

April 22, 2008

Dear Editor and Board of Directors:

We were extremely disturbed to see yesterday's half page advertisement in the Daily Collegian that said: "In fact, the MSA is a radical political group that was founded by members of the Muslim Brotherhood, godfather of al Qaeda and Hamas, to bring the jihad into the heart of American higher education" and encouraged readers to "Learn about the stealth Jihad being waged on America's college campuses" ([see ad here](#)).

The advertisement is inaccurate not to mention malicious, defamatory and clearly intended to stir up hatred against a student group on campus. Given today's atmosphere it could even result in violence against these students. We are astonished to find that the Daily Collegian printed this given that its own guidelines say: "Collegian Inc. reserves the right to refuse or to change advertising that is felt to be in poor taste or judgment; that is ambiguously or deceptively worded or portrayed, making the product or service unclear or open to misrepresentation; that advertises illegal organizations or activities; that maligns illegal identifiable persons, races, religions or professions; or that is not within the reasonable boundaries of accuracy and truthfulness" (page 4 of <http://www.collegian.psu.edu/advertising/ratecard07-08/Rate%20Card.pdf>).

All we can assume is that the decision to publish this ad, which is clearly intended to provoke hostility toward fellow students, was made hastily and without sufficient attention to the newspaper's own guidelines about racist advertising. We realize now that the ad is out there and cannot be removed; therefore, we feel the appropriate action is for the Collegian to donate at least one page in the newspaper to the Muslim Student Association to use as they wish, and we also hope that writers at the Daily Collegian will compose articles critical of ethnic targeting by any group against any group.

Finally, we feel that the Daily Collegian owes an apology to the Muslim Student Association for running such a hate-filled advertisement.