Groundskeepers keep the grass greener on FIU’s side

IAN NATHANIEL COHEN
Staff Writer

While walking across campus, the sight of a groundskeeper mowing the grass or trimming a hedge may be a common one. One of these groundskeepers is John Goldwire, who has worked at FIU for two years and three months, used to work on detailing landscapes as a groundskeeper but not at a scale as large as the ones at FIU.

“I love my job, and I have good employees,” Goldwire said.

Between 16 and 22 groundskeepers report to FIU and trek across University Park in the hot sun in order to keep the campus looking nice and orderly.

The groundskeepers perform landscape maintenance duties such as cutting grass and trimming hedges on both FIU campuses as well as the College of Engineering on Flagler.

“You’ve got two or three people pretty much doing the same thing, so it’s easy when you’ve got something to do.”

As for the way tasks are assigned out in the field, supervisors such as Goldwire decide who works on what area.

“We have equipment, basically, but we’ll talk to our supervisor [Goldwire], and he’ll let us know what he wants us to do,” Vargas said. “Usually, you do the same thing you’ve been doing all along.”

Despite spending the day out in the sun, Miami’s hot temperature doesn’t bother the groundskeepers. “I’m used to it,” Towner said, a native of Miami.

Vargas, another Miami native, agreed. “I’ve been living in Miami all my life, so I’m used to the heat by now,” Vargas said.

“I love the heat,” Goldwire said. “When it comes to winter, I might have a problem.”

Although Aramark’s regulations do not allow the groundskeepers to socialize with students beyond a polite greeting, Goldwire has had the opportunity to meet up with some of FIU’s other residents—namely, the foxes that live on campus.

“There’s about two or three of them in the woods,” Goldwire said. “We don’t have names for them. We just call them ‘Fox.’”

Rainy day inspires SGA campaign

JOSE DE WIT
Opinion Editor

Rocio Perez, speaker of the house for the Student Government Council at University Park, was driving past a dollar store one rainy afternoon this summer when, on a whim, she went in and bought 17 big, blue umbrellas.

She gave one to each member of the council with a specific set of instructions. They were to each find one person who was stuck in the rain and hand them their umbrella, saying only, “SGA cares about you.”

The umbrella project, as Perez and her fellow representatives call it, was not an isolated event, but rather part of SGA Cares, the SGC-UP House of Representatives’ program for improving student government this year.

Asked to define SGA Cares, representatives could not agree on what to call it. “It’s a campaign,” said Representative-at-Large.

SGA, page 2

OVER THE HEDGE: Groundskeeper Juan Torres helps beautify the campus as he trims the hedges at FIU’s University Park.

OTS OF LAUGHS

IAN NATHANIEL COHEN
Staff Writer

While Goldwire supervises the work out in the field, Salemi operates on the office side keeping everything together and managing contracts.

The groundskeepers are contracted to FIU from Aramark Services, and Salemi is in charge of managing Aramark’s contract.

“Aramark handles the landscaping and ground maintenance side,” Salemi said referring to the mowing, weeding and fertilizing required to maintain the campuses landscape.

“They report to me and that’s where more than half the bulk of my work comes from,” he said.

Groundkeepers work from Monday to Friday from 5 a.m. to 2:30 p.m. with the exception of Goldwire.

As a supervisor Goldwire works until 5 p.m., seven days a week.

Goldwire, however, does not mind the hours.

“It keeps me busy,” he said.

When asked why the groundskeepers had to get such an early start, “[Because] there’s mucho grass,” Goldwire replied with a laugh.

Some of the groundskeepers have some experience in similar lines of work.

Towner had previously worked as a groundskeeper but not at a scale as large as a college campus.

Before working at FIU, Goldwire had his own lawn service business but changed jobs.

Others, like Ricardo Vargas, who has been an FIU groundskeeper for about three months, used to work on detailing and washing cars at a Mazda dealership.

Vargas heard about the groundskeeping job from a friend who had previously worked at FIU.

“It’s not really that hard,” Vargas said.
### Cuban artist performs at UP

**The Patricia & Phillip Frost Art Museum**

**The Frost Art Museum,** located in the heart of Miami, recently welcomed artist Juan-Sí González for a groundbreaking performance titled "The Black Box." This interactive event, which took place on October 25th, featured the construction of a giant black box designed by González, with the audience playing central roles in the performance.

González's installation, "Patriotic Games and Art History," explores the complex relationship between political propaganda and the historical significance of objects and symbols. Through the use of a giant black box, González invites viewers to reflect on the ways in which historical narratives are constructed and deconstructed over time.

**Building a Box:** The centerpiece for the event was the construction of a giant black box that serves as a physical embodiment of the "Patriotic Games and Art History" installation. González, known for his innovative approach to art, used the box to engage with the audience, encouraging them to consider the role of art in shaping public discourse.

**Performance Highlights:**
- **The Black Box** served as a symbol of collective memory and the collective unconscious, prompting visitors to reflect on the historical events that have shaped our present.
- **Audience Engagement:** Participants were invited to contribute to the construction of the box, with each interaction adding to the narrative of the performance.

The event was not just a performance but also a space for reflection and discussion, allowing attendees to engage with the themes of propaganda, historical memory, and the role of art in society.

**Conclusion:**
Through this unique performance, Juan-Sí González has created a space for audience interaction, encouraging viewers to think critically about the ways in which art and history intersect. The "Patriotic Games and Art History" installation is a call to action, reminding us of our shared responsibility to reflect on and engage with the past in a meaningful way.

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**CORRECTIONS**

In the front page photo for the story titled "Two Dismissed," which ran Oct. 19, the man on the right is FIU football coach Don Strock and the man on the left is new Athletic Director Pete Garcia.

**Old Business:**
- Two sections of a bylaw passed last year were unconstitutional. Will report at next meeting.

**New Business:**
- A 06-26 Miss FIU Scholarship Program passed for $1500
- A 06-25 International Studies International Career Expo passed for $900
- Thanks to the 11,000 fans at Orange Bowl funds ($225,000) are coming from. Will report at next meeting.

**Old Business:**
- A 06-26 Miss FIU Scholarship Program passed for $1500
- A 06-25 International Studies International Career Expo passed for $900
- Thanks to the 11,000 fans at Orange Bowl funds ($225,000) are coming from. Will report at next meeting.
Maidique discusses China campus

Q: What progress has been made at FIU’s School of Hospitality campus in Tianjin, China?

With the China deal, two years ago, I was there to place the cornerstone; now they said that in two years, the campus would be done. I said it couldn’t happen, but now two years later, almost to the day, I was back there, the campus is built, there are some students from China there, and the program is going.

Q: When is the first class expected to begin?

In two years. They try to get two years at the Tianjin University of Commerce, then transitioning to us. I expect to be there again to see this in two years.

Q: Will FIU students be able to take classes at this campus?

Yup, we expect some FIU students to go to China. China is the next big thing in the world, and we also expect Chinese students to come here.
Leonard Kaufman was a man who enjoyed laughing. In his daughter, Michelle Kaufman’s opinion, her father was almost as funny as his wife. And his humor and Miami Herald columnist Dave Barry is pretty funny.

In a night where the conversation bounced from politics to boogers and ended in a dramatic understanding of the relationship between men and woman. An Evening with Dave Barry honored Professor Leonard “Lenny” Kaufman with what he liked best: making people laugh.

What could have been the typical stroll down memory lane turned into a stand-up routine that had the entire audience rolling in his seats. Food was provided for the benefactors and political figures such as the mayor of North Miami were present.

Barry entertained guests with his usual wit in the VIP presentation at the WUC ballrooms.

Professor Leonard Kaufman taught at the FIU industrial engineering department for seven years from 1995-2001.

He was born and raised in Cuba, a graduate of University of Illinois. He also earned a master in business administration from FIU in 1987.

“Leonard Kaufman visited BCB many times, though we never had the money to pay him,” said Raul Moncarz, recently retired vice-provost and the evening’s master of ceremonies.

“But his love was the students and the students loved him. That is why this is a night for the students,” the event is held as a memoir lecture to raise funds towards the Leonard Kaufman Memorial scholarship; however, this was the first year it was held at Biscayne Bay Campus.

Leonard Kaufman’s family began the scholarship to honor the love he had for teaching and his willingness to help students succeed. According to his daughter, Michelle Kaufman, it was only appropriate.

“My family started the scholarship because we figured this is a way that his legacy can live on and he can continue to help BCB students for years, and years,” Michelle Kaufman told The Beacon via email.

Professor Shih-Ming Lee, chairman and associate professor of the School of Industrial and Systems Engineering, acknowledged Professor Kaufman’s persistent dedication.

“He always offered his services and served on our industrial advisory board,” Lee said.

“He would ask at every meeting, ‘Can I help?’ or ‘Is there anything I can do?’ He continued asking and than started teaching ten years ago in quality management, he enjoyed it so much he requested another class.”

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Rapture, Repent and Reload

A new breed of Christian media is demanding that players kill, convert or be ‘left behind’

In recent years, we’ve watched more and more Christian entertainment flood into the mainstream market. Crossover music bands like Relient K and Underoath have found success in both secular and Christian industries. The Passion of the Christ generated more than $500 million through controversy and has made Mel Gibson famous all over again. Last winter, The Chronicles of Narnia with its heavy Christian undertones swept bookstores, theatres, gift stores and fast food chains.

But one of the last remaining sectors of popular entertainment remains untapped: the $10 billion gaming industry. Have no fear, Left Behind Games (an affiliate of the popular Christian book series) is preparing for the Left Behind: Eternal Forces will be released November 7th.

“Trans fats sans government”

I was shocked when reading Jose de Wit’s article “Trans fats sans government” (Oct. 16) because of its peculiar argument that the recent regulation on trans fats is the result of when “local governments feel they must step into their constituents’ private lives and micro-manage their eating habits for them.”

However, this reason is far from the actual public stance taken by New York City and its health commissioner. Their proposal to phase out artificial trans fat is based on medical findings that hydrogenated oils are toxic. The health commissioner said: “Like lead in paint, artificial trans fat in food is invisible and dangerous, and it can be replaced.”

Walter Willmett, chair of the Department of Nutrition at Harvard, said: “Trans fat from partially hydrogenated vegetable oil is a toxic substance that does not belong in food.” These findings are cause for concern, not an attack on personal freedoms.

Coronary heart disease is a grave health problem in the U.S., whose financial and social costs are beyond imagination. The phase-out of trans fats is a natural response. De Wit says: “When the FDA suggested in 2002 that it might consider mandatory labeling of trans fat content in foods, restaurants around the country made the switch from trans fats to healthier oils.” This is an inaccurate statement. First, the FDA suggestion for labeling became mandatory in 2003 because of concerned awareness that followed a Kraft lawsuit. Food companies don’t easily change.

Before New York City proposed its trans fat phase-out, it conducted a year-long education campaign and survey of its restaurants. They found that some reduced or stopped using artificial trans fat, but many did not. The results of that survey alarmed city officials and made them decide to begin the phase-out. I doubt any of these events points to deliberate impinge ment on personal liberties.

Paul Benavides Sophomore Psychology

In determining whether they commit violent acts or not. If God is love, then why are spirit-filled Christians arming against people in the streets? LB:EF is an attempt to bring Christianity to the mainstream market, which doesn’t necessarily bother me. I have many friends and family members who are happy with their faith and enjoy Christian media. But at what point does ‘fitting in’ cross over lines that contradict the core message of the faith? Gamers won’t go to church because they played LB:EF. They won’t believe in God because they got to shoot at the Antichrist. They probably won’t read the Bible just because it came free with the game (yes, you heard me: A Bible comes free with the game). The game’s developers have stressed that the game upholds positive morals and Christian values, but to be honest, I just don’t see it. Doesn’t the Bible say to “turn the other cheek”? Isn’t this violent game just a sad attempt for Christians to find acceptance in secular entertainment? Christian game developers are stooping to the lowest level to be seen as ‘cool’. Even Peter Brady learned this lesson: in the end you have to be yourself.

Left Behind: Eternal Forces will be released November 7th.
Miami-based rapper Pitbull – who recently performed at FIU – sat down during WRGP’s “Itz All Gravy Show” to discuss his recent collaborations and upcoming album, El Mariel.

Q: You’ve got this El Mariel album dropping soon. I know you’re really excited about it. The anticipation is crazy.

Fa’ sho! El Mariel album, that’s going to be out [Oct. 31] and all the fans out there see that the date keeps getting pushed back got to understand what I’m cooking up for them right now is some left field (pause). You know? What really nobody is doing right now.

Q: What’s behind the title of the album, El Mariel?

Basically, the album is entertaining, of course, with the music. But somehow, somehow the way the title is educating. It’ll educate folks on a little bit of history, on our [Cuban] culture.

And to me, it’s my boatlift. 2006 is my Mariel. They let me in the game and I’m here to take advantage of these opportunities.

Q: I know you went gold with the last album and you’re trying to go platinum with this one.

It’s been 2 years since I dropped the last album M.I.A.M.I. It went gold and that’s a blessing. I got the [M.I. Still A.M.I.] album out there – that’s at 300,000 copies.

With El Mariel, we’re definitely trying to go platinum, it’s a slow grind but a fa’ sho’ grind. That’s really the way I look at it.

Q: What’s on the album that’s going to give it that push to platinum?

I got a lot of different types of music, but a lot of energy on the album. You got Jim Johnson producing, you got Diaz Bros., Lil’ Jon, Mr. Collipark. I got Toomp working on there, too, so there is a lot of different types of music. You got your street records, your...
You can see them standing on the sidelines at FIU home football games. Some of the members are in groups chatting away. Others members are playing games that they have just made up on the spot.

They call themselves “The Band of the Sun,” named for Florida’s reputation as the Sunshine State.

To show off this influence, the band’s uniforms, flags and music all incorporate Hispanic culture and the art deco history of South Florida. But designing the uniforms, creating the flags and composing the music were all among the last steps that Mark Gregory Martin, the band’s director, took to assemble the FIU Marching Band in 2001.

Martin spent the first year recruiting at high school football games throughout the Miami-Dade and Broward areas; he set up booths at state marching band competitions and got the University’s name out there by using recruiting materials and visits as a means of finding potential players.

He also did extensive research in finding the best prices for the band’s instrument purchase.

“Many people do not realize how expensive it is to start a college marching band,” Martin said, “but due to the diligent research of [former vice president of student affairs Patricia] Telles-Irvin, she gave me ample funding to purchase everything necessary.”

With 25 years of experience as an assistant director of the Long Horn Band at the University of Texas-Austin and a lecturer at James Madison University (from which he holds a master of musical arts degree in wind conducting), Martin uses the marching band showmanship and wind conducting teaching methods when directing.

“As I tell the students all the time, there is very little that is original with our band … the tried and true methods that I know work and work well,” Martin said.

The band rehearses three times a week, two hours at a time, and additional practices are squeezed into the band members’ busy schedules.

Everyone has trouble balancing school and work, but add a huge thing like a marching band, and it takes one phrase to describe: ‘Time Management,’” said Alisa Feliciano, a lead horn player in the band.

“We learn a new show every home game, which can be very difficult if we lose any time due to weather,” said Andres Gonzalez, the band’s field commander.

The band learned a new show for the Sept. 30 home football game against Arkansas State, during which “The Band of the Sun” played Latin-based music in honor of Hispanic Heritage month.

That same day, the group hosted a “band day” at FIU, in which participating bands performed and received taped comments from evaluators, followed by a 30-minute on-field clinic.

Unlike a high school band’s serious involvement in the competition circuit, a college band puts all of its energy into entertainment and bringing school spirit to the university, Gonzalez said.

Despite its small size, the Band of the Sun has already gained both national and international recognition.

During the band’s first year, it performed on the nationally televised Thanksgiving Day parade. Recently, the band has been invited to perform in Ireland at the St. Patrick’s Day parade and the Fourth of July parade in Washington D.C.

“I’m really looking forward to performing at the band competitions this year,” Gonzalez said. “Those kids really show their appreciation and support like no football crowd can.”

MARCHING MADNESS: The FIU marching band, known as “The Band of the Sun,” performs at the tailgate tent at University home football games. The band formed in 2001 after Director Mark Gregory Martin recruited members at high school football games and state marching band competitions.
Jerry Cantrell faced this April of 2002, Alice in Chains guitarist and frontman is the greatest challenge of all. Perfect any guitar solo or duplicate any tone for the band's dark lyrics and mood. His heroin addiction set the dimensions. His heroin addiction set the impossible task. You can feel the soul of Staley passing through most of their back-catalog. Staley had the ultimate gift of stretching the game is extensive. The amounts of cutscenes used in the game also contribute to the game's length. While presenting a unique approach to art and style, Okami delivers solid gameplay that's unique, captivating and easy to grasp. In the midst of a trend of blasé effort, it's nice to see that there are developers willing to take risks in presenting something unusual that is accessible and captivating to anyone willing to look.

The game's presentation is nothing short of breathtaking. Using a unique method of cel shading and water coloring, Okami literally paints a living, mystical world onscreen. And to that, the game allows you to aid in the painting. Early in the game, you gain access to the Celestial Brush, a very important tool in your quest. Finding the world covered in darkness, Amaterasu sets forth to gain back his godly powers to restore life to the world. While many games that go through translation and other changes suffer, Okami sticks to its Japanese roots with its style and storytelling. Much of the kantai (Japanese script) used throughout the game remained intact, for example. For those interested, the instruction manual does provide a brief explanation on the myths that the story is based on. The game's presentation is nothing short of breathtaking. Using a unique method of cel shading and water coloring, Okami literally paints a living, mystical world onscreen. And to that, the game allows you to aid in the painting. Early in the game, you gain access to the Celestial Brush, a very important tool in your quest.

But seeing Alice in Chains at Revolution on Oct. 12 was like finding a new love. As we move toward the next generation of gaming systems, it's amazing that there is still life in our current consoles. Sure, we have the X-Box 360 along with Sony's PS3 and the anticipation of the release of Nintendo's Wii, but that hasn't stopped developers like Capcom's Clover Studio from grasping PS2 owners with Okami. The game itself is as vast as its world and while it is not too hard for the most part, the game is extensive. The amounts of cutscenes used in the game also contribute to the game's length. While presenting a unique approach to art and style, Okami delivers solid gameplay that's unique, captivating and easy to grasp. In the midst of a trend of blasé effort, it's nice to see that there are developers willing to take risks in presenting something unusual that is accessible and captivating to anyone willing to look.

GAME

LUIS H. GARCIA
Staff Writer

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Pitbull interview reveals artist’s views on Castro, Cuba

PITBULL, page 6

club records, your deep records. It’s just a variety of music. It ain’t just one style. You know Pitbull.

First of all, I’m diverse when it comes to that. I try to give people all different types of music.

Q: I’ve seen you grow, Pit; you’ve been in and out of the studio with me over the past few years and I know you’ve learned a lot of things as an artist. What do you think you’ve learned from the last albums to this album that you’ll apply to your marketing strategies this time around?

I’ve been around the country, been around the world, and I see what markets I can basically target and really milk the album.

My biggest markets are the biggest states of America. You got Texas, Los Angeles and Florida, New York, Chicago. I make sure my plans in those markets are A+.

Q: You make dance music and club music to appeal to the masses, but what kind of music would you do more of if you could?

I wish I could always do [something like] a song on my album called “Rain Drops.” Once you all hear that, it’s a different side of Pitbull. That’s really what I want to do, but like anything in life you have to cater in order to be catered to. Little by little, dawg, you give them what they want to hear and then you give them what you want them to hear.

Q: Who would you like to work with that you haven’t had a chance to work with yet?

I’ll just work with anyone who wants to work with me. The only person I didn’t get a chance to work with that I wanted to work with was Celia Cruz. Maybe I can make a record with one of her samples.

Q: I know you’re very passionate when you talk about Cuba. What do you think is really going on with this whole Castro situation? What would you like to see happen with Cuba?

For Cuba, the bottom line is, you know I would like it to be free. As far as the Castro thing, I think it’s all smoke and mirrors. I think Castro is dead and they’re just trying to find a way to cover it up and line it up so they can get ready for what’s about to happen. Hopefully, the island will open up with God’s help.

Pitbull’s album, El Mariel, will be released in October. Anyone interested in finding out more about the rapper and his work can visit www.myspace.com/pitbull and pitbullmusic.com.
The setter began playing team volleyball in Brazil at the age of nine. She is the most experienced player on the team, which makes her a mentor to younger players. Oliveira is the most mature player on the team, which makes her a mentor to younger players look to for advice. Her veteran presence is crucial since five of the 12 players are freshmen.

“Her maturity is very helpful,” Oliveira said. “She gives us younger players advice during the good times and the bad times. She always supports us,” Rosa said.

Oliveira’s willingness to guide people through tough times is not only an attitude she reflects as a player, but also as a person. “I’m helping other people on the court and outside the court. My major is physical therapy. I like physical therapy because I like to help. I like to find problems to fix,” Oliveira said.

Given her mind-set off the court, it is only fitting that Keila is leading the Sun Belt Conference with an average of 13.52 assists per game in conference play and 12.85 assists per game overall.

According to Oliveira, FIU gives her an opportunity to be an athlete and a student simultaneously. This is in contrast to Brazil where volleyball is a player’s main focus and profession. She still hopes to leave her mark in both fields before leaving FIU.

“I want to help this team win the conference and improve [the volleyball team] at FIU, give my best, maintain my GPA, enter a physical therapy program and get my degree from FIU,” Oliveira said.

Oliveira deflected praise to set up her teammates.
The same principle applies to prospective recruits for all sports. Even though the attention FIU brought is negative, at a subconscious level it doesn’t matter. What matters is that the name is out there.

Local high school prodigies who would have chosen programs like Florida State up in Tallahassee or the University of Florida in Gainesville now might be inclined to stay here because they feel FIU actually matters.

The football program was on a good safe pace to national respectability before this. It was making small and conservative steps in its quest to one day be known nationally. However, with the constant losing and poor competition in its conference, it was going too slow and progress was halting. The brawl, although unfortunate, accelerated the program’s ascension to be known nationally at least 5 years. When the dust settles and the whole pandemonium has ceased, all that is going to be left is the exposure this event gave FIU.

Q: What’s the most memorable moment in your career? The most awesome game I’ve ever played is when Thor won the 17 to 19-year-old Icelandic Cup. It was a 4-4 game that we led but the other team always equalized. We won in the penalty shootout and it was so dramatic.

At FIU, the game against [South Methodist University] was incredible, but it was ruined by the referee. It felt great to score on the penalty kick and take the lead, but if we would have held on to that, it would have been amazing.

Q: That loss and the following loss to Tulsa hurt FIU’s chance to win the conference. How can the team rebound? We have to work together and do better than we did against Tulsa. We didn’t go out there to lose and we played bad. I can’t really explain what happened that night. But we basically have to win every game if we’re going to make it to the NCAA tournament, and I want to go.
Transfer midfielder has no problem translating game

ANDREW KAMEKA  Staff Writer

Dadi Kristjánsson has experienced a few Lost in Translation moments since he transferred to FIU from the University of Glasgow. Kristjánsson speaks English fluently, but his Miami’s unofficial second language has occasionally made communication difficult.

“It’s weird when you’re in Public and ask where something is and then people answer in Spanish,” Kristjánsson said. “But it’s alright. Most people speak English and I can get by.”

Kristjánsson, 22, hasn’t had any problem translating his success on the soccer field. After earning team MVP honors four times as a member of Icelandic club Thor Akureyri, the sophomore midfielder has quickly become a core member of the men’s soccer team. His two goals and one assist have all come at critical moments this season.

Kristjánsson, who is majoring in industrial engineering, took some time to talk to The Beacon.

Q: How did coach Karl Kremer recruit you?

I e-mailed some coaches in America when I was interested in coming here. I had friends who were playing for San Diego State and UNC-Greensboro, so I e-mailed him my soccer history and made some videos.

He came to Iceland to watch me play and I scored the winning goal in the last minute of the game, which was good, obviously.

Q: Did knowing teammate Óli Birgisson affect your decision to come to FIU?

Oh, definitely. We wanted to transfer to the same school if we could and we liked FIU as a school and the area. We’re taking 15 credits in the engineering department so there’s a lot of work and not that much free time, but we’re doing good.

Q: So how do classmates respond when you say you’re Icelandic?

The most common response is, “Isn’t Iceland

Brawl gives FIU just the publicity it’s looking for

The first ever meeting between cross-town rivals Miami Hurricanes and the Golden Panthers turned out to be much more than anyone ever anticipated, and unfortunately, it wasn’t pretty.

However, the brawl at the Orange Bowl, believe it or not, was a complete and monumental blessing in disguise for FIU and quite possibly it’s one of the best things that could have occurred to FIU athletics.

The thug-like brawl that occurred Oct. 14 was without a doubt unfortunate, disgusting and grotesque, not only for the players and coaches involved but for fans, administrators and anyone else involved with either of the universities.

So far, 31 players from both teams have been suspended and more punishment is possible as Larry Coker and Don Strock have acknowledged embarrassment and total discontent after this incident.

But in all honesty, who were the Golden Hurricanes? They were a young football program that became Division I-A after only a couple of years and were still in awe of the whole thing like a child when he or she is first taken to Disney World. The team was barely mentioned in the local media and if it was, it was very insignificant while the national media ignored them altogether.

After the incident, though, everything has changed. ESPN 2’s and ESPN Radio’s morning show “Mike and Mike in the Morning” calls this brawl the most story of the weekend.

ABC’s “Good Morning America” is showing clips of the brawl, “SportsCenter” opens its 90-minute Monday morning edition with this story and The New York Times, Los Angeles Times and USA Today prominently covered this football game.

All in all, the name of FIU has been mentioned on national media more times in this past week than it has ever been mentioned in the 34 year history of the institution.

Now don’t get me wrong. I’m not apologizing what took place during the game, but it happened and we can’t change that. That being said, this type of exposure cannot be bought.

As the old addage says, “There is no such thing as bad publicity.”

On an athletic level, that exposure has the most benefits. Before the game,