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12.09.11

# REPORTER

reporter.com



## MUSIC IN THE INFORMATION AGE

With the rise of the internet, the way we listen to, play and share music has been changed forever. **Here's how.**

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## REPORTER

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## CULTURE CORRUPTED

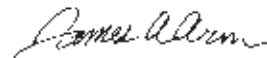
What is RIT culture? If you take any stock in what the admissions office has to say, it's swimming in a sea of generic adjectives like quirky and unique; going as far as to be "alive with energy and excitement." If you ask the authors of Rings (you know where to find it), it's founded on the principles of misogyny, drunkenness and a complete lack of sexual activity. There is truth behind both of these outlooks, but they're both missing something critical. From what I can tell, RIT culture is becoming more and more a transplant and near-duplication of internet culture.

Maybe I'm a little biased. Being in a computing major, I suppose I am apt to have more-than-average interaction with people who might be described as quite a bit more than internet savvy. But I believe the issue to be more pervasive than that. From coffee shops that advertize specials through the use of the latest meme, to an SG Vice President who appends each agenda with a (sometimes) apropos web comic, internet culture seems to be supplanting any truly unique culture that RIT has or had.

So what's the issue? On the surface, there isn't one. A community of self-described nerds has a collection of pre-built inside jokes to ease potentially awkward social interactions. But I wonder if all of this in-joking and self-reference is really doing us any good. For one, I have found that interactions based on this sort of communication tend to be quite trite and one-dimensional — once you get past the novelty of the fact that you're both speaking the same meme-based dialect, there really isn't a whole lot of depth you can get into. There's only so much that can actually be said through a rage comic.

At the same time, this supposed inclusive community serves only to alienate those not in the loop. For a group of people who seemingly constantly complain about being socially awkward and "forever alone" participating in such an exclusive dialog seems ironically counterproductive. I get the appeal. That feeling that "oh hey, this guy is really speaking my language." The problem is that you're speaking in an incredibly limited language that is rather incomprehensible to the vast majority of people.

What the real problem here boils down to is that we are less and less taking the time to form our own thoughts from our own feelings with our own words and simply dragging and dropping preconfigured notions into a structure that roughly approximates our intentions. This format is not the basis for meaningful and intelligent interaction, and it can only cause more awkwardness and alienation in the future.



James A. Arn

EDITOR IN CHIEF

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Royce Terry, a Monroe County Community College Fire Safety and Technology senior, advances on a car fire along Idle Lane on Saturday, December 3. The car appeared to have been driven along the property boundary of John Hess, who is currently in litigation over prior trespassing violations with his neighbor. | photograph by Jonathan Foster

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cover photograph by Brett Carlsen



## EGYPT HOLDS HISTORIC ELECTION

On Monday, November 28, Egypt held its first democratic elections since deposed leader Hosni Mubarak's ousting earlier this year. The first wave of elections for parliament was held in Cairo and Alexandria, and the voting is expected to continue for the next month. About 50 million Egyptians are eligible to vote in the election, and analysts await the total turnout to gauge the nation's commitment to change.

According to Shadi Hamid, research director at the Doha Brookings Center, the election "will also tell us how much Egyptians are invested in this political process. If turnout is low, it will mean there is widespread disaffection among Egyptians, and they don't believe that real change is possible through the electoral process."

## CYBER MONDAY MOST PROFITABLE ON RECORD

The largest online shopping day of the year, Cyber Monday, has outpaced its 2010 sales, reported CNN on Monday, November 28. According to the report, "As of 3 p.m. ET, online sales were up 15 percent from last year, according to IBM Benchmark (formerly Coremetrics)." Last year's Cyber Monday generated about \$1 billion in revenue for online retailers. The 15 percent increase registered at 3 p.m. on Monday signaled a dramatic increase in sales, which are on a record-breaking pace.

The term "Cyber Monday" has been used since about 2005 — however, "according to IBM and others, it wasn't until 2009 when the Internet saw more sales that day than on Black Friday," CNN reports. As an increased number of retailers have offered more online deals on the Monday after Black Friday, the drive toward more tech-centered sales has also increased — due in part to mobile devices. "More than 12 [percent] of the people surfing retailer sites were using mobile devices, according to IBM Benchmark, and more than 7 [percent] of the purchases made were on mobile. That's up from 3.2 [percent] last year," reports CNN.

## AT&T/T-MOBILE MERGER STALLED

The proposed merger of major U.S. cellular carriers AT&T and T-Mobile has stalled in its passage through the Federal Communications Commission. AT&T and T-Mobile announced plans for a merger in March 2011, which has since faced various legal obstacles. A lawsuit was lodged against the companies by the Department of Justice, and a disapproving review by FCC chairman Julius Genachowski, suggested that the merger is not in the public interest. As a result, the chairman called for an administrative hearing to be held on the merger. The two companies have withdrawn their application for the merger in an effort to restructure the deal, so that it might win the approval of the regulatory agency.



## US CREDIT RATING TO REMAIN INTACT

Following the announcement of the failed "super-committee" debt reduction negotiations, Fitch Ratings, one of the Big Three credit rating agencies, has reaffirmed the United States' credit rating. While the high credit rating of "AAA" will remain intact, the agency did lower the status of the country's credit outlook from "stable" to "negative," according to a CNN article posted on Monday, November 28.

This outlook revision signals a possible credit downgrade within the next two years. Said the ratings agency in a statement: "Failure to reach agreement in 2013 on a credible deficit reduction plan and a worsening of the economic and fiscal outlook would likely result in a downgrade of the U.S. sovereign rating." Standard and Poor's, one of the other large credit rating agencies, downgraded the United States' credit rating on August 5. **R**

## FRESHMAN SENATOR LEAVES SG, POSITION OPEN

Shantavia Edwards, Freshman Senator to Student Government, will not be returning to her position this quarter. According to Dr. Heath Boice-Pardee, Associate Vice President for Student Affairs and SG advisor, Edwards was forced to step down from the position during the Thanksgiving break. Edwards, a first year Psychology major, was elected to the position near the end of fall quarter. She did not respond to emails for comment.

SG Vice President Phil Amsler announced at the December 9 meeting of the Senate that SG is actively looking for a replacement for Edwards. This process closely mirrors the process of the initial Freshman Senator election process. Any full time, first year student may bring their interest to SG, at which time they will be interviewed by Amsler, who will bring his recommendation of up to three candidates to the Senate for final approval. According to SG President Greg Pollock, the two remaining candidates from the initial election process have been personally notified that the position is again vacant. **R**

## CRIME WATCH: NOV. 2011 *by Ali Coladonato*

### TUESDAY 1

*B Lot. Between 11 p.m. Tuesday and 6 p.m. Wednesday.* A student reported his moped missing from B Lot. After further investigation on Thursday, November 3 by the Public Safety Department, the case is closed pending new leads or information.

### SATURDAY 5

*Sol Heumann Hall (SHH, 47). 8:05 p.m.* A student sprayed an aerosol substance near the fire alarm, setting it off. Similar occurrences were reported over the next two days, and the student was arrested on Sunday, November 7. The case was referred to the Office of Student Conduct.

### SUNDAY 6

*Colony Manor Drive. 1:26 a.m.* A student reported that three unknown persons threw a pumpkin at his vehicle, causing damage. The case is closed, pending new leads or information.

*No crime was reported from Thursday 24 to Sunday 27.*

### MONDAY 7

*James E. Gleason Hall (GLE, 09). From 5 through 7:30 p.m.* A student admitted to selling a laptop to a pawn shop. The laptop was recovered and given back to the student. The case was referred to the Office of Student Conduct.

### THURSDAY 10

*Mark Ellingson Hall (MEH, 50). 10:18 p.m.* Unknown person(s) discharged a fire extinguisher in a dorm hallway. The investigation continues by the Public Safety Department.

### TUESDAY 15

*University Commons Apartments. From 2:15 through 2:24 p.m.* Students possessed airsoft pistols in their apartment. The case was referred to the Office of Student Conduct.

### THURSDAY 17

*Grace Watson Hall (GWH, 25). 8:40 a.m.* A student was caught stealing push buttons for the handicapped from the residence hall. The case was closed by Judicial Affairs. **R**

## FRIDAY 09 CAB Friday Night Live Presents: ROC the Mic

Al Davis Room, Student Alumni Union (SAU, 04). 9 – 11 p.m.

Come support local bands as they compete in a battle of the bands competition for a free recording session and interview at WITR's Rochester Sessions. *Cost: Free.*

## SATURDAY 10 EGS Legendary Kill Confirmed "Call of Duty" Tournament

Fireside Lounge, Campus Center (CPC, 03). 12 - 11:30 p.m.

Grab a few friends and head over to the Fireside Lounge for a huge "Call of Duty: Modern Warfare 3" tournament sponsored by the Electronic Gaming Society. *Cost: \$5.*

## SUNDAY 11 Tiger Tracks Train Show

Gordon Field House and Activities Center (GOR, 24). 10 a.m. – 4 p.m.

Support the RIT Model Railroad Club by attending their annual Train Show and see some incredible train sets, visit vendors and start building your own collection.

*Cost: Free for students, faculty & staff, \$5 for others.*

## MONDAY 12 The Miche Fambro Show

Multi-use Cultural Community Center, 142 Atlantic Ave. 7 p.m.

Head over and see a show hosted by Miche Fambro as he and other musicians play a blend of jazz, Caribbean folk and Motown.

*Cost: \$6 for students, \$12 for others.*

## TUESDAY 13 Criminal Justice Student Association's "Clue"

Fireside Lounge. 8 – 10 p.m.

Put your crime solving skills to the test with the Criminal Justice Student Association's real life version of the popular board game "Clue." *Cost: \$1.*

## WEDNESDAY 14 Fred Vine Band CD Release Party

Sticky Lips BBQ, 830 Jefferson Road. 9 p.m.

Come out and try the food of BBQ restaurant Sticky Lips while supporting local musician Fred Vine and his band as they perform the blues.

*Cost: Call for cover.*

## THURSDAY 15 RIT Players Present: Mrs. Bob Crachit's Wild Christmas Binge

Ingle Auditorium. 8 – 10 p.m.

Get your holiday spirit on with playwright Christopher Durang's twist on the classic story "A Christmas Carol," which follows Bob Crachit's wife on a crazy adventure. *Cost: Free. R*




## RIT DUBAI PRESIDENT NAMED LYBIAN DEPUTY PRIME MINISTER

by Nolan Harris Jr.

**D**r. Mustafa Abushagur, President of RIT Dubai, will serve as Libya's new deputy Prime Minister as the country moves to restructure its government. Dr. Abushagur, also a microsystems engineering scholar at RIT, will vacate his post "immediately, for an eight-month period to begin building a democracy in Libya," reported RIT University News on November 23. Abushagur is the inaugural president of RIT Dubai, founded in 2008. He has been an instructor at RIT since 2002, lecturing in electrical engineering, "and led the development of the world's first doctoral program in microsystems engineering."

Prior to his new appointment, Abushagur was placed on a "Most Wanted" list in Libya, and fled his homeland to escape reprisals from the Moammar Gadhafi-led regime, which he "actively opposed." With the fall of the Gadhafi regime in late October, Abushagur was free to safely return to his country. Abushagur will play a leading role in

laying "the groundwork for a democratic government in Libya, with free elections occurring later in 2012," writes Bob Finnerty, RIT's Chief Communications Officer.

Lybia finds itself on the precipice of a new age after revolutions swept through North African and Middle Eastern countries in what has been called the "Arab Spring." Lybia's peaceful protests devolved to armed conflict after the Gadhafi regime sought to suppress peaceful resistance. The struggle for governmental reformation lasted about eight months, and culminated in the capture and killing of Gadhafi. 



- 1. Giving us a ring! - 2. Submitting to "Overseen and Overheard" - 3. Commenting on the website -
- 4. Voting in our online polls - 5. Sending us an email - 6. Becoming our friend on Facebook -
- 7. Following us on Twitter -


## CALENDAR PROPOSAL APPROVED

by Amanda Imperial and James Arn

**A**s 2011 comes to an end, RIT's infamous quarter system draws ever closer to retirement. All three of RIT's governance groups have now voted on their official recommendations to President Destler. Student Government and Academic Senate both approved the same calendar, known as "proposal two." In this calendar, both semesters begin on Monday and include 73 total class days and five non-class days over a 17-week semester. Each semester also includes five days of exams and one reading day for exam preparation. The fall semester of this calendar includes a two-day break for Columbus Day and a three-day break for Thanksgiving.

The final governance group, Staff Council, approved a different calendar. This version is distinguished from "proposal two" by having a two-day break for Labor Day, rather than for Columbus Day. According to Staff Council Chair Molly Johnson, many members of the staff want Labor Day off, as it is a nationally recognized holiday during which most businesses in the country are closed.

Johnson also noted that there are financial benefits for the Institute being closed on this day, namely that it would not be required to pay staff time and a half due to the holiday.

During the December 2 meeting of the SG senate, Johnson offered several proposals to modify "proposal two" to fit the varying needs of students, faculty and staff. The first proposed change would eliminate the non-class day after Columbus Day and make Labor Day a holiday. Another proposed change moved that non-class day to the week of Thanksgiving, ostensibly lengthening that break. It would also recognize Labor Day as a non-class day rather than Columbus Day. SG voted to not change the proposed calendar on concerns that the schedule would become unbalanced and that there would be a long, break-free stretch between Labor Day and Thanksgiving. 

# REPORTER

AT YOUR LEISURE *by Evan Williams*

## REPORTER RECOMMENDS

### *Keeping Funny Alive*

In a way, stand-up comedy is a sort of “practical philosophy.” Instead of lofty proclamations and theories from stoic authors, comics profess the honesty and absurdity of the human experience by having lived it.

What makes comedy popular is its relatability. Through personal observations or anecdotes, comedians confront audiences with situations that they themselves can immediately connect with or reject. It makes listeners look at how they approach life’s day-to-day interactions, from the inane to the absurd.

With the passing of Greg Giraldo, and more recently Patrice O’Neil, it’s worthwhile to stop and take a minute to appreciate the art of stand-up comedy. These comics confront audiences and make them face their cultures and taboos through satire, all while baring a small part of themselves, if only for a moment. So go ahead and laugh a little. You might learn something.

## OVERSEEN AND OVERHEARD

“I just saw a naked dude on campus casually walk across the road... WTF RIT?”

– Concerned pro-pants citizen

## QUOTE

*“If you’re going down in flames, you might as well hit something big.”*

– Dan O’Neil, creator of underground comic strip “Odd Bodkins.”

## STREAM OF FACTS

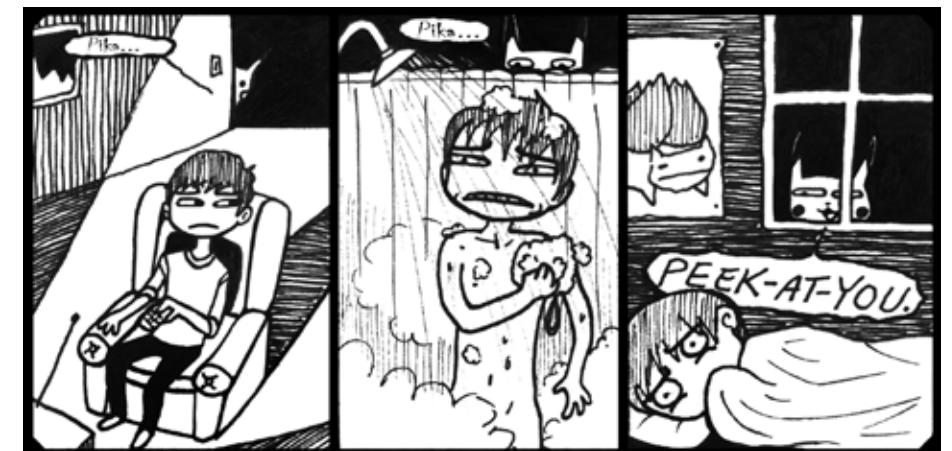
On average, 10 people are killed by vending machines each year. It is usually a result of frustrated customers trying to rock the heavy machines to loosen up trapped **PRODUCTS** and being crushed when they tip over.

One of the oddest natural **PRODUCTS** of the animal kingdom is hippo milk, which is actually pink. Hippos secrete a red acid from their skin to protect against bacteria, which has the appearance of red sweat. This acid mixes with the hippo’s milk, **TURNING** it pink.

There’s a reason that there’s no **TURNING** your television to channel one. In the 1940s, the FCC assigned the first channel to mobile services like two-way radios and didn’t pre-number the other **ASSIGNED** channels.

The title of toughest tongue twister in the English language has been **ASSIGNED** to the phrase “Sixth sick sheik’s sixth sheep’s sick.” See how you fare.

## COMIC *by Amber Gartung*



## FIRST WORLD PROBLEMS

The hip, up-and-coming neighborhood I moved into hasn’t up and come quite yet. Time to move.

The Goodwill doesn’t have any flannel shirts or work boots in my size. Now how am I going to exercise my downwardly-mobile fashion sense?

## HAIKU

Trying to maintain  
Long-distance relationship.  
Skype sex is awkward.

## WORD OF THE WEEK

**Labiomancy** n. - The ability to read lips.

Jasper couldn’t hear his date’s voice over the booming post-nerdcore noise rock blaring in the club, but thankfully he could use his labiomancy to make out what she was saying. 🗨️





# 12.09.11 REVIEWS



**The Nightwatchman - "World Wide Rebel Songs"**  
Album | Folk Rock | 49 min.  
Dig It!

by Cadence Schwartz

Tom Morello, member of Rage Against the Machine and former Audioslave guitarist, created the solo act The Nightwatchman as a way of getting back into politically active music. His new album, "World Wide Rebel Songs," is heavy with guitar, harmonica and percussion, giving it a bluesy, folk feel with a beat you can really get into.

The tracks tend to split into two different categories; slower, more melodic songs, and faster pieces with a heavier beat. The track "Branding Iron" is an example of the former. Extremely clean, it focuses on the sound of spoken word over everything else. "It Begins Tonight" is an example of the latter — it's full of electric guitar riffs that blend well with its passionate lyrics. Throughout the album, however, storytelling is an important theme. This helps create lyrics that are poetic at times and full of emotion. For example, the track "Stray Bullets" describes soldiers who are stop-lossed in Iraq and decide to force their way home.

Some of the songs, however, are not as strong. The beat and chimes of "Facing Mount Kenya" don't mesh well and once Morello's voice, gravelly and abrasive, is introduced, the song becomes somewhat irritating. When the voice drops out and other instruments come in the song becomes much more pleasant and interesting, but this is not enough to save it. The electronic portion of "Union Town" just seems tacked on and does not mesh well with the rest of the song. Also, while "The Dogs of Tijuana" is a strongly written and composed song, the strange howl in the middle runs contrary to its serious tone.

It is easy to hear the passion and guitar skill in "World Wide Rebel Songs." When Tom Morello says that his work as The Nightwatchman "encapsulates everything [he] want[s] to do as an artist," it's clear that he is telling the truth. This album will have you nodding along soon enough.

For Fans of  
Bob Dylan, Billy Bragg  
and Johnny Cash



**"Saints Row the Third"**  
Video Game | Sandbox | \$59.99  
Dig It!

by Adam Watts

For fans of "Grand Theft Auto IV", "Crackdown" and "Yakuza 4"



"Saints Row the Third" is insane. It is immature, over-the-top, weird, crude and violent; and it does it all very, very well. If you are looking for a serious story, you should look elsewhere; but if you're looking to steal a bank vault via helicopter, skydive in a tank or just drive a motorcycle naked around the city while firing machine guns at all and sundry, then this game has something for you.

The third entry in the "Saints Row" series is something of a mixed bag. On the one hand, many improvements have been made since "Saints Row 2." The driving physics deserve special note: on the PC version of "Saints Row 2," they were absolutely terrible — a fault that "Saints Row the Third" thankfully does not suffer from. The variety of gameplay is also improved, with some welcome deviations from the usual "Go here, kill everyone" tasks that come standard in this sort of game. Some new additions include violent game shows, zombie fights and tank assaults, all of which are well-done. The artificial intelligence is not particularly competent, but the introduction of more types of enemies tends to balance out their lack of skill. Gameplay as a whole has been tightened up and polished, with noticeable results.

Despite improved gameplay and entertaining missions, some things still feel lacking from this game. While it is fun to play, there is simply less content than in previous Saints Row games. There are fewer missions, fewer side activities and less variety in the music on the in-game radio. The story, as fun as it is, is rather short, especially when compared to other open-world games of this nature. While the improvements from the second game do a lot to make up for these deficiencies, it does seem strange that a sequel should be less broad in scope than its predecessor. On the whole, despite being fun to play, the limited content brings it out of the "perfect game" range. That said, you should still pick it up and play it and have a great time. **B**

REPORTER

now hiring photographers, designers, and illustrators







# REPORTER

is now hiring

## Photographers!

Please send online portfolio and résumé to [photo@reportermag.com](mailto:photo@reportermag.com)



1  **RITeddit: Largest College Subreddit in the World**  
submitted 2 hours ago by [Nilan Lovelace](#) to [ReporterMagazine](#)  
 illustration by [Dan Alsheimer](#)


Out of 463 college subreddits in 18 countries and 48 U.S. states, RIT has the largest, most active community of them all. The winners of the Grow A College Subreddit Competition, held August 20 to October 26, RIT came in first place in three categories: overall growth, weighted growth and favorite subreddit of other Reddit administrators. Judges measured growth by overall traffic, activity and subscriber growth as well as “growth in number of subscribers ... [in relation] to the school’s undergrad enrollment,” according to competition rules presented in the Reddit Blog.

RIT’s subreddit, created 2 years ago by now-inactive moderator, John Resig (Jeresig), had only 20 subscribers and half of a page full of posts when 2011 graduate, Bart Scully, stumbled upon it. Active moderators, like third year Marketing student Julia Reagan (titsntats), have helped the subreddit compete with much larger universities such as University of California, Los Angeles and the University of Waterloo. Reagan, who fought to get the word out about RIT’s subreddit, anxiously awaited the results of the competition. “With a small Twitter following base, Facebook and word of mouth have been a big part in letting people know about the subreddit,” says Reagan as she recalls the long list of methods used to spread word around campus. Putting her heart and soul into her position on the subreddit, she was ecstatic as the final numbers placed RIT on top, growing from 1,600 subscribers in August to approximately 2,840 current subscribers.

For those who haven’t already subscribed, Reddit is a social news website hosting many pages on endless amounts of topics, called subreddits, which are represented by */r/subreddit title*. According to Reagan, “There is literally a subreddit for anything. There’s a subreddit for cats, different animals and just everything.” One subreddit she recommends is */r/rochester*, a subreddit for the entire Rochester community. There’s also */r/ritcirclejerk*, a subreddit run by other RIT students, allowing members to make fun of the many RIT stereotypes and let off a little creative steam.

You can find the subscribers’ obsession with the campus fountains among the different posts on */r/rit*, including the bubbling centerpiece between the academic buildings and Global Village, which is now home to a very random set of boulders. You can also find mentions of a Wacky Waving Inflatable Arm Flailing Tube Man, RIT President Bill Destler’s recent video “Faces of GM – Bill Destler” and, of course, the eternal gripes about the lack of girls on campus. There are also the meet-ups, which may be going out for ice-cream, bowling or just hanging around, which happen twice a quarter, the first of winter quarter being December 9. If you get the chance, ask Reagan about “Brickception.”

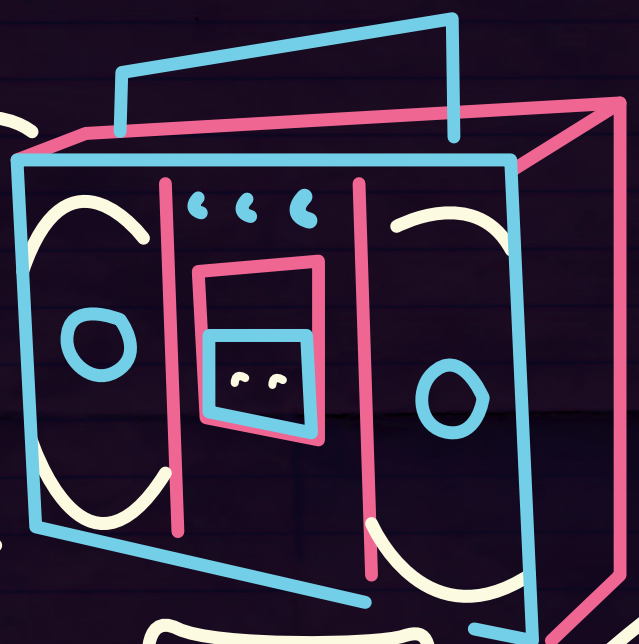
Though she works hard to keep the subreddit clean and appropriate, Reagan loves the fact that “Reddit gives subscribers the power to moderate themselves,” using a systems of upvotes for approval and downvotes for dissent. Keeping up with the theme of Brick City, this systems uses “upbricks” and “downbricks” on RIT’s subreddit. “Upbricking,” similar to liking on Facebook, allows a subscriber to choose what they’d like to see on their homepage.

Outside of using this “bricking” system, Reagan points out that the moderators do have some control over the content posted to */r/RIT*. For the most part, the use of any personal information, and of course anything illegal, is forbidden on any Reddit. Reagan and the other moderators spend hours making sure the subreddit remains a “fun, creative and overly excited community.” 



# WITR 89.7

## Pioneers of the Night



# WITR RADIO

### streaming 24.7

475-2271

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**TOP 20 SINGLES**  
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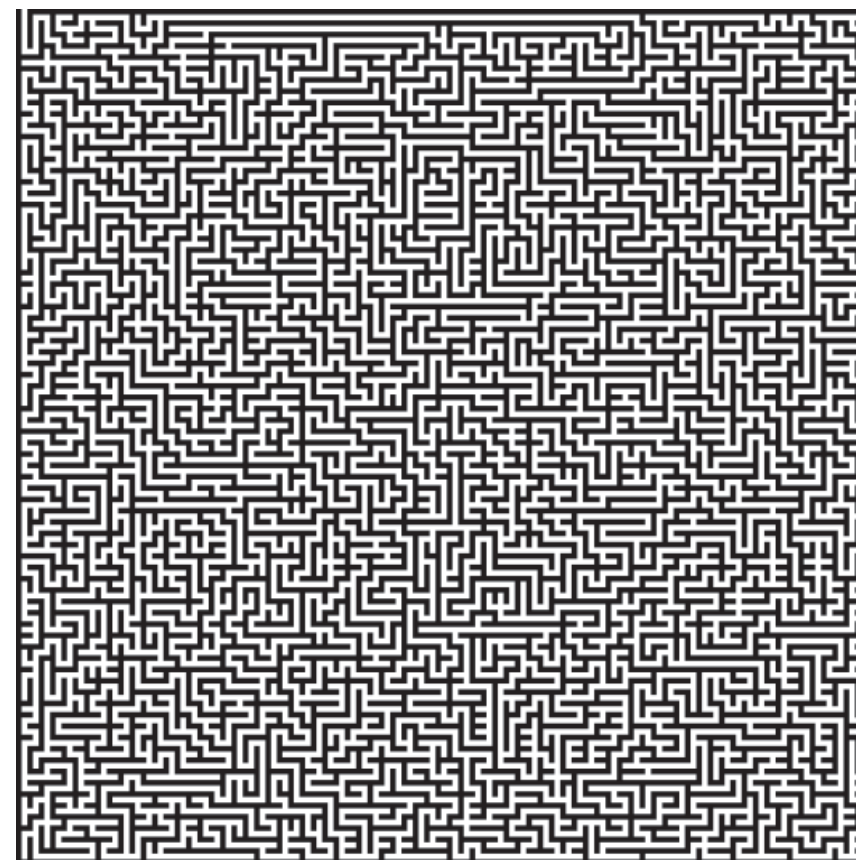
“WITR RADIO”

STALK US ON FACEBOOK  
FOR UPCOMING HAPPENINGS  
AND PAST EVENT PICS



by  
Evan  
Williams

MAZE



### WORD SEARCH

J	V	Q	D	P	C	W	F	L	F	M	N	D	F	R
K	G	S	U	C	A	U	E	O	L	O	Y	R	Z	T
W	R	E	S	T	L	I	N	G	R	R	N	A	J	I
M	E	R	C	C	S	R	T	Q	O	E	F	M	A	W
R	A	H	S	U	S	I	K	D	H	L	C	A	E	D
I	R	H	R	T	D	I	K	P	S	L	R	A	Q	R
L	O	E	T	D	R	D	D	C	T	O	U	U	S	S
R	I	T	E	A	I	E	S	G	N	I	R	L	J	T
V	A	R	D	I	H	X	E	Z	I	W	O	L	A	B
B	R	I	C	K	S	C	D	T	A	L	B	Y	C	C
V	U	Z	B	G	Z	M	Q	L	S	T	J	V	O	O
S	S	L	R	J	B	U	V	Q	G	K	I	F	N	X
G	L	D	K	Y	T	E	T	Y	H	K	Q	S	Z	L
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BRICKS  
CHATHAM  
DISC  
DRAMA

FORECAST  
LEISURE  
MORELLO  
MUSTAFA

REDDIT  
RINGS  
SAINTS  
STREET

WATCH  
WITR  
WRESTLING

### WORD SCRAMBLE

CENDA	○ □ □ □ □
SABTE	□ ○ □ □ □
SABS	□ ○ □ □
APRYT	□ □ □ □
NEIRYTTARF	□ □ □ □ ○ □ □ □ □ □
RIYSOTRO	□ □ □ □ □ □ □ ○
TINLA	□ □ □ □ ○
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®



# MUSIC IN THE INFORMATION AGE

by Vasia Ivanov | photographs by Brett Carlsen

In 1999, the music industry changed. Napster had emerged on the internet. A peer-to-peer file-sharing service focused specifically on sharing music files, it gradually gained in popularity due to its then-revolutionary idea of letting people swap MP3s over the internet. With the press of a button, users could hear rare songs demos, and sometimes even leaked, pre-release music by their favorite artists.

The music industry, however, was not as receptive: In 2000, singles by Metallica and Madonna were leaked before their official releases, causing major media coverage. This eventually led to a lawsuit by A&M Records that effectively shut Napster down. However, the damage had already been done — copycat services emerged, and illegal downloading is now one of the most discussed issues in modern media.

This was just the beginning. Since Napster, people all over the world have found ways to use the internet to advance their musical careers or change the industry as a whole. It is now possible for someone armed with nothing more than a computer and an internet connection to create and release music, forgoing the classic record label business structure in favor of a new, personal approach. With enough time and patience, it is possible for anyone to become a musician, and the internet makes it easier than ever before. Here's how.



## LEARNING THE CRAFT

For some, it used to be that learning how to play music was a chore: After purchasing an instrument, one would have to schedule lessons, or maybe even take some classes in college — all for a decent chunk of money. But now, sources for learning to play any instrument are readily available online. Free lessons are available through a quick Google search, even as videos on YouTube. After learning the basics, aspiring musicians can look at free tablature websites like Songsterr to learn how to play their favorite songs, whether for practice or for any sort of cover project.

For those with a preference for electronic sounds over real instruments, there are hundreds of programs available on the internet for composing music, with a vast range of styles, including programs like GarageBand, Sibelius and Guitar Pro. Most of these programs are paid, although many are available for download immediately after purchase. Additionally, quite a few have been used by prominent recording artists and producers, which implies a higher audio quality.

Several of these programs, including Logic Pro, Reason and Fruity Loops, also double as recording and mixing software, allowing the user to add backing tracks, stay on tempo while playing and mix individual instruments after recording. The large number of different endorsements for these programs is particularly notable: hip hop band the Roots recorded the entirety of their 2006 album “Game Theory” with GarageBand, everyone from Nine Inch Nails to \*NSYNC has used Logic Pro and the Black Eyed Peas have started using Reason to compose and record some of their beats.

## HEARING THINGS

Listening to music — a lot of music — is important for any musician, and the internet contains a plethora of sources for doing so. On the legal side of things, websites like Last.fm, Pandora, Spotify and even YouTube are central in the ability to find and hear songs by any band from any era, and are available for free on any modern computer and most smart phones. The majority of these websites provide plenty of information about the artists being listened to, and they can be used alongside anything from Wikipedia to Google to discover new artists to listen to.

On the other side of things is, of course, illegal downloading, which is a major aspect of the modern music industry. Frontier Economics estimates that between \$7 and \$20 billion of recorded music is illegally downloaded annually, and an NPD Group study in 2009 showed that only 37 percent of music acquired that year was done so legally. When the British government announced plans to crack down on illegal downloading, pop singer Lily Allen voiced her support. “I think music piracy is having a dangerous effect on British music,” Allen stated in a September 2009 Myspace post. Despite her stance, one shared by many others, some musicians still support illegal downloading. Pop singer Shakira, in response to Allen’s comments, said: “I like what’s going on because I feel closer to the fans and the people who appreciate the music ... music is a gift.”

However people go about finding their music is up to them, but hearing it is still a good idea. Theoretically, the more a musician hears, the more they can learn about things like melody and rhythm without formally learning music theory — although that’s not a bad idea either. Listening to music has also been proven to be beneficial to health. Research has shown that brainwaves are affected by beats in music, and that the result of these modified brainwaves can lead to improved breathing and heart rate. And they say that music doesn’t save lives.



## FINDING A BAND

Unless it's a solo project, no band would be complete without fellow band members. Luckily, there are always musicians scoping around the internet for their next opportunity to make it big. Craigslist has become a popular source for attracting local musicians to join a band, and a large range of musicians are always available, hungry for a new project. If local talent is not strong enough, or for the anti-social types, there are always internet forums. There are thousands of forums with different musical focuses, and many collaborations have started through these social gatherings.

It's become commonplace for musicians to send files back and forth, sometimes composing whole songs or albums without ever meeting face to face. These types of collaborations do not necessarily require forming an official band, or even composing original music. The International Kansas Cover Collaboration was a small group of musicians assembled via YouTube to work together on covering songs by the band Kansas. Mark Williams, a fourth year Computer Engineering major and the project's electric violinist, became involved after putting videos of himself playing online. "[One of the musicians] found me through that and asked if I would be willing to play with the 'band,'" said Williams.

Each member of the project was from a different part of the world, and would spend months learning and practicing songs, before eventually recording them and sending them to each other. "We would throw mixes of the song back and forth, until everyone was more or less satisfied with the final sound," recalled Williams. After realizing he didn't have the proper amount of time to devote to the project, however, Williams left. "One of the most difficult things about online collaborations is that it is a lot harder to have accountability," he said. "Someone could just drop out of contact and you would have no idea why, or if they were coming back."

## GETTING HEARD

In 2007, the alternative rock group Radiohead, tired of the record label model, self-released their album "In Rainbows" with the unique idea of asking fans to choose however much they wanted to pay for the album. The result, according to a Gigwise poll, was a rumored profit of almost \$10 million in the week following its release alone, most of which went directly to the band. Several artists later followed suit, including Nine Inch Nails, who released "The Slip" for free on their website in 2008. This self-release model was not entirely unheard of, but inspired a movement of self-release that continues into the world of independent music.

For starting bands working on marketing and distribution, the first two logical sites to visit are Myspace and Bandcamp. The former is notable as a home base for most bands, with the ability to spread the word, make connections, stream music, sell merchandise or announce shows. The latter, a relatively new force in the independent music scene, is a website for streaming and selling music — essentially an independent label, but one that takes a very small commission and never plays favorites with its users.

This distribution approach, unheard of as little as a decade ago, has become the go-to form of distribution for most artists, independent or otherwise. "How we use, access, share and ultimately monetize music has changed with online social networks," said Neil Hair, associate professor of marketing at the E. Phillip Saunders College of Business. "Social networks are circumventing traditional means by which we access music ... consumers are more social in regards to music consumption than ever before."

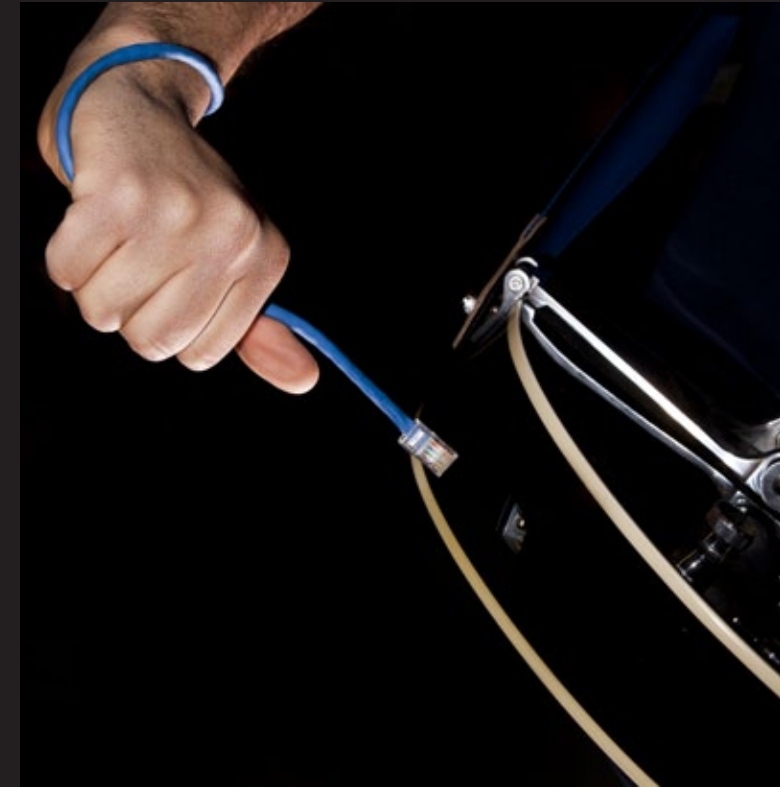
Of course, there are always ways to grow to prominence without following this model. Rochester black metal band Nokturnal Hellstorm has already played several local concerts, even opening for legendary metal bands like Mortician and Immolation, but has not put out a single album. Co-founded by 2004 RIT alumnus Ron Bauerle — formerly the host of WTR's "Sudden Death Overtime" — and former Anthrax bassist Dan Lilker, Nokturnal Hellstorm gained exposure through articles in Decibel Magazine and Terrorizer Magazine, and permitted the magazines' websites to exclusively stream songs they had worked on. Their debut album is still forthcoming, but the buzz has been building for months, according to keyboardist and fourth year Chemistry major Matt Greenwood.

## MAKING IT

The aspect of the music industry that artists have the least control over is whether or not they can make it big. With cultural music tastes constantly cycling, there is no way to predict what the next "it" thing will be, and this leaves success — both financial and critical — up to chance. Nevertheless, the internet has become a major player in how people become famous. In 2008, while searching through YouTube, talent manager Scooter Braun stumbled on a video of 13-year old Justin Bieber singing a song intended for his family and friends. Intrigued, Braun tracked him down. Now, three years later, Bieber has a platinum-certified album and a concert film to his name.

But that method is not for everyone. A massive asset in the independent music scene has been reviews from popular websites, like Pitchfork and Stereogum. Pitchfork is an indie music website whose reviews have resulted in the increased popularity of various indie acts throughout the past decade. After being awarded a "9.2 out of 10" from the site for their 2003 debut album, indie band Broken Social Scene began selling out venues. Said frontman Kevin Drew in a 2006 interview with Wired: "Everyone was coming up to us, saying, 'We heard about you from Pitchfork.'"

Maybe your music won't be discovered by record producers browsing through YouTube or Myspace. Maybe your CDs will be immediately thrown into the "waste pile" in the offices of infamous music critics. But hey, you're doing what you love, and there's bound to be someone supporting you and your music. And because of the internet, you've found a way to create and release the music that's been brewing inside you for longer than you can remember. And now it's out there, waiting to be discovered. Strap yourself in, get focused and only look forward — it's going to be a bumpy ride. **R**





# LAST *of a* DYING BREED:

*How WITR Overcame the College Radio Slump*

In an age when music is accessible to anyone with an Ethernet cable and a pair of earphones, radio has struggled to keep up with the vastness of the internet. Through online streaming, radio stations have allowed individuals to take their favorite station from the car to the office. Subscription based services like SiriusXM radio made it easier for listeners to tune into their ideal stations by offering more than 500 commercial-free channels ranging from talk shows to book readings. However, even with the advancements radio has achieved, it cannot match the control of streaming services like Spotify and Grooveshark, internet radio like Pandora, or self-broadcasting through podcasts.

by Patrick Ogbeide | illustration by Zac Retz

College Radio specifically has diminished in recent years due to the ease of music access. Once the source of new musical acts and a platform where bands like R.E.M. got their main support, its role has been replaced by websites such as Last.fm, which recommend music based on listeners' own interests. While some schools have lowered the budget allotted to their stations, others have made them available only by online streaming. Still, for many stations, the lack of listeners poses a problem.

With college radio stations across the country facing these kinds of troubles, colleges and universities alike are using national events like College Radio Day to unite and express their love of what is to believe to be a source of "unique and fearless programming." College Radio Day was founded in December 2010 by Rob Quicke and Peter Kreten in order to unite hundreds of stations and their listeners to celebrate the importance and contribution they make as a part of the core system of student life. As an outlet of the problems and concerns college stations face, College Radio Day is increasing in its support and more stations are registering every day.

While radio stations in most universities are facing trouble, RIT's own WITR has overcome this issue, through branding throughout RIT and a restructuring that tied all the loose ends. Andy Watson, a third-year Chemical Engineering student and WITR's general manager, explained how the restructuring helped a previously lax organization: "It started by limiting all shows to two hours. We also restructured the schedule so mainly the daytime was used to be the pulse of music, the WITR music. We then moved all our specialty shows at night where they can have their own audiences that don't directly interfere to people who just tune in during the day. The third thing we did was to cancel specialty shows that weren't really fitting our theme."

According to Watson, the reorganization started when WITR began receiving a massive influx of students at the beginning of the year, only to lose a majority of them by the end of the quarter. "We wanted to keep [the] people that are interested," said Watson. Had it been three years ago, WITR might have been another

college station facing budget cuts and possible removal from the air. Even Watson thought it was odd being one of the few college stations in good shape at this College Radio Day. "College Radio Day on the national scale had the attitude of, 'This is what is happening to College Radio,'" he said. "For us, we turned all that stuff around three years ago and we're doing pretty well. Last year we got [Major Student Organization] of the year and this year we're getting recognition on the national scale."

After the restructuring, WITR did a lot in order to increase their brand, covering hockey games and holding a concert for the student body last year. Their efforts were rewarded with a bigger following and recognition by organizations like TuneIn Radio, an app allowing listeners to stream radio on iPhones and Android-based phones. Watson contributed WITR's success to its consistency and organizational style comparable to professional radio stations.

Even with the improvements WITR has implemented, it's only the beginning for the station. "We're making our DJs better," explained Watson. "In terms of concerts, we had two concerts last year and we hope to [have] more this year." Watson's goal is to bring WITR to a status to rival WBER, a

local Rochester station, in terms of quality of their programs and a key place to go in Rochester for music. WITR also plans to increase their exposure through DJing more events and continuing their coverage of RIT's tigers hockey team. Watson described the desire as "getting our names out there and being known for good programming."

For some stations, college radio may be facing an online-only lifestyle, but WITR is alive and kicking around campus. In what seems to be a resurgence in the way the radio station handles itself in terms of organization and personal branding, WITR may very well be on its way to rival WBER, with young DJs and a passionate program manager who only wants the best of music presented to the RIT family and the Rochester area. If looking for new music and the best of what RIT has to offer, then turn your radio dials to 89.7 FM and enjoy the pulse of music. **R**

“Getting our names out there and being known for good programming.”



# No. 1 Women's Hockey Tops Chatham with Season-High Score

by Ali Coladonato | photographs by Joshua Barber

"It's all your fault, it's all your fault!" jeered a young fan as she jerked a sticky, accusatory finger at the opposing goalie. The Chatham Women's Hockey team would hear the chant throughout the night, as the Lady Tigers dominated the Cougars for the ninth straight victory in their currently undefeated season.

The Tigers began their beat-down of the Chatham Cougars at first whistle, scoring their first three goals in under five minutes. Second year University Studies major Kolbee McCrea started the slaughter only 1:11 into the game off an assist by standout third year Biomedical Sciences major Kim Schlattman. McCrea would go on to match a career-high record with two goals and two assists, her second goal (the Tigers' third) coming in at 4:40. Schlattman had two goals and two assists in the first period. She would achieve a career-high seven points on two goals and five assists, only one point shy of the school record. The other goal-scorer of the first period, third year Biology major Tenecia Hiller, would rack up a hat-trick in the third period with the Tigers' fourteenth goal of the game.

By the end of the second period with the score standing at 11-0, even the zamboni driver showed more energy and enthusiasm than the Chatham Cougars, who managed only three shots on goal in the first two periods of play. Second year Business Administration major Laura Chamberlain and third year Diagnostic Medical Sonography major Carley King collaborated on the shutout for RIT, Chamberlain needing to make only three saves over two periods and King making three stops in the third. In contrast, the Chatham Cougars would send three goalies to the ice: Kaitlynn Smith making 20 saves in the first, Megan Buchanan stopping 25 shots in the second and third, and Chelsea Love making one save in the final seven minutes of play.

Relentless, the Tigers scored an additional four goals in the third period to bring the final score to 15-0. The team out-shot the Cougars 61-6 with 16 different Tigers recording a point (a goal or assist). This included two goals and two assists — a career-best — from first year Criminal Justice major Julie Hall and two goals and two assists from second year Journalism major Melissa Bromley. The third period would see the first collegiate goal of first year University Studies major Lindsay Grigg, as well as an attempt by the Corner Crew, who seemed tired of counting, to incorporate the Fibonacci sequence into their chants. The game was the Tiger's ninth win all-time over Chatham, their tenth occurring on a 14-1 win Saturday in the two teams' final matchup of the season.

Friday's game also marked the Tigers' return after traveling to Ontario, Canada for four exhibition games against Western Ontario, Brock, Wilfrid Laurier and York Universities. Brock and Wilfrid Laurier gave RIT their first arguably close games of the season — the Tigers broke a 2-2 tie in the third period for a 3-2 win over Brock, and managed to rally from a 2-0 first period deficit to overcome Wilfrid Laurier in a shootout for another 3-2 victory. The teams won handily over Western Ontario and York, leaving the games at 4-0 and 8-2, respectively. First year Business Management major Ali Binnington came in for the shutout in the win against Western Ontario, and both McCrea and Bromley scored a pair of goals in the thrashing of York. **R**  
*The Tigers' next opponents will be the Trinity College Bantams in an away game on Saturday, December 10 at 4 p.m.*



Tenecia Hiller, a third year Biology major, and Chatham's Jenna Cosham wait for the puck to be dropped during a faceoff.



“The Tigers dominated over the Cougars for the ninth straight victory in their so-far undefeated season.”

Kolbee McCrea, a sophomore University Studies major, and Chatham's Alex Moffatt pursue a loose puck.

Kim Schlattman, a third year Biomedical Sciences major, passes the puck during RIT's 15-0 rout of Chatham University.





# Tigers Take Third Place in RIT Invitational

by Jeff McKinzie | photographs by Neal Danis

*On the morning of Saturday, December 3 there was a positive energy that could be felt in every corner of the Gordon Field House. The repetitive thudding could be heard on each mat, coaches barked instructions at the wrestlers and the fans scattered across the bleachers cheered their teams on. This all sounds typical, but when you throw in an inaugural award presentation for the best individual wrestler along with an appearance by a recently retired professional fighter, you find that there are plenty of reasons to be in a good mood.*



Backed by the support (and brief coaching) of former mixed martial artist and RIT wrestling star Matt Hamill and the introduction of the Tony Wallace Memorial Award, the RIT wrestling team made the best of all the positive circumstances that came into play at the 46th annual RIT Invitational to finish third overall with 114.5 points and three second place wrestlers. John Carroll University was the top finisher with 159.5 points, while Wesleyan University came in second with 137.5 points. The Tony Wallace Memorial Award went to Ben Mikac of Oneonta State as Most Outstanding Wrestler. The award is named in honor of the RIT Athletics Hall of Famer and three-time All-American wrestler.

First year Applied Networking and Systems Administration major Rory Bruce, first year Criminal Justice major Tory Cain, and third year Software Engineering major Nick Fuschino were the second place finishers for the Tigers. Bruce, a 125 lb category wrestler, won his first two matches before losing to Jeff Holy of John Carroll in the championship. Cain won his first three matches in the 165 lb category (one by fall) until opponent Sean Gill of John Carroll handed him a defeat in the championship round. Fuschino won his first two contests, one by fall and the other by technical fall before losing a 4-3 decision to Todd Gaydosh of John Carroll in the championship match.



*RIT's Mike Nyugen tries to pin his opponent during a quarterfinals match in Saturday's tournament.*



*RIT paramedics rush to stabilize an injured wrestler. Several paramedics were on duty for the duration of the tournament.*

Other notable performers were second year Physics major Greg Jones, fourth year Mechanical Engineering major Adam Hugunine, fourth year Information Technology major Tom Armentano, and third year Industrial Engineering major Tyler Brent, who also won key matches for RIT.

RIT's third place finish was a major improvement from last year, when the team finished last. Back then, the Tigers recorded a score of 17, sorely missing the contributions of top wrestler Mike McNally, who was absent due to injuries. This year, the Tigers have a fresh batch of new wrestlers — ten freshmen, to be exact — that have been contributing their talent to the team's winning season. The squad also welcomed the addition of former RIT head coach Ron Gross at the start of the season, who now serves as an assistant to head coach Scott Stever.

Gross, who was the head coach during Hamill's division III championship runs at RIT from 1996-1999, invited Hamill to come watch and sit in with the coaches. Hamill said it was his first time attending an RIT match since his wrestling days. Even so, he still maintains a close friendship with Gross and has also come to an RIT practice to help out and give advice.

When asked about how the team performed, Stever said, "I thought they all did well. We have a young team that's going to improve."

Gross agreed, and stated that the wrestlers in all the different weight classes have plenty of time to improve as the season goes on (the team has only competed in two matches aside from invitationals). The tournament was the third of the year for RIT, who have enjoyed a successful start to the season, finishing in the top three in two out of their three tournaments thus far. **R**

*The Tigers travel to Cortland, NY on December 10 to take on a thus-far undefeated SUNY Cortland at 12 pm.*

*RIT's Adam Hugunine struggles to escape the tight grip of a determined opponent. Hugunine went on to gain crucial wins for the Tigers that day.*



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## THE DISC IS DEAD

by Nick Bovee | illustration by Camille Kornacki

L

et's face it: You can't remember the last time you bought a CD. If you're anything like... well, everybody else, you probably haven't actually touched a physical album in a few years at the very least. And why should that change? Digital copies of albums can be higher quality, harder to lose, and easier to access than the archaic CD. So why are CDs still around?

Eight-tracks lost huge amounts of sales overnight with the release of standard cassettes, and the massive popularity that cassettes gained was similarly destroyed when CDs reached the market. What changed all of this was the advent of the digital era, starting with Napster, and progressing to the introduction of online distribution services such as iTunes. For over a decade the sales of physical media have declined, and while digital sales have not yet reached what recording companies consider their "baseline," it is rapidly approaching that level. With the exception of vinyl records, which have found a niche as collectors' items for their limited releases and reputation for audio quality, physical media seems to be on its way out.

While it is true that album sales are not adding up to their peak in the late 90's, there are perfectly good reasons for this. It's no flaw with digital music, but a misinterpretation by the record companies. It's a safe assumption that if you owned a collection of music prior to the launch of CD distribution, you would want to replace the album you own with the new and superior format. That alone is responsible for a large part of CDs early sales, and the levels that the industry was at in the early 2000's were probably about the stable rate of sales. With the move to digital, that process is unnecessary, as listeners can simply rip a CD's contents to the digital format of their choice. Physical media should be well on the

way to obscurity, but because of the sales spike that new forms of media create, record companies will want to hang onto whatever revenue that they can bring in.

What the recording companies aren't saying is that all their figures are based upon sales revenue, not unit sales. While there is some correlation between the two, unit sales is a far more consistent baseline, considering the varying prices of full albums online, generally between \$2 and \$10. A look at a few statistics tells you that while sales are down, it's not as terrible as it's being made out to be. Another noteworthy statistic is that while full album sales are down, sales of singles are astronomically high — in the billions.

Record companies also often exclude the growing popularity of licensed streaming music, through Youtube, Pandora, or Last.fm. While still a budding revenue stream, it's based on ad revenue, making it free for the listener, and does something that iTunes can't: earn money for multiple listenings from the same user. If the industry has found any way to revive itself, it's here; not in the desperate attempt to bring back customers with special editions or secret tracks.

So why put up with CDs at all? They seem to be objectively worse than the alternatives, can easily be lost or broken, and most importantly for us, cost a boatload of cash compared to the numerous digital options out there. Despite the complaints from publishers, I can only see the advent of digital music leading to a better future for media overall. Fighting to keep CDs alive will only hurt the music industry further, and if the effort is instead focused on the new methods, rather than keeping something on the market long past its usefulness, the industry can easily get back on its feet. **R**

*The opinions expressed are solely those of the author and do not reflect the views of REPORTER.*



# WORD ON THE STREET

If your radio station could play only one song what would it be?



"Living On A Prayer" by Bon Jovi because it preaches to me.

- Emmanuel Lifschultz, second year University Studies



"Pop Culture" [by] Madeon because I think "Pop Culture" is a mix of a bunch of songs I really like.

- Ryan Lisnoff, third year Computer Science

"I Know a Song That Gets On Everybody's Nerves," to annoy my brother.

- Kathleen Reinone, second year Electrical/Mechanical Engineering Tech.



"S & M" by Rihanna for reasons I can't disclose.

- Lydia Moore, second year Packaging Science 



# JOIN THE REVOLUTION

REPORTER

# RINGS

# 585.672.4840

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

compiled by Victor Group

Sunday 7:21 p.m. (from text)

Sometimes I think Destler dresses up in tiger skin in the winter when no one's looking.

Saturday 11:28 p.m. (from text)

Hey Rings, just wanna give a shout out to the guy who wrote "cute dick bro" over the urinals at TC Riley's. Thank you for noticing I have a cute dick.

Wednesday 7:23 p.m. (from text)

Rings, if I convinced you I was Ariel from "The Little Mermaid," would you be part of my world?

Monday 7:06 p.m. (from text)

The basement of the Bausch and Lomb building smells like Destler's bunghole. Don't ask me how I know that.

Monday 9:00 p.m. (from text)

I need to start going to Nazareth more, because the only thing getting laid around here is the bricks.

Friday 9:27 p.m. (from text)

Someone should inform the lovely couple that is having sex in the Colby A handicap bathroom that there is window in it. It's right next to the entrance of my building. Free porn!

Thursday 7:01 p.m. (from text)

My mom just texted me to tell me she has decided that Asians are the product of humans and aliens reproducing together. WTF?

Tuesday 1:09 a.m. (from text)

I just walked past a female who was shouting at her male counterpart: "I do NOT do fellatio!!" That dude's night is ruined. 🍌



*10th Annual Faculty & Staff*

# WINTER CRAFT SALE

*Friday, December 9, 2011*

*10:00 AM to 4:00 PM*

*Student Alumni Union & Fireside Lounge*

