

TO: Frank Ganz, Editor in Chief
Common Sense, Inc.

FROM: Jim Beasley
Senior Vice President



DATE: October 31, 2005

Dear Frank, Tom, Mathias and Erik,

Thank you for the open discussion we recently had regarding concerns the University has with your publication, "Common Sense."

Let me begin by saying that Stetson encourages the free and open exchange of ideas, and as an academic community, we encourage serious intellectual engagement of the issues facing the world's cultures.

With respect to your recent publication, the University's concerns are primarily in two areas:

First, we are concerned that your publication lacks a clear indication that "Common Sense" is not a publication of Stetson University. Since you use the University's registered word mark, and you indicate that Common Sense, Publishing, Inc. was founded by Stetson students, readers may be confused about the relationship between the University and Common Sense Publishing, Inc. Therefore, we ask that you (1) do not use the registered marks of Stetson University and (2) include in your publication a clear statement that the magazine is independent of the University and that the views expressed in the journal do not represent the opinion of the University.

Second, there are elements of the publication which lack sensitivity to and respect for the diversity and inclusiveness of the Stetson Community. The University has a special concern for actions in which members of the community appear to have been targeted because of their race/ethnicity, gender, sexual orientation, national origin, or religion (See, Connections: Campus Life Handbook & Calendar, p. 64). Therefore, we ask that you (1) avoid material such as that on page 11 in which Mexican people are targeted in the joke by Jay Leno and (2) that you avoid such presentations as the question mark superimposed on the rainbow flag in a student's room in Stetson Hall, since this has the appearance of targeting the sexual orientation of a particular person.

These concerns of the University should be addressed before you distribute this particular publication either off campus or on campus. Should you desire to distribute future editions of your publication on the campus, you will need to follow the process for approval outlined in Connections, pp. 48-50.

Finally, I appreciate your willingness to meet with University Advisor on Diversity, Dr. Leonard Nance, and Director of the Cross Cultural Center, Ms. Shelley Wilson, in order to promote better understanding of the concerns that underrepresented groups may have about your publication. I will set up that meeting within the next week.

Please let me know if you have questions about any of these matters.