Graduate housing
beginning fall semester

Khyla Brandt
STAFF WRITER

In the near future, Cedar Crest College graduate students will have the option of campus housing. Beginning in the 2009-10 academic year, there will be 13 spaces available to women pursuing graduate degrees on the third floor of Curtis Hall.

There will be six double rooms available and one single room in what is commonly referred to as “Squat Hallway.” The graduate wing will also have a lounge complete with all the necessary kitchen amenities, and a community bathroom. The residences will also have access to the hall laundry room.

In essence, the set-up of the graduate wing, compared to undergraduate dorms, is essentially the same. The dormitories all include desks, chairs, dressers, closets and twin size beds, as well as cable and Internet connections and access to the on-campus movie channel.

At the current time, the graduate dorms will only be open to women attending the college. Women who are married or have children are not going to be able to house their spouses or children with them in their rooms since only a traditional residence hall is being utilized for the time being. As with undergraduate dorms, pets (with the exception of fish in 10 gallon tanks or less) are not allowed to be kept in graduate dorms due to safety and sanitation purposes.

The graduate residences will all have to adhere to the same residence hall policies as the undergraduate residences since they are all on the same floor. There will also be a Resident Advisor, which will be in the graduate wing to serve as a resource and host various events.

“The only thing that is different is that graduate students do not have to have a meal plan to live on campus,” states Kelly Mycek, Director of Residence Life. Graduate students will have the option to purchase a meal plan if they so choose, but it will not be required as it is now.

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Catherine Bradshaw, ‘10, presents English paper at conference

Jessica Heiser
STAFF WRITER

During the Third Undergraduate Conference in Medieval and Early Modern Studies held at Moravian College on Dec. 6, Cedar Crest’s own Catherine Bradshaw presented a paper on loneliness in Old English poetry for the panel “Metaphorical Landscape in the Early Middle Ages.”

The keynote speaker for this event was Pamela J. Crabtree, who is an associate professor of anthropology at New York University. Bradshaw, a junior Biology major, has always enjoyed literature, but took more of an interest in Medieval studies after her Survey of British Literature course, in which they read works like Beowulf and other Old English poems. The paper that she presented at the conference was from that class, taught by Dr. LuAnn Fletcher, professor of English.

The poems that Bradshaw selected to talk about in her piece were taken from the Exeter Book, which is the biggest source of Old English Literature that is known today. From this, Bradshaw selected the two poems to focus her paper on.

“I compared two anonymous poems, ‘The Wanderer’ and ‘The Wife’s Lament’ By reading these poems, I found that the expression of and reaction to loneliness were influenced by the gender roles of Old English society,” said Bradshaw.

“For example, the man in ‘The Wanderer’ must search for word of his kinsmen, but warrior code dictates that he tightly bind his emotions. The woman in ‘The Wife’s Lament’, however, is free to express her emotions, but she is powerless to control her path in life. I also found that natural and geographical imagery represented locations, emotional states, and gender roles.”

Although this was her first un-continued | page 3

Leann Pettit | Senior Editor

The shaded area above shows the portion of Curtis Hall that will be available for graduate housing beginning this fall.
Jobs in the Valley: Who’s hiring now?

Rachel Edgar

STAFF WRITER

Projects by the National Association of Student Unions and Employers indicate that the hiring of new college graduates nationwide will be down 6 percent for the class of 2009. It is expected that the Lehigh Valley will also experience much of the downsizing that will be felt nationwide due to the current recession.

“It appears the class of 2009 might have to consider different industries or companies than they had originally planned.” said Melissa Faulkner, Director of Career Planning. Faulkner recommends visiting the Office of Career Planning to discuss your major, networking, interview skills, job searching, and resume writing.

According to CareerLink, some companies in the area do plan to increase their staff in the coming year, albeit at a slow rate. Some of these companies include B. Braun, Crayola, Latron, Nestle Purina PetCare, and Samuel Adams.

More jobs will also be created in the area due to the opening of new distribution centers and the opening of the Sands Casino Resort in Bethlehem. Sands Bethlehem plans to hire approximately 1,000 employees for its Southside Bethlehem resort, which will open as early as Memorial Day.

Faulkner also mentioned that new distribution centers will also create more jobs in the area, including companies such as BMW, Porsche North America, and BMS Logistics. “There is some good news for the future,” she said.

Although the unemployment rate in the Lehigh Valley reached 6.5 percent in November, there are some jobs in the Lehigh Valley that are still hiring today. The occupations in highest demand in the Valley continue to be Health Care, Education, Human Resources, and Service/Transportation and Logistics, Inside Sales, and Customer Services.

There is still good news for upcoming graduates. On February 18, the Lehigh Valley Collegiate Career Expo will be held at the Holiday Inn Conference Center in Fogelsville. The expo will provide students a chance to meet employers in the Lehigh Valley and learn about job opportunities in the area. “The expo will feature over 100 companies, including Olympus of the Americas, the Internal Revenue Service, Johns Hopkins University Center for Talented Youth, Kidspease, B. Braun Medical, Inc., Coca-Cola Bottling Co., Enterprise Rent A Car, and The Hartford,” Faulkner added. The event is open to all Lehigh Valley area college students.

Laura Krompaskic

STAFF WRITER

Jan. 16, Rush Limbaugh takes his hit at his mic to do his radio show called The Rush Limbaugh Show, and on this particular day he said something that made Democrat rats sink and their tempers flare up.

Limbaugh said “I hope he fails,” referring to Barack Obama. The Democratic Congressional Campaign Committee launched a petition missile aimed right at Limbaugh, reported CNNPolitics.

On the Democratic Congressional Campaign Committee website, www.dccce.org, their homepage has a Spotlight section at the top with a revolving ad that player that comes up with “Rush to Judgment. See Limbaugh’s Outrageous Obama Attack. Limbaugh: ‘I Hope He Fails,’ Watch the Video and Voice Your Outrage,” with a big “hear this at the bottom that says, “SIGN THE PETITION.”

This tète-à-tête started with Limbaugh being asked by a major American print publication to comment on his “hope for the Obama presidency,” which Limbaugh stated out loud, but was set by of the key word “hope.” The publication company needed a 400 word summary on his “hope” and Limbaugh retooled, “I need four. I hope he fails.” CNN printed that, “defenders of the remark said it purely was in the context of Obama’s economic policies.”

What Limbaugh referred to as, in summary the economic policies, the “absorption of as much of the private sector by the US government as possible from the banking business, to the mortgage industry, the automobile business, to health care. I do not want the government in charge of all of these things. I don’t want this to work,” as quoted from the transcript of The Rush Limbaugh Show.

The attitude that Limbaugh had about his fellow Republicans was “they have laid down” and also “sharply disagrees with Republicans who have said they hope Obama succeeds,” said CNN, but in recent developments Republicans are standing up against the stimulus package, reported CBS news.

“Senate Republicans began the push for what they call a simpler, more targeted stimulus bill,” said by CBS news and the New York Times reported that not a single Republican voted for the stimulus package but it managed to pass anyway.

Limbbaugh’s fellow republicans are fighting and “hope” right now that Limbaugh has had the moment in the wake of the recent developments since his infamous “I hope he fails” broadcast on Jan. 16.
On Feb. 10 Israel held general elections in which the Kadima party is expected to have won the largest number of seats in the Knesset (parliament), in a surprising victory. Kadima’s leader Tzipi Livni is expected to be the next Prime Minister. The two top contenders in the right wing party, Minister were, Likud chairman and former Prime Minister Bibi Netanyahu’s coalition, and Kadima leader and Foreign Affairs Minister Tzipi Livni. Kadima was started by former Prime Minister Ariel Sharon, who had split with the Likud party. He suffered a stroke in 2005 and has been in a coma since.

The electoral system in Israel is based on nation-wide proportional representation. The Knesset has 120 electoral seats. Voters elect a party slate rather than a particular candidate. The percentage of total votes each party receives directly determines how many Knesset seats that party is awarded. The only limitation is the two percent qualifying threshold, by which a party must receive at least 2% of the vote to be elected. This very low threshold allows for several small parties to win seats. These small parties then join larger parties to form coalitions. This could prove to be problematic to Livin’s party. The Jerusalem Post reported, “Sources close to Netanyahu said that even if Kadima won more seats than the Likud, the size of the right-wing bloc would prevent Livin from forming a coalition. They said that even if Kadima defeated Likud, the right-wing bloc would prevent Livin from forming the government.”

Coming in as the third largest party after Kadima, and Likud is Israel Beitenu (Israel Is Our Home), a right-wing party led by Avigdor Lieberman, that will be critical for either Likud or Kadima’s coalitions. Lieberman is calling for Arabs and Israelis residing in Israel to take a loyalty oath to Israel. Those who do not take the oath would not be voting citizens. He has also indicated a preference to join Likud and a right-wing led government. While he is radical in some respects, Kadima officials believe he is not on the right on all issues and can join their coalition.

“They are not on the right on the issue of a two-state solution. They support that solution but they want a land swap in it. They are not on the right on state-religious value.”

Local citizens openly criticized the talk on a discussion forum on the Internet. They were under the impression that the city was not aware that the tracks were there. According to Mari, “In 2002 a contractor came across the existing ties under the surface of the road, so this was anticipated.”

It is estimated that the trolley tracks may continue all the way to Heltlerton.

Trolleys were the main source of local transportation before automobiles came along. The trolley companies built amusement parks so they could make money from the trolley fare, and also park admission.

Coney Island is a famous example of a trolley park that is still around today.

Central Park in West Bethlehem was a well known amusement park.

There is not much left to it today except for some scrap left in the woods. The park was owned by Lehigh Valley Transit Company which also owned the trolleys.

Citizens could take Lehigh Valley Transit’s “Liberty Bell” route which took them to Philadelphia. A round trip ticket cost $2.10 in 1940.

After World War II, citizens were no longer rationing tires and gas for the war.

The automobile industry began to grow and eventually the privately owned trolley companies could no longer compete.

People were not constructed to routes and time tables with their own automobile.

The trolley companies also had the extra expense of infrastructure of tracks, wires and poles in addition to distributing electricity.

It was the end of an era.

Another concern of local Bethlehem citizens is the upcoming demolition of the cement overpass that used to bring coal into the coke works.

The demolition is slated for Easter Sunday. The overpass is used frequently by the deer in the area but no plans of a deer path bridge are in sight.

According to Mari, “yes, deer do traverse there but there are no provisions to put up anything at this time.” He also agreed that there may be more deer related vehicle accidents as a result.

The current roads only allow two lanes of traffic and PennDOT has required that there be four lanes of traffic before the casino is to open. The casino is slated to open Memorial Day weekend.

** Register NOW online at www.lvaic.org

CORRECTION
In the Feb. 5, 2009 issue, the photo from The Crestiad, the photo from “Club presidents meet, mingle and discuss events,” the lower photo was identified. Jen Kehoe was identified as the President of Chemistry Club. However, she is a member of College Republicans. Also in the Feb. 5, 2009 issue, the photos of the Inaugural Conference taken for “I was a witness: President Barack Obama” were taken by Leann Pettit, Senior Editor. The photo of the Inaugural Float designed by Mel Devlin, f08, is courtesy of Mel Devlin.

On Jan., road work has been delayed as workers in Bethlehem dug up old trolley ties that were covered up 56 years ago.

The city took out the metal tracks in 1953, but left in the ties and creosote soaked wooden ties.

The section of E. Third Street between Pierce and Hayes is where the ties were found. East Third is one of the many improvements that the new casino is paying for.

“The current delays are no longer due to the trolley ties, but are now a result of the weather,” according to Joseph Mari, a city engineer who has been with Bethlehem since 1952. He remembers the trolley ties being covered up.

The road was under such poor condition that construction workers are replacing the road all the way to the sub base.

When the work is finished there will be two feet deep of new road. The ties that were found were three to four inches below the surface.

Mari stated, “The city will not be saving the ties. They are very deteriorated from different excavations that have gone through them, and they have no significant historical value.”

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Building Business from the ground up: Afghanistan

Rachel Edgar

Professor Arlene Pelto’s Global Marketing class welcomed Pamela Varkony, Morning Call columnist, former member of the Allentown City Council, and founder of the networking and mentoring organization “Power of Women” on Feb. 5. Varkony’s lecture, entitled “Afghanistan’s Future: Building an Economy from the Ground Up” gave students a chance to hear her first-hand account of visiting Afghanistan and how Varkony learned about the struggles of the people who live there. Pelto’s Global Marketing class hosted the lecture, but all members of the campus were welcome to attend.

Senior Nursing major Kristen McKeon heard about the lecture through a friend in the Global Marketing class and decided to attend the lecture to learn more. “I am interested in other cultures and learning more about global issues, especially those related to women,” said McKeon.

The event began with an introduction by Pelto, who described how she and Varkony met at a conference in November. Pelto was impressed with the lecture Varkony presented there, and wanted to hear more. “Now that was a conference run by a women’s group,” Pelto said.

Next, Varkony took the podium and began her lecture with a National Geographic Society video that showed the economic and social plight of many Afghan women. Through a PowerPoint presentation, Varkony engaged the audience in a discussion about Afghanistan’s economy, politics, and social climate. Varkony asked the audience to brainstorm ways to stimulate the economy in Afghanistan and improve the lives of the people.

Among the ideas students suggested was the empowerment of Afghani women was one of the main opinions. Varkony pulled out a bar of soap that she bought and showed it to the group. “In this, you have no identity. You are a nameless, faceless thing,” she said.

Varkony agreed that empowering women would be a step forward, and stated that Afghanistan is moving in a positive direction, although at a slow pace. “The good news is that in the major cities there are getting better for women. You can see women in business clothes going to work,” Varkony said.

The lecture ended on a cautionary note, “If we lose Afghanistan, believe me you and your children will feel that,” Varkony concluded.

At the National Make-It With Wool Contest in San Diego, California, 55 contestants exhibited just what can be made from this versatile fabric. From skirts and dresses to fleecy jackets, coats, the girls (and one young man from Maryland) from across the U.S. displayed their creativity. The Pennsylvania state junior and senior winners traveled to sunny San Diego with their experience-paid trip. Senior-level, college freshman Rachel Siegal of Lebanon took sixth place in the nation in the Wool Fashion & Apparel Design winner was Danny Nguyen and his model Gift Taout. The Senior Ambassador chosen was Meredith Olah of Kansas. Who, upon last time entering had won the national Junior division. The 2009 Junior winner was Marisa Linton from North Carolina. The Pennsylvania competition is directed by Jodell Antram and Virginia Rhoads. Anyone interested in competing can contact Antram at daveandjodell@comcast.net or Marie Leifeldt at leviji@midwest.net. For more information go to www.shee-pusa.org.

Gabrielle Augustine

STAFF WRITER

Rachel Edgar

STAFF WRITER

Student Government approves new clubs

Pamela Varkony addresses women and business in Afghanistan on Thursday, Feb. 5.
8th Annual
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Over 100 employers seeking students for full-time, part-time, summer and internship opportunities.

Professional dress and a copy of your resume required for admission.

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Muhlenberg College
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Celebrities slimming down with rapid detox diets

Allie Scott
STAFF WRITER

Americans want immediate gratification in everything possible. As a young adult in this country, I see this want in many areas. But one area specifically is in the area of self image. We want instant tans, instant white teeth, instant hair growth, instant wrinkle removers, and instant abs. And of course we want to drop those extra 10 pounds instantly.

I was recently reading a weekly celebrity tabloid magazine. It consisted of the usual: who is wearing who, who is doing what, who looks fabulous and who looks fat. Well in the ‘who looks fabulous’ portion of the magazine, there were articles about how celebrities got their bodies to look so fabulous. Of course I was eager to read, because as a consumer, I am constantly looking for new ways to increase my fabulosity.

The articles were mainly about dieting, and what type of diets that celebrities were using to lose their weight quickly. But these were no ordinary diets, these were creepy ones.

As I continued to read I was introduced to the “Master Cleanse.” The Master Cleanse is a detoxifying cleansing diet that removes all the toxins and poisons from your body. In reference as to how it cleanses, lets just say that for ten days you spend numerous hours of your day running back and forth to the lavatory to relieve your bowels. Yeah, it’s pretty intense.

What this diet entails is ten days of drinking a special “lemonade” concoction that you make yourself. And that is all you drink. Instead of eating food you substitute this “beverage” as your meals. The drink is a blend of water, lemon juice, cayenne pepper, and maple syrup. Absolute mouthwatering deliciousness, right?

Well it must be, because according to the New York Times, way back in 2006, Singer/Songwriter/Writer and whatever else she does, Beyonce Knowles, did the Master Cleanse Diet to prep for her role in Dreamgirls. She lost twenty pounds! And she is not the only one. Britney Spears and Gwenyth Paltrow are some other A-Listers who also have tried this cleansing diet.

However, this “wonder” diet may not be the best thing for you. In her weekly newsletter on her website G O O P, Gwyneth Paltrow says, “I like to do fasts and detoxes a couple of times during the year, the most hardcore one being the Master Cleanse I did last spring. It was not what you would characterize as pretty, or easy. However, it did work. As I do not wish to subsist on lemon water in the middle of winter, I asked my doctor, a detox diet specialist, for the guidelines he uses to achieve a good detox. He actually thinks that the Master Cleanse can be dangerous because the liver is not supported by the nutrients it needs.”

Along with Paltrow’s doctor, Web MD agrees and says, “The body already has multiple systems in place -- including the liver, kidneys, and gastrointestinal tract -- that do a perfectly good job of eliminating toxins from the body within hours of consumption. So there is no need to go on a dangerous purging diets such as the Master Cleanse.”

So maybe Beyonce should re-think her dieting tricks, because she is hurting her organs. After I read about all this fast, cleansing rapid weight loss diet I was more scared then intrigued. I know people want instant results, and so do I, but to be quite honest, the thought of drinking maple syrup and pepper, sitting on a toilet for ten days, and having a sore junice really makes the thought of going to a different route for weight loss.

I am still a strong believer that the best way and the healthiest way to lose weight effectively is by eating right, in moderate portions of course, and exercising regularly.

That is the way to go. So if you are interested in losing some extra pounds, skip the trendy detox diets and get active!

The high cost of security

Jessica Korpics
STAFF WRITER

With all of the misleading reports stating that the inauguration of President Barack Obama cost $150 million, while previous President George W. Bush’s only cost was $42.3 million, I asked myself: Exactly how could there be such a difference in the price?

President Obama’s actual inauguration cost approximately $41.1 million. According to www.factcheck.com. The total overall cost of the inauguration, which did reach approximately $150 million, included all of the extra security that was brought into the city to help on that day.

 Incredible security measures were being put into place in order to ensure everybody’s safety at the inauguration.

 Both sides of Pennsylvania were shut down, there were thousands of surveillance cameras installed and every ticketed guest was being personally searched before being allowed to attend the events, according to www.aboutwashington-solnC.com.

 Air and water traffic were also being closely monitored. There was increased restrictions on planes above the entire crowd and increased security on the bodies of water surrounding the City. The Metro Station and trains were also patrolled by canines and the Metro Transit Police Department. There was also a list of limited items such as backpacks, coolers, suitcases, umbrellas, laser pointers and posters, just to name a few.

 Was all of this extra security really necessary? Some people may feel that none of this was needed and that this inauguration could have only used the typical amount of security and everything would have been okay.

 I believe that this extra precaution was greatly needed to ensure not only the president and his families safety, but also the safety of every person who attended. As much as I would say that racism does not exist anymore and that everyone can live happily together in this “perfect little world,” I think there are still some people out there who will never allow that to happen.

 When I heard that Obama had won the election and would become our 44th president, I was looking forward to all of the plans that he had put to change our country. But I was also worried. I feared that he would lose the fight against poverty that were being made against his life would be acted upon and that a terrible tragedy could occur.

 At the beginning of his election as president, there was a threat that was caught before it had the chance to happen. The attackers planned to set off a bomb at the inauguration, killing President Obama and anyone else close to him. The plans were found and quickly dealt with.

 So maybe Obama is our president, people need to wake up and smell the coffee. We can no longer be prejudiced against people of other races. Slavery was abolished on December 8th, 1865 when the 13th amendment was ratified and I believe that the prejudice toward the slaves should be greatly enforced.

 Nothing is going to change if things keep going the same way that they are now and everyone will continue to think it is okay to act the way they do Hopefully by allowing a man of a different race to run our country, people will start to realize that we are not going to practice what we have always preached- that all men are created equal, regardless of their race or any other circumstance.

 Due to an increased amount of security, President Barack Obama’s inauguration came to a grand total of $110 million

www.cedarcrest.edu/crestiad
February 12, 2009

The Doctor’s Orders

Rena Wallace
Staff Writer

Tell me I’m crazy

H! My name is Rena and I am OCD. I would shake your hand but I don’t know where they’ve been. Would you like some hand sanitizer? I wonder what would happen if I actually introduced myself that way. People would probably think that I was lunatic. So why do I have labels like this in the first place?

Don’t get me wrong, labels have their benefits, but only if a person has a diagnosis. I was very (or should not he viewed as a sentence for life.

A study was done where American and British psychologists were assigned to diagnose a group of patients. When the behavior and the observations that the American doctors saw, they diagnosed the patients as schizophrenic. On the other hand, the British psychologist diagnosed the patients with bipolar disorder. Both psychologists had the same patients and used the same manual to make their diagnosis. So why did they diagnose their patients with different mental disorders?

I think that an individual labeled with a particular disease is more likely to act out the symptoms of that disease. Labels limit people and they are given to those who do not know how to conform to society.

Imagine if your favorite artist, poet or singer were labeled with a disease. Franz Kafka was a famous author, but he wasn’t very social but he was very imaginative. He was never diagnosed with anything but based on his behavior, doctors would have diagnosed him with Avoidant Personality Disorder. And yes, there is such a thing.

Or how about that young man whose a nightmare but he lives on Kennery Road. He was labeled as “troubled” and yet he was the most insightful character in the story.

“Who are you? We are persons. What does that label satisfy? We are choices. We are potentialities,” said Sadig.
Getting to know your roommate makes for a better semester

Cristie Ackerman | Staff Writer

February 12, 2009

Recently, I have been thinking a lot about roommates around campus. When I contemplate this issue, I normally try to remain true to my nature and be positive. If a person is teamed up with a kind, understanding roommate who is compatible with them, the living arrangement can be much more pleasant than if the person simply lived alone.

Someone could make a friend who will look out for them and sometimes join them at the bistro for dinner. I know roommates on my floor who are roomed together for three years because they get along so well. That’s nice and all, but what about those individuals who do not have such a positive experience?

For example, my first year at Cedar Crest, I was supposed to have a roommate, but she ended up having a heart condition and had to change dorms.

While my mother was concerned that I would be lonely as a freshman, that year turned out to be my most positive experience. I enjoyed the challenging curriculum and having a room to myself where I could come and go as I pleased without wondering what a roommate was doing or what she thought of me.

My second year was a different story. While my roommate was quiet and didn’t necessarily do anything wrong, there was a definite lack of communication between us.

Just recently, I was shelving books at the library when I noticed my first roommate sitting on a couch studying. At first, I didn’t recognize her. But when I finally saw her face, my assumption was confirmed. At first, I wondered if this realization was humorous or sad. Then I figured that it was a little bit of both.

As a junior, I finally realized what a normal roommate experience was supposed to be. Natalie McDowell, a sophomore dance major, exceeded all of my expecta-
tions. She started by shaking my hand and introducing herself properly the first time we met. For a while, we existed in peaceful harmony without saying much. I was grateful that she was respectful and would talk to me if I tried to make conversation.

But then, one snowed day as I sat on my bed doing homework, an amazing thing happened. Natalie offered me tea and asked how my day was. When she came back with green tea for both of us, we sat just and talked. As trivial as this may seem, I would dare to say that this is the nest thing a roommate has ever done for me.

As the year progressed, we continued to talk about everything and anything. There was definitely a level of comfort there and a feeling that I could be myself.

In fact, when my friend had a stroke last year, I took it extremely hard and wondered why such a ter-ific, kung fu master could grasp, is ac-
tually doable by anyone. It’s time management.

When searching on CNN, I found a link page to Dartmouth College time management page. I found this page through some scattered research and found “that medieval European peasants had more vaca-
tion time than modern American office workers.”

AHA! So we are being forced! He figured it by the “number of re-
ligious holidays peasants took off to eat, drink, and spend time with their families and found it was about two weeks extra,” as stated in the article. Then the only way to have time is through the regimen of reli-
gion? Do we have any PERSONAL control over OUR time? That is a skill, which in my opinion only a kung fu master could grasp, is ac-
tually doable by anyone. It’s time management.

In order to manage your time successfully, having an awareness of what your goals are will assist you in prioritizing your activities. Developing and maintaining a pe-
sonal, flexible schedule. Time man-
gement provides you with the opportu-
nity to create a schedule that works for you, not for others. This personal attention gives you the flexibility to include the things that are most important to you.

I completely agree with that, but it’s easier said then done. I’m concerned about whether I have the time to fill out the weekly planner, ten day planner, and four year plan-
ner, that Dartmouth has available to

Time is precious—

Laura Krompasick | Staff Writer

There’s nothing rushed, like we aren’t getting enough out of what activity we are doing at the moment because it must end at a certain time, also our minds are partly on what must be done next and not fully taking in the present moment. It even seems that where we value our precious time is skewed toward work and not on things that are per-
sonally fulfilling (i.e., family, friends, personal time, etc.).

Or are we forced to put our time value on work? The Reading Eagle printed an article about a finding of what John De Graff, the national coordinator of Take Back Your Time Day, did some historical research and found “that medieval European peasants had more vaca-
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AHA! So we are being forced! He figured it by the “number of re-
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tually doable by anyone. It’s time management.

In order to manage your time successfully, having an awareness of what your goals are will assist you in prioritizing your activities. Developing and maintaining a pe-
sonal, flexible schedule. Time man-
gement provides you with the opportu-
nity to create a schedule that works for you, not for others. This personal attention gives you the flexibility to include the things that are most important to you.

I completely agree with that, but it’s easier said then done. I’m concerned about whether I have the time to fill out the weekly planner, ten day planner, and four year plan-
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down load, or have time to even think of stuff to fill in there. It actually doesn’t have to be that big of a concern because I read some of the time management tips that they have. They are really help-
ful. I like, “find something to enjoy in whatever you do,” to me that can make the time you may feel as a waste a bit more fulfilling, and “push yourself and be persistent, especially when you know you are doing well.”

There are 28 more tips to check out and I highly recommend going to this page, I have it saved to my favorites, the address is http://www.dartmouth.edu/~ac-
skills/success/time.html. This page has the answer to getting time under YOUR control. Try it.
Spring cleaning your computer:
Tips for a clean PC inside and out

Diego Andrade
STAFF WRITER

Using a computer is such a routine part of a student’s life that sometimes we neglect our electronic investments. Between papers, online exams, e-mail, instant messaging and everything else we use our computers for, it is integral that your computer always works for you.

A computer with a frozen is a sad thing indeed, so why not take a little time to spruce it up a bit? Here is a short list of some of the easiest and most effective ways to show your computer that the outside matters as much as the inside.

Case Cleaning Day: Cleaning out the interior of your desktop can be an intimidating venture with evil dust bunnies munching at the electronic garden, but with a few tips you can get farmer McGregor all over the place.

Rick Broida, a writer for Cnet reviews, offers his suggestions on how to approach the delicate interior of your desktop: Do not give in to temptation and use a vacuum cleaner to take out large clumps of dust. Broida writes, “Vacuums create static electricity, which is deadly to sensitive electronic components.”

The same also applies for reverse air flow vacuums.

A can of air duster is the best method when tackling your computer’s interior. Broida suggests moving your project to an open area, “or at least your garage,” and to work from the top of the tower, down. Take precaution and use a dust mask to keep any dangerous particles out of your lungs. Once you have finished be sure to check the interior for any moved or unplugged cables.

Your Monitor: A dirty monitor is more than just unattractive, it also puts unnecessary strain on your eyes. Broida offers advice for users of both older CRT monitors (resemble old TVs) and LCD monitors (resemble new TVs). Never spray directly onto the screen, instead, “squirt some Windex on a folded piece of soft cloth or a paper towel, then use that to wipe the glass.”

This method is fine for older CRT monitors, but for LCD’s Broida warns to “steer clear of ammonia-based cleaners.” Instead, a small towel lightly moistened with plain water is all you need. Tum off your monitor before cleaning as this keeps the equipment protected and allows you to see dust and grime easily.

Optimizing performance: There are a few simple ways to ensure that your computer is running as best it can. The first is to make use of your Disc Cleanup application (PC).

As quoted from Microsoft’s webpage, “Click Start, point to All Programs, point to Accessories, point to System Tools, and then click Disk Cleanup. If several drives are available, you might be prompted to specify which drive you want to clean.”

What this does is locate all your unnecessary files, such as Temporary Internet Files, and compiles a short list of things that you can safely delete to free up space. If you have not done this before than you may notice a large amount of space being taken up.

Once you have chosen your files, simply click OK. “After a few minutes, the process completes and the Disk Cleanup dialog box closes, leaving your computer cleaner and performing better.”

Another similar option is to perform a Disk Defragment on your drive. This reduces the number of “loose” files and helps your computer read data faster.

Another alternative would be to look into upgrading your RAM memory. Stores like Best Buy and Office Depot often offer deals on RAM in their weekend sales flyers, but don’t be afraid to visit a site like newegg.com to find better prices and more variety.

RAM is integral to running multiple programs, running heavier software, and keeping virtual memory usage (which uses hard drive space) to a minimum. Consult a professional or a knowledgeable source before undertaking a memory upgrade project.

Optimizing Internet Speed: An article for PC Magazine by Winn Rosch reads, “With a broadband DSL or cable modem connection, you may be able to squeeze more speed from your connection by tuning the timing and size of your packets.”

All of this may sound like a lot of technical jargon, but Rosch suggests visiting www.visualeware.com, a website that offers a free software package (MyX-connection PC Lite) that “reports its findings in English instead of engineerese,” making this the most accessible software option.

If cracking the piggy bank seems tempting, there are other options available to you. Rosch suggests, “Dr. Speed, Turbo Surfer, and WebShuck.” Any of these will take more of the labor out of optimization but be prepared to spend at least $30.

The IT Office on Cedar Crest Campus offers a free anti-virus client installation to all students. The client is simple to use and can be set to update virus definitions automatically and is recommended to anyone without a different client or would prefer an easy to use interface.

Shannon Pretko, Information Support Specialist at Cedar Crest College, advises that a surge protector is a good investment to make if you plan on leaving your computer running throughout most of the day. A black out is something that can happen unexpectedly and can greatly damage your computer especially if you are the type to leave it running.

Pretko also advises that both Disc Cleanup and Disc Defragmenting applications be run once a month. It is also wise to shut down your computer at least once a week.

But what about us Mac users you ask? Christine Hickey, a Computer Information Systems major, uses a Mac book that she has had since 2006.

Hickey answered, “The best way to keep a Mac running fast is to make sure that the hard drive isn’t completely filled up,” when asked to comment on how she keeps her laptop in shape. Deleting unnecessary files, random downloads, and keeping your desktop as clutter free as possible are all things you can do for your Mac.

Mac’s don’t need a hardcore anti-virus suite since most ailments are made specifically for the PC operating system.

“About once a month, though, I use the free ‘Leopard Cache Cleaner’ from Apple’s website to clean up any bugs that may have been downloaded and sweep up the dust,” added Hickey when asked about anti-virus options for Macs.
The new generation of female condoms

Rena Wallace  | STAFF WRITER

On Dec. 11, 2008, the Food and Drug Administration (FDA) approved the second generation of female condoms. The product, FC2, which is manufactured by Female Health Company in Chicago, Illinois is a redesigned contraceptive of the FC1 (female condoms) available to women. The new condom is softer, easier to use, cheaper to produce and it will become available to consumers by mid-2009.

The FC and the FC2 condoms are both comprised of a sheath with a closed ring on one end that is inserted near the cervix and an open ring on the outer end that stays outside the woman’s body.

The FC2 along with the FC condoms also include many benefits. It reduces the risk of pregnancies and contracting the HIV infection and other sexually transmitted infections. According to the company, the condom includes greater protection by covering part of a woman’s outer genitals. And data does show that they are at least as effective as male condoms.

The new female condom is made out of a synthetic rubber called nitrile whereas the older version of the female condom is made out of polyurethane. Unlike latex, polyurethane does not cause allergic reactions, however, it is very expensive to manufacture. The FC2 female condom on the other hand should be less labor intensive to produce therefore reducing the cost.

The female condoms in comparison to male condoms range in cost from about $2.80 and $4 while male condoms cost consumers between 50 cents and $2 a piece. “Purchasing female condoms is out of the norm. I would never use a female condom if I had to buy them. ” said Tabby King, sophomore Biology major.

“Sometimes if something really catches my eye over and over again, but rarely,” said Tiffany Dancho, Elementary Education sophomore.

Dancho also mentioned, “I feel that magazines sometimes show the trends differently and I don’t like them, but then I’ll see it on someone else and want to try it.”

Harper’s Bazaar offers not only great trends for hot accessories, but also for hair and makeup tips as well. “One option: Sexy, tousled waves and a radiant complexion,” says the website. Then they also offer the process to achieving the look including what products might help obtain and hold that look.

“The new female condoms,” said Fabiani. “It was the FC female condoms that were selling at a rate of $16.99 for a box of five. According to an employee at the pharmacy, the FC condoms have been available to customers since 1999. The condoms were taken off the market for a while but now they are back on the shelves.

This product can also be found in locally-owned retailers and HIV/AIDS relief organizations such as Planned Parenthood.

After visiting a local retail store called Condoms Galore, not much variety of female condoms was found there either. According to the manager, they have been providing female condoms to customers for about five to six years. They provide the same brand that was found in Rite Aid.

“I think that there should be more variation,” said Julia Fabiani, Manager of Condoms Galore

They also have very little sales of female condoms.

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Spring Trends for 2009:

The Accessories Edition

Elizabeth Kern | Columnist

Spring season is approaching slowly but we still can be on the lookout for the new trends of the season including with accessories. Everyone knows that the best way to dress up an old outfit is to dress it up with jewelry and cute shoes.

For those that follow the trends like you follow Lauren Conrad’s life on “The Hills” it’s basically second nature to see something you like in a magazine and then buy it the next day in the store.

But to some it doesn’t come that easily, “Sometimes if something really catches my eye over and over again, but rarely,” says the website. Then they also offer the process to achieving the look including what products might help obtain and hold that look.

“If you’re not so keen on the way you look for classes, perhaps a chic low ponytail or knot would work best. The key to achieving these looks is to make them a tad messy so that they don’t seem to be professionally done. So leave the bumps this time.

Lastly for the hair, headbands are making a comeback. Now that doesn’t mean run out and buy the first headband you see. Headbands with bows or metallic in color will work best for the season. If you’re looking for something a little bolder try wearing thin headbands across the forehead for a more bohemian look.

As for the jewelry, shoes and handbags it’s time to go back to the basics. Think black, white, and metallic. Now don’t get bored with it because remember its only accessories so this could mean more wild prints and color for clothing since accessories are so neutral based.

The new trend in purses this season is not huge bags that you can carry a small dog or child in but playful bags. This meaning that they range in a wide variety of colors from red to deep purple or to fun and flirty prints. They also range in size, most of the bold prints are shown on medium size bags where as the bright and exotic colors are shown on smaller purses and clutches.

Saying the best for last, ELLE magazine’s Trend Reports will blow you away. They are showing tie dye and sparkle! Don’t read tie dye and flinch thinking you’d never wear it until you see the pair of tie dye pumps from BEBE. They are a little on the pricey side but still amazing and the price would be worth all the jaw dropping looks.

Tie dye bracelets and even a beautiful tie dye bikini from Target were pictured among others.

For those who have always hated after Marc Jacobs designs but can’t get over the price tag, good news. ELLE’s website features MARC by Marc Jacobs glitter belt for $26. The belt would be cute with jeans and a t-shirt or make a simple black dress stand out.

So ladies enough reading, put down the paper and get out there and be a trendsetter before someone else beats you to it! Happy Shopping!

Look for other volumes of “Spring Trends for 2009” in upcoming issues of The Crestiad.

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15 Crucial Dating Deal Breakers!

1. He/She acts like a __________ (Type of animal) when we go out to dinner.
2. He/She dresses like a/an __________. (Occupation)
3. He/She loves __________ (Noun) more than his/her mother.
4. He/She spends too much time playing with his/her __________. (Noun)
5. He/She is planning on living in his/her parent’s basement for another __________ (Large Number) years.
6. He/She drives a/an __________ (Adjective) car.
7. He/She has really ugly __________! (Plural body part)
8. He/She has a __________ (Adjective) sense of humor.
9. He/She uses his/her __________ (Article of clothing) to wipe their nose.
10. He/She has spent __________ (Large number) nights in jail…for fun.
11. He/She smells like __________ (a heinous odor).
12. He/She __________ (plural bodily function) in public.
13. He/She sleeps with his/her old __________ (Disney character) doll.
14. He/She tries to partake in (activity) competitions . . . with your parents.
15. He/She was sued by his/her ex for __________ (felony).

Submitted by Brea Barski

Happy Valentine’s Day! Count how many hearts are intertwined in the jumble below. See the bottom of the next page for the answer.

Mr. Chemist’s Neighborhood

By David Raker

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Aquarius: (Jan. 20 - Feb. 18) Something keeps buging you. Or should I say, someone? How about everyone. This winter weather is not putting you in the best of moods, especially when everyone you know keeps pestering you. Relax and take some time out for yourself and do something that you really enjoy.

Pisces: (Feb. 19 - March 20) Lately, you have been focusing all of your energy into the wrong direction. Whether it be a cute new crush, or learning how to polka dance, it’s just not for you. Instead, try to stay more focused on the important things going on in your life right now before they pass you by.

Aries: (March 21 - April 19) For some strange reason, it seems like you are missing something, and you just can’t put your finger on it. It’s probably your life. Take a break from your busy schedule this semester and treat yourself. You’ll have plenty of time later to study.

Taurus: (April 20 - May 20) Somebody is shining brighter than a 300-watt light bulb. It can be a blizzard outside and all you see are spring flowers. Let your great mood radiate on others who need it this month, since this positive outlook on life doesn’t seem to be going anywhere for awhile.

Gemini: (May 21 - June 21) Love is in the air, but is it here to stay? Don’t work, your nosy addition to the ozone looks like it may hang around for quite some time. But be prepared if things don’t work out, since this budding romance doesn’t seem like it is hitting the destiny marker quite yet.

Cancer: (June 22 - July 22) It may be a stretch, but would it absolutely kill you to try something new? We all know how comfortable you are in your little safety net. Break out for once and discover a different book, movie, or even food. Don’t shut everything out right once and discover a different book, movie, or even food. Don’t shut everything out right once and discover a different book, movie, or even food. Don’t shut everything out right once and discover a different book, movie, or even food. Don’t shut everything out right once and discover a different book, movie, or even food.

Leo: (July 23 - Aug. 22) Whatever you are doing in December? This was going to be your year, and you were going to getting the best out of it. Well, I hate to break it to you, but the year has already begun. Where are you at? Keep on track with all of those New Year’s Resolutions. It will be in your best interest, I promise.

Virgo: (Aug. 23 - Sept. 22) Financially, you are a little insecure this new year. It is time to sit down with the checkbook and glance over what you have been doing. You’ll probably find that your high expenses are impossible to pay at the steady rate you are going. Try to be a bit more frugal.

Libra: (Sept. 23 - Oct. 22) If you feel as if you are struggling with some things the New Year has brought on, don’t worry. This month, the cards are definitely in your favor. However, don’t let yourself become too wrapped up in your good fortune. There are other people in your life that you need to take care of right now.

Scorpio: (Oct. 23 - Nov. 21) You have a lot of important things to think about right now. It seems as if your whole future is at your feet. However, don’t worry. It seems as if a new love interest will be there to help you out of any hard time you may come upon.

Sagittarius: (Nov. 22 - Dec. 21) Everyone knows how great you are. So why are you constantly getting misunderstood by people? Maybe it is time to speak up for yourself. No one will ever know the real you until you do.

Capricorn: (Dec. 22 - Jan. 19) No one said you could accomplish it, but you’ve done it! This week, you will find that the thing you were struggling most with will finally come true, despite what others may have thought at first. Give yourself a pat on the back. You deserve it.

February 12, 2009 www.cedarcrest.edu/crestiad

Cross Patch

Submitted by Brea Barski

Historical Happenings

February: Wild Bird Feeding Month

Birthday: Feb. 12
Abraham Lincoln (b. 1809) 16th president
Charles Darwin (b. 1809) naturalist, author
Judy Blume (71) children’s author
Grant Wood (b. 1892) artist (American Gothic)
Charles “Chuck” Yeager (66) 1st person to break sound barrier
Jack Benny (b. 1894) comedian
Odds Bodkin (56) storyteller
Paul Zelinsky (56) children’s illustrator
Steve McNeal (36) football player
Galelo Galilei (b. 1564) Italian astronomer
Susan B. Anthony (b. 1820) women’s rights activist
Matt Groening (55) The Simpsons cartoonist
George Washington (b. 1732) 1st president
Alan Green (32) football player
Robert Newton Peck (81) children’s author
O. J. Simpson (55) football player
Charles Darwin (b. 1809) naturalist, author
Susan B. Anthony (b. 1820) women’s rights activist
Matt Groening (55) The Simpsons cartoonist
George Washington (b. 1732) 1st president
Alan Green (32) football player
Barbara Joosse (60) children’s author
Submitted by Gabrielle Augustine

Check out page 18
Sex Simply Sells: Racy Advertising rowding our media

Allie Scott
STAFF WRITER

You don’t have to be an Ad- vertising major to know that sex sells. Hello, everyone loves to see a little skin, show a little skin, be- cause hey, its natural, and most peo- ple like it.

Well, unfortunately there are some party poopers out there that are anti-sex advocates, but who can blame them? Racy and sexy ad- vertisements are crawling up the media any chance they can get, and letting sexual images harm the eyes of children.

Almost every other commer- cial has some sort of sexual innu- endo or half naked person in it, and advertisers keep pushing the enve- lope seeing just how far they can get away with.

Way back in 1924, the Ameri- can Association of Advertising Agencies published a code that listed what advertisers could not use to make their products mar- ketable.

These codes consisted of No: false or misleading statements or exaggerations visual or verbal, tes- timonials which did not reflect the real choice of a competent witness, price claims which were misleading, comparisons which unfairly disparaged a competitive product or service, unsupported claims, or claims that distorted the true mean- ing of statements made by profes- sional or scientific authorities and last but not least no statements, sug- gestions or pictures offensive to public decency.

The problem with this is, some people are less offended than oth- ers, so advertisers just kept pushing the envelope trying to get away with as much as possible because that last code was never truly de- fined.

Advertisers use sex to sell be- cause it just simply works. Sex is a natural connection that advertisers use to get their consumers hooked, and it clearly has worked because sex has been used to sell products for decades.

We see a lot of companies using sex to sell on the television. Many of these commercials are di- rected towards men, in which the commercial objectifies the woman by over-sexualizing her.

According to the Edward R. Murrow School of Communication, “In advertising, it is easy to get a man’s attention by using women’s bodies and associate getting the woman if he buys the product. It is playing on his instinctive rather than intellectual view of the world.

The ad spends no time dis- cussing her qualifications for sex- ual desire – her mere existence is enough.” This quote can be con- nected to almost every single Axe Body Spray commercial.

It is the perfect example be- cause in all of the body spray com- mercials there are young women ripping off their clothes and rub- bing up all over the man who is wearing the body spray.

Better yet, the commercials ending tagline is the best. All they show is the can alone, it then sprays, and all you see is a woman’s moan. For real? Yes, for real, and these commercials do air during family hours on television, so that means the kids are seeing them too.

When asked why advertisers use sex to sell in the media, fresh- man Chemistry major, Karlin Hafer said, “It works! It grabs the viewer’s attention, and when it comes to commercials they push it too far. Kids don’t understand what the back meaning is; they just see a pretty girl in a sparkly outfit and think its okay, because it got their attention. Nowadays it is becoming okay to show those kinds of im- ages.”

Many Axe commercials have actually been banned from televi- sion such as the “Axe Attractions” bow chicka whoa music video commercial. It can be found on youtube where you can see lingerie clad women dry humping lawn or- naments and ironing boards.

It doesn’t stop here though, the Super bowl is noted for its scan- dalous commercials, and this year at Super bowl XLIII there were a few.

During the game, a Doritos commercial aired with a man star- ring at a woman walking down the street. He then takes a bite out of a chip, and as soon as he bites the chip, the girl’s clothes fly off and she is left in nothing but a sexy bra and lacy panties.

The best part about this com- mercial is the man then sees a man walking down the street and he eats another chip and instead of that guys clothes falling of he turns into a monkey! Clearly all that com- mercial was good for was getting to see some skin on a commercial break.

Sex is not just used on televi- sion to sell products; it is also used largely in magazine ads and bill- boards. They could be trying to sell a pair of jeans, sunglasses, lip gloss, or a Sham-wow, and somehow throw sex in there to make it mar- ketable.

Take a trip into New York City’s Time Square, you are sure to see some skin on the billboards.

The show’s demographic is aimed at teens ages 12-18, so there are twelve-year-olds out there seeing images of their favorite celebs, half naked and gettin’ dirty.

When the topic Gossip Girl came up, Hafer also stated, “Gossip Girl posters show some extreme sexual images, those are the ones that are too much for advertising and those are the ones parents don’t want their kids to see.”

You may recently have seen or heard about the racy ad campaign for Calvin Klein jeans, you can see the commercial on the Calvin Klein jeans website. The campaign was shot by renowned photographer Steven Meisel; the ad was recently banned from American television, but is free to show in Europe.

The ad consists of grainy im- ages of breast bearing woman just wearing jeans - Calvin Klein Jeans of course - lying and rubbing them- selves all over half dressed men. The term “lying and rubbing them- selves on” is putting it lightly, the ad blatantly shows threesomes, and foursomes.

This extremely sexual adver- tisement is the perfect example of using sex to advertise. Do sweaty naked girls make you want to wear jeans? Well of course they do, be- cause if you wear Calvin Klein jeans you will sweat, have a three- some, and be awesome.

As society keeps moving along, so does advertising; pushing the envelope as far as they can take it.

What is it going to take for them to cut back on the sexual im- ages they are showing for all ages to see? If things continue to move like they are, we are going to start seeing Jello advertisements with naked people on it, the Burger king K!NG is going to be chasing peo- ple around, nude with a whooper in his hand (and yes I am talking about the burger) and Dick Clark is going to be doing the New Years Show in nothing but an oxygen tank.

Advertisements such as this Armani ad featuring soccer star David Beckham are appearing everywhere from television commercials, to magazine ads to billboards in major cities such as New York. Advertisers have con- sistantly been using sex to sell their products. As society keeps moving along, so does advertising; pushing the envelope as far as they can take it.

Advertisers use sex to sell be- cause it just simply works. Sex is a natural connection that advertisers use to get their consumers hooked, and it clearly has worked because sex has been used to sell products for decades.

Way back in 1924, the Ameri- can Association of Advertising Agencies published a code that listed what advertisers could not use to make their products mar- ketable.

These codes consisted of No: false or misleading statements or exaggerations visual or verbal, tes- timonials which did not reflect the real choice of a competent witness, price claims which were misleading, comparisons which unfairly disparaged a competitive product or service, unsupported claims, or claims that distorted the true mean- ing of statements made by profes- sional or scientific authorities and last but not least no statements, sug- gestions or pictures offensive to public decency.

The problem with this is, some people are less offended than oth- ers, so advertisers just kept pushing the envelope trying to get away with as much as possible because that last code was never truly de- fined.

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We see a lot of companies using sex to sell on the television. Many of these commercials are di- rected towards men, in which the commercial objectifies the woman by over-sexualizing her.

According to the Edward R. Murrow School of Communication, “In advertising, it is easy to get a man’s attention by using women’s bodies and associate getting the woman if he buys the product. It is playing on his instinctive rather than intellectual view of the world.

The ad spends no time dis- cussing her qualifications for sex- ual desire – her mere existence is enough.” This quote can be con- nected to almost every single Axe Body Spray commercial.

It is the perfect example be- cause in all of the body spray com- mercials there are young women ripping off their clothes and rub- bing up all over the man who is wearing the body spray.

Better yet, the commercials ending tagline is the best. All they show is the can alone, it then sprays, and all you see is a woman’s moan. For real? Yes, for real, and these commercials do air during family hours on television, so that means the kids are seeing them too.

When asked why advertisers use sex to sell in the media, fresh- man Chemistry major, Karlin Hafer said, “It works! It grabs the viewer’s attention, and when it comes to commercials they push it too far. Kids don’t understand what the back meaning is; they just see a pretty girl in a sparkly outfit and think its okay, because it got their attention. Nowadays it is becoming okay to show those kinds of im- ages.”

Many Axe commercials have actually been banned from televi- sion such as the “Axe Attractions” bow chicka whoa music video commercial. It can be found on youtube where you can see lingerie clad women dry humping lawn or- naments and ironing boards.

It doesn’t stop here though, the Super bowl is noted for its scan- dalous commercials, and this year at Super bowl XLIII there were a few.

During the game, a Doritos commercial aired with a man star- ring at a woman walking down the street. He then takes a bite out of a chip, and as soon as he bites the chip, the girl’s clothes fly off and she is left in nothing but a sexy bra and lacy panties.

The best part about this com- mercial is the man then sees a man walking down the street and he eats another chip and instead of that guys clothes falling of he turns into a monkey! Clearly all that com- mercial was good for was getting to see some skin on a commercial break.

Sex is not just used on televi- sion to sell products; it is also used largely in magazine ads and bill- boards. They could be trying to sell a pair of jeans, sunglasses, lip gloss, or a Sham-wow, and somehow throw sex in there to make it mar- ketable.

Take a trip into New York City’s Time Square, you are sure to see some skin on the billboards.

The show’s demographic is aimed at teens ages 12-18, so there are twelve-year-olds out there seeing images of their favorite celebs, half naked and gettin’ dirty.

When the topic Gossip Girl came up, Hafer also stated, “Gossip Girl posters show some extreme sexual images, those are the ones that are too much for advertising and those are the ones parents don’t want their kids to see.”

You may recently have seen or heard about the racy ad campaign for Calvin Klein jeans, you can see the commercial on the Calvin Klein jeans website. The campaign was shot by renowned photographer Steven Meisel; the ad was recently banned from American television, but is free to show in Europe.

The ad consists of grainy im- ages of breast bearing woman just wearing jeans - Calvin Klein Jeans of course - lying and rubbing them- selves all over half dressed men. The term “lying and rubbing them- selves on” is putting it lightly, the ad blatantly shows threesomes, and foursomes.

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Silly advertisers, name brand products are for commercials!

Lindsey Jancay
STAFF WRITER

Why is it that halfway through a television show the viewer will develop an irresistible craving for Oreo Cookies, or Starbucks coffee? It’s not the commercials. Many people change the channels during commercials so they rarely view a full commercial, but those sneaky advertisers have found a way around that nasty habit. That way around is product placement.

So what is product placement, and how is it so effective? According to www.source-watch.org, “Product placement is a form of advertisement, where branded goods or services are placed in a context usually devoid of ads, such as movies, the storyline of television shows, or news programs. The product placement is often not disclosed at the time the good or service is featured.” According to howstuffworks.com, product placement happens for one of three reasons: either accidentally, if the product is placed for monetary compensation, or if the product is placed in exchange for a certain amount of that product. Consider the tendency people have to refer to their “iPods,” or reach for a “Kleenex” in everyday life. Sometimes products such as these just get placed to make the scene in which they exist more realistic.

An example of the exchange of placement for an amount of the product, according to howstuffworks.com, would be if a main character of a show were to display “a quirky affinity for a particular type of beverage.” As the show progresses, the audience would become more and more aware of this product placement. In exchange the cast and crew of the show are provided with that beverage during the duration of the show.

The last type of product placement is in exchange for financial compensation. That one is fairly simple to understand. The product featured for a certain amount of time in an episode receives that advertising time in exchange for money.

Another new addition to the world of embedded advertising is the use of a no interruption episode. Often these shows are presented without commercials, but be on watch for those sneakily placed products. They’ll be all through the episode which is often sponsored by a large company.

To better understand when you are the victim of product placement you have to begin to think like an advertiser: Say you’re trying to market a new soda to a teenage market. You would choose a show directed at that age group and instead of having to produce an entire commercial, you can instead pay to have your product placed directly into a scene.

While this approach is often easier for the advertiser, the Writer’s Guild and the Screen Actors’ Guild requested in 2005 that the ads be disclosed in the beginning of the program, and that regulations be put on the amount of product placement in children’s programs.

However, product placement is as tricky to regulate as it is to spot, therefore, a lot of it sneaks through to you without anyone any the wiser. Since you are not getting the warnings you are entitled to, you must become more aware of product placement if you do not want to fall victim to it.

Kaitlin Shurgala, Freshman Nursing major, said that she is less likely to fall for product placement because she is older and less prone to fall for embedded advertising methods, stating, “I think I fell for it more as a kid, but now I’m more aware.”

Hannah Walters, Freshman Dance major, is more sympathetic to the advertisers, stating that while she doesn’t notice product placement, she feels that if she knew she was watching an advertisement in the middle of her favorite show, it would defeat the purpose and take away from the psychological benefit of having an advertisement that the viewer isn’t aware of.

While it is understandable that the invasion of advertising into entertainment is a major annoyance, it is not, necessarily any more harmful than a commercial or a preview in the movie theatre. Embedded advertising is simply blurring the line between annoyance and possibly taking advantage of people who are unaware of the advertising they are being subjected to.

While many have tried to stick it to those sneaky advertisers and make them pay for their tricky product placement, there is not much to be done. The only thing viewers can do to avoid becoming victims to embedded advertising is to continue to learn about product placement methods and try to stay alert.
Mraz Tops the Charts Again

Virginia native, Jason Mraz, released his third chart-topping album on May 13, 2008 titled, "We sing. We dance. We steal things." He developed this current record quite differently from any other. Mraz chose to live a somewhat normal life, after all the years of touring and spending days and nights in recording studios and living out of suitcases. According to www.jasonmraz.com, he decided after his second record that he needed a break, "I want to go to the grocery store again. I want to do my own laundry. I want to tend to a garden. I want to raise a cat." By doing so, he felt like he had found himself again and songs just starting coming to him.

Mraz, being a mere 31 years old, has been very successful since he started his music career back in 2002 when he released his first album, "Waiting for My Rocket to Come." Many songs on all three of his albums have made the Billboard 200 and Billboard 100 charts. His current album peaked at number three on the Billboard 200 chart, making it a record for him thus far. Most of the songs on his album relate to him or his life in some way. Some of them describe his personal experiences, such as, "Love for a Child," which focuses on his struggle with his parent’s separation when he was young. Many fans can relate to this track, because there are many that have grown up in a broken home, but his lyrics stress the need to grow up and be okay with the situation.

Most of the songs describe the mood he was in at the time of writing them, such as, "I’m Yours," which is about finally giving into love and life. This track was the first single from this album, and it seemed to quickly catch an audience. The tempo is upbeat and it almost makes you feel like you are lounging on a beach somewhere sipping margaritas. It just gives you that relaxing and satisfying feeling, especially when it states, "It’s our godforsaken right to be loved." His entire album-even the slow songs-seems to convey the same relaxed and satisfied life kind of feeling. Almost as if his music is telling the audience it’s okay to have problems because they are easily overcome.

This record is most interesting as well, because of the choice of artwork that is displayed over every inch of the album. While traveling in Scotland, Mraz saw a piece of artwork by David Shrigley that is displayed over every inch of the album. While traveling, Mraz seemed to quickly catch an audience and his personal experiences, such as, "Love for a Child," which focuses on his struggle with his parent’s separation when he was young. Many fans can relate to this track, because there are many that have grown up in a broken home, but his lyrics stress the need to grow up and be okay with the situation.

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On one of Philly's coldest nights, January 15, patient fans lined South Street awaiting their entrance into the Theatre of Living Arts to see the ever so talented band, The Fray. They recently stopped in the city of brotherly love for a sold out date on their North American tour along with indie pop band Vedera.

The small venue was perfect for the occasion; very up close and personal. It was a spectacular sensation to hear every beat, every lyric and every fan sing along to the inspirational melodies, old and new, of The Fray.

The set was visually enjoyable; draped with 40 or 50 vintage lamps and chandeliers randomly placed around the stage, and of course, a large chappy piano was appropriately placed in the center where lead singer, Isaac Slade, would serenade the crowd for the evening.

The show started immediately at nine o'clock where the band members of The Fray came out to introduce their tour buddies Vedera, who started off with an upbeat song off their new EP album, Vedera's eclectic folk rock tunes filled the theater for an hour. During their jam session on stage, the merchandise stand sold out completely of their album before they were even done performing! The tour couldn't have picked a better opening band for The Fray; they kicked the night off to an amazing start.

Promptly after Vedera left the stage, Isaac and his band mates took their places, and the show began with a debut of a song off their new album that came out February 3. If you were wondering about all those lamps on the stage, yes, they were put to good use. The lamps were synchronized to the beat of the songs and flashed along giving each song a spectacular electronic element that brought old and new songs to life. The bright lights were in fact so bright it put you in a trance, a musical trance, which went on for an hour and a half.

The next song was a crowd favorite, “Over My Head,” and due to the incessant screaming. I would say it was also a crowd pleaser. This song was one of the bands hit singles off their first album. The lights flashed, and the crowd sang together. Isaac sat up from his piano and all the music stopped, but the singing continued acoustically, as we joined him in singing the rest of the song together.

What a wonderful experience, sharing your favorite songs with complete strangers. It’s an awesome feeling realizing that we are all connected in some way.

For the rest of the evening we were serenaded by a few oldies, and a lot of new goodbies. The band shared jokes and stories from their previous visits to Philadelphia, and told us about their love for the cheese steaks. Lastly, The Fray sang their hit new single, “You Found Me,” raising the emotions in the room. This was the perfect way to end the evening. As the band said their goodbyes and left the stage, we demanded an encore, and graciously the band sang us another new song.

As I left the show in high hopes and in happy spirits I came to a conclusion, that even on the coldest nights, enjoying a concert, and being with the ones you love, even the ones you don’t know at all, is best way to warm your soul.

Allie Scott  STAFF WRITER

In the highly anticipated addition to the series, everyone’s favorite stealthy antihero, Solid Snake, is back to embark on his final quest. The game takes place five years after the Big Shell Incident from Metal Gear Solid 2, and Snake has mysteriously aged.

Our world has become a very different place, and as Snake puts it, war has changed. The economy is now dependent on the income brought in by war through the selling of weaponry, and PMC’s (Private Military Companies) are the guns for hire in place of traditional armies.

The nanomachines embedded in the soldiers’ bodies regulate their feelings and can even suppress fear. Snake’s old adversary, Liquid Ocelot, is planning to take over the nanomachine system (S.O.P), so he can gain control of all the PMC’s, making him a force to be reckoned with. After accessing this information, Snake’s old friend Roy Campbell, asks him if we will carry out a final mission: to terminate Liquid.

The series has always been complicated and confusing, which means that MGS4 is no different either. What’s great about the fourth installment is that all questions are answered in this game, from the Pa-tron to Liquid Ocelot’s weird arm plot twist.

Many beloved characters make appearances, as well as the old annoying ones, like Raiden’s girlfriend Rosemary, who thankfully doesn’t talk too much, or that Jerv Vamp, and the eternal irritable bowlobow system sufferer, Johnny. Gameplay is absolutely astounding, as the controls are a lot easier to handle than previous Metal Gear Solid games. The greatest feature found within MGS4 is the cameo suit, an idea from Metal Gear Solid 3, that has been enhanced for the newest game. This allows you to press your body against anything, like a patch of grass, a wall, or, as the opening even suggests, a box of watermelons, and try to blend in with it, allowing enemies to walk right past you and not even see you.

Another interesting addition is the “psyche” bar that needs to remain in good condition along with Snake’s health. Stress from combat, as well as negative comments from his peers (like calling him an “old man”) will cause Snake’s psyche bar to decline, which will impair his ability to shoot and recover health.

As for the graphics, I don’t really think there is anything out there on the market right now that even comes close. The people are so realistic looking, and the environments are rich and detailed.

In scenes where rebel factions are fighting against the PMC’s, the debris of battle, such as smoke and torn paper can be seen floating around in the atmosphere. Honestly, this is the most graphically impressive game I have ever seen.

Overall, there is so much to say about this fantastic game, and not enough space to talk about it. For fans, it is a great conclusion for a character that, let’s face it, you really do love, as well as for the series (although there are rumors are circulating about a Metal Gear Solid 5). For people who have never played a metal gear game before, I obviously wouldn’t recommend starting at 4, especially since the series’ storyline is one of the most convoluted of all time. If you don’t own a PlayStation 3, here is an excellent reason (or excuse) to get one.

Jessica Heiser  STAFF WRITER

The Fray singer and piano player, Isaac Slade, and drummer, Ben Wysocki, in concert at the Theatre of Living Arts.
Intramurals: A great way to relieve some stress and get active

Thersia Ault
JUNIOR EDITOR

Do you ever just need a break from school work, or need to release some pent up energy? If your answer is yes, then you should be playing intramurals.

“It’s a good study break,” said the intramural coordinator Brooke Biloholowski. “[Intramurals] keep you active and is a fun way to hang out with your friends!”

Currently faculty and staff are playing intramural soccer to relieve some stress and just have fun. Tonight will be the championship game between the Silver Monkies and Pretty in Pink.

The first night of soccer the Pretty in Pink took home the victory 4-2. The second night was a much closer game. It was back and forth from the beginning of the game, tying it 1-1 at the half.

Returning to the game Professor Brian Exton let a goal roll right past his feat giving the Silver Monkies the lead. Not happy about the goal, Exton took control and sprinted from the goal he was defending to answer the other team’s goal with one of his own.

“Taking the ball end-to-end only a minute later was risky, but I had my pride to think about,” said Exton. And then someone was shouting “Gooooaalll! When you are older and out of shape like I am, pride, and a random goal, are all you have left, sometimes.”

Exton scored his second goal of the night for the Pretty in Pink with another goalie switch up, and then they allowed another goal tying the game 3-3. Then Professor Casey McDonough scored the game winning goal breaking the tie 4-3.

All in all intramurals are a fun way to relieve some stress, hang out, or get your fix of competition. But they are also a great way to warm up for the highly anticipated Hall Olympics.

“Intramurals is just a taste of the sick intensity you’ll see at Hall Olympics,” said Biloholowski.

If you don’t already know, Hall Olympics is a weeklong competition between residence halls and is an event that will definitely be something you do not want to miss. It is advised to all residence halls that they bring their A game to the competition, and nothing less. This year’s games is destined to be full of tough competition.

The next intramural game in planning is kickball.

“Kickball, don’t you need a blacktop and some 10-year-olds to play that? Exton responded to the idea. “Sounds like a great way to recapture the glory of youth!”

sign up sheets will be in the fitness center, so find a team, or sign up as an individual and look for an email giving you all the information you need in order to play.

The Falcons take a time out with The Boys & Girls Club

The Falcons’ basketball team takes a time out from their warm up with The Boys and Girls Club of Allentown. The Falcon’s played a conference game against Baptist Bible College. The Defenders unfortunately defeated Cedar Crest 71-66.