

REPORTER

03 13 09 | reportermag.com

Personal Branding

Use social networks to
your advantage

Billy Currington

An interview with the country
singer-songwriter

Debate Over School Colors

Should RIT switch to orange
and black?



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EDITOR'S NOTE

PRIVACY IS DEAD

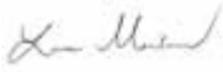
In 1999, Sun Microsystems co-founder Scott McNealy made headlines as he famously declared, “You have zero privacy anyway. Get over it.” Although many objected to his statement at the time, a decade later, I’m obliged to agree.

Still, looking at where we are today, I can’t help but think that such a statement was rather premature. It’s somewhat difficult to remember (most of us were in grade school at the time), but what we refer to as the internet now barely even existed then. Twitter, for example, was not established until 2006. There was no Facebook at the time — it launched in February of 2004. Its predecessor, MySpace, was launched just half a year earlier. Friendster launched in 2002. Wikipedia wasn’t founded until 2001. And neither Livejournal nor Blogger were launched until several months after McNealy’s statement.

Now that social media exists, it has an incredible amount of influence over our lives. (Perhaps not more than the influence of the president of the United States, as some told one of our reporters [see “Word on the Street,” page 28], but still, a considerable amount.) As illustrated by this week’s feature (see “Personal Branding Through Social Networking,” page 16), there are more ways than ever before to post personal information online — whether it is you posting about yourself, or others about you.

In last month’s debacle over Facebook’s updated terms of service, users panicked over the idea of having even less control over their private data. (Basically, Facebook deleted a couple important lines about users having the right to remove their own data from the site.) Facing public outcry, Facebook reverted to the previous terms of service. Our data is (relatively) safe for now, but I guarantee this isn’t the last we’ll see of this. When it comes to posting compromising information about yourself, you’re probably better off erring on the side of paranoia.

And as far as other people posting information about you? With almost 90 percent of college students on Facebook alone, maintaining even a modicum of privacy can mean facing off against incredibly formidable opponents — your friends. Perhaps trying to prevent any personal information from appearing online is not the best approach. Instead, the best we can hope for is to control the message.



Laura Mandanas
EDITOR IN CHIEF

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TABLE OF CONTENTS

03 13 09 | VOLUME 58 | ISSUE 22



news pg. 05

POWER PAST COAL

I’m feeling flirty flirty, coal is dirty dirty.

DESTLER’S BIKE

It’s electric!

SG UPDATE

SG supports Community Watch.

FORECAST

Beware the Ides of March.

leisure pg. 10

COUNTRY MUSIC AND RIT

Fans of an ever-changing, stereotyped genre.

INTRODUCING BILLY CURRINGTON

Coming to campus March 21.

REVIEWS

Changeling and *Watchmen*.

AT YOUR LEISURE

Reporter recommends freeballin’.

features pg. 16

PERSONAL BRANDING THROUGH SOCIAL NETWORKING

No branding iron required.

sports pg. 22

SPRING SPORTS REVIEW

Go yell a lot and eat until nausea sets in.

views pg. 26

SCHOOL COLORS DEBATE

Halloween colors or poop?

WORD ON THE STREET

Which has been more influential in your life: George W. Bush or Facebook?

RIT RINGS

Building 7 is a calc-free zone.

Above photograph by Steve Pfof.

Two students walk down from Building 7 as another snow storm hit the area on February 20.

Cover by Ryan Moore

Puzzler is coming

> March 27



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POWER PAST coal

For more than four hours on Monday, March 2, upwards of 2,500 young activists braved the bitter cold to blockade the Washington, D.C. coal-fired Capitol Power Plant. Organized mostly by Greenpeace, the Capitol Climate Action (CCA) succeeded in shutting down the plant for the short period of time it was running. The main objective, however, was spreading awareness about global warming. Judging by the amount of press coverage it received, the "largest mass civil disobedience for the climate in US history," as the CCA calls it, was a success.

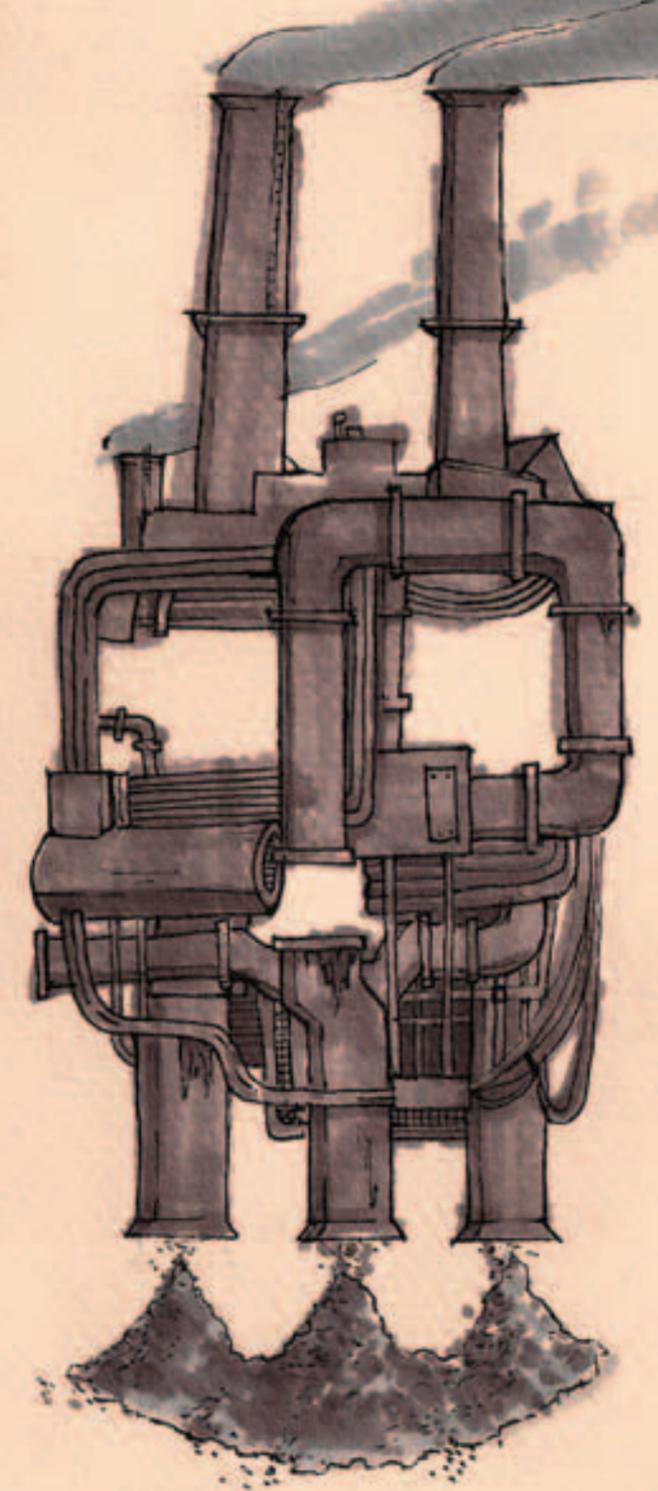
Despite the irony of shouting, "We don't want the world to boil, no coal, no oil" while trudging through the intense cold and snow on the D.C. streets, the operation was well-received. There were counter-protesters present, but their voices went, for the most part, unheeded. Even the police benignly endured the chants, protected by layers of cold weather gear. Protesters were expecting to be arrested, carrying cash and writing the Greenpeace legal counseling line on their skin with Sharpies. Nonetheless, D.C. police did not make any arrests (to the disappointment of some).

The issue of climate change and global warming has been primarily adopted by youth around the world, since

campaigning for change — as evidenced by the small adult turnout — is an occupation consisting predominantly of those from the younger generation. Youth involvement has historically brought about great change, most notably in the Civil Rights movement of the 1960s. The student-focused environmental convention preceding Monday's action, Power Shift, had grown from 5,000 attendees in 2007 to 12,000 in 2009.

Global attention to the climate crisis has certainly grown. New Zealand, Norway and Costa Rica are all competing to be the first carbon neutral countries in the world. The European Union promises to cut their greenhouse gas emissions by twenty percent before 2020, and dozens of countries have enacted laws to regulate their carbon footprint. In Washington, the Senate and the House called to switch the plant to less polluting natural gas only days before the rally. Although it wasn't the pure, no-compromise victory sought after by the protesters, it was a victory nonetheless.

All good news for activists fighting for clean air and water. Although it could be years for any real change to take effect, in the meantime, they will just have to keep one of the many chants heard at the rally in mind: "I'm feeling flirty flirty, coal is dirty dirty." •



by Alexander Neuscheler

illustration by Alexander Neuscheler

R·I·T

SG
student government

Election Checklist

1) Get packets off SG.RIT.EDU

2) Attend Meet n' Greet
(strongly encouraged)

Thursday March 12th 6-8
Friday March 13th 4-6
Free Pizza in the RITreat

3) Get required signatures

4) Submit all required forms
and materials to SG office by
Friday March 27th at NOON!

5) Campaign

SG UPDATE

by Alecia Crawford

COMMUNITY WATCH SUPPORTED

After the presentation at the last Student Government meeting, the Senate discussed supporting the Community Watch Program during the old business agenda item. Votes were cast and Student Government (SG) will support the Community Watch Program.

NEW WOMEN'S SENATOR APPOINTED

The current Women's Senator, Emily Hughes, will be going on co-op next quarter and has suggested that second year Film student Rose Glaeser be her replacement in the senate. Glaeser is currently an RA and is on Hughes's board. Matt Danna, SG vice president, accepted the recommendation and appointed her. After a vote, the appointment was approved. The new senator's goals include starting a Women's MSO and upholding the goals set by her predecessor.

EDITOR'S NOTE ADDRESSED

The Senate wanted to address the points made by Laura Mandanas, editor in chief of Reporter, in her Editor's note. The note, featured in the January 23 issue, was titled "Gimmicked Out" and commented on SG's efforts. Mandanas gave an explanation about her piece.

Ed Wolf, SG president, started off the discussion by giving some historical context for what SG has done in the past and why things are the way they are. He also said that, as a result of the dorm challenge, the quintuplet dorm rooms and wireless internet on the dorm side will be readdressed. Representatives and senators gave their opinions about why students may think the way they do, what has been working for SG, and other activities that can be done. "Programs show that we have an appreciation for students," said Kari Calenzo, director of public relations.

Not only did the article spark a discussion, but it also made SG re-evaluate how it conducts itself. The website was also criticized. SG's methods of communicating to the student body what they are doing was discussed, as well. "Journalism's job is to look at government groups and be a watchdog," said Mandanas, "It's not our job to change things, it's your job."

ADD/DROP PERIOD CLARIFICATION

Phillip Amsler, RHA representative, who is representing SG in the Academic Senate, was asked by the Academic Senate to get a better understanding on the add/drop period and whether or not to expand or shorten the period. One of the concerns addressed was that the current add/drop period may actually be too short for students who take a class one day a week or only on Saturdays. Another issue was how changes made to the add/drop days might affect a student's full time standing. The majority of the Senate wanted to keep the add/drop period the way it is.

GLOBAL UNION ON YOUTUBE

Global Union (GU) has created their own YouTube channel (<http://youtube.com/user/RITGobalUnion>). This comes on the heels of a major success with GU's Unification event. On the channel, viewers can find recordings of performances from the event. Aditya Manjrekar, GU representative, mentioned that their YouTube channel could now be used to inform prospective international students about helpful information on GU. •

RIT FORECAST

compiled by Harold Kalpa

14 SATURDAY

SAINT PATRICK'S DAY PARADE

East Avenue, Main Street and Plymouth Avenue 12:30 p.m. Throw on your green winter coat and dig out your shamrock sunglasses for Rochester's annual celebration of Irish heritage. Cost: Free.

15 SUNDAY

OPEN MIC NIGHT

Boulder Coffee, 100 Alexander St. 8:30 p.m. Listen to the smooth sounds of amateur musicians while waiting out the Ides of March. Cost: Free.

16 MONDAY

OPEN ADMINISTRATION SERIES: DR. DONALD BOYD

Ingle Auditorium. 3:30 – 4:30 p.m. As part of Dr. Destler's plan to make the RIT administration more accessible, he's put Dr. Donald Boyd, vice president of research, up on stage. Ask questions and (hopefully) get answers. Cost: Free.

17 TUESDAY

ST. PATRICK'S DAY

Everywhere. All Day. Traditionally, the Feast of St. Patrick was a respite for Catholics observing the Lenten no-meat rule. In modern times, college students tend to celebrate a little differently. You know the drill. Cost: Green attire.

18 WEDNESDAY

COMEDY UNDERGROUND

The Mez. 389 Gregory St. 8 – 11 p.m. In case you need to laugh off the effects of St. Patrick's day, head on down to the Mez for some assorted comedy. Cost: Free.

19 THURSDAY

CARNIVAL ON CAMPUS

SAU Lobby. 10 a.m. – 3 p.m. RIT's United Way will be kicking off their fundraising drive with a day of games and prizes. Reportedly, there will be clowns in attendance. Cost: Donations encouraged.

CAB AND WITR PRESENT: WAYNE'S WORLD

Ingle Auditorium. 10 p.m. Wayne and Garth team up to battle corporate sellouts and get some sweet babes. Bring your trucker hats and excellent glam hair. Game on! Cost: Free.

20 FRIDAY

MR. RIT

Ingle Auditorium. 7 – 10 p.m. Watch RIT's men put themselves on display as they compete for the oh-so-coveted title of "Mr. RIT." Proceeds will go to the Cystic Fibrosis Foundation sponsored by Delta Phi Epsilon. Cost: Students, \$3; Faculty/Staff, \$4; Other: \$5.

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country music and rit



by Michael Barbato
photograph by Christopher Valites

THE CHARACTERISTIC TWANG you hear in country music comes from the mixture of Celtic, traditional folk and gospel influences. Since the 1920s, fans of country music (originally known as “hillbilly music” fans) have been enjoying the unique sound of the southern United States.

Country music as it stands today is the mixture of two old-time styles: Southwestern (country western) and Southeastern (old-country music). Country western relied heavily on steel guitars and big bands, which closely related to swing. Old-country music featured the guitar, fiddle, banjo and harmonica, maintaining a simple feel and rhythm. During World War II, these two styles somehow merged, likely due to servicemen mixing and mingling their musical stylings. This union progressed to form a number of subcategories within country music.

The 1930s through the 1940s brought with them several unique country music sub-genres. Bluegrass, pioneered by Bill Monroe and others like Lester Flatt, Earl Scruggs, and Roy Acuff, all of whom performed at the Grand Ole Opry in Nashville, Tennessee, was focused on string instruments. Members of bluegrass bands took turns playing solos to an underlying melody and added improvisation, while others played the accompaniment. Another country spawn of the time is honky tonk. Characterized by the piano and related to ragtime music, this subgenre focuses on rhythm and lends melody and harmony to improvisation.

The 1950s through the 1960s brought about some other developments in classic country stylings. Rockabilly is one such subgenre. The breed gets its name from an early mixture of rock ‘n’ roll and hillbilly music. Performers such as Elvis Presley and his “Heart Break Hotel” song plus Johnny Cash’s “I Walk The Line” are the predominate names associated with this style: A rhythmic mix of blues, swing and boogie influences.

Another important development of this time period is country soul. Ray Charles, who became the pioneer player, did so with a mixture of southern soul, jazz, gospel and

country music. It is likely the style formed as a result of the rockabilly category moving closer to its rock parent. Where rockabilly was mostly country artists playing with a rock influence, country rock was where many rock musicians began playing with a country air. Bob Dylan, The Grateful Dead and Gram Parsons are great testaments to the style.

Contemporary fame came about in the 1970s and 1980s. Outlaw country got its sound from traditional honky tonk and the feelings of a jaded nation during the era. Shortly thereafter, bands like the Cherokee Cowboys with Willie Nelson started a revolution in country music. Country pop then evolved as another important subgenre, where influences came from soft rock as well as countrypolitan sounds. Artists in this category, like John Denver, Kenny Rogers, and The Eagles, did well as mainstream music did on the radio top 40. Currently, this style is more aptly referred to as adult contemporary. Actions from performers in these genres especially have paved the way for modernizing country music.

The 1990s continued to invigorate the diversity of country music. Alternative country splits from mainstream music and country pop with its roots in so many different foundations. Undertones of rockabilly, rock, punk rock, acoustic music, honky tonk, and bluegrass commonly make up the backbone of music in this genre, carried by big names like Carrie Underwood.

With all the diversity, though, the goal of country music has always rang true: to tell stories. Johnny Cash, for instance, used his liquid ice voice to tell a story in a linear fashion. Songs like “Folsom Prison Blues” by Cash and “Live Like You Were Dying” by Tim McGraw emphasize the genre’s storytelling power as they develop a clear-cut narrative with all the proper instrumental trimmings.

Country fans across the board seem to have gotten into the music for one of two reasons. The first set will say their parents listened to it, so they did too and it just stuck. RIT is no exception. “My parents listened to it when I was growing up, so I didn’t really have a choice,” remarked Matt Turner, third year

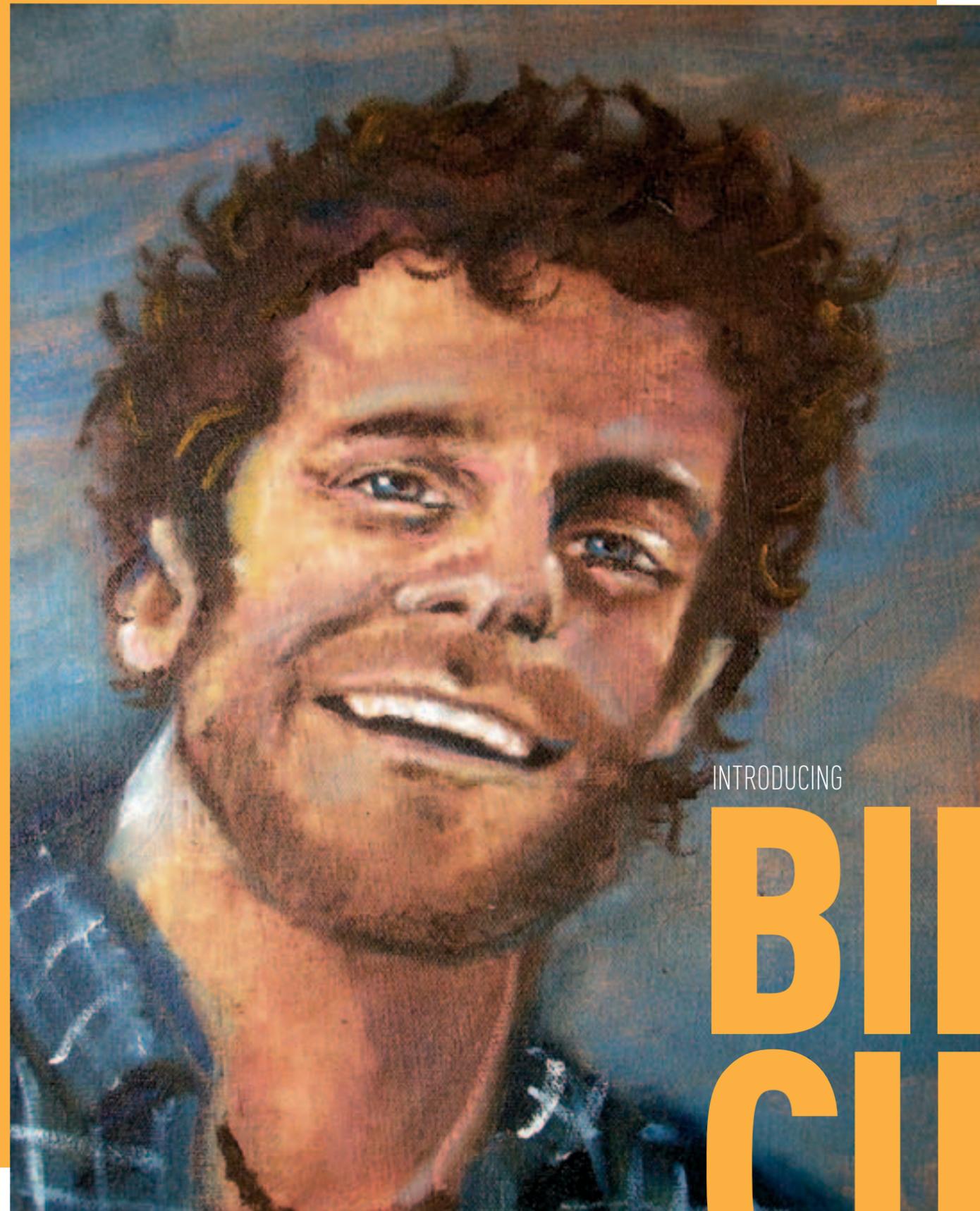
Mechanical Engineering major.

The others have different stories of how they heard their first country song, but they’ll usually all agree they listened to that twentieth song because the subject matter rings true to their life. “I grew up with country music. I believe Trace Adkins said it best, ‘...country songs are about me and who I am,’” commented Jeffrey Hendel, a second year Marketing major. He went on to say, “People give country a lot less credit than is due. It is a situational style of music much like rap and R&B. Country and rap are pretty similar in that the artists speak of situations that they know and have been through, just expressed in different ways.”

“This seems to be true, as there seems to be a stigma associated with country music. People tend to think of its fans as inbred hicks... Probably why we are the minority in most schools,” stated Turner. “It is just difficult to find others that like it [country music] with very few venues that are geared toward country fans,” suggested Hendel.

Looking back through time, there is something amazing about the way each sub-genre draws from several stylings to form a whole new sound. It is almost comical that styles as different as rap and country are two different expressions of the same thing. It is then no surprise that Nelly and Tim McGraw combined the two styles in the song “Over and Over.” Collaborations like this and mainstreaming is granting country music access to many previously separate markets.

RIT is certainly going country for their concert on March 21, 2009. Perhaps the Billy Currington performance is the start of venues coming to the Rochester area that are geared towards country fans. (For more information on Billy Currington, see “Introducing Billy Currington,” page 12.) “Got my tickets the week they came out... They still say Chuck Wicks is the special guest,” exclaimed Hendel. Currently, there are over 80 RIT students confirmed to be attending the concert, all of whom are brave enough to declare themselves fans of this ever-changing, stereotyped genre. •



INTRODUCING

BILLY CURRINGTON

As the ice turns to muddy puddles and spring wrestles winter in an epic annual battle, a lineup of on-campus concerts awaits, bringing color to an otherwise dull concert year (at least compared to the last two). 50 Cent, O.A.R., Hinder and... Billy Currington? For those of you not in the loop, the country singer-songwriter will be performing at the Gordon Field House on March 21 with special guest Justin Moore. Tickets are available to RIT students for \$15 and to the general public for \$24.

Currington's style is well thought-out, incorporating a rhythmic, acoustic piano sound laced with smooth, melodic guitar licks that blend with his overlaid vocal harmonies. Personally, when I hear his music, mental images associated with a cross-country road trip are quick to surface — and I am, by no means, what one would consider a country fan.

Currington brings to the table a collection that both typical and non-conventional country fans can enjoy. While his other works have a lighter, "poppier" quality to them,

his more "hardcore" pieces feature defining elements such as the incorporation of the fiddle, specialized guitar effects and a much thicker country twang. In his own words, "I've had four or five released R&B, bluesy types and, of course, I've had a couple of straight-down-the-line, middle of the road country."

From the moment he played his first few chords, Currington knew what he wanted in life and he never gave up on his dream. "I've been playing in bars since 1991," he said. Who knew that something he had picked up at the age of 18 would end up being his career? "I got my record deal in 2001 and that same year, they sent me out on a radio tour, which is pretty much just me and my guitar."

But being the next Johnny Cash or Elvis Presley was not always one of the Georgia native's goals. "I always thought I was going to

be playing football in college and my dream was to be in the NFL, but it didn't quite work out that way. So, I went and bought a guitar at

a pawn shop and, within a year, I learned quite a bit of songs," described Currington. Soon enough, his friends were telling him that he should move to Nashville, the country music capital, and he took them up on their advice. "I graduated high school and just took off. I've been living [there] ever since."

Of course, being on the road can take its toll, but one of the things that keeps Currington motivated is his fans. "Being on stage, I love the crowd. I love the energy that you get from that," he explained. Another thing that drives him is his pride in his work. "You're creating a song that kind of came from nothing. I love that aspect of it, too."

Currington acknowledges that his success is a result of a collaborative effort and loves recording. "Being in the studio, you can be really creative and it's quiet. And you're in there with four

or five musicians that, usually for me, they're musicians I've played a lot with." In fact, in 2004, Currington had the opportunity to work with Shania Twain in producing her single, *Party For Two*. When asked who he would be interested in teaming up with in the future, Currington replied, "I would love to do a duet with Norah Jones. She's so soulful and she makes great music, writes great songs." Unfortunately, that project will likely have to wait. "We have about 100 shows right now ... I'll be going pretty hard all year long.

We don't get a break until the end of November," he explained.

So for those of you looking for new music and are willing to get your feet wet in something with a little more of a rural feel, check out Billy Currington. When it comes down to it, it's really your last chance to find out you like him before he plays on campus next week.

Tickets available at <http://ticketmaster.com/venue/64>.

by Madeleine Villavicencio
illustration by Joanna Eberts



CHANGELING

by Derrick Behm

RATING / RENT IT

A changeling, according to folklore, is the offspring of a troll, fairy or an elf deviously left in place of a human child. Before you go off thinking that this film includes fairies, take into consideration that this movie is based on a true story that took place in Los Angeles in 1928.

Putting fairies and trolls out of mind, Clint Eastwood directs while Angelina Jolie, starring as Christine, shows off a tender,

emotional and feminine side rarely seen in any other movies she has ever performed in. Christine finds her son missing when she comes home from work and desperately searches all over the country for him, getting the Los Angeles Police Department (LAPD) involved. After five months, her son is found, but, as Christine comes to find out, the boy isn't her real son, and no one believes her. Christine is trapped between the corruptions of the LAPD and the oppressive, sexist behavior that was prevalent in the late '20s.

Even though Jolie portrays her character extraordinarily well, the movie is so serious and intense for the entire two hours and 22 minutes that there is no time to lighten up. However, keep in mind that this movie is meant to portray reality in the past. If you can't get enough from watching

Law and Order or if you want to see how brutal a real psychopath (unlike Michael Myers, Freddy and Jigsaw) can be, this is the movie to see. Since I am a bit queasy with gory movies, I'm thankful that Eastwood chose not to show the complete details of hacking children with an ax.

Nothing exciting, nothing new, nothing spectacular — it's a fact that happened, a reminder of how dehumanizing humans can be — but it is also a reminder that one should never give up hope. "It's all a true story," scriptwriter J. Michael Straczynski told *Time*. "Every bit of it. We wanted to go from 'based on a true story' to 'a true story' in the credits." •

Changeling is currently out on DVD.



WATCHMEN

by Jack Reickel

RATING / FOR THE FANS

The movie *Watchmen* isn't like other movies based upon cherished works. If a *Harry Potter* book fan is going to see a *Harry Potter* movie, they should arrive with tempered expectations and doubts of the film living up to the book's righteousness. The opposite is true with *Watchmen*. The movie is so faithful to Alan Moore's and Dave Gibbons's graphic novel of the same title, it never successfully

creates its own identity. Anyone not familiar with the story and characters may very well find themselves unable to greatly enjoy it.

The biggest change from a paper to screen is sound, and music. *Watchmen* fails to take advantage with this, choosing a frequently odd and out-of-place soundtrack in lieu of a score. With such an epic story to be told, a powerful score would've been instrumental in better separating the movie from the book interpretations.

That isn't to say the movie doesn't do anything well for itself. The visuals are gripping as would be expected for such a large budget movie with a pre-existing art direction. The characters Rorschach (Jackie Earle Haley) and the Comedian (Jeffrey Dean Morgan) are handled very well, which is important for both fans and random

moviegoers alike. Both are the two most accessible characters in the story. The leads, Nite Owl (Stephen McHattie) and Ozymandias (Matthew Goode), are fairly well represented, but the character of Dr. Manhattan (Billy Crudup), despite his detachment, sounds as though he's on the verge of tears with half his lines. In fact, most characters have scenes where the acting isn't quite believable, such as the Comedian's breakdown.

Overall, this film should be seen by any fan of the graphic novel. Anyone with no prior *Watchmen* affiliation might need to steer clear of this extremely reverent adaptation of a story that isn't the most accessible to begin with. That is, if you can resist. •

Watchmen is currently in theaters.

QUOTE by Adam Clayton, bassist of U2

"Men should not be forced to wear pants when it's not cold."

STREAM OF FACTS

Like the tail end of automobiles, the tail end of mussels and fresh water snails were recently discovered to produce dangerous greenhouse gases. Due to human pollution, these critters produce nitrous oxide — the same stuff in dentists' **LAUGHING GAS**.

The term "**LAUGHING GAS**" was coined back in 1793 by the scientist and clergyman that discovered and experimented with it, Joseph Priestly. The discovery was created by heating ammonium nitrate and iron filings and then running the gaseous product through **WATER**.

It is said that **WATER** surrounds the homes of one out of ten human beings — people who live on islands. The largest, non-continental island in the world is Greenland and the smallest, Bishop **ROCK**, at 50.6 yards by 17.6 yards, one of the 1,040 islands making up Britain.

The large **ROCK** the winged woman is holding on the Hollywood Emmy statuette award is actually an electron, in reference to the science of television making, while the wings refer to the art. The award's **ORIGINAL** title, "Immy," was later replaced with today's familiar "Emmy" to add a feminine touch.

Design-wise, Kirkpatrick Macmillan, a blacksmith of Scotland, is credited as the inventor of the first modern-looking bicycle. His result came after the basic additions to the **ORIGINAL**. The original was a pedal-less **CREATION** of Pierre Michaux and the son of count Mede de Sivrac.

Despite the **CREATION** of numerous mnemonics — sometimes perverted — over the years, Adidas got its name from Adi Dassler, founder of the German company. In the tough, post-WWI era, his first shoe was made from canvas to provide for athletes like himself.

SUDOKU Difficulty Rating / Hard

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

REPORTER RECOMMENDS

Freeballin'. For all of you drivers out there that feel the urge to park in handicap spaces without the proper permits displayed on your vehicles, and all of you that like to populate the University Commons apartments lots' visitor sections to avoid the long trek from H lot. The solution to that stack of tickets accumulating in your console is to take away the cause. What you need to do is to fight back. Wipers are easily removed. If taken* to class with you, the acts of the dubious parking henchpeople that seem to wander in the shadows will prove futile. No wipers, no place to put tickets. The ticketer will be so impressed by your resourcefulness they will forget to scan your tag and charge your account all together. If they don't, well, no voucher at least. Out of sight, out of mind.

*Reporter also recommends Pierre Morel's film *Taken*, in theaters now, for all of you with no sense of humor.

OVERSEEN AND OVERHEARD AT RIT

"Do you have that many friends?" / *Incredulous student in SAU*

"This looks like man-love." / Reporter art director in reference to February 20 subfeature

CARTOON by Katherine Lawter and Michael Gasson



The Elusive RIT Female



PERSONAL BRANDING ◀THROUGH▶ SOCIAL NETWORKING

*by Chukwuma Morah and Adimabua Ofunne
photographs by Ben Liddle | graphics by Ryan Moore*

If you're graduating this coming May, you're probably telling yourself two things: "Boy, does this economy suck right now" and "Dude, finding a job is gonna suck even more." Yup, there will be fewer jobs available and competition will be much greater. A good résumé may no longer completely seal the deal — today, companies use the internet to make sure they're picking the best candidate for the gig. According to Careerbuilder.com, 24 percent of employers made hiring decisions based on Facebook profiles and 33 percent have decided not to hire someone after reviewing a profile's content. With the popularity of online social networks and a variety of web tools, these percentages can only go up. It's time to establish your image on the internet as one of a worthy job candidate and stand out from the crowd. It's time you developed your personal brand.



our Digital Image

I have sat in two classes with Saunders College of Business assistant professor Dr. Neil Hair, and I've never seen him wear anything but black. That's just the way he rolls, I guess. As odd as it may seem, the lack of color in his wardrobe just screams "Neil Hair" and remains imprinted in my brain — and the brains of every other RIT student he's ever taught. That, and the fact that he's on every online social network imaginable.

Hair has given numerous talks on personal branding and believes the issue is of high importance to students these days. "Never before have we seen so many touch points available to the graduating student," says the professor. "As soon as you leave, you have many ways that an employer has to assess your capabilities, to judge you in terms of your competition ... There's never been a better time to evaluate an individual before you even bring them in for an interview. Branding oneself is important to show how effective you are and to show what your competences are." So how do you go about developing a brand online, anyway? Five simple questions can get the job done.

The Five Questions

Asking yourself these questions is a great way of identifying a solution to this problem. "There's absolutely no limit in the way you can use questions as a problem-solving device," informed Hair. In this case, the problem is that your personal brand is underdeveloped and your online presence is either seemingly nonexistent or something you're not too proud of. What your online identity should be is the most logical place to start.

- 1 **Who am I?**
- 2 **Where do I want to be?**
- 4 **Which way is best?**
- 5 **How do I ensure safe arrival?**

Not your name, silly. First of all, you need to figure out what your message is and why the heck anyone should listen to you in the first place. Almost everyone has some form of online presence these days — even my neighbor's teddy bear has a Facebook profile. That's why it's best to be a niche player; find your own specialized audience to appeal to and build up from there. Don't be just any photographer — be the one who takes black and white stills of nudes with fruit covering their private bits. Look at what your competition is doing and find a way to top that or put your own spin on it. The more unique your message is, the better you stand out.

Make a list of your real strengths, your brand's weaknesses, your future opportunities and your competition's (other graduating students, for instance) advantages. The idea is to brainstorm ways to use those strengths to overcome your weaknesses, take advantage of your opportunities and best the competition. But to get this brand revolution underway, you're going to have to set goals.

3 How might I get there?

Now it's time to consider all the options available to you and throw out some ideas. So what online weapons of mass destruction can you bombard your target audience with? Luckily for you, we're in a day and age when the internet allows anyone to be heard anywhere, at any point in time. Facebook, MySpace, WordPress, Twitter, YouTube — the list goes on. We'll discuss these networks in detail later on, after a few more questions.

4 Which way is best?

After you've thought of all the options, you have to select the ones that will serve you best. "There are only so many hours in the day that we can devote to promoting ourselves online," says Hair. "We have limited resources — time, money and energy — so we need to spend time and devotion on the option that gives us the highest rate of return." Create a table with particular criteria that are most important to you in one column, and your available options in another column. Using a scale from one to ten (ten being the most effective), rate each option based on how effectively it will satisfy each criterion and total the scores. The higher a particular option scores, the more attention you should pay to it.

5 How do I ensure safe arrival?

So you've taken the internet by storm and think you're a surefire hit with your future employers, but how do you know for sure? It's important to frequently analyze your presentation after you've implemented it. "This can involve little things like asking people how they view you, asking a complete stranger what they think about your site and if it is giving the right impression you're looking for," says Hair. "It's an iterative process; you need to go back over what you've done on a regular basis to make sure your objectives haven't changed, your strategies and tactics are still working effectively and you're doing what you said you were going to do."

"Never before have we seen so many touch points available to the graduating student."

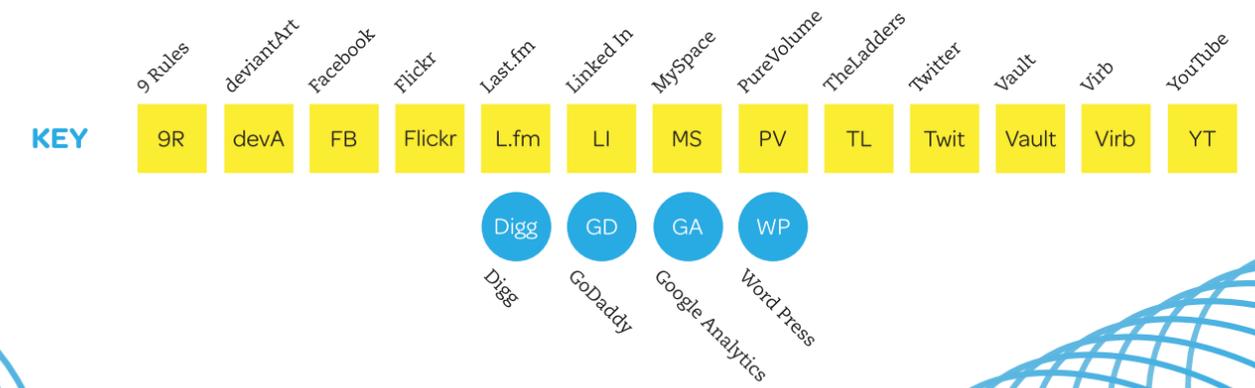


Maintaining The Image

Now that you've built your online empire, it's time to make sure it doesn't crumble; you must keep your image squeaky clean. Hair suggests googling yourself *everyday*, as modest as that sounds. "Reputation management is absolutely critical. If you google yourself once a week, that's fair enough, but it's *not* enough," says Hair. Everyday, new, and sometimes negative, information about you can show up at any moment and you need to respond swiftly. "It's no good behaving like an ostrich and sticking your head under the digital dirt. People are going to draw their own conclusions about you and saying nothing is not the right way forward." He's not just talking about typing your first and last name in the search bar, either; google your email address or any online pseudonyms you may use so that you can get a 360 degree view of what's being said about you. Most importantly, be sure to take down "those" photos on Facebook. You know, the ones where you and your buddies pounded shots of Jaeger and got "waaaasted, bro." Also check the less obvious footprints like the comments you've left on social networks, your email signature and even your Amazon wish lists. Those wish lists show up on Google more often than you would think. After all, we don't want your list of "Best Movies for Worshipping the Anti-Christ" to catch up with you, do we?

Building Your Army

For every person, there are different tools out there to help you build and cultivate the image you are trying to create. Everyone has a niche audience they are trying to communicate with, so you need to know the tools that can help you communicate the best.





Find your own specialized audience to appeal to and build up from there.



The Professional



A career-oriented individual who takes maintaining an impressive profile on the internet seriously.

For the briefcase-carrying and suit-wearing types, the internet has a vast amount of tools to make you look just how you want to be seen by prospective employers. LinkedIn is one of the most popular social networks for job seekers and employers. Essentially, you create a profile where people can learn about you from a professional perspective. Vault and TheLadders will give you even more of a presence in the job-seeking field. You may also want to create a website to control what employers might see if they google your name.

The Blogger



Someone who updates his or her blog regularly to distinguish his or her self in the blogosphere.

There are millions of blogs on the internet today that focus on everything from dumpster diving to the meaning of life. Nowadays, everyone's opinion can be put online, but a serious blogger needs a firm platform for hosting their blog (such as WordPress) and a loyal fan base. Aside from frequent posting, you have to offer something personal that will build a connection between you and your reader. A Facebook account never goes wrong here, but Twitter is a must since it can be used to constantly update your fans. A 9rules membership would also help to increase the value of the brand you are trying to create. Use Google Analytics to monitor your traffic and other useful information that will help you tweak your message.

The Starving Musician



An unsigned band or musician trying to get exposure and present a certain image to their fans.

Due to the power of the internet, indie groups can be as popular as their signed counterparts. That's why bands like Nine Inch Nails have the capacity to dump their record labels and promote themselves. To be seen in this overpopulated industry, you need a few handy tools. A MySpace account is essential. If there is one thing MySpace is known for, it's hosting indie bands. However, PureVolume, which can be likened to a more elegant and cleaner MySpace, might be a worthy alternative. YouTube is great for posting behind-the-scenes videos or concert footage so that your fans can feel closer to you. A Last.fm account allows people who are interested in similar music styles to discover your music. Last but not least, a blog or website is necessary to keep your fans informed. It's also handy in case someone is seeking information about your band. Do not leave this up to your fans or the people of Wikipedia — make sure your brand is all your own. •



That Artsy Kid



A talented artist working on an online image as well as exposure for his or her work.

To the Michelangelos and da Vincis of the 21st century, the art world is a different game. There are many talented individuals out there and, due to technology, the world has become flat; competition is greater than ever before. You have to stand out. Every serious photographer or artist today has their own website that showcases their portfolio, so you have to go that extra mile and become tech savvy. If photography is your thing, Flickr offers an extensive API with cool ways to show off your work. Virb and deviantART accounts are must-haves because these communities let you sell your work, gain exposure and mingle with other like-minded people. What's important is that you link these sites and accounts to each other so as to increase your online exposure.

Your Arsenal

Here are some online social networks and web tools that will help you get the job done.

Social Networks

Facebook: With over 175 million active users, it's the most popular social network in the world. Share photos, videos, status updates and just about anything else you could possibly think of.

LinkedIn: Think Facebook but for working professionals.

Twitter: A micro-blogging service that's useful for quick text updates of 140 characters or less.

YouTube: The most popular video-sharing site on the Internet; also known as "the fuel that procrastination feeds on."

9Rules: An online community created by RIT alums showcasing only the best personal blogs on the web (but pre-approval is required).

Virb: A social network for the more art-inclined.

PureVolume: A social network for indie bands that allows them to promote themselves.

Flickr: The most popular photo sharing site on the internet.

Vault: A site that connects job seekers with employers and provides them with inside information.

Last.fm: A music database and radio site that's great for discovering new music and promoting your own.

MySpace: The fallen king of social networks which was first known for hosting the work of indie musicians and creating a platform for them to interact with their fans.

deviantART: A popular community where artist all over the world come to share, sell and discover art.

TheLadders: A website for people seeking jobs above the \$100,000 mark (which is best if used by professionals or those who have very flattering GPAs).

Web Tools

WordPress: A simple open source content management system used to create and manage blogs.

Google Analytics: A service that offers a detailed analysis of your web traffic.

GoDaddy: One of the many domain name registrars and web hosting companies.

Digg: Congregates popular stories online. If your blog post picks up enough steam on Digg, watch your web traffic soar.

Feedburner: Customizes your blog's RSS feed to your liking.





spring sports review

L6M6M
abofz

1

As the snow begins to melt and our thoughts turn reluctantly from glowing spring break memories to the quarter that arguably contains the most distraction, we must keep in mind the hard work RIT athletes put into representing our institution. Sure, you might not particularly like a specific sport, but that doesn't mean that you shouldn't support fellow students. I'm not particularly science-minded, but I've attended my fair share of Undergraduate Symposiums at the College of Science so that I may fully appreciate the expertise and hard work of other students with which I attend this university. What makes outdoor sports even more fun to go to is the fact that you can do what every college student loves to do most: Yell a lot and eat until nausea sets in.

MEN'S LACROSSE

This team always has its fair share of talent, and the 2009 season will be no exception. The high expectations set forth by head coach Gene Peluso and the team are the product of the dedication, talent and determination of the program to successfully become conference, and eventually national, champions. With aggressive off-season training under their belts, these athletes are poised to rise to the top of conference play and push each other to new heights of excellence. In the midst of such a talented conference, the versatility and depth

of the roster will be a great asset when looking to enjoy a successful season in the Empire 8. The team's current record is 2-0, with wins over Adelphi University (ranked fifth nationally in Division II) and York College.

WOMEN'S LACROSSE

With hard-nosed and scrappy competition, this team can definitely prove itself to be a major player in the Empire 8 this season. Several upperclassmen will continue to be major contributors to the team's success, including two fourth year co-captains, Photojournalism major Kelsey Evans and Packaging Science major Jerica Young. Evans in particular will continue to be a large influence on the team's success in her capacity as goaltender, a role in which her superb performance on the field has earned her Empire 8 Goaltender of the Year for two years running and a berth on the 2008 Intercollegiate Women's Lacrosse Coaches Association (IWLCA) All-Empire Region second team. So far the team has worked well together, beating Virginia Wesleyan College 7 to 3 and Susquehanna University 10 to 5 and earning a 2-0 record.

BASEBALL

Already projected to earn the Empire 8 league title according to a recent coaches poll, this

team is coming back with great balance, flexibility and depth that will be invaluable as they strive to attain this honor. Empire 8 Co-Coach of the Year and head coach Rob Grow is looking for his 300th win in his 17th season coaching at RIT, coming off of a strong 2008 season. A 24-16 record with the 2008 team shows that RIT will be a definite force in league play.

RIT traveled to Arizona over spring break and will be going to Boston in the first few weeks of the quarter to compete against Brandeis University, among other prominent programs from around the country. Most coaches seem to create a tough schedule for the first part of the season when a great amount of growth is expected of the athletes. Fans can expect cohesion and progress as the team progressively builds upon their work.

In non-league play over spring break, several underclassmen stepped up with big contributions to the team's wins over Concordia (IL) and the effective routing of John's University. Second year Business Finance major Jeff Creagh went .500, or 7 for 14, over the course of the Arizona tournament, while second year Mechanical Engineering major Mike Marsillo picked up a win as pitcher. Upperclassmen continue to contribute, notably two-time Empire 8 Player of the Year Geoff Dornes, a co-captain and third year Packaging Science major.



1 >> Sarah Losen and Randalle Smaldone play during a training session of the RIT Women's Lacrosse team at the Student Life Center courts on February 21, 2009.

2 >> Kim Hunt and Megan Henriksen face off.

2

SOFTBALL

With an incoming class of eleven talented rookie players, this team is looking at an opportunity to not only to keep building the program, but also prove to be tough competition this season. With few players possessing prior RIT softball experience, Coach Mamon has a number of versatile athletes hungry for the chance to prove themselves.

Among those players returning to the Tigers' field is the 2008 Empire 8 Rookie of the Year, second year Electrical Engineering major and co-captain Emily McPherson, along with fellow captain Carlissa Cole, a second year Imaging and Photographic Technology major. Monroe Community College transfer and third year Criminal Justice major Jessica French will also be expected to provide experience and leadership for the team as a pitcher for the MCC softball team, which has won the National Junior College Athletic Association (NJCAA) national title for the past two seasons.

Winning their season opener in a spring break tournament in Florida with a shutout score, the team stayed competitive with the other teams they played throughout the break, with several games coming down to a single run. As the team continues to become acclimated to each other and the speed of

collegiate competition, we will probably see scores begin to favor the Tigers. With a current record of 3-7, this season and coming years will be the making of a dynasty.

CREW

RIT's crew team always seems to compete at a world-class level, and this year will be no exception thanks to the large pool of talent Coach Jim Bodenstedt has to pull from. Competing at the Genesee River on March 28, the team looks to continue their success from the fall, including a first place finish at the Head of the Genesee Regatta at home and a strong showing at the Head of the Charles Regatta in Boston.

OUTDOOR TRACK AND FIELD

Because virtually all of the athletes from the indoor track season are continuing on to outdoor track (with a few additions from other winter sports), this season is shaping up to be even more exciting than last year. With the support of head coach Dave Warth and staff, All-American fourth year Mechanical Engineering major Michael Hardbarger is looking to go to the National Collegiate Athletic Association (NCAA) tournament with a mile under four minutes, an accomplishment few people ever attain. Other athletes are also looking to attain the seemingly impossible

as they work ever harder to qualify for the national championship this season, including Jonathan Sealander, a third year Biomedical Sciences major.

Track and field is in a unique position in comparison to the other spring sports for the simple fact that some athletes have been preparing for outdoor track since cross country. Coach Warth and his staff have worked together with athletes to ensure that overexertion doesn't cut an athlete's season short, but this risk is the only foreseeable event that can prevent a number of RIT athletes from earning the right to compete at the national level.

The next time you're walking back to your dorm and hear the crack of a bat, wander over to the baseball or softball field to enjoy both the sun and a small break from stressing about your work. Looking for an outdoor activity in between classes? Why not check out the men's and women's lacrosse games and see if any of their matches could potentially be a great opportunity to have a mini-picnic. Need a reason to get off campus and tailgate? The crew team competes at nearby Genesee Park, which has great trails to explore and even more barbecue grills to use. •

by Carolyn Dunne
photographs by Oscar Durand



Spring
2009

Sorority Recruitment Schedule

Kick Off & Open House • Round 1
Saturday, March 14 • 12:15p to 3p

Open House • Round 2
Sunday, March 15 • 12p to 2:45p

Philanthropy Day • Round 3
Monday, March 16 • 7p to 9:30p

Sisterhood Day • Round 4
Wednesday, March 18 • 7p to 9:40p

Formal Tea • Round 5
Thursday, March 19 • 7p to 9:40p

Bid Night
Friday, March 20 • 8p

Register at <http://greek.rit.edu>

All interested women must register to participate in recruitment. Signing up does not obligate you to join. All locations are TBD. Once you sign up you will receive more detailed information about spring recruitment.

PARK POINT
Only a limited number of beds
left for 2009 -2010!

It's not too late to...

**LIVE AT
THE POINT!**

There are only a few remaining spots at Park Point. If you act fast, one could be yours. Go to www.parkpointrit.com to download an application. For more information stop by the leasing office or call 585.272.2525.

15 layouts: 1 - 5 bedrooms ♦ Fully furnished
All utilities included ♦ Internet, local phone, DirecTV
Washer & dryer in every unit ♦ Fitness center
24/7 security ♦ Free parking

HALLOWEEN COLORS ARE BETTER THAN

POOP



BROWN AND ORANGE

FOREVER

illustration by Jamie Douglas

BLACK

AS I walk into the hockey area, waves of black and orange fill the stands and greet me. Sure, over to the right, there's a small pocket of the visiting team's fans, but for the most part everyone is all decked out in Halloween colors. This makes me wonder: Where are RIT's fans, the ones wearing brown and orange, like that big ugly flag hanging over the stadium? Oh right, RIT's fans wear black and orange, just like their athletes do.

The biggest problem with RIT's school color schism is that one exists. The athletic department and the rest of the school need to come to terms on one unified set of school colors. The fact that I can wear my official RIT Hockey jersey and feel out of place on ORANGE AND BROWN Friday is absurd.

The second biggest problem with the school colors is that orange and brown is a hideous color combination. Orange and brown is a pair of colors that could be used to describe five hours after I eat a very spicy burrito. That kind of thing needs to be flushed, not sold to and worn by the student body. The problem isn't just the color combination being poor, but that brown is not a good color to begin with. The top 25 "Best Sport Colleges" by *Sports Illustrated* encompass wildly varying color combinations. Yet not one of those schools has brown anywhere near their spirit and I'm sure if I went further down the list, that would con-

WHITE

tinue to be true — with good reason! Brown isn't invigorating, isn't bright, doesn't look good with orange and has a strong association with what people leave behind in the toilet.

Upon deciding to write this half of the argument, I met with the opposing writer. He was wearing an RIT Athletics shirt. There was no brown to be seen on it. I own a Jersey, a Tiger Den fan shirt, a hoodie, hat, headband and scarf, all purchased from the school store. Every single one of them is some combination of the colors orange, black and white. There isn't a speck of brown to be found on any of the spirit gear previously listed. Thank goodness for that.

Orange and black looks good. Orange, black and white looks good. Not only is it visually pleasing with sharp contrast, it ties very well with our mascot. People can defend the brown and orange colors by saying they're unique and set us apart from other schools that don't want a bad color scheme to represent them. To those people I say: If you really find the difference something no one else wants can bring, why not change our colors to something even worse, if anyone can think of such a thing. The athletic department of RIT has done everyone a great favor by using black and orange as the colors for the majority of their uniforms and gear. RIT's campus should follow suit. •

by Jack Reickel

BROWN

ORANGE

TRADITION: It is the cornerstone of any strong institution. Traditions are carried over generations as a link between an organization's past and future. These rituals serve as a source of pride for the present members and a welcome reminder to past members. One such tradition is color. The colors a group chooses are used without hazard to proudly and visually promote the group. They find themselves on public media, official memorabilia and all recreational areas within a university. Rarely will you find such an institution who does not coat herself in her school colors.

Hence we cannot change such an important part of the institution. Firstly, we're already adorned in orange and brown thoroughly. It would take a good deal of pointless effort to change everything recreational from "all that is brown" to "all that is black." Secondly, we are too historically invested in our current color combination. Alumni (whom we all soon will be) can identify with the university still because we have the same colors. Our institute signs are not decorated in black and orange. Bricks do not come in black. They do, however, come in shades of brown and orange, both of which you will find in our campus.

Brown's association with fecal matter is for poop joke-makers and the creatively incompetent. Wood is brown. Does this suddenly mark our colors as flammable? Horses are brown. Does this mean our school has a nasty rear kick when spooked? To pigeonhole brown as solely excrement-related and place that as its sole detriment is criminally incompetent. I mean, does everyone with brown hair need to get a color change to avoid being dubbed shithead? Brown is a deep color, instilling calm and power in the manner of ancient kings of the past, who sat on brown, wooden thrones.

Why would we ever allow such an important decision to be so directly influenced by a single part of our diverse university? The sports teams chose to separate themselves from the university and its illustrious history. It was their choice, a choice they should be freely allowed to pursue. However, we should not allow ourselves to be held ransom to the whims of a renegade faction. Especially one nobody cares about.

Next time you're feeling lonely on Orange and Brown Fridays, chin up jersey-wearin' man. With all that art skill, you should be able to pretend that the black you're wearing is just a really dark brown. •

by Evan Stark

The opinions expressed in the Views section are solely those of the author.

WORD ON THE STREET



"Neither, they are both insignificant parts of my life."
Chelsey Vanno
Biomedical Photographic Communications
Third Year



"George Bush, he has the same birthday as me!"
Beth Serpentine
Biomedical Photographic Communications
Third Year

"Facebook. Politics haven't had a big effect on me."
Ryan Wilson
Mechanical Engineering
First Year



"Facebook. Being social is what college is all about."
Raphael Varnado
Physics
First Year

"Could I say Malcolm X? Could I get in trouble for saying that?"
Max Cameron
New Media Publishing
Third Year



"Peaches."
Yasmine Boudhaouin
International Studies
First Year

"Facebook. George Bush would be more important, but I'm not on him everyday."
Lauren McIlveen
New Media Design
Fourth Year



"George Bush, my brother's being deployed in a week."
PJ Haasenritter
Computer Engineering
First Year

"George Bush because he's a real person. Facebook isn't real."
William Soule
Graphic Design
Third Year



"Neither. They're both mindless entertainment."
Doni Robinson
New Media Publishing
First Year

RIT RINGS

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compiled by Neil DeMoney

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WEDNESDAY, 11:06 A.M.

Hey Rings, I think my GPS is broken. I'm trying to drive to Pennsylvania for spring break and I'm kind of in D.C. right now. Call me back with some directions. Thanks.

SUNDAY, 12:08 P.M.

It pisses me off so much. During break — the weekend before break, actually — RIT's dining services are non-existent. Not everyone can afford to go off campus to get food. It's such [harsh expletive]! I haven't eaten in three days and I'm [!#@*^%] unhappy. This has got to change.

SATURDAY, 1:06 A.M.

Ok, so were having a party and my friend just humped a hippo. Like [wtf mate], who actually humps a hippo?

FRIDAY, 1:18 P.M.

We were wondering how much soda the Reporter could absorb. We just spilled soda all over the lounge and it's the only thing we could find to clean it up. Bye.

MONDAY, 8:28 P.M.

RIT Rings, what's up? It's Monday and the flags are all at half-staff. What's up with that? Give me a call back when you find out. Bye.

MONDAY, 2:33 P.M.

I don't know why my calc final is in building seven, but it's [priceless]. The faces I'm getting from the art kids as I sit here practicing my mathing — apparently, this is a calc-free zone. Don't worry, art kids, I'll get out of your hair soon.

SATURDAY, 2:18 A.M.

I just wanted you to know that my roommate has done laundry a total of five times since we've been here.

FRIDAY, 10:27 P.M.

Hey Rings, the girl that I'm in a self-proclaimed open relationship with just told me that she loves it when I use my biology language to talk dirty to her. I'm such a nerd.

FRIDAY, 5:07 P.M.

I'm just calling to say I'm no longer a virgin. Yeah, the physics exam just raped me pretty hard and it kind of hurt because it didn't use any lube.

WHICH HAS BEEN MORE INFLUENTIAL IN YOUR LIFE GEORGE W. BUSH OR FACEBOOK?

photographs by Robert Carr

RIT



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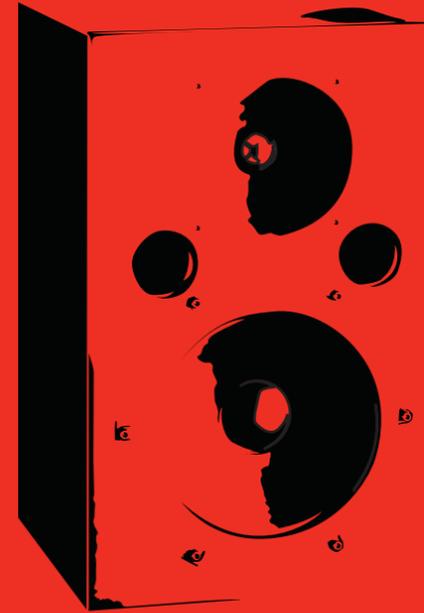
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