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Hilltop Staff

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After fighting a long battle, Johnnie Cochran, 67, passed away Tuesday, from a brain tumor. Cochran made his start in private life as an attorney for celebrities. He will be remembered as a great lawyer and a man in integrity.

**Famed Lawyer Died of Brain Tumor Tuesday**

**BY JONATHAN DAVIS**
Contributing Writer

Throughout his entire career as an attorney, Johnnie Cochran put his best foot forward in his fight for truth and justice in defending famous celebrities and unknown figures. Unfortunately, the famed attorney, last one of the biggest battles anyone can ever face.

Traditionally, in No Los Angeles homeless, Cochran died of a brain tumor. Pastor William Pope of the Greater Harvest Church, which Cochran attended for 20 years, told CNN that Cochran had been in a hospice suffering from a neurologi­

problem.

His sudden death was a shock to a lot of people, including some Howard University students.

"It was very shocking and devast­

ating," Adam Hunter, a senior political science and economics major, said. "I knew Johnnie Cochran. He was an amazing man and a great lawyer. He will be remembered as a great lawyer and a man in integrity."
TO: THE HOWARD UNIVERSITY COMMUNITY

The University wants to make certain that the Howard University Community is aware of the status of the University’s efforts to reach a new Collective Bargaining Agreement with Local 82, Service Employees International Union (SEIU). This Union represents custodians, grounds keepers, housekeeping, maintenance technicians, drivers, etc. The University has reached agreement with Local 82 on all non-compensation issues. However, agreement has not been reached on across the board salary increases for union members.

It is important to know that the salaries for Local 82 employees are at or within the market range for all similar positions at other institutions. The University has offered Local 82 members a package that could result in many of its members getting an eighteen percent increase over the next three years. The package calls for two sources of salary increases. First, the employees would receive a six percent increase over three years regardless of how they performed in their jobs during the three years. Second, each employee would receive additional performance based salary increases that are already built into the Collective Bargaining Agreement. Thus, under the University’s proposal, a union member could receive as much as a four percent increase for an excellent performance appraisal, plus the two percent across the board salary increase for a total increase of six percent in just one year. Over the three year life of the proposed Agreement, an exemplary employee could receive as much as an eighteen percent increase in salary. The University considers this to be a very fair and generous offer.

Moreover, it is also important to know that all employees of Howard University enjoy one of the best benefits package among universities in the region, including excellent health benefits and remission of tuition. Remission of tuition allows all employees and their dependents to attend the University without cost.

The University certainly hopes the union will accept this offer, and that the matter will be resolved quickly. The University will not, however, deviate from the pattern of fiscal responsibility that has characterized its decisions over past years.

Jennifer James-Pryor
Assistant Vice President
Office of University Communications
Tension, Tempers Rise as Zimbabwe Nears Election Day

BY NAESSA AZIZ

Contributing Writer

The government of Zimbabwe is not to hold elections this Thursday amid fears of violence and complaints that the vote may be rigged.

Past reports of electoral perceptions and the ruling party's 20 years in power have created concerns about possible rigging, intimidation and election-day violence. With the election a day away, President Robert Mugabe and the ruling party, Zimbabwe African National Union Patriotic Front (ZANU-PF), have already been accused of withholding food aid from districts aligned with the opposition, linking violence and mortifying one of its state-run media.

During the run up to elections, Mugabe and opponents who want him voted out of office have had heated public exchanges. On Monday, Mugabe called one of the country's leading religious leaders an "inexorable traitor," while Archbishop Pius Ncube encouraged people to stage non-violent protests against the government.

President Robert Mugabe of Zimbabwe, of the Zimbabwe African National Union Patriotic Front (ZANU-PF) party, prepares for the upcoming elections to be held Thursday despite fears that the election may be rigged.

"I hope that people get so disillusioned that they really organize against the government and kick him out by a non-violent, popular, mass uprising," Ncube told the Johannesburg newspaper. "That's why I'm so excited. The government's repeated and deliberate attempts against the 'one person, one vote' principle, particularly in the 'one person, one vote' principle, but to legitimize a victory for Mugabe's party," Weltzmann Ncube, a leader of the main opposition Movement for Democratic Change Party, told AFP.

Human rights organization Amnesty International has recently said that free and fair elections in the country are "virtually impossible" given the "pretentious, long-term and systematic violations of human rights and the government's repeated and deliberate failure to bring to justice those suspected to be responsible."

The government has banned all election observers from countries who have given negative reports to past elections of those who have spoken out against the government. Among the worlds are China, Iran, Venezuela and other members of the SADC.

Although the elections are not presidential, the results will have a deep resonance among Zimbabwe's leadership. Analysts predict that if the ruling ZANU-PF party wins the majority of seats in parliament, they may use the power to change the constitution to keep the party in power should anything happen to 80-year-old Mugabe. If the opposition, Movement for Democratic Change (MDC), wins a majority of the seats, they may use that power to impeach the president.

Mugabe has been accused of the MDC of being in an alliance with the British in a plot to re-colonize the country, often calling out British Prime Minister Tony Blair personally and accusing a vote for MDC as a vote for Blair.

"No one can tell me that I am less a patriot than Robert Mugabe," MDC leader Morgan Tsvangirai told Voice of America. "Tony Blair has nothing to do with Zimbabwe. If Mugabe wants to contest Tony Blair he should go to Britain."

Protesting within the country continues to garner more international attention at the election news, but there has been a distinct silence on the part of other African leaders in the region. Unlike the outpouring of states against the coup in Togo earlier this year, African leaders have remained silent in Zimbabwe.

South African president Thabo Mbeki has taken a more cautious approach, many in South Africa disagree with his tactics of "silent diplomacy." Although he has continued to express public concern, Mbeki has taken the most blame as the election nears, but there has been a distinct silence on the part of other African leaders in the region. Unlike the outpouring of states against the coup in Togo earlier this year, African leaders have remained silent in Zimbabwe.

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Students Warned to Be Aware of Privatization

NORTON, from Campus At
their recent days. Brian Howard, a young resid­
dent of the District whose father died when he was 16, also spoke at Tuesday's event and told a
crowded room of mostly seniors that his mother would have
replied to send him to college if she did not receive survivor
benefits from social security. Howard said he wanted to make
sure privatizing the program did not hurt other women who are
in similar situations.

"I want to make sure that privatization doesn't take away
from me and Howard students the benefits that helped me go
to college and helped my mother
raise me," Howard said.

Norton said another rea­
son for her decision to hold
the discussion on campus was
that her mother would have
died when he was 12, also spoke
at Tuesday's event and told a
crowded room of mostly seniors
that the worst insult you
could ever say to that minori­
ties stand to gain because they
have shorter lifespans, said
Kennelly, the president and
CEO of the National Committee
to Preserve Social Security and
Medicare. Kennelly, who served
in the House Ways and Means
Committee during her seven
terms in office, said privatiza­
tion is big of a gamble to take
with social security.

"The market goes up and the
market goes down," Kennelly said. "And when the market goes
up, you gain everything you gained when it was up."

President Bush, who says priva­
tizing social security will help
younger workers, especially
black workers. "I think the worst insult you
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SPRING 2005 CAREER FAIR

Date:
March 30, 2005

Location:
Blackburn University
Center Ballroom

Time:
11AM to 3PM

Attire:
Professional
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• Microsoft Corporation
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• Peace Corps
• Pennsauken NJ Public Schools
• Plainfield Public Schools
• Stockamp and Associates
• U.S. Department of State
• United States Secret Service
• Verizon
• Wells Fargo Financial

ALL STUDENTS ARE WELCOMED
It’s Deeper Than Gun Wounds

The recent shootings at Red Lake High School saddened all of us. We watched people in despair on the news. This feeling wasn’t too far removed from the many school shootings we see every day.

To some degree we have become used to hearing about such tragedies in our country. President George W. Bush highlighted a lack of security guard, Derrick Brun, who lost his life in the shooting.

Our View:

The recent Minnesota shooting is a reminder that we desperately need more gun control.

It was the responsibility of Congress to bring up the gun ban and vote to continue it. If gun control was such a priority for President Bush, why wouldn’t he push for it? The gun ban has been re­instated and people die every day from gun wounds.

Many will point to heavy campaign funds from the National Rifle association in the next few days you discuss the situation of the need for more gun control. I think it’s important that in the next few days you discuss the differences between Columbine and Red Lake, Minnesota.

Now in its 86th year, The Hilltop is published Monday through Friday by Howard University students. With a readership of more than 10,000, The Hilltop is the largest black collegiate newspaper in the nation.

The opinions expressed on the Editorial and Perspective pages are those of The Hilltop Editorial Board and of the authors and do not necessarily represent the views of The Hilltop Editorial Board, The Howard University Student Government Association, The Howard University Administration, or Howard University. The Hilltop reserves the right to delete any editorial or perspective that in its sole discretion contains obscene, libelous, defamatory or inappropriate content. All letters should include complete address and telephone number and should be sent electronically at www.thehilltoponline.com.

The Hilltop office is located at 582 Broadway, 6th Floor, Washington, DC 20001. We reserve the right to edit all submissions received and to publish all submissions at our discretion. The Editor will review articles for length, content and point of view. The Editor will publish articles only if they are in line with the mission of the Editorial & Perspective section.
Advertising Geared Towards Urban Consumers

BY RAYNA LUCIER
Community Wire

From "thugged out" pups, to starting up fast food restaurants, it is evident that many business enterprises, which/are gaining/ popularity among this new age of consumers.

According to the Marketing Profile for MPA, the ever growing Black population represents 13 percent of the U.S. population and is expected to experience a 30.6 percent increase by year 2020 which is greater than the average 22.8 percent increase that the U.S. is expected to receive also by 2020. According to the University of Georgia Online, the Entertainment, Advertising, and African American holding power in the U.S. accounts for the 30.6 billion dollars by the year 2000.

These exciting numbers have trig- gered a continuous explosion of interest in the African American community. "You see us highs making big returns in commercials now. At first they (blacks) were asking about the product and now they're the ones that are using it," radiator editor, Bruce Pringles said of the realization of being able to par- ticipate in commercials.

Broadworld reported that since the year 2000, the McDonald's corporation has saluted and supported the commercial. In a survey taken of the main urban community, "You see us blacks taking a major role in com- mercials not just selling the product, but truly representing who we are," says Pringles.

This is giving us the impression that blacks are becoming highly visible in the American media as they are being portrayed in a light that represents who they are, says Pringles.

One of the most popular characters that has risen out of this advertisement trend is the Sprite puppet named Thirst, who sports an Afro and a platinum with a friend asking about the product and his friends asking about the product and his friends answering, "You see they are targeting Blacks, its just selling the commercials.

Afrilumin for ZAPA, the ever growing black popu­ lar conncrals. "Uncle Sam, who makes up 15 per­ cent of its consumer market With salutes to Martin Luther King and sweepstakes offering and giving it a chance to win the prize, the African American commercials are attitudinal because the commercial is not necessarily targeting Blacks, it is just selling the commercials.

African Americans are portrayed in a way that is true to African American culture and is the embodiment of what it means to "Obey Your Thirst." Blacks are not portrayed fairly in commercials, says Edwards, "because the commercial is not necessarily targeting the African American consumer, but it is targeting the African American community."

The Office of Student Activities and the Religious Fellowship sponsors several state fairs that have sparked statehouse debates forcing them to carry out their activity at two recent state fairs that have been held by the Florida Strawberry Festival in Plant City. The victims live in Orange, Seminole, Collier, Volusia and Pasco counties and all recently attended the Central Florida Fair in Orlando or the Florida Strawberry Festival in Plant City.

All had diarrhea within the past two to three weeks and all tested positive for a specific strain of E. coli, or showed signs of having hemolytic ure­ tic syndrome, or HUS, a falsely infer­ ent condition arising from an initial infection of the E. coli bacterium. Approaches at the Florida Strawberry Festival have taken place in Orlando and New York. Each adult was hospitalized in Orlando.

Kidney Victim Toll Rises in Fla

Florida health investigators are still trying to determine the source of an epidemic that has caused over 50 deaths in the past two to three weeks and has been labeled GFD. The disease is spread by a specific strain of E. coli, or showed signs of having hemolytic uremic syndrome, or HUS, a falsely infer­ ent condition arising from an initial infection of the E. coli bacterium. Approach the Florida Strawberry Festival has taken place in Orlando and New York. Each adult was hospitalized in Orlando.

New Therapy Seems to Block Cat Allergies

By fixing a human immune system it has been found that people who make some people sensitive to feline disorder, California scientists say they've figured out a way to block out allergies, accord­ ing to a report in the April edition of the Journal of the American Academy of Allergy and Adapted Immune System. The novel approach may ultimately benefit people with severe food allergies as well, wrote the research­ ers at the University of California, Los Angeles. Allergists expect that the leading cause of allergy in the U.S. is cat allergies to cats, according to the National Institute of Allergy and Infectious Diseases, which participated in the research.

The treatment involves an engineered molecule that fuses the feline allergen to the human IgG protein that blocks allergic reac­ tion. Architect the molecule to fuse the feline allergen to the human IgG protein that blocks allergic reaction.

The resulting molecule labeled GFD was tested in mice that had been bred to be allergic to cats. Once injected, the mice reacted to eat dander much like mice that had never been allergic, the scientists said.

Compiled by Erica Williams

The Hilltop March 30, 2005

Any questions please call (202) 860-7000

The Office of Student Activities and the Religious Fellowship

Council presents... A service in consideration of International Disasters and Student Organizations who have contributed to world causes

Wednesday, March 30, 11:00 a.m.
Blackburn Center Ground Level

Please come join with us in a ceremony of remembrance and recognition.

Live... Laugh... And Love

Live well dear friends In all you do. Tho' paths be old Or paths be new, But to yourself Be ever true, Live well!

Laugh often friends Tho' passing years Bring, some times smiles And, sometimes, tears, For mirth for ever Warms and cheers

Laugh often! Love much dear friends For love will bring The healing joy And hope of Spring, Where pain and fear may never dwell Nor anguish touch... And so Live well... Laugh often too, And more, dear friends, Love much!

By John McLeod
The Agony of Defeat

BY KAIA KARAMOKO

ory, football fans are eager to get this year’s football season underway. Although it is just March, some are getting a brief taste of what this year’s season has in store. With matchups such as the New England Patriots vs. Philadelphia Eagles, Atlanta Falcons vs. Indianapolis Colts, San Diego Chargers (Drew Brees) vs. Green Bay Packers (Brett Favre), and Denver Broncos vs. Miami Dolphins, the NFL is back for its fourth of its kind. The Thursday night season opener has become a staple of the NFL season and is usually followed by a high-profile match-up. While some students are interested in the emergence of newly recruited college football players, others are interested in the emergence of newly recruited NFL players, the development of last year’s wreckage, and on-field antics of the previous season. "I usually don’t watch pro-football, I am a college football junkie," said Amy Hyne, junior math major.

Kevin Jones of the Detroit Lions, will square off against Steven Jackson of the St. Louis Rams during the preseason and will be hoping for post-season success. "I think the Rams are the better part of a decade. St. Louis plays well on the field and I think they have the edge in the NFC West," said Morgan Neill Moore, junior Advertising major. "Making the transition from college football to pro football is just what it is, a journey," said Junior Civil Engineering major Brandon White. "The Thursday night game is always exciting because it allows for the high-profile match-ups that will take place between players all year." While there are no opportunities to watch some of the best players in the history of the game on television anymore, the Thursday night game still has that Matttresses.com is featuring all of the most famous players. Peyton Manning, Brett Favre, Steve Young, and Jim Kelly have all auditioned for the role of quarterback. The season opens Friday, September 8 at 8 p.m. ET. U.S.A. are currently second in their group behind the Mexicans.

For the first time in its 86-year history, the NFL will play a regular-season game outside the United States on October 2 when the Arizona Cardinals host the San Francisco 49ers at Aztecs Stadium in Mexico City.

Students Excited About NFL Kickoff Weekend 2005

BY KANA KARAMOKO

With last season’s Superbowl a distant memory, football fans are eager to get this year’s season started. Although it is just March, some are getting a brief taste of what this year’s season has in store. With matchups such as the New England Patriots vs. Philadelphia Eagles, Atlanta Falcons vs. Indianapolis Colts, San Diego Chargers (Drew Brees) vs. Green Bay Packers (Brett Favre), and Denver Broncos vs. Miami Dolphins, the NFL is back for its fourth of its kind. The Thursday night season opener has become a staple of the NFL season and is usually followed by a high-profile match-up. While some students are interested in the emergence of newly recruited college football players, others are interested in the emergence of newly recruited NFL players, the development of last year’s wreckage, and on-field antics of the previous season. "I usually don’t watch pro-football, I am a college football junkie," said Amy Hyne, junior math major.

"I have a job, so I don’t watch pro-football. If I don’t watch the game, I don’t watch the game," said David Columbia, junior political science major and a member of Missouri State’s football team. "I don’t understand why the fans are so excited about this year’s season. They were excited about the last year’s season too. All I want to see is a good football game." While some students are interested in the emergence of newly recruited NFL players, the development of last year’s wreckage, and on-field antics of the previous season, others are less interested. "I usually don’t watch pro-football, I am a college football junkie," said Amy Hyne, junior math major.

"I think the Rams are the better part of a decade. St. Louis plays well on the field and I think they have the edge in the NFC West," said Morgan Neill Moore, junior Advertising major. "Making the transition from college football to pro football is just what it is, a journey," said Junior Civil Engineering major Brandon White. "The Thursday night game is always exciting because it allows for the high-profile match-ups that will take place between players all year." While there are no opportunities to watch some of the best players in the history of the game on television anymore, the Thursday night game still has that Matttresses.com is featuring all of the most famous players. Peyton Manning, Brett Favre, Steve Young, and Jim Kelly have all auditioned for the role of quarterback. The season opens Friday, September 8 at 8 p.m. ET. U.S.A. are currently second in their group behind the Mexicans.

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AFL Provides Year-Round Outlet for Football Fans

BY MORGAN NEVILLES-MOORE

A simple diagram scrawled by former NFL associate técnico, James P. Coney, is barely visible, but has developed into what we are now know as Arena Football. On February 11, 1981, he outscored the Superbowl for the first time in history. The Superbowl is a football game played every year on September 8, with a home game against the New England Patriots at Gillette Stadium.

The NFL champion Patriots will open its season against the Philadelphia Eagles on the road for the first Monday night game. The Eagles will square off against the Atlanta Falcons at Lincoln Financial Field. The remainder of the 2005 schedule will be announced next month.
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JW Marriott Hotel - Pennsylvania Avenue
Capitol Ballroom

$35 per Guest
Dinner will be served
Attire is STRICTLY Red Carpet!!!

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SOPHOMORES: You tried the rest now come to the BEST!!!

JUNIORS: Your first venture into Grown & Sexiness!!!

 SENIORS: You’re GRADUATING...it’s not optional!!!

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