

# COMMENTARY

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## Editorial

### Nothing's sexy or cool about CNN's sexist ads

In a brazen attempt to attract attention to Paula Zahn's new CNN morning show, the channel aired racy commercials touting the anchor's sex appeal. The sultry advertisements come at an inopportune time. The 24-hour news cycle and the Internet have increased the number of media watchers and the forums for them to debate journalists' credibility more than ever. Selling serious news — and Zahn's show is not the usual entertainment package — has reached a new low of desperation when anchors are promoted for their sex appeal rather than intellect.

The 20-second commercial featured a male announcer asking viewers: "Where can you find a morning news anchor who's provocative, super-sexy, oh yeah, and just a little sexy?" Then, in bright red letters, the word "sexy" appeared while an image of Zahn came onto the screen.

How are women supposed to be taken seriously in the patriarchy of broadcast journalism when advertisers promote them as sexual objects instead of serious intellectuals? CNN quickly pulled the ad, and company executives released a statement condemning the spot, saying the advertisement didn't get the necessary final approval from them. However, no amount of backtracking will counteract the integrity issues now facing both Zahn and CNN.

An aging demographic and glossier competition are sinking ratings for the original cable news channel. And to increase ratings, CNN has been roped into using sexist tactics to get viewers to tune in and "turn on." Fox News Channel fired Zahn in early September for breach of contract, and CNN quickly snatched her. Now it seems CNN is trying to keep up with the sexier, glossier Fox News with low-brow tactics.

There is no word on whether Zahn knew of the advertisement or its connotations. Now CNN executives will be stuck finding ways to apologize for the debacle, Zahn will have to defend her reputation as a serious anchor and viewers will have to second guess whether they're going to watch "American Morning with Paula Zahn" because it's informative or because she looks hot. Either way, everyone comes out feeling a little dirty.

## Editorial Policy

This editorial represents the opinion of the Emerald editorial board. Responses can be sent to letters@dailyemerald.com. Letters to the editor and guest commentaries are encouraged. Letters are limited to 250 words and guest commentaries to 550 words. Please include contact information. The Emerald reserves the right to edit for space, grammar and style.

## Rage against the sports machine

Like it or not, football seems to be a big part of college life. Eugene residents and University students can't escape hearing the latest about the Autzen Stadium expansion or donations from Nike CEO Phil Knight. And it's no different at many other schools, especially those vying for a national sports ranking.

Fiesta Bowl news ran throughout the break. But behind the glory of the Heisman Trophy competition, the controversy of the Bowl Championship Series rankings and tales of extraordinary road trips to the big game, a darker tale goes almost unnoticed, and so far, unpunished.

On Dec. 7, more than three weeks before

the big game, a Colorado University student alleged she was gang raped while attending a party thrown for football recruits, according to Associated Press reports. The party reportedly consisted of approximately 15 high school recruits and a half-dozen Colorado University football players, all of whom were drinking heavily.

You'd expect to hear that the police are investigating and that there have been repercussions against the aggressors, but the police weren't called. Instead, campus police are handling the investigation, despite the fact the crime happened off campus. And surprise, surprise, no players were suspended from the Fiesta Bowl for the incident, and no arrests have been made even now, as investigations are "ongoing."

Few newspapers ran the article, and those who did used the same AP story. No one has questioned the fact that the underage recruits were allegedly drinking with their CU football hosts. The athletic department spent more than \$5,000 in food, rental cars and entertainment — not counting hotel or airfare — to host the 15 recruits for three days, according to a Boulder, Col., newspaper.

The athletic department and the football team hosts used this wining and dining to

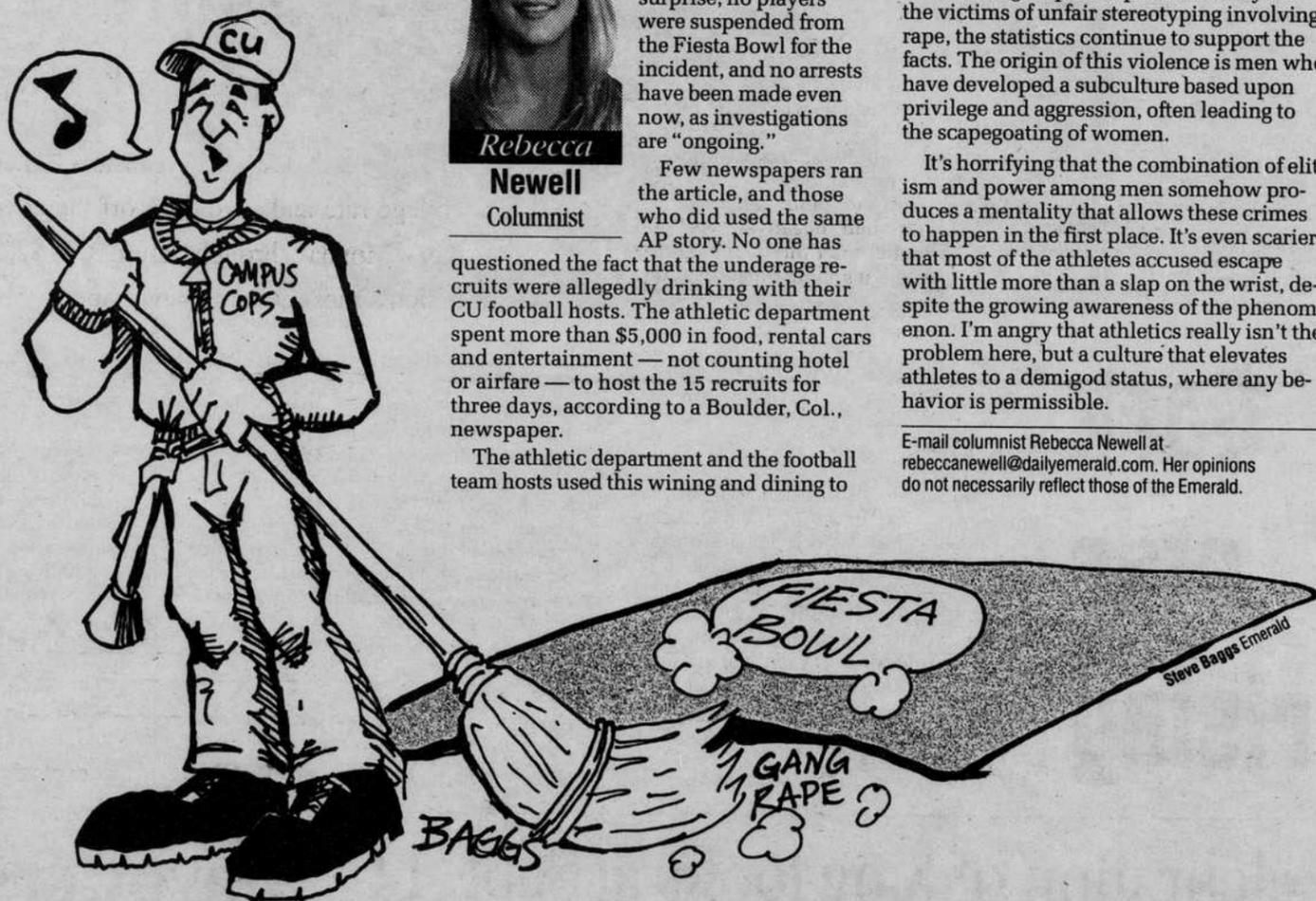
show the recruits what could "be theirs" if they became college athletes. Did this display reach beyond food and liquor and constant attention to encompass women — willing or unwilling?

Gang rape is not a new phenomenon, but today, it's exclusive groups that are committing these violent crimes. The highest number of gang rapes is committed by fraternity groups, followed closely in number by athletic teams, according to a study by psychologist Chris O'Sullivan, Ph.D., of Bucknell University. Of athletes, it's football, basketball and hockey teams who are most prone to rape, according to a study by Bernice Sandler of the Association of American Colleges.

As these groups complain that they are the victims of unfair stereotyping involving rape, the statistics continue to support the facts. The origin of this violence is men who have developed a subculture based upon privilege and aggression, often leading to the scapegoating of women.

It's horrifying that the combination of elitism and power among men somehow produces a mentality that allows these crimes to happen in the first place. It's even scarier that most of the athletes accused escape with little more than a slap on the wrist, despite the growing awareness of the phenomenon. I'm angry that athletics really isn't the problem here, but a culture that elevates athletes to a demigod status, where any behavior is permissible.

E-mail columnist Rebecca Newell at rebeccanewell@dailyemerald.com. Her opinions do not necessarily reflect those of the Emerald.



## Hydrogen equals clean energy

### GUEST COMMENTARY

### Frederick Cable

question and observation: Are we slaves or masters of our "modern standard of living"?

As the natural petroleum reserves dwindle, do we have a backup plan? Will all humanity enjoy our standard of living, or we will return to the "dark ages" as "free market" forces drive up the costs (and profits) of the ever decreasing energy supply?

Fortunately, there is a technology, more than 100 years old, that is 100 percent pollution free, 100 percent renewable and very easily obtained. It can heat our homes, cook our food and be used with our current transportation technology, even those

large SUVs that we love to hate. Humanity can be both a consumer and a producer of this energy source.

This is the answer that a hydrogen-based economy can deliver. Hydrogen is the most common element in the universe, and it is a fuel that an internal combustion engine can use with negative emissions. The air coming out of the exhaust is cleaner than the air entering the engine. Imagine an SUV cleaning the air as it is driven!

On Nov. 10, Roy McAlister, president of the not for profit American Hydrogen Association, gave a lecture on "Hydrogen 101," the basics of hydrogen use, conversion and production.

As a student member of the AHA, I extend an invitation to all in our community to learn about the future of humanity — the hydrogen-based world economy.

Frederick Cable is a junior pre-business major.

### CLARIFICATION

In Wednesday's story about parking on campus ("Parking shortages equal more dollars for DPS," ODE, Jan. 9), the issue of parking at hooded meters was unclear. Parking is allowed at meters with red, brown or green hoods until 4 p.m. on basketball game days only.