

REPORTER

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INSTINCT?

ADDICTION

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EDITOR'S NOTE

ESCAPE

"My work is done, why wait?" she said, quoting George Eastman's suicide note. With that, she turned and left the room. I doubt this girl realized the impact of her words. I had never heard that quote before, even after living in Rochester for three years. But these words stuck with me.

It's antithetical to the purpose of life. We are alive and intend to stay that way. To toss off our mortal coil goes against our most basic instincts (see "What is Instinct" on pg. 16). Perhaps we've evolved passed those basic survival instincts.

Granted, I don't know what was going through Eastman's head as he wrote that. Toward the end of his life he was in a great deal of pain from a debilitating illness. He was confined to a wheel chair and suffered from depression. I can imagine that he wasn't terribly happy with the idea that he'd continue having to live like that. Suicide, perhaps, was the only way of solving that problem

While the rest of us aren't in such dire straits, we do feel the need to find a way to escape reality. For some, it's a trip to the library or to the internet. For others, it's a chemical escape. While it's okay to take leave of reality on occasion, being constantly detached does lead to some problems (see "Addiction" on pg. 20). I'm not here to judge you. I've been known to put reality on hold once in a while. You just have to figure out where to draw the line.

The point is, reality is always going to be here when you get back. Eastman can't come back. He left for good. It's just something to think about.



Andy Rees

EDITOR IN CHIEF

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Copyright 1993, Reviewed in 2005.

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You know, those people.

ONLINE REPORTERMAG.COM

A GRADUATE'S SOLUTION TO THE RECESSION

REVIEW: HAZARDS OF LOVE

REVIEW: MONSTERS VS. ALIENS

Above photograph by Steve Pfof. Chris Wang plays pool down at RIT's Sports Zone last Friday night.

Cover photograph by Robert Lussen and K. Nichole Murtagh.

CORRECTION

// In the April 3 issue of Reporter, the photograph for The Winners' Circle was by Robert Lussen and K. Nichole Murtagh.

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MOSAICALLY SPEAKING

by Michael Conti

photograph by K. Nichole Murtagh and Matt Kelley

"It's a lot fun to be an entrepreneur." Smiling unflinchingly, fifth year Computer Science student Seong Yup Yoo leaned forward in his conference chair, registering in between good humor and quiet intensity. At 24, Yoo is in a unique position for someone his age: the CEO of an up-and-coming online business. His company, Mosaically Inc., creates large photo mosaics out of hundreds of user-submitted photographs.

With each economic report seemingly more absurd than the next, the thought of venturing out and creating something new may make some cringe. But not Yoo. According to him, now is the best time to start a business and RIT may be the best place to do so.

Originally born in Seoul, South Korea, Yoo came to the US at age 12 and learned English in three months. After taking computer science classes while attending boarding schools in New Hampshire and Connecticut, Yoo decided to pursue a BS and MS degree as part of RIT's intensive dual six-year program.

The RIT Incubator is home to Yoo's current pursuits. Located across from the RIT Observatory, the Incubator provides Mosaically Inc. with office space, as well as free access to help and support. Here, Yoo's dreams have taken flight.

The idea for his company came to him while looking for a creative gift for his girlfriend at the time. He went looking for a service that would take the hundreds of photos he had of them together and assemble them into a larger photograph of them. To his surprise, he found that it would be cheaper to purchase software and construct the picture himself. "I saw it as an opportunity because I could do it for a lower cost and do it faster than anyone else." This entrepreneurial spirit was nurtured into a full-fledged business through circumstance. As his father was going through financial hardship, Yoo saw his company as a way he could help pay for school.

That was back in December of 2006. A little more than two years later, Yoo has expanded his vision and taken risks to expand his business. Through investing in advertising, and working hard to develop software, he sits

poised to make a huge jump into the photo album market. August of 2009 will see the debut of Mosaically 3.0, a service that breaks through the traditional problems of customer interaction online.

Yoo recounted, "When [Microsoft] Silverlight came out, I immediately saw the potential there." With the new "Web 3.0" application, users would be able to upload photographs using their own CPU and memory, making the uploading process a user-controlled experience. "I'm essentially combining the services offered by Flickr, Cafepress and Shutterfly," said Yoo. By allowing people to create their own photo mosaics and giving them the platform to share, discuss and sell their images, Yoo imagines that his service will become popular among newlyweds, schools and sports teams.

The concept behind Mosaically Inc. is one that dances in step with the times. "You provide a platform for other people ... to unleash their creativity," said Yoo. "This

allows for great business." With a Facebook application in development and plans to incorporate video stills, puzzles, calendars, even polyhedral models of mosaics, Yoo sees his company breaking even sometime in 2010. Eight hundred million photographs are being uploaded to Facebook every month, and Yoo sees money to be made in our current fascination with the avenues of social networking.

So what does Yoo's great experiment mean? That all RIT students have the ability to take advantage of a market opening and can create a dynamic upstart company on a wing and a prayer? Hardly. Through the use of students on co-ops and the support of the RIT Incubator, Yoo has proven that the tech-savvy skills and determination of youth can allow them compete with the old men in the contemporary economy. •

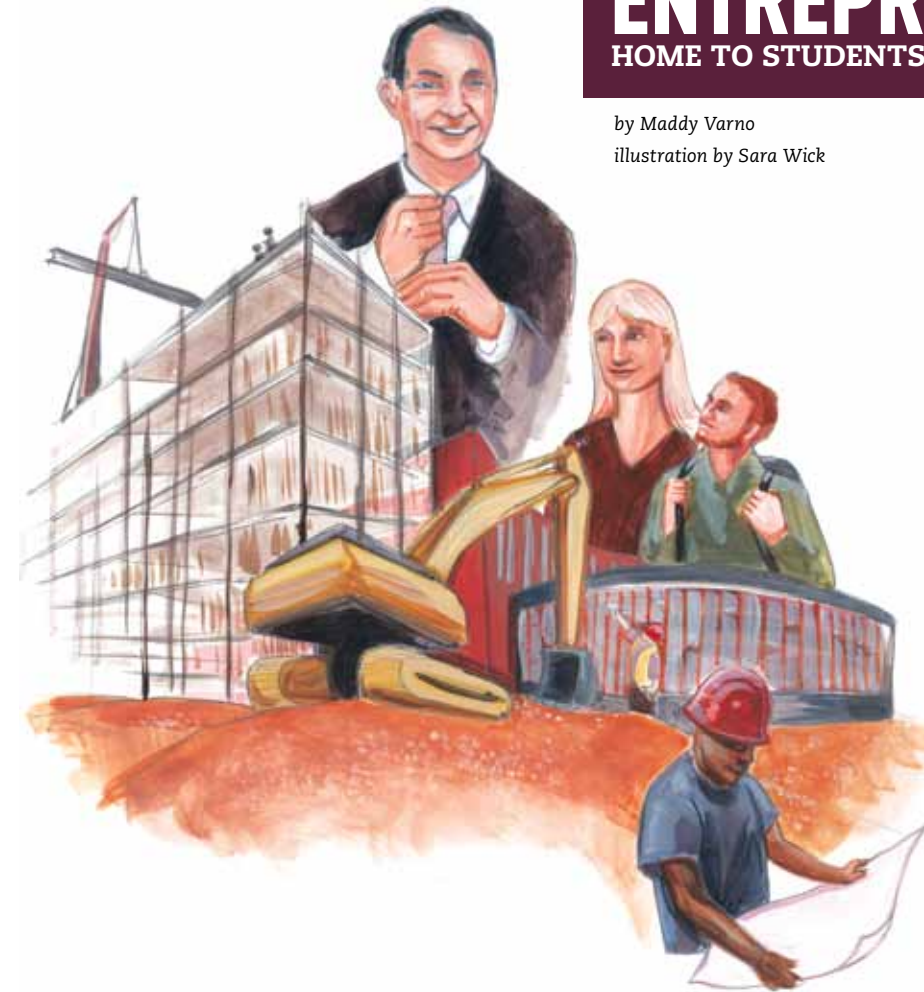


ENTREPRENEURS' HALL

HOME TO STUDENTS WITH "FIRE IN THEIR STOMACH"

by Maddy Varno

illustration by Sara Wick



"I didn't like working in a cubicle farm," stated Barnaby Bienkowski, about his life before he ran his own business. Since graduating from RIT five years ago with a degree in computer science, Bienkowski has started his own business using the entrepreneur resources RIT provides through its Simone Center for Innovation and Entrepreneurship. The latest project of the Simone Center is Entrepreneurship Hall, a residence hall and business development program. Currently seeking art, business and technology students, the building is set for completion in September of 2010.

Combining students of different backgrounds will allow residents to build off each other's skills. "It will be a cohort of classes," said Richard DiMartino, director of the Simone Center, in regards to the program. He emphasizes that what this residence hall offers will set it apart from the average residence hall.

According to DiMartino, students living in Entrepreneurship Hall will be given 24/7 access to a business development lab, which will encourage students to develop businesses that they will run and manage. "There will be some really unique co-op opportunities," DiMartino noted. According to the Simone Center website, these co-ops are technology oriented and of high potential.

Bienkowski has often used RIT's entrepreneur resources, like the meeting rooms, throughout the development of his business. "You need as many resources as you can get for free," said Bienkowski. His business, PolitAgora Inc., turns political promise into a format similar to the stock market, where the promises politicians make are given value and monitored. "It helps to have a professional place to meet with investors," Bienkowski said of RIT's Innovation Center.

Although Bienkowski became involved after graduating from RIT, Entrepreneurship

Hall is a place that DiMartino hopes will give current students what they need to develop their business ideas throughout their life. "The goal is not to have students create businesses straight out of school — but some will," DiMartino stated. Bienkowski, an alumnus, noted he's used the Innovation Center as much as any current student could.

Wanting to provide students with everything they need to produce successful businesses and ideas, students living in Entrepreneurship Hall will also participate in mentor programs. DiMartino commented, "We want students to have all the skills they need to advance a business concept."

When asked about notable alumni who will participate in the mentor program, DiMartino mentioned Steve Shapiro, the developer of Digsby, a program that combines social networking, instant messaging and email into one interface. It has grown into a successful website, and, like Bienkowski's PolitAgora, was developed with help from RIT's Innovation Center.

DiMartino spoke highly of the success potential for participants of RIT's Simone Center for Innovation and Entrepreneurship. He also said successful students in this program have "fire in their stomach," suggesting it takes an eccentric, motivated and creative thinker to succeed as an entrepreneur. For those eccentric thinkers among us, it may pay to apply for Entrepreneurship Hall. Hey, in this economy, you can't be fired if you're your own boss. •

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R·I·T

The RIT United Way Change Drive held in the residence halls on Monday, March 23rd raised an amazing \$1,600.00! Student and staff volunteers collected spare change from students in all of the residence halls not only to raise money for the RIT United Way Campaign but also to raise awareness among students about the organization which supports over 600 local charities.

Many thanks to the residence hall students who made this event such a huge success. And a special thanks to those who provided support and volunteered:

Chuck Lamb, Wendy Stapf, Matt Colaprete, Sherrill Anderson, and the Baker/Colby/ Gleason/ 28, 30, 32 Residence Hall staff

Steve Kampschmidt as RITchie, John Meyer & the HUB staff, Members of the Sigma Sigma Sigma Sorority & OCASA, Peter Briggs at Barnes & Noble @ RIT

Kathleen Wido • Jenna Pollak • Kaity Werner • Ali Anderson • Rachel DiNunzio • Susie Keenan • Spencer Bailey • Jenn Hinton • Greg Koberger • Carlissa Cole • Brendan Nagle • Joel Witwer • Corinne Whit • RJ Pena • Jen Milillo • Tom Shukis • Dean Culver • Tony Schepis • Christina Battista • Erin Carberry • Colleen Donahue • Somer Mason • Chris Anderson • Nicole Antonoff • Blythe York • Dan Lorenzo • Lauren Maggio • Carol Reed • Andrew Thornton • Mo' Mostajo-Radji • Stephanie Migliazzo • Jacqueline Robinson • Sayali Kadam • Tim Marshall • Veronica Carlson • Tim White • Kathryn Sundiang • Mike Castro • Nick Giudice • Kate Varandas • Brett Wilson • Alayna Zerlentes • Sara Gallagher • Jillian Roche • Claudia Perez • Rachel Schulbaum • Brittany Schneider • Jessica Ziomek • John Dankert

Thank you all from the RIT United Way Student Committee!

**Institute Public Speaking
Contest**
hosted by the
Department of Communication



You have a message. We have the prize.

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Research a topic relevant to the RIT community. It could be local or global. You can make it serious, humorous, intriguing or inspiring! Play with words. Write your speech. Rehearse it, speak and win! Start collecting your thoughts now, registration begins April 8.

Register online: www.rit.edu/speechcontest

Dates

Registration ends: April 22
Contest begins: April 27
Final Round: May 6

Prizes

First Place: \$400
Second Place: \$200
Third Place: \$100

RIT FORECAST

compiled by Alecia Crawford

11 SATURDAY

CITRAWARNA: THE COLORS OF MALAYSIA

Webb Auditorium. 7 p.m. Take a trip to Southeast Asia without leaving campus. Be entertained while learning about Malaysian cultures. Students: \$2, Faculty/Staff: \$3.

12 SUNDAY

TOAD JEOPARDY NIGHT

Old Toad. 277 Alexander St. 9 p.m. Have that urge to test your knowledge with a team of friends? Playing Jeopardy for bragging rights could be the solution. Cost: \$5 per team.

13 MONDAY

LOVIN' CUP TRIVIA NIGHT

lovin'cup. 9 p.m. If you can't make it away from campus for your trivia addiction, there's hope — lovin'cup has their trivia night on Mondays! Sponsored by Yuengling. Cost: Free.

14 TUESDAY

WE ARE HEX WITH VELUXE

The Bug Jar. 219 Monroe Ave. 8 p.m. Discover some new live music by checking out alternative/indie bands We Are Hex and Veluxe will be at the trendiest place you know. 18+ with ID. Cost: \$5.

15 WEDNESDAY

QUIZZO! NATIONAL PUB TRIVIA GAME

Champps Americana Restaurant. 819 Eastview Mall. 8 p.m. Your insatiable thirst for trivia still not quenched?! The National Trivia Association is hosting a seven round game, sponsored by Living Sounds Entertainment. Cost: Free.

16 THURSDAY

NTID PERFORMING ARTS PRESENTS: THE ELEPHANT MAN

Lab Theatre (room 1510), LBJ. 7:30 p.m. An RIT specialty: ASL and spoken English are blended together on stage to create a unique theatre experience. Play is based on the true story of a sideshow freak entering mainstream society. Cost: Free.

17 FRIDAY

BANDS EXPOSE

Greek Lawn. 8:00 p.m. Enjoy a nighttime musical smorgasbord featuring the Jack Swift Band, the Mike Lombardo Trio, and Another One Down. Courtesy of CAB and OCASA. Cost: Free.

Tune in for



SG ELECTION

Coverage at reportermag.com
Featuring debate highlights and video profiles

reportermag
.com

MAMAS DON'T

facebook

Kathii Murtagh

Prepare to look nostalgically back on the times when the worst snooping your mom could do was rifle through your backpack or listen in on the occasional phone call. With the increasing popularity of Facebook amongst the older generations, mothers are starting to see their children in a whole new light.

The rush of the older generation to Facebook cannot be denied. According to the site, the the 35+ age group is its "fastest growing demographic" and the data proves it. In October of 2007, the 35-54 age group had a little less than 700,000 members. By January of this year, that number grew by over 900 percent to just under 7 million. Although Facebook lifted membership restrictions back in 2006, it has taken some time for the older demographics to come in. Now, professors, parents, bosses and everyone else who at one point called it "that my-face-space-book thingy" have jumped on the bandwagon.

This surge of older users to Facebook owes a lot to mainstream media and its coverage of the site. News stories relating to the popularity of Facebook at the workplace have been covered by top media sources like CNN and the BBC. Politicians also created a lot of publicity for the site during the recent election. Both sides invested a lot of effort into reaching out to the younger generation through online social networking tools such as Facebook, MySpace and Twitter. Those who may have thought themselves "too old for Facebook" would think twice after seeing that even 73-year-old John McCain had a profile on the site.

With more and more baby boomers joining Facebook each month, the college crowd faces an unexpected addition to their friends list: their parents. So what is the reaction to a parent on Facebook? Since the site loosened membership requirements to include anyone, there have been hundreds of "No Parents" groups to protest the move. Others have just kept ignoring the friend request from Mom.

When blocking Mom is too cold, many have delved into their privacy settings, making sure parental snooping does not reveal anything too embarrassing. Thanks to some customizable privacy settings and the ability to block certain people from seeing things using the "Except these people" feature, it is not too difficult to hide those pictures of you at that party last weekend.

The issue of privacy on Facebook is not a new one. Last year, major media sources highlighted the fact that many employers were checking the profiles of potential employees before hiring. Job site CareerBuilder.com found that over 20 percent of the employers surveyed on their site viewed the social networking profiles of potential employees before hiring. If this did not convince Facebook users to adjust their privacy settings, then maybe Mom's friend request will.

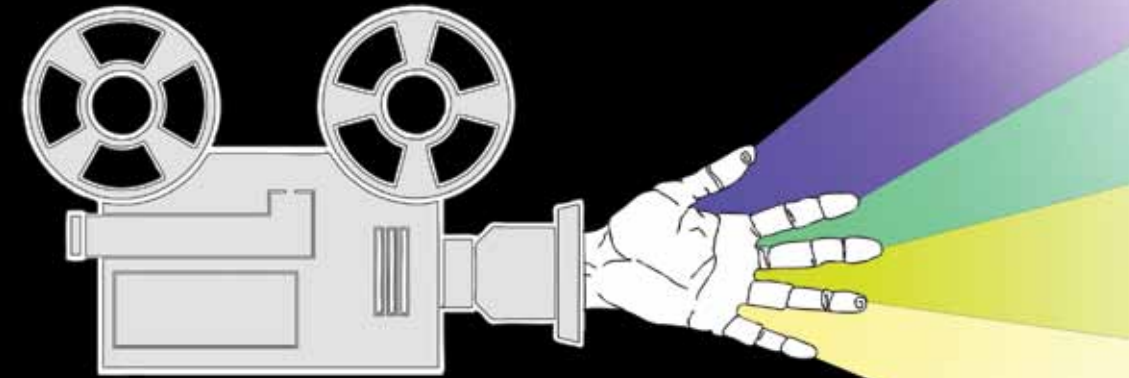
For most of the new converts to the site, Facebook isn't about snooping on their children. The site allows for the 35+ crowd to easily keep in touch with hundreds of friends, a task that was daunting using previous methods like email or phone calls. The older generation is proving that they, too, are ready to embrace the new forms of communication and social interactions to which the college crowd has grown accustomed.

As parents join the ranks of social networking sites like Facebook, perhaps the best approach is not to fight it, but try and lay down some ground rules first. After all, parents should know that posting your baby pictures or poking your friends just is not going to fly. Setting some privacy settings may help, but in most cases won't be necessary. Still, Mom needs something to do now that she can no longer look through your backpack. •

by Brendan Lenz

photograph by K. Nicole Murtagh

deaf rochester film festival '09



WHILE parents and potential students toured the RIT campus one sunny weekend, as students — feeling a rush of spring fever — sunbathed and played frisbee, hundreds of Deaf people from all over the world came to the third biannual Deaf Rochester Film Festival (DRFF). DRFF includes documentaries, drama, musicals and animations that, each in their own different way, represent the Deaf community across the globe.

So what's the big deal about DRFF? The festival is intended to inspire Deaf and Hard-of-Hearing (HOH) people across the world. Does that exclude hearing people? No. Rather, the films are rich in education about Deaf culture, history and experiences of the community. The Deaf and HOH are a minority group, but media and film are powerful ways to put the group in the spotlight.

Films this year came from many places, such as South

Africa, Israel, Netherlands, United Kingdom, India, New Zealand, Sweden, Poland and Slovenia. It was an incredible display of diversity. RIT, along with the George Eastman House, Rochester School for the Deaf, Little Theatre and the Rochester Contemporary Art Center provided their facilities for the festival.

One documentary, filmed in the Netherlands, Belgium and Poland, told the tale of a deaf Jewish woman who survived the holocaust. *Anna's Silent Struggle* revolves around Anna van Dam, who, at the age of 82, shares her experience. Van Dam doesn't sign American Sign Language (it is believe she used Sign Language of the Netherlands — the audience had to rely on that and the subtitles), but her emotions were easy to read.

The film touched on the evils that people in van Dam's situation had to endure. Hitler wanted

all deaf people to be sterilized to prevent future development of the deaf race, apparently oblivious to the fact that around 90 percent of deaf children have hearing parents. For those who were Jewish and deaf, they were sent with the elderly and the young children into the gas chambers immediately.

In addition to a yellow Star of David, the Nazis forced van Dam to wear a sign over her that said "Deaf Mute." When she got to the camp, another soldier told her to take the sign off immediately. Confused, van Dam took off the sign, not realizing that the soldier had just saved her life. Van Dam's deaf cousin and hearing family were sent to the gas chambers, which she vividly and emotionally recalls: "It stank so bad, the smell of death never went away." With her hearing cousin, Jettie, van Dam was able to hide her deafness and survive

the brutal treatment of Auschwitz.

But *Anna's Silent Struggle* wasn't the only outstanding film at DRFF. Other exceptional short films — including those directed by Julia Dameron, Wayne Betts (a proud 2004 RIT alumnus of the school of Filming and Animation), Braam Jordan (born and raised in South Africa) and Ryan Commerson — were also shown. Jordan is best known for creating an animated advertisement for American Eagle Outfitters, aerie, which was broadcast nationally. •

The topics portrayed areas of grave importance that only scratched the surface of the rich culture the Deaf and HOH and their struggles as a community. For more information, check out <http://deafrochesterfilmfestival.org>.

by Derrick Behm

illustration by Robin Miszkiewicz

REVIEWS



Album
BENJAMIN BEAR
LUNGS
by Jim Cottage

RATING / DIG IT

If you're a fan of groups like Death Cab for Cutie and The Applesseed Cast, you might find yourself more easily attracted to the sounds that Benjamin Bear makes. Their songs rely heavily on simple piano melodies that are almost calming to a fault and are juxtaposed with those melodies with struggling vocals

that are somewhere between raspy and nasal in a way that's charmingly quaint.

The quiet and almost subdued nature of this album is almost sure not to make a strong impression on a first-time listener. While not yelling loudly to demand your attention, the album could go unnoticed. If this album had a job interview, it would be the applicant who's remembered for being the one who wasn't overly boastful. Even so, one might find that those quiet and repetitive melodies get stuck in your head like a catchy commercial jingle.

Mirroring the mood of the songs, the lyrics drip with a somber and honest sincerity. Pianist and vocalist Mychal Cohen is no

Freddie Mercury; his voice lacks polish and can't quite hit those high notes. But, given the thoughtful and sensitive nature of the songs, a voice that sounds like it's desperately trying to communicate without crying seems very appropriate. Think of an aspiring Thom Yorke crossed with MewithoutYou's Aaron Weiss.

It seems that not very many people have heard of this band, perhaps for a good reason. Judging by this album, the group is not spectacular. However, unlike some more successful bands that exist today, they are not phonies. They show promise. Keep an eye out for Benjamin Bear. •



Album
THE PAINS OF BEING PURE AT HEART
THE PAINS OF BEING PURE AT HEART
by Brendan Lenz

RATING / DIG IT

With the debut of their first full-length release, The Pains of Being Pure at Heart have made a pop album that has more than just a couple good singles to warrant a purchase. Filled with racing drums, distorted guitars and choruses lined with hooks, their self-titled album is bound to be on many most played lists this year.

The album is anchored by the main single, "Everything With You," a brilliantly catchy song drawing from noise pop and shoegaze influences. With a chorus that I still can't get out of my head and a noteworthy guitar solo to boot, it is by far a standout on the album. However, the album is not just a series of catchy jingles.

The quartet from New York City has captured the dreamlike state of awkward teenage years and melted it down into hazy, beautiful pop. Faded vocals and the constant hum of distorted riffs only help to cement the fog. The song titles tend to focus on this idea, with names like "Young Adult Friction," "Everything With You" and "A Teenager In

Love." Everything has been translated into music perfectly, from the excitement in the speed of songs like "Come Saturday" to the ethereal sound of the keyboard on "Stay Alive." The teenage angst theme may seem a bit played out already in popular music but here, it's okay — it fits.

The Pains of Being Pure at Heart has delivered a solid indie-pop album and proven that they know how to get in people's heads. Expect a new favorite. •

The Pain of Being Pure at Heart will be performing at the Bug Jar (219 Monroe Ave.) on April 27 at 8 p.m. 18+ with ID.

04.10.09 AT YOUR LEISURE by John Howard

REPORTER RECOMMENDS

Stromboli Express. Need a change from all the chains? Longing for the classic mom and pop shop taste that is reminiscent of the best pizza back home? Stromboli Express is only a stone's throw away from campus and a nice excuse to get away from all the bricks on these sunny spring days (if they ever come). The sauce is fresh and the crust is crispy. Enjoy a bite at four locations in downtown Rochester and get a feeling of paradise during this soggy month.

CARTOON by Katherine Lawter and Michael Gasson



SUDOKU Difficulty Rating / Medium

			2	3	4	6		8
							5	
6	3		7		5			
		5		6	8		4	
			1	2			8	
8	1					9	3	
	6		9				1	
2		8					6	
5			8		6		7	

QUOTE by John Madden

"DON'T WORRY ABOUT THE HORSE BEING BLIND, JUST LOAD THE WAGON."

OVERSEEN AND OVERHEARD

"The uniform was red and black pants. Holy shit, killed my looks."
Business student talking about grocery store uniform.

Four-door car pulled in the wrong way in Gleason Circle, turned around and continued to turn left out of the right hand turn lane.

STREAM OF FACTS

Aside from its characteristic durability and ability to insulate, cedar wood contains natural oils that no termite, tick or **FLEA** would want to get near. It is commonly used as insect repellent.

As introduced by **FLEA** of the Red Hot Chili Peppers last week, Jason Newsted reunited with Metallica after eight years at the band's induction into the Rock and **ROLL** Hall of Fame.

The White House Easter Egg **ROLL** is a Washington, D.C. spring festival tradition that started in 1878. This year's event, on April 13, will carry the theme "Let's go **PLAY**."

Known as having the longest initial run of all time, the murder mystery **PLAY** known as *The Mousetrap* has been the subject of more than 23,000 performances over the course of 57 years on **STAGE**.

STAGE fright affects even the most famous of names. Rod Stewart, in his 1968 debut at New York City's Fillmore East theater, sang his first song behind the **SPEAKERS**.

WAS-3000, **SPEAKERS** produced by Wyle Laboratories, can generate a sound reaching 165 dB, which is a volume capable of melting your **EARWAX**.

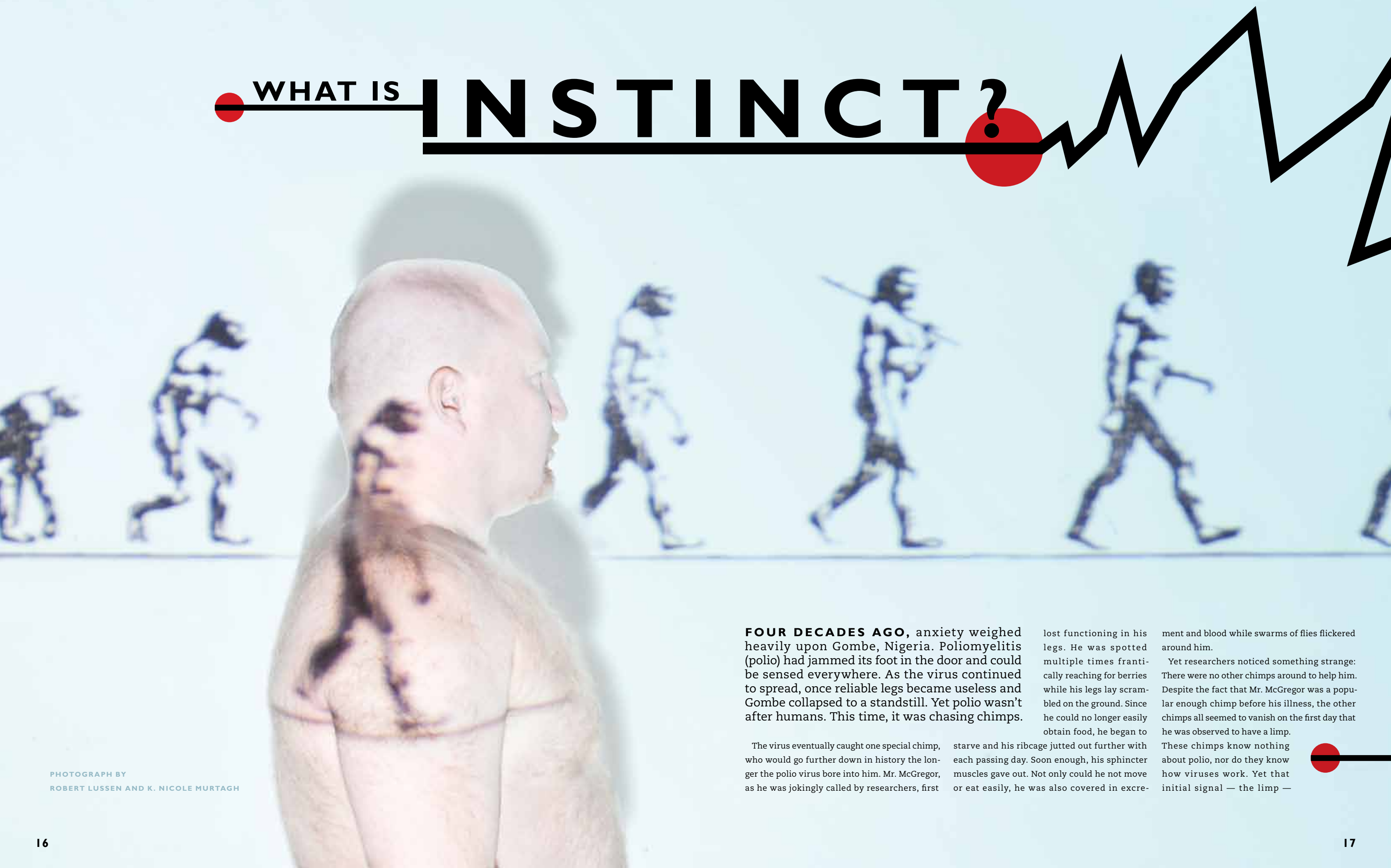
EARWAX, otherwise known as cerumen, offers more than a purpose for Q-tips. It was once used in illuminated medieval manuscripts as a binding **AGENT** for dyes.

AGENT orange, a herbicide that got its name from orange bands on the drums in which it was stored, is known to cause type **2** diabetes, on top of other skin-related diseases.

TWO *And a Half Men*, a sitcom now celebrating its seventh season, features the comedic stylings of Charlie Sheen, who currently rakes in \$825,000 per **EPISODE**. "Trapped in the Closet," an **EPISODE** in South Park's ninth season that angered featured personality Tom Cruise, is among MSN's Top 10 Controversial Episodes for the show*.

*Among the list are such titles as "Holy Shit!", "You Don't Have To" and "Anal Miracle."

WHAT IS INSTINCT?



PHOTOGRAPH BY
ROBERT LUSSEN AND K. NICOLE MURTAGH

FOUR DECADES AGO, anxiety weighed heavily upon Gombe, Nigeria. Poliomyelitis (polio) had jammed its foot in the door and could be sensed everywhere. As the virus continued to spread, once reliable legs became useless and Gombe collapsed to a standstill. Yet polio wasn't after humans. This time, it was chasing chimps.

The virus eventually caught one special chimp, who would go further down in history the longer the polio virus bore into him. Mr. McGregor, as he was jokingly called by researchers, first

lost functioning in his legs. He was spotted multiple times frantically reaching for berries while his legs lay scrambled on the ground. Since he could no longer easily obtain food, he began to

starve and his ribcage jutted out further with each passing day. Soon enough, his sphincter muscles gave out. Not only could he not move or eat easily, he was also covered in excre-

ment and blood while swarms of flies flickered around him.

Yet researchers noticed something strange: There were no other chimps around to help him. Despite the fact that Mr. McGregor was a popular enough chimp before his illness, the other chimps all seemed to vanish on the first day that he was observed to have a limp.

These chimps know nothing about polio, nor do they know how viruses work. Yet that initial signal — the limp —

was enough to establish a quarantined zone where McGregor could die without affecting the tribe and passing on the virus.

This avoidance is more than fear of the unknown; it's instinct. Although the term has historically been used with a mystical, somewhat psychic connotation, modern biology dictates that it is any complex behavior that has a fixed pattern throughout a species, yet is not learned. Instead, animals such as chimps know instinctively to avoid a sick animal through experiences that have been passed down from generation to generation.

When we have a sense of disgust, whether it be for mold on bread or the obnoxious sneeze of a classmate, that also falls under the category of instinct. After all, both the mold and the sneeze serve as a threat to your immune system and could even render you dead.

One recent study underlines this point perfectly. Participants were shown a picture of a man with an ugly red patch of skin spreading over half of his face, but were informed that he had nothing wrong with him and

that it was only a birthmark. They were then shown a picture of a different man, who looked completely normal, but were told that he had tuberculosis. After conducting a test where words were flashed on a screen next to each man's picture, it was found that participants were more likely to associate negative effects (such as "danger,"

"avoid" and "illness") with the man who had a birthmark, not the one with tuberculosis. The visible birthmark set off one of our many health-conscious instincts.

Strangers, too, are under the scrutinizing eye of instinct. Not only do they represent a possible hostile takeover of land, they introduce new diseases with

which the immune system has never been acquainted. Particularly throughout the Age of Exploration,

countless diseases were brought to indigenous populations by sailors. The end result was decimation and more reason to heed one's instinct.

Some researchers have dubbed this situation "dear enemy recognition." Territorial creatures will react more strongly to strangers than to their neighbors since it minimizes the time and energy spent on territorial defense. That, and we instinctually choose not to trust someone from another territory, culture or tribe.

Yet some instincts exist to prep the immune system, not just keep contaminants at bay. In humans (and many other species), one theory is that babies feel the need to put everything in their mouth as a way of introducing bacteria and other microorganisms in a neat, controllable bundle.

Animals from outside of the primate

order have such health-related instincts, too. Salmon return to their birthplace to spawn. Mice can smell the difference between a mate that has intestinal worms and one that does not. Sheep avoid parasites by staying away from manure where parasites tend to breed. Every species lives to dodge death.

STAYING ALIVE

MAURO PROSPERI had been swallowed by the sands of Morocco. What would have ordinarily been a week-long marathon for this experienced pentathlete turned into a day-to-day battle with the elements. The sandstorm was so fierce that it forced Prosperi into disorientation; he was soon stranded in the middle of the Sahara Desert.

The temperature soared above 100 degrees Fahrenheit and Prosperi had nothing but a sip of water left over. After two days, he found a Muslim shrine and was so desperate for a drink that he wrung the necks of several bats and slurped their blood. He also drank his own urine.

Eventually, Prosperi left the shrine and set off across the desert towards a mountain range in the distance. A full nine days after his disappearance, he was found and taken to an Algerian military camp, then to a hospital. He had trekked approximately 186 miles off route and had lost around 40 pounds in body weight. He has since returned to compete in the same marathon three times.

Prosperi's survival instinct had kicked in. The term throughout the ages for this instinct has been *conatus*, which is Latin for endeavor, effort, striving, impulse and a plethora of other words pointing to self-preservation. It refers to the instinctive, inexplicable will to live.

Scholars whose names line our history books have philosophized *conatus* extensively. Aristotle, Cicero and Laertius each believed that this survival instinct dominated and influenced all other emotions. Accordingly, the will to survive is more persistent than going against instinct and giving up.

Another aspect of this view of *conatus* was the way the philosophers believed humans perceived morality. They asserted that people do not wish to do something because they consider it "good," but rather that they want to do it and, therefore, it is "good." Our current perception of morality is arguably based on this belief, for cultures throughout the world have created what is considered "good" itself.

THE MORAL INSTINCT

PSYCHOLOGIST JONATHAN HAIDT has a wealth of knowledge at his fingertips when it comes to instinctual morality. In his studies, he has developed several scenarios in which the characters are placed in often morally revolting situations. After reading each scenario, he simply asks: Was it okay that this happened?

Take, for instance, the story of Kate and Justin: It's 1993 in Paris, where Kate and Justin have just finished off delectable croque-monsieur sandwiches. They are exploring the city as part of their summer vacation from college. One night, they decide it would be interesting and fun if they tried making love. Kate is already taking birth control pills, but Justin wears a condom, just in case. They both enjoy the sex, but decide never to do it again because they are brother and sister. They keep the night to themselves, as a secret, which makes them feel closer to each other. Was it okay for them to make love?

Chances are, "No" had jabbed its way into your brain as soon as incest stepped into the picture.

This reaction happens to be precisely what Haidt is hoping for. In response to the above scenario, participants usually scoff out a resounding moral "No." Yet when asked *why* something was not "okay" — religious teachings aside — people bite their tongues.

One common explanation is that the act might offend the community, to which Haidt would remind them that the two were in France at the time and that they kept it a secret. Subjects would then often suggest that the two may be emotionally hurt, even though the story makes it clear that the pair was

fine. The possibility of birth defects also makes its way to the stage of reasoning, despite the fact that Kate and Justin were very considerate of contraception. Eventually, patients give up on reasoning, and resort to

a simple, "I don't know. It's just wrong."

This instinctual, inexplicable reason that something is wrong may have its own reproductive roots. It's well known that the offspring of siblings are less likely to be healthy, yet the study revealed that breeding reasons were the final mention and the smallest consideration in a participant's decision that the incest between Kate and Justin shouldn't have happened. Instead, morality instantaneously took the front seat, possibly in the form of disgust.

AN INSTINCTUAL DIVERSION

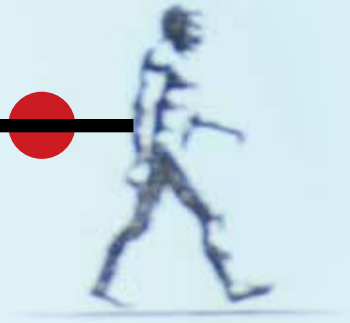
MORALITY has a difficult case to make. It can't be proven as an instinct in the strictest definition of the term because the overwhelming consensus is that morality is learned — from parents, religion or the very act of being involved in a community.

Morality is taught, but certain responses, such as disgust, are not. They are instinctual. It is theorized that we are taught to feel disgust or other negative instinctual emotions — the ones which ordinarily stop us from eating that moldy bread or sitting near someone with the flu — so as to keep us from doing something dangerous.

Incest in Haidt's scenario may actually have more to do with maintaining genetic variety and fitness, but it is furthest from our mind. Upon the mention of incest, we become wary of the situation, possibly because an association has been built between morality and instinct.

In this way, humans in a moral pickle can divert attention to an instinct that triggers anxiety, avoidance or any mix of the two.

Often, we go against instinct. We can sit by that sniffing classmate or willingly eat that slice of moldy bread. Yet the backbone for any instinct is strong: Regret, about something your mind knew better to avoid. •



ADDICTION

by Andy Rees
illustration by Jamie Douglas

The ride home from work is the worst part. It's been a rough night, just like every night. As you pull into the driveway, you can picture the half empty whiskey bottle on your desk, waiting for you. Inside, you put some ice in a glass and head upstairs. No one else is home. The ice cracks as you pour the amber liquor over it. You've been thinking about this all day, the cheap harsh release. Taking a sip, you wince. It burns. You turn on the TV and tell yourself that this is the only glass you're going to have. It's a lie. You're addicted.

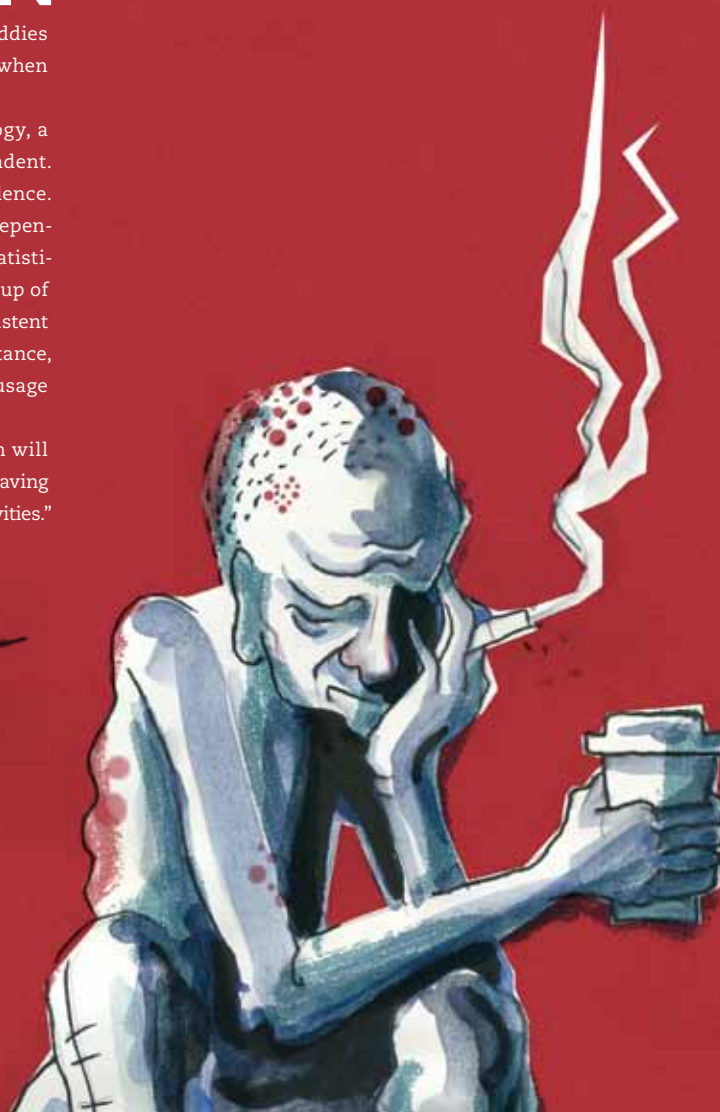
It's not an uncommon scene. Addiction can be a very private problem, a problem that creeps up, sometimes unnoticed. It doesn't have to be alcohol; it can be any number of addictive substances.

ABUSE VS. ADDICTION

Dependence is not the same as abuse. Binge drinking with your frat buddies doesn't necessarily mean that you're addicted, but it is abuse. However, when binge drinking happens on a regular basis, it might be a different story.

According to Dr. Joseph Baschnagel, assistant professor of Psychology, a person must meet certain criteria before qualifying as clinically dependent. "When we're talking about addiction, we're usually referring to dependence. Someone can abuse a drug and have problems, but not necessarily be dependent," said Baschnagel. The criteria, as defined in the Diagnostic and Statistical Manual of Mental Disorders (DSM-IV), include experiencing a buildup of tolerance, withdrawal, using an increasing amount of the substance, persistent desire to reduce usage, spending a great deal of time obtaining the substance, giving up important social or occupational activities, and continuing usage despite knowing its harmful effects.

"There's sort of this compulsion to use this substance, where a person will seek the substance at great cost to themselves," said Baschnagel. "The craving of wanting the drug is stronger than a person's desire to perform normal activities."



HOW SUBSTANCES TAKE HOLD

The reason that this desire outweighs life-sustaining activities can be attributed to how drugs affect the brain. Opiates, for example, says Dr. Elizabeth Perry, Biological Sciences lecturer, effectively override the brain's natural reward system.

"Drugs of addiction basically work by hijacking the existing systems — receptors and signaling pathways — that are endogenous (exist naturally in our bodies)," noted Perry. "As an example, heroin and morphine bind to our natural opiate receptors, essentially outcompeting our internal opiates, endorphins and enkephalin."

This means that behaviors which the body would normally reward with a natural opiate take a back seat to drug use, which provides a larger chemical reward. "We're really wired around those reward mechanisms... If you give a monkey a button that he can hit and have it stimulate its reward pathway and a button that he can hit and receive food, side by side, the monkey will keep hitting that reward button and he'll starve to death. That's how powerful these pathways are."

Whether or not a person becomes dependent on a substance is determined by a number of factors. However, Perry says, a large part of it is genetic. According to an article in *HealthDay*, a person's genes could make up 40 to 50 percent of a person's risk for alcoholism. Additionally, whether or not a person has a psychological disorder may influence their susceptibility to addiction.

"Drug addiction and substance abuse may arise — for some individuals — from an initial attempt to try to self-medicate away aspects of personality," remarked Perry. Alcohol, for example, is often used to overcome social anxiety. This is in part due to how alcohol affects the brain. It creates what Perry calls the "lizard brain."

"What a lot of the cortex does, we would think it would add function, but [instead] it inhibits or restrains the more primitive brain functions," said Perry. "Alcohol is a depressant, it depresses activity. It seems like when we have alcohol that maybe we would just get mellow, sleep and

hang out. But we know that doesn't happen ... That's because alcohol inhibits all of this regulation that would normally be coming from the cortex ... if you're really drunk and you're making a decision, you have the decision making ability of a lizard, because you're working mostly with these old parts of the brain."

THE AFTERMATH

While a person may realize the detrimental effects of their addiction, the process of kicking it is often long and painful. After using a substance constantly for so long, the body goes through a period called withdrawal.

"Each drug has a different withdrawal symptom ... for example, with smoking ... people become agitated, depressed, restless, anxious, very irritable and have an increased appetite," noted Baschnagel. With some substances, like alcohol, withdrawal can be fatal. While coming down from prolonged alcohol use, a person may experience hallucinations, seizures, higher blood pressure and elevated heart rate.

"It's a biochemical cascade affecting all these different neurotransmitters," said Perry. When a body has been exposed to a chemical for so long, the sudden absence of it is a system shock. Without proper treatment, withdrawal can be dangerous.

Even after a person has detoxified, staying clean can be a challenge in and of itself.

"One of the biggest reasons for people relapsing is an emotional trigger," said Baschnagel. If a person has been using a substance as a coping mechanism, an emotional trigger can cause them to return to that substance. Constant relapses can also reinforce the addiction, making it increasingly difficult to stop using.

SUPPORT SERVICES

While college is regarded as a time to experiment, it is also the period of time when people are forming patterns that will continue through the rest of their lives. According to a story from the Associated Press, the frequency of substance abuse amongst college students has increased substantially since the early '90s. However, colleges do provide support services for substance abuse. RIT's Student Health Center offers counseling for students suffering from substance dependency. NTID also provides specialized support with Substance and Alcohol Intervention Services for the Deaf (SAISD). So if you're having second thoughts about that glass of whiskey, you may want to drop them a line. •

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http://rit.edu/studentaffairs/studenthealth/services_edu_drugs.php, or
<http://rit.edu/ntid/saisd/>



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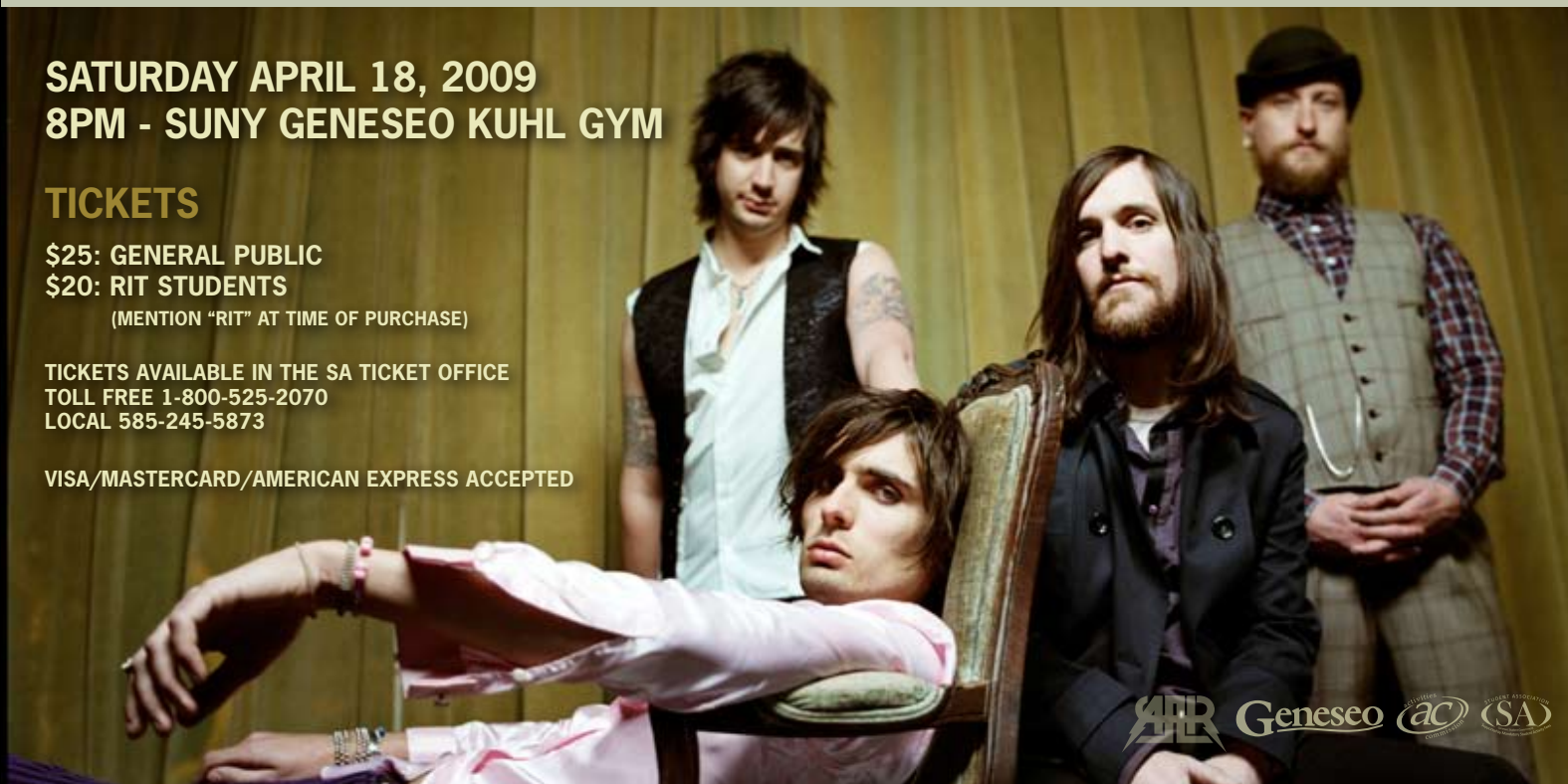
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AS THE BALL FLEW over the fence in the bottom of the 7th inning amid wild cheers from the crowd, an upset was in sight. With that home run from captain and fourth year Electrical Engineering major Jeremy Tosh and three quick outs in the field, the RIT men's baseball team garnered a hard-fought win against a nationally ranked team.

On Saturday, the team finished up a four-game weekend series at home against Ithaca College, which had resulted in two close losses in extra innings the day before. Ranked 12th in the nation, Ithaca won the first game of the second day 6-1, making a 4-0 run against RIT within reach. Although that last game began sluggishly for RIT, their bats came alive in the fourth inning and began threatening the opposing team's weekend sweep.

Pulling together to remain focused and unified, executing the win was no problem for the baseball team. "We all know each other," said fourth year captain and Packaging Science major Geoff Dornes. He noted that the camaraderie of the team was a great strength, particularly when taking the relative youth of the program's players into account. Tosh agreed, adding that work ethic and a positive attitude have served the team well. This closeness is recognized and encouraged by Head Coach Rob Grow: "It's difficult to be cohesive when you're losing. Everyone tends to get a little bit selfish. That really hasn't been the case this season."

The frustrating record of four wins

and twelve losses is attributed to a few key weaknesses the players are working to correct. "We're repeating mistakes, [taking the lead] and then giving up runs," Coach Grow said, also acknowledging the number of close games the team has let slip through their fingers. The team captains unanimously agreed that Grow's focus on fundamentals of fielding and hitting has proven invaluable to develop mental toughness as a team and prevent future losses. Fourth year captain and Accounting major Rory Camardello also felt that the team does not yet have a player the team can count on to hit double and triples: "We need more singles and bunts to add up runs." Camardello was quick to add that volunteer assistant coach Nick Carrier is working to improve the team's hitting.

Specific players that have made major contributions to the team's success were apparent. "[Camardello] is probably the best shortstop in the region, a very consistent player [and] Dornes is really performing despite working his way back from a minor injury." Coach Grow's observations also included first year pitcher and Biomedical Science major Brad Wright, who earned his first collegiate game save over spring break in Arizona: "He was a little nervous, but he pitched well." Tosh, RIT's Athlete of the Week for March 16, mentioned second year Packaging Science major Dave Kernan as another player who has really come along to support the team goals, with a batting average over .300 and a number of home runs to his credit in addition to his confidence behind the plate as a catcher.

"We've been hitting the ball hard, our record doesn't necessarily match our talent," Tosh stressed. And RIT certainly has talent that will come to light in the very near future. As Camardello remarked: "Watch out — [RIT baseball] is going to hit a winning streak!" •

1) Ithaca's P.J. Niedzwiecki tips a ball into the dirt and later strikes out in Saturday, March 28's game against Ithaca College. Ithaca wins the game 6-1. **2**) RIT Second Baseman Jeffrey Creagh gets one of only three hits in the game for RIT on Saturday, March 28. RIT loses the game 6-1 against Ithaca College.

by
Carolyn
Dunne

photographs by
Evan
Witek



RED WINGS

by Emily Bogle

illustration by Robert Modzelewski

As spring approaches, the cracks of baseball bats will be heard at Frontier Field as the Rochester Red Wings begin their 2009 season. Since 2003, the Red Wings are the Triple-A farm team for the Minnesota Twins, one step away from the Major Leagues. Many generations have grown up with the team since it has spent over a century in the area, undergoing several team names, affiliations and stadium changes. The Red Wings have also had an impressive list of previous players including Cal Ripken Jr. and Sr., Mike Mussina and Curt Schilling.

The Rochester Red Wings' opening day is Saturday, April 11 against the Syracuse Chiefs. Many avid fans look forward to the first home game of the season to see their favorite players, savor the delicious food and witness the simple pleasure of baseball. Season ticket holder and Imaging Science professor Nanette Salvaggio enjoys the strong community aspect of Red Wings baseball. "You get to see the players start out and then move up to the big leagues. They become a part of your family." She mentioned that there is always something going on at home games, whether the players are promoting breast cancer awareness by sporting pink jerseys, allowing fathers and their children to play catch on the field for Fathers' Day, or launching fireworks on a Friday night.

Tickets for Red Wings games range from \$6.50 to \$10.50, which makes it an affordable alternative to a Major League game. There is also a wide range of cuisine available at the park, including the typical hotdog, the classic Rochester garbage plate, barbeque, black angus steak and even gourmet crepes from Simply Crepes. The macaroni and cheese is also top notch, according to Salvaggio. While indulging in the variety of food, one is likely to meet the Red Wings mascots, Spikes and Mittsy, as they greet fans throughout the stadium. Salvaggio remarked that one of her favorite parts of being a season ticket holder is spending warm nights with her family while watching the strategic game of baseball.

For the price of a movie ticket, one can partake in an evening of classic, American fun with a Rochester flair. Red Wings games give a chance for people from the area to support the team and community. Officer Antony DiPonzio, who was shot while on duty on January 31, will throw the opening pitch on April 11. It is as common to have a 3rd grade band perform the national anthem, as it is to hear a renowned singer.

This season, the Rochester Red Wings will be featured in a PBS series called *Minor League*, which will be filmed throughout the summer. The show, which will air in February 2010, will give fans another perspective on the Triple-A team and baseball in general. Going to a Red Wings game is a good excuse to spend some time outdoors sharing the hope that the team will be victorious. •

To order tickets or learn more about the team, go to <http://redwingsbaseball.com>

ARTIFACTS

FIND SOMETHING COOL? Slide it under the door of the Reporter office, along with a note about where you found it. We're located in the basement of the SAU, room A-426.



Found in a stand near the Women's Center.

WORD ON THE STREET

IF YOU COULD BE AN ANIMAL, WHAT WOULD YOU BE AND WHY?



"A monkey, so then it'd be ok to throw poop at people."

Thomas Blake (Biology, Second year)



"Archeopteryx, just because I like to say it."

Sam Bourke (Biology, Second year)



"A Rabbit, because I like carrots and because they're cute."

Shu Tang (Graphic Design, First year)



"A bear, so I could sleep all winter."

Charlie Scott-Mcgrail (Industrial Engineering, First year)



"Chimpanzee, 'cause they're cool and vicious at the same time."

Rushil Rane (Mechanical Engineering, First year)



"Roadkill Lambie. I kinda want my tail rubbed."

Lindsey Joyce Sager (Multi-Disciplinary studies, Second year)

"I want to be a cheetah girl."

Audrey Mincey (Business, First year)

RIT RINGS

585.672.4840

compiled by Neil DeMoney

All calls subject to editing and truncation. Not all calls will be run. Reporter reserves the right to publish all calls in any format.

NOW TAKING
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FRIDAY, 4:20 P.M.

Could you tell the amazingly annoying guy that curses at the top of his lungs at the Help Desk to shut the hell up? No one cares what he has to say! Geez!

FRIDAY, 12:24 P.M.

Open house is very annoying 'cause it's the only time Gracie's is actually doing their job.

FRIDAY, 8:16 A.M.

Oh my God. Okay, last night I hooked up with this really sexy guy. But the problem is he wasn't my boyfriend. I feel bad about cheating, but he was really good. I guess I have a dilemma.

FRIDAY, 3:36 A.M.

Hey, Rings! Just wanted to let you know that I'm [pinching a loaf] on the toilet. LOVE YOU!

SATURDAY, 12:24 P.M.

I am incredibly tired of the [Mickey Mouse] assignments given by the professors of this supposedly prestigious university that have absolutely no impact on my future.

FRIDAY, 11:22 P.M.

Hey, I just reached maximum level on World of Warcraft. I freaking rock.

THURSDAY, 10:20 P.M.

I'm trying to do my homework but my internet is not working. I think I broke the internet but my assignment is due in about an hour and a half and I don't know what to do. So, if you could call me back and let me know what to do that would be great.

TUESDAY, 12:48 P.M.

Rings, I'm really disappointed. I waited three weeks to talk to [Margaret Thatcher]. I talked to her and I realized that she's all boobs, no brains. Not cool.

MONDAY, 11:07 P.M.

DO YOU HAVE ANY IDEA WHY THESE AIR RAID SIRENS ARE GOING OFF? I HEAR THEM EVERY NIGHT. IF THIS IS JUST A TEST, HOW WILL WE KNOW WHEN THE REAL TERRORISTS ARE COMING?

MONDAY, 6:23 P.M.

Hi Rings, I just wanted to let you know that I got placed at the RIT Inn for permanent housing. Yay! That's all.

5 PEOPLE AT RIT THAT WILL RUIN YOUR PARTY

by Chukwuma Morah
illustration by Joanna Eberts

Although the Rochester weather has been rather erratic lately, one thing is clear: It's getting warmer, and you will be seeing a lot more parties. If you happen to throw one for you and your friends, there are certain people you need to watch out for that could easily ruin it. Here are just a few (from a guy's point of view, at least).

THE BOOZE HOUND

No one knows who the hell this person is, but he or she randomly shows up with a single goal: To get booze and to get it for free. It is as if they sniffed a can of Keystone and followed the scent right to your door. They'll awkwardly hover around your fridge, hands in pockets, and wait quietly until an invited guest reaches in for a beer. Like a ninja, they'll sneak in and yoink a Molson as the fridge door slowly closes shut.

After the initial swipe, The Hound will show your fridge no mercy and, soon enough, all your alcohol (a.k.a. the life of the party) is gone. At that point, The Hound sneaks off to the next party so as to avoid blame. The BYOB event is this creature's worst enemy, since partygoers keep a more watchful eye over their own 12-packs. Be careful as they often roam in groups.



YOUR DORKY FRIEND FROM CLASS

This kid is a regular genius and has saved you several times when that Physics 3 web assignment was due at midnight. He or she is pretty cool in class, although a bit out there, so you decide to invite him or her to the little shindig you are throwing. Bad idea. First off, your friend shows up an hour early, long before the party picks up, so you are stuck with them before anyone else gets there. This would not be so bad, except your class is the only thing you two have in common. When the party kicks off, your friend will stand in a corner by themselves without saying a word. You will check in on them from time to time and ask if they are having fun. Your friend responds with a forced, "Yeah, of course!" You will end up spending the entire night guilt-tripping yourself about inviting them; consider your mood ruined.

THE MOTHER GOOSE

As hard as it is to conjure an abundance of women at your party, getting to actually know them on a personal level is another battle when the Goose is loose. You know her, the one that keeps a constant watch over her girlfriends. She assumes that every guy at RIT has a Pez dispenser of roofies with him at all times. The Goose has more career blocks than Dikembe Mutombo and she treats every night out with her girlfriends like the NBA Finals. As soon as you develop a meaningful connection with one of her friends, she barges into the conversation saying, something like "Hey, Katie, wasn't your boyfriend Nick saying the same thing yesterday?" The Goose also happens to be the most sensitive and self-conscious one of the group, so all the other girls deliberately act on their best behavior so they won't piss her off. If any little thing goes wrong during the night (or if no one is paying attention to her), she will insist that they all leave the party because she is "having a bad day," therefore leaving you in with a party full of dudes. Not cool.

DUDES

There are just too many of them. That's all it takes, really.

THAT ONE HOT CHICK

If there is one thing that ruins a friendship between men, it's a beautiful woman. This is especially true in a place like RIT where the gender ratio is quite unbalanced, making women even more desirable. As this girl walks in the door, a flurry of emotions flash across your friends' faces. Some of your friends thought they had a chance with her and got burned. Other friends still think they have a chance and will do anything to gain her approval. Anything. Sit back, grab some popcorn and watch as your buddies turn into monkeys in a zoo, by resorting to immature behavior to win her attention. At the end of the night everyone looks stupid because she has a boyfriend from out of town that she (somehow) forgot to mention earlier. •

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