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TOBACCO

continued from page 1 effective.

"Tobacco is so addictive that it's doesn't take long to develop a full-fledged addiction," she said.

But Sigma Nu President Andrew Newsom countered the practice of giving away free tobacco products isn't likely to get people addicted.

"I'd say that just in my personal experience an isolated incident like that is not likely to cause people to change their habits," he said.

Newsom added that fraternity members are mature and can choose for themselves whether to accept the products.

"I don't think it's unethical to target full-grown adults," he added.

Paula Staight, the director of health education at the Health Center, said she fears fraternity members may not comprehend the potency of tobacco addiction.

"It's hard to understand tobacco addiction if you haven't experienced it," she said.

She added giving away free tobacco products eliminates the "price barrier," referring to the concept that the more expensive tobacco products get, the less likely people are to buy and use them — especially cash-strapped college students.

But Wedeking said the strategy is purely competitive.

"A lot of what they're trying to do is trying to get people to switch brands," he said.

Though fraternities reported they haven't been contacted recently by tobacco companies, many presidents said they would accept the products if companies offered them.

Chi Psi President Casey Doolin said he personally doesn't use tobacco products but would accept the products "on behalf of the guys that do."

But Beta Theta Pi President Dan Occhipinti said he would refuse to accept the products out of concern for the health of his fraternity's members.

Giving away free chewing tobacco is not the only marketing tactic that has come under question. A study by University of Southern California documented 40 fraternity events that had been sponsored by the United States Smokeless Tobacco Company. Young-Peterson also reported that tobacco vendors had been showing up at vacation hot spots frequented by fraternities, such as Lake Shasta, to give out free merchandise.

USST showed up at Sigma Nu in fall 2002, according to Newsom, but he said he would never allow them to sponsor an event.

"If the entire house is allowing them to sponsor a house function, it would mean that the entire membership is condoning tobacco use, which really isn't the case," he said.

Staight hopes to implement a policy to ban the practice of accepting free tobacco products on campus, saying that fraternities are supposed to be "substance-free."

"What we'd like to have them do is include tobacco among those substances," she said.

Staight and the Campus Advisory Board recently pushed to have tobacco sales banned at Erb Essentials.

"It would be in the best interest of the greek system to ... put into place a policy that they would not accept tobacco products," Young-Peterson said.

But Newsom still argues that the practice is perfectly fine, given that fraternity members are mature adults.

"In regard to ethics, people need to be responsible for their own decisions and they can't blame the tobacco industry for wanting to ... advertise their products," he said.

Contact the people/culture/faith reporter at moriahbalingit@dailyemerald.com.

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CAMPUS BUZZ

Friday

• Spring Family Weekend, today-Saturday, University campus, activities on Friday include recognition of international students at 4 p.m. at the EMU International Resource Center and a Multicultural Affairs awards ceremony at 6 p.m. in the Student Recreation Center Bonus Room. On Saturday, the honors and awards banquet is at noon in the EMU Ballroom, and University Housing will host a residence life leadership reception at 3:30 p.m.

• Sixth-annual Environmental Joint Campus Conference "Crossing Boundaries: Linking People, Policy and Science," EMU Fir Room, 8:30 a.m.-3:30 p.m.

Healing Arts Lecture by Louise Bishop from the Clark Honors College entitled "Words, Stones and Herbs: Healing Texts in the Middle Ages," Room 330, Hendricks Hall, noon-1 p.m.

• Architecture Lecture by Peter Pfau entitled "Passing Speculations on Emotional Architecture," Room 177, Lawrence Hall, 5:30 p.m.

• Rollin' for a Remedy, McArthur Court, 7-9 p.m. Oregon men's and women's basketball players compete in a wheelchair basketball game against the nationally acclaimed Portland Wheelblazers. All proceeds will go toward medical expenses of a local child battling cancer.

• Oregon Ballroom Dance, Room 220, Gerlinger Hall, 7:30-11:30 p.m.

• University Theatre performance of "Much Ado About Nothing," today-Saturday, Robinson Theatre, 8 p.m.

• Oregon Jazz Ensemble and Jazz Lab Bands, Beall Concert Hall, 8 p.m.

• Faculty Dance Concert entitled "Dance 2004," today-Saturday, Dougherty Dance Theater, Gerlinger Annex, 8 p.m.

Saturday

Comparative Literature Graduate Symposium entitled "Objects of Comparison," Lillis Business Complex, 8 a.m.

Sunday

Felting in the Park, EMU East Lawn, noon-4 p.m. Learn how to make unwoven cloth from wool.

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Oregon Daily Emerald
P.O. Box 3159, Eugene OR 97403

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