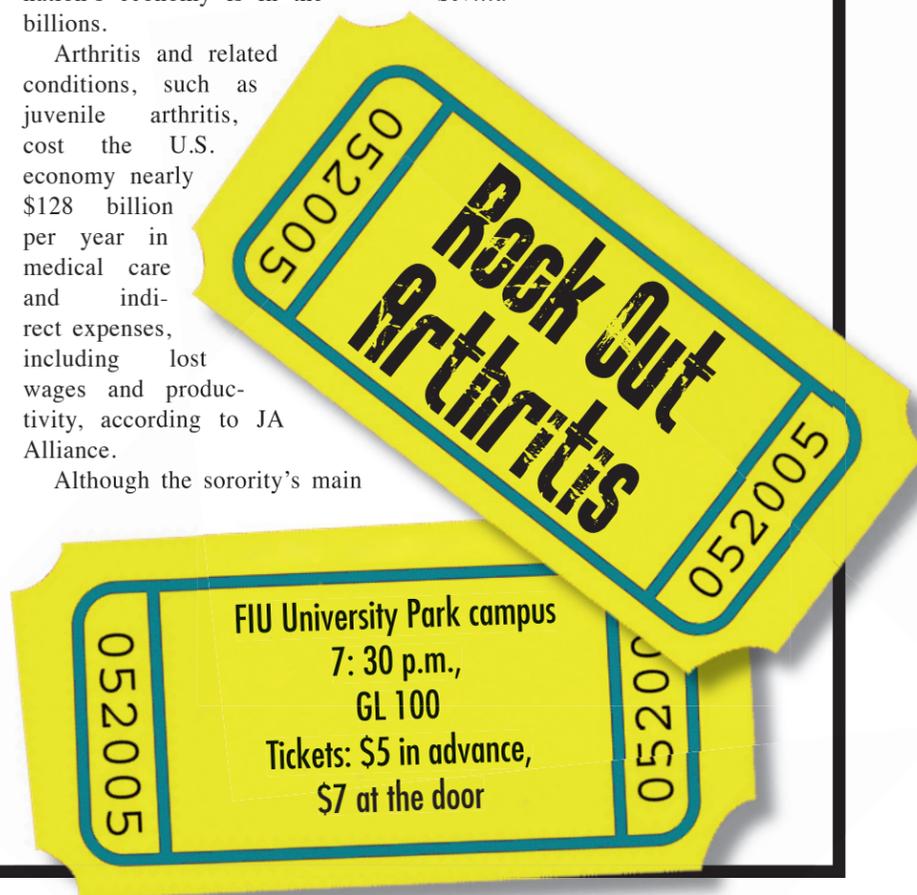
Although the sorority's main

philanthropy is juvenile arthritis and arthritis research, its interest goes beyond the young.

"As a women's organization, it is important for us to help our fellow women and arthritis affects many women everywhere," Rodriguez said.

The talent show will begin at 7:30 p.m. in GL 100. Tickets, which are being sold at the Graham Center, cost \$5 if purchased in advance and \$7 at the door.

Additional reporting by Eddith Sevilla



#### THE CINEMATIC

## Comedic duo makes transition from TV to big screen

If you like road-trip movies and sex comedies, then *Miss March* might be a movie that will satisfy you.

*Miss March* tells the story of a young man named Eugene (Zach Cregger), who falls into a coma and wakes up four years later to hear that Cindy (Raquel Alessi), his once virginal high-school sweetheart has since become a naked centerfold in *Playboy* magazine. He and his sex-crazed best friend, Tucker (Zach Moore), decide to embark on a cross-country road trip in order to crash a party at the legendary Playboy Mansion and win back the girl of his dreams.

On their way to the Playboy Mansion, they become the targets of crazed fireman and Tucker's crazy girlfriend (Molly Stanton) and hitch a ride with a famous rapper sporting a provocative name (Craig Robinson) and two Russian lesbians.

Trevor Moore and Zach Cregger are cast members from the IFC series "The Whitest Kids U Know," a comedy sketch show that is reminiscent of Monty Python's *Flying*

*Circus*.

Moore and Cregger sat down with *The Beacon* at the Shore Club in South Beach as part of the *Miss March* Comedy Tour, where they went to a screening of their movie to participate in a Q&A session with the audience. They also performed at a local comedy club with their "Whitest Kids U Know" companions.

Fox Studios approached the comedic duo with a script somebody wrote for them about two sex-crazed guys breaking into the Playboy Mansion.

"We were not crazy about the script," says Moore. "It just was not something we would do."

The studio then told Moore and Cregger that they could rewrite the script, as long they kept the founding premise that Cregger's character falls down the stairs, slips into a coma and wakes up to find his former girlfriend posing naked in *Playboy*.

The screenwriting team of Moore and Cregger changed the conception of the

characters so that one guy (Cregger) is terrified of sex and the other guy (Moore) is obsessed with sex. They are polar opposites, but share the same problem as they put sex up on a pedestal.

Moore and Cregger said they wanted to tailor the script to their sense of humor and make it something they would want to be involved with and something the fans of their TV show would like.

"It is basically a road trip sex comedy for people who are sick of road trip sex comedies," Moore said.

Aside from being cast members on the show, Moore and Cregger have written with their fellow cast members and directed the majority of the episodes of "The Whitest Kids U Know." They looked at the TV show as boot camp training for *Miss March* and went straight into production of the film as soon as their second season of the show wrapped.

"It was more normal to do this instead of us just writing the script and passing it off to someone else," Moore said.

"If there would have been another

director, we would have been miserable and they would have been miserable," Cregger said.

When it came to shooting the film, they said that the most difficult scenes to shoot were also the same scenes they looked forward to shooting.

"I think the scene at the end in front of the mansion was difficult because there was a lot of action, people coming from different directions, and it took two days to shoot that scene," Cregger said.

Despite the film being a sex comedy, Cregger says that there is a message in *Miss March*.

"When you treat sex like it is everything, you are going to be messed up," Cregger said.

"I think it is cool that people get the message, but for me, I want them to come away saying 'That was the funniest road trip movie I have ever seen,'" said Moore. "Even if they do not like road trip movies, I want them to come away saying 'I do not like road trip movies, but I like *Miss March*.'"

#### COLUMN



STEVE MESA



# Last night of Miami Film Festival coming up

**STEVE MESA**  
Staff Writer

The 26th annual Miami International Film Festival will come to an end Saturday night.

All the stars and filmmakers will come in droves on Award Night as the final big film will be showcased at the Gusman Center for the Performing Arts in downtown Miami.

*El Nido Vacio* (Empty Nest) starring Cecilia Roth (*All About My*

*Mother*) and Oscar Martinez, is about a middle-aged couple (Roth and Martinez) looking for ways to escape their empty nest syndrome when their youngest adult child moves out of their home.

Before the film begins, the MIFF will present awards to films that have been placed in a competition category. There are many awards to be given out on Award Night, including some new competition categories.

The World Cinema Competition category showcases the latest

works by new, up-and-coming filmmakers from around the world. Ibero-American Competition is a competition showcasing dramatic features by first and second-time directors from Latin America, Spain and Portugal. Winners of the World Cinema and Ibero-American Film-makers are eligible for a \$25,000 Knight Grand Jury Prize.

The Dox Competition category features documentary films from around the world where social issues, diverse cultures, icons

and inspiring people are an integral part of this category. The Shorts Competition category features three programs of the best short films from around the world. The winners of the Dox and Shorts Competition will be eligible for the new Miami Dade College Grand Jury Prize, which is worth \$2,500.

One new competition category this year is the Jordan Alexander Ressler Screenwriting Award, which is presented by the Jordan Alexander Ressler Charitable Fund of the Jewish Community Foundation of San Diego. The prize of \$5,000 will be awarded to the winning screenwriter in the Ibero-American Competition.

Another new competition is the International Film Guide Inspiration Award presented by Wallflower Press and The Criterion Collection. This award will go to the winning emerging Ibero-American filmmaker. Prizes awarded to the winner include a special Awards Scroll, a copy of the 2009 edition of the International Film Guide and various series of films on DVD and books.

A film that was showcased at MIFF is a documentary called *Celia the Queen*, which was directed by Mario de Varona and Joe Cardona, an FIU graduate. The legacy and larger-than-life presence of the

great Celia Cruz fuels this tribute to one of music's and Cuba's true groundbreakers. Filled with powerhouse performances, candid backstage moments and rare historical footage, the film features interviews with musicians that were inspired by Celia Cruz and fans, including Andy Garcia, Gloria Estefan, Quincy Jones, David Byrne and Wyclef Jean.

*Celia the Queen* is a documentary that is told by Celia's peers, fans, close friends and family. What made this film interesting is that it showed how Celia Cruz's music influences everyone in the world. There is a scene in the film where the filmmakers go to Japan where there is a salsa club and several people dancing to the music of Celia Cruz.

The filmmakers also managed to sit down with the Queen herself, Celia Cruz, before she passed away in 2003.

Some scenes shot in black and white feature a young Celia Cruz played by former American Idol competitor Christina Christian as she moves around somewhere backstage, approaching people that have impacted Celia Cruz's life.

*Celia the Queen* is a well-told biography of a life that is as colorful and energetic as the subject of this film.



## THIS WEEK ON CAMPUS

**FRIDAY • MARCH 13**

WHAT: Spam Allstars  
WHEN: 5:30 p.m.  
WHERE: Bayfront Park Amphitheater  
CONTACT: 305-358-7550

WHAT: Lemonade & Hearts of Darkness  
WHEN: 11 p.m.  
WHERE: The Vagabond  
CONTACT: 305-758-5862

WHAT: Rock Out Arthritis Talent Show  
WHEN: 7:30  
WHERE: GL 100  
CONTACT: 786-2349087

WHAT: Laughing Gas Comedy Improv Show  
WHEN: 11 p.m.  
WHERE: Main Street Playhouse  
CONTACT: 305-461-1161

WHAT: MTV Movie: Pedro  
WHEN: 1:30 p.m.  
WHERE: GC 140  
CONTACT: 305-348-3068

**SATURDAY • MARCH 14**

WHAT: Bikini Bash – Cosmopolitan Collage Photo Shoot  
WHEN: 11 a.m.  
WHERE: Nikki Beach  
CONTACT: 305-538-1111

WHAT: Miami Heat vs. Utah Jazz  
WHEN: 1 p.m.  
WHERE: American Airlines Arena  
CONTACT: 786-777-1000

WHAT: Kodo: One Earth Tour  
WHERE: Adrienne Arshat Center for Performing Arts  
WHEN: 8 p.m.  
CONTACT: 305-949-6722

WHAT: Mason Jennings  
WHEN: 8 p.m.  
WHERE: The Culture Room  
CONTACT: 954-564-1074

WHAT: Amernet Music Concert  
WHEN: 8 p.m.  
WHERE: Spanish Cultural Center  
CONTACT: 305-348-0496

WHAT: Miami Film Fest Presents: Face Addict  
WHEN: 4 p.m.  
WHERE: Regal 10  
CONTACT: 305-237-FILM

**SUNDAY • MARCH 15**

WHAT: Recent Acquisitions  
WHEN: 305-375-3000  
WHERE: Miami Art Museum  
CONTACT: 305-375-3000

WHAT: Open Mic Marathon  
WHEN: 10 p.m.  
WHERE: Eleven Leprechauns Irish Restaurant & Pub  
CONTACT: 305-967-0433

WHAT: Fairy Doll  
WHEN: 3 p.m. & 5 p.m.  
WHERE: Julius Litman Performing Arts  
CONTACT: 305-935-3232

WHAT: FIU Theatre Presents: *Pericles*  
WHEN: 2 p.m.  
WHERE: Herbert and Nicole Wertheim Performing Arts Center  
CONTACT: 305-348-0496

WHAT: Miami Film Fest Awards Night Film: Empty Nest  
WHEN: 7 p.m.  
WHERE: Gusman Center  
CONTACT: 305-237-FILM

**MISS MARCH**

**AFTER FOUR YEARS IN A COMA, EUGENE IS GOING TO BE REUNITED WITH HIS HIGH SCHOOL SWEETHEART... ON PAGES 95-97.**

**STARTS FRIDAY, MARCH 13** Check Local Listings For Theatres And Showtimes

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Apr 18 NELLY

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BASEBALL: FIU 11, FLORIDA MEMORIAL 4

## MID-WEEK WIN

### Grand slam makes up for big FMU first

**CHARLIE GRAU**  
Senior Staff Writer

It looked like it was going to be one of those games where nothing went right for the Golden Panthers.

Starting pitcher R.J Fondon (1-0) loaded the bases in the first inning after hitting two batters and walking one. The freshman righty's outing was short-lived after giving up three runs on 18 pitches and hitting three Florida Memorial batters.

But the Golden Panthers' fortune would change in the next inning.

Down 3-0 after the top of the first, the Golden Panthers made up for their erratic start by scoring five runs on three hits. Most of those runs came on a grand slam by freshman Garrett Wittels.

After the grand slam, the Golden Panthers' (7-3) ugly start was quickly forgotten as they beat the Lions 11-4 at University Park Stadium on March 11 in a makeup game. It was the first time in 27 years that both teams played each other.

"It kind of wakes you and get's you where you got to be. I just think in the first inning we didn't come out how we normally do. We just stepped up right after that inning, put it behind us and moved on," said Wittels, who hit his first collegiate grand slam.

The shortstop finished the night 1-for-2 with two bases on balls.

The Golden Panthers bullpen shut down the Lions the rest of the



VICTORIA LYNCH/THE BEACON

**GRAND SLAMMIN':** Greg Waddell hit his first home run with the Golden Panthers, a first-inning grand slam that put FIU ahead for good. FIU won the contest 11-4 and got back in the win column.

night only giving up one run.

Justin Leith relieved Fondon in the first inning halted the Lions' early surge. He lasted 1.2 innings and struck out two and gave up one run in collegiate debut.

Despite his erratic play, Golden Panthers coach Turtle Thomas said Fondon would be fine.

"I just wasn't one of R.J.'s best outings," Thomas said.

Between both teams, 75 pitches

were thrown in the first inning.

Mason McVay, Andre Vazquez and Tim Jobe pitched four combined innings to shut out the Lions, striking out six and giving up one hit.

"We had a rough first few innings, but our pitching stepped up, guys stayed and kept pushing. Any game you come out, anyone can beat anyone. It's a good team win," Wittels said.

Thomas used the makeup game

to give some playing time to underclassmen and a chance to get some live action. Seven out of the 10 starters on the field were freshmen.

"The biggest thing we wanted to do tonight was to play some guys that had been working hard in practice and deserved to play. A lot of them stepped up and did a really nice job for us. I was pleased with several of them and the job they did," Thomas said.

## SBC contenders set to tangle in Arkansas

**SERGIO BONILLA**  
Asst. Sports Director

The last time the University of Arkansas-Little Rock Trojans faced the FIU Golden Panthers, they scored 37 runs in a three-game span.

The 2008 Golden Panthers' pitching staff posted a 7.12 team earned run average (ERA).

As both teams bump heads this weekend, the Golden Panthers' revamped staff is stifling opposing batters and sporting a lean 2.53 ERA. Head coach Turtle Thomas expects to start Scott Rembisz, Tom Ebert and Corey Polizzano.

"I hope they could keep pitching well, pitching effectively," coach Thomas said. "When you don't give the other team any runs, you're always in the game, you have a chance to win."

Meanwhile, the 6-7 Trojans have a 5.43 team ERA. But the Trojans also bring a brand new weapon to their arsenal in Jake Sullivan. The junior transfer from Georgia Tech has a 3-0 record with a minuscule 0.84 ERA. In 21.1 innings of work, he's allowed just two extra base hits and four walks compared to 21 strikeouts.

Overall, the Trojans' offense is better than that of the Golden Panthers in several

categories. They have a better batting average, on-base percentage, slugging percentage and are scoring 7.2 runs per game.

Despite the Golden Panthers' offensive numbers down from last season, the team is on path to have a winning record as it has not lost a series this season.

Starting off the offense is freshman Pablo Bermudez who is hitting .348 with a .444 OBP and two home runs. Bermudez has set up the offense this season, but Tyler Townsend is the most feared hitter in the lineup. He's hitting .500 and has walked more by any other player in the lineup; his eight RBI also leads the team.

This series could be an opportunity for the Golden Panthers to begin the season with a strong Sun Belt Conference record; last season, the team ended with a 12-18 record in the conference. Both teams are currently 2-1 against Sun Belt opponents. These are the first official road games for the team this season.

The Golden Panthers are 6-2 at home and 1-1 in neutral sites.

"UALR certainly has some very good pitching. So, we've got our work cut out for us, no doubt," Thomas said.



VICTORIA LYNCH/THE BEACON

**YOUNG STARS:** Kris Garcia and the Golden Panthers will face their second SBC opponent March 13-15.

## Former assistant coach leads surprise WBC team

**OMAR MARRERO**  
AP Writer

A scrappy Netherlands team caught the Dominican Republic and the rest of the baseball world by total surprise.

Twice.

Now, all those Dominican stars are done at the World Baseball Classic.

Eugene Kingsale singled in the tying run and scored the game-winner in the 11th inning Tuesday night as the Netherlands rallied for a 2-1 victory over the heavily favored Dominicans, earning an astonishing spot in the second round.

"This is a miracle. The Dominican Republic is one of the best teams in the world," Netherlands manager Rod Delmonico said with tears in his eyes. "It is difficult to describe what took place. These kids have fought for three days. I have never had a team with this much passion."

Delmonico was an asst. coach on the FIU baseball team last season. Head coach Turtle Thomas hired him during the 2008 summer, but he took over the Netherlands national team on Jan. 1 2009. He didn't leave FIU without helping the program develop young talent and recruit future players, according to fiusports.com

It was the second time in four days that a Netherlands squad made up of little-known players upset the Dominican Republic, considered one of the favorites coming into the 16-team tournament thanks to a roster filled with major league All-Stars.

Netherlands players were still on the field celebrating 15 minutes after the game ended.

The Netherlands (2-1) will face Puerto Rico (2-0) on Wednesday for first place in Group D. Puerto Rico needed a late rally to win the first game between the teams, 3-1 on Monday. Both clubs begin second-round play Saturday in Miami.

"Tonight we are going to try to rest, even though it will be difficult with all the emotion," Delmonico said.

Before becoming an assistant coach, Delmonico was the head coach of the Tennessee University Volunteers for 18 years where he compiled a 699-396 record. When coach Thomas first hired Delmonico he knew the 50-year-old was a special hire.

"When you hire staff members you wonder whether you've hit a single, double, triple or home run," tho We hit a grand slam with the hiring of Rod Delmonico," said coach Thomas. "He brings so much to the table from a recruiting standpoint.