

# Sunshine state darkens Texas

## California's pro-business campaign wastes millions

As stories of gruesome crimes, ridiculous political scandals and profiles of wacky celebrity lifestyles fill the front pages daily, it has become almost impossible for anything in the paper to shock us.

MELISSA MEGLIOLA

Columnist



We expect the tabloids to expose two-headed aliens. We know that, for this week, Oprah Winfrey is doomed to die a spinster.

And, sure - Elvis is alive. Yet, while reading the San Jose Mercury News one morning late this summer, I almost choked on my Cheerios.

A bold black headline read "Why Texas is telling tall tales about California." Immediately, I racked my brain and tried to think about comments I might have heard about the great Sunshine state while I was working in Houston over the summer. Someone probably mentioned that California will indeed fall into the ocean one of these days and that the smog in Los Angeles is thick enough to swim in. But, nothing new seemed to be circulating.

I read on. The ad cited Texas officials' efforts to lure away California businesses. Then it made a few unsettling accusations about our beloved Lone Star state.

"What [Texans] don't mention," said the blurb - referring to us honest, tell-it-like-it-is folks - "is their own sub-zero weather, alternating with three-shower-a-day humidity, along with hurricanes, tornadoes, floods and mosquitoes that require runways to land."

I wanted to shout back at the paper in defense of my state. I have never witnessed sub-zero weather, been victim of a hurricane or had to take shelter from a tornado while living in Texas. As far as the humidity and mosquitoes ... well, the ad had a point.

Just before I could shake my fists and call the advertising department to price a counter ad touting our clear skies, stable soil and friendly people, I started laughing almost uncontrollably.

Gov. Ann Richards had the same reaction. "I think the ads are the silliest thing I've ever read," she said in press conference denouncing the campaign and California Gov. Pete Wilson's association with it.

"I can't imagine any governor... telling their constituent

cy, 'I just spent 12 million bucks name-calling all the other states that companies chose over us.'"

We're used to rivalry between universities. We believe that the initials of the small secular college in Austin should never ever be capitalized. The Sooners deserved to be humiliated on Kyle Field.

But, outright, vicious rivalry between states is weird. Does the California state legislature convene with a "Beat the Hell Outta Texas" yell?

After a little investigative research, I discovered that the "Mosquito Ad," as I have come to call it, is part of a 17-month, \$13.9 million promotional campaign to keep businesses based in California.

The ads claim not only Texas, but also condemn Arizona and Oregon. Television and radio commercials, billboards and magazine ads are all being employed to convince businesses that they like where they are. "California, the climate's right," the slogan assures them.

What happened to the days where Californians bragged about their state without needing the coercion of a business, government and education alliance like the Joint Venture: the Silicon Valley Network who manages the campaign.

Where are the self-righteous, vegetarian tree-huggers? Where are the surfing hippies? And what about the glamorous Beverly Hills types? David Lee Roth cut "California Girls" just before it was too late.

Texas is definitely drawing many businesses away from California, especially in the Silicon Valley. Next year, Applied Micro Devices will open its fourth plant in Austin. Motorola will open its third. In 1993, Texas surpassed California as the largest computer chip manufacturer in the United States.

According to Angelos Angelou, vice president and chief economist for the Greater Austin Chamber of Commerce, Austin has 120 computer chip companies with 24,000 employees, up from 14,000 in 1991. He expects employment in the computer chip industry to increase about 10 percent per year in the future.

The moves are coming as companies are granted incentives such as property tax breaks and expedited manufacturing permits. Our steady water supply and earthquake-free terrain eliminate concerns that are part of business in California.

Employees are thrilled with our lack of a state income tax and amazed at our real-estate prices. A nice three bedroom home almost anywhere in Texas costs about the same as a one bedroom flat downtown in San Francisco.

For students, the trend of businesses moving to Texas is great news. Jobs should be opening up for us soon, especially those positions requiring technical degrees. The economy in general around Austin is booming. If this causes California to spend millions of dollars of private money to attack us, we should sit back and enjoy it.

I think I'll call and remind them of our roaches.

Melissa Megliola is a senior industrial engineering major

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## EDITORIAL

# AMERICA MUST ACT

## Haiti problem requires military intervention

The planned military invasion of Haiti deserves the support of the American people and all branches of the U.S. government.

After months of futile negotiations asking the junta in control of Haiti to establish peace and democracy in the country, inaction is no longer a viable choice.

Last night, President Clinton told Haitian military leaders: "Your time is up. Leave now or we will force you from power." The American public should follow the example of determination and strength in the president's statement.

As Clinton said, "We have exhausted diplomacy." The continuing violations of human rights and terrible living conditions in Haiti demand positive action, not more wasted words.

The U.S. public should be alarmed that the president ever had to make such a humbling request for its support. One of America's most vital principles is the preservation and extension of democracy and human rights. The mere fact that Congress and other agencies and individuals oppose those efforts, especially considering the small scale of the invasion

and the proximity of Haiti to the United States, illustrates the appalling apathy toward the Haitians' plight.

The Clinton administration has struggled for months with the dilemma of choosing a course of action on the issue. The United States, dependent on its superpower role in world affairs, must carry out its threat of intervention if it intends to maintain its

domestic and military credibility. How can the United States make demands of other nations if it cannot even settle unrest just outside its borders?

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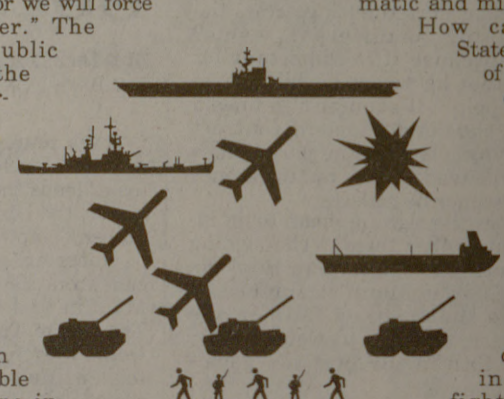
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# DO WOMEN HAVE A HUMAN RIGHT TO ABORTION?

LAURA FRNKA

Columnist



## No —

When I think of the term international human rights, I think about the basic necessities for survival - clothing, food, water and shelter. Never did I think that the term "abortion" would fit into this category, but the leaders at the recent United Nations Population Conference battled over the issue for days.

They should surrender and give up the idea entirely. Abortion should not be considered a fundamental human right - period.

Vice President Al Gore stated that the issue of abortion should remain and will remain up to the individual countries. I agree with Gore, because some countries lack the medical technology to provide healthy, safe abortions. As a result of inadequate technology, many women die from complications. It is estimated that about 500,000 women, 99 percent of whom are from underdeveloped countries, die of pregnancy-related causes each year.

While the population explosion is a real problem, encouraging international availability of abortions is not the answer. Why not put more time, money and energy into providing health care, education and family management? Instead of killing unwanted babies, we could be creating better families.

People in some parts of the world have no idea how to practice "safe sex." More than likely they have never even heard of it. It only seems natural that the reproductive rate of underdeveloped countries is so much higher than America's, it's because their citizens don't know any better. But is the answer in advocating abortion? No.

The answer to this problem is education. Put plain and simple, some people just lack knowledge and need to be taught about contraceptives and birth control. Perhaps if they were introduced to these methods, the number of unwanted children would go down, and there would be no misperceived "need" for an international abortion right.

Besides, abortion was not one of the main issues of the conference. The leaders should have addressed the objectives for which the conference was originally designed: basic health care for women, family planning and AIDS prevention.

I strongly do not believe that abortions were meant to be considered human rights. I understand the circumstantial need for an abortion - for instance if a woman is raped - but I don't think women should have the "right" to go around and destroy lives that haven't even been given a chance.

Leaders in population monitoring should stop harping on these side issues and take a long look at the real problem - ignorance. Educate people and encourage precaution and prevention. Simply adding abortion to the list of human rights will not result in a solution - it would just add to a problem that's already complex enough.

Laura Frnka is a sophomore journalism major

## Yes —

Abortion is an international human right that should be recognized worldwide. At the recent U.N. Population Conference, the Vatican and a handful of Muslim countries were allowed to paralyze the talks over the question of abortion. As soon as they voiced their objections, the United States, represented by Vice President Al Gore, fell all over itself apologizing and explaining that we were NOT supporting international abortion rights.

Abortion is not an issue that should be allowed to be swept under the rug, or apologized for. America is the most powerful country in the world, and we regularly use our influence to pressure countries worldwide into acting out our various whims. In spite of that, America wimped out on possibly the most important issue of the day and allowed the tiniest state in the world to control the outcome of the issue.

Women worldwide deserve, need and insist upon the right to abortion. No legislator, president, dictator or prime minister should have the power to control a woman's body. This is the only statement needed, and the only defense that should be offered. However, because of the passionate debate on this topic, I will list more arguments for my point.

The entire point of this conference was to discuss the problem of overpopulation. There are children everywhere in the world starving to death, crying out desperately for a home. In spite of this, anti-abortion activists constantly argue that all the children born would be adopted. Women would be forced to endure nine months of pregnancy, facing discrimination and suffering, then the children would hopefully be placed in a loving home. Meanwhile, millions of perfect children would be dying of hunger.

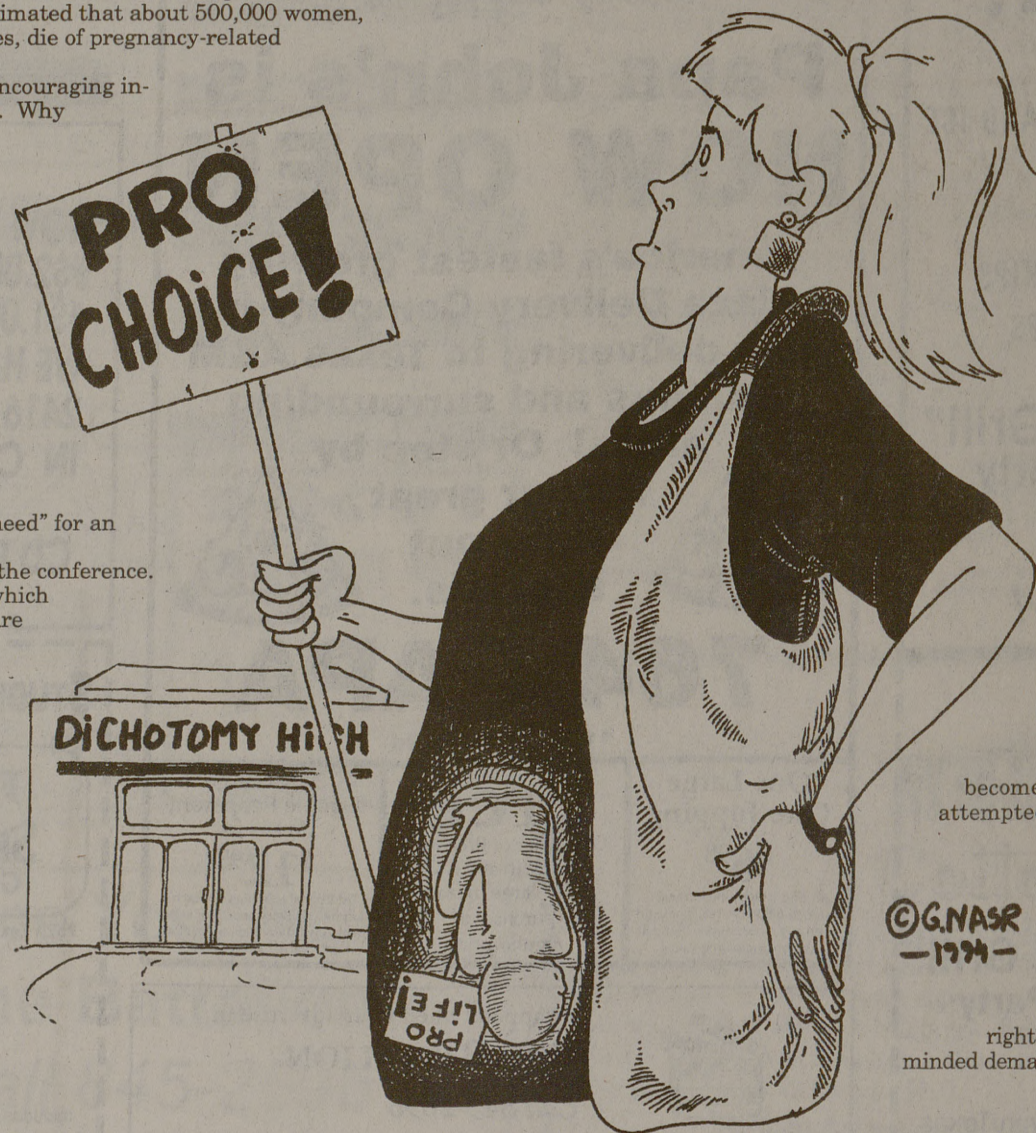
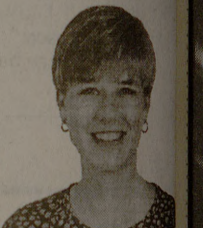
The Vatican is notorious for sticking its nose into secular business. Its policies are saturated with sexist practices, and many American Catholics do not support some of the church's most intrusive requirements. In spite of this weakness, the Catholic Church holds a position of incredible power in world politics; but that influence does not mean that America should run and hide when it makes threats.

Like it or not, American law allows abortions. The American people stand behind it, and it has become an integral part of our rights. If a few countries attempted to block the passage of an internationally supported statement condemning drunk driving, the United States would wield its mighty power and stop it instantly. Its basic tenets and laws of our society, no matter how hotly debated, must be treated equally.

America should have fought tooth and nail to get abortion recognized as the international right that it is, instead of whimpering in the face of close-minded demands.

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