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REPORTER

JANUARY 14, 2005 | WWW.REPORTERMAG.COM



REPORTER

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EDITORIAL

Composition No. Seventy-Three: Signing off

This is my seventy-third piece of writing being published in *Reporter* Magazine. It's also a lot of other things too.

This is the last editorial that I will write as the Editor in Chief. It's likely that it's my last piece of writing published as an undergraduate, the last time that I get to speak to a large group of my peers at RIT. It's the end of a college magazine career that has spanned three different positions—Advertising Manager, Managing Editor, and Editor in Chief and consumed a great deal of caffeine and an even greater amount of time. It's the end of a little over three years, approximately ninety Friday evening meetings, and countless 30-hour-plus weekends spent in the magazine's basement office in the SAU.

This editorial is my last opportunity to crack jokes about President Bush, praise Jon Stewart, or say something liberal and political to the students of this campus. It's my last chance to challenge the Institute to live up to its potential and to work harder for its students. It's my last opportunity to stress that this campus needs an art museum and more intellectually stimulating Liberal Arts classes. It's my last chance to tell a story, thank my family for teaching me one thing or another, expound on the virtues of exploring downtown Rochester, or encourage my fellow students to say thank you to the people that they pass on a daily basis. This is it.

Thanks for listening.

I gave up a lot to do this job—time with friends, party-time, down-time, me-time, time spent doing, of all things, homework. I came back early from breaks, ended up running late to classes, and stayed up into the wee hours of the morning Sunday nights to finish the magazine by deadline. At times it felt like I did more reading, writing, editing, and sometimes photographing and designing than I did for my classes, truth be told. And most of the time I was glad that I did.

In my first editorial as Editor, I said goodbye to a good friend—Justin Mayer, the Editor that came before me—a person with whom I shared much and from whom I learned a great deal. Now, in my last editorial as Editor I'm saying goodbye to a different sort of friend—this magazine and all of the sacrifices and smiles that came with it. This friend taught me a great deal about the importance of high standards, hard work, humor, humility, and about the satisfaction of working on something bigger than myself.

When I look back over the work I've done here and the magazines that I worked on, I realize that this friend also taught me a decent amount about pride. I'm proud of the magazines that I've been a part of—every page of them. Working at *Reporter* has been one of the most educational experiences of my collegiate career, in so many ways. I gave this magazine and its staff everything I had and now it's time to go.

It's been fun. Thanks for letting me be a part of your Fridays—a part of your college experience, however small. Be well and good luck.



Ren Meinhart
Editor in Chief

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Snowball *Semi-formal*

Hosted by RIT Habitat for Humanity

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January 21st, 2005

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Get the door. It's Domino's.



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**After 7pm

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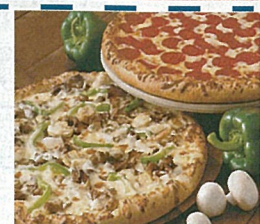
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777 deal

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In Support of Greek Organizations

Like a sign on your chest, Greek letters show both affiliation as well as stereotype. By reflection of others in the same organization, those letters might reflect the same shame that Hester Prynne felt, or the pride of an Olympian athlete representing her country; because, whether a person wearing letters does something utterly brilliant or completely stupid, all members have the same fate: association.

Since each affiliate advertises loyalty to his or her fraternity or sorority emblazoned across his or her chest, appearances and actions quickly become important when each associate is openly advertising his or her origin. Members of any organization represent both their individualism, but also their group – which goes hand in hand with a single presentation of self. Greek organizations represent their National Organization, local chapter, college or university, and each and every member worldwide.

Likewise, association is not limited to membership – Greek life is interwoven intricately. Every person involved affects each other, and sadly, stereotypes run rampant in the world of Greek life, where actions of one person reflect an entire group because each person is one part of a whole, and each chapter part of a unit. A positive outlook is necessary for every Greek to reflect the opportunities that Greeks offer. Every chapter on RIT campus has something positive to put forward, and room for improvement is always a possibility when no limitations for excellence exist.

The sky is the limit for all Greek organizations; when something positive is accomplished, like community service, or leadership achievements, each are embraced with fraternal pride, the basic standard is set to make every other action as good or better. The RIT Greek community is a small part of the campus population, a cozy seven percent, yet leadership potential is at every corner represented by the Greeks. Student Government is filled with those working to make our university a better place. Last year and this current year alike, both student government president and vice president were both members of Greek Life/Community. But even more importantly, those offices were served by different chapters, showing that the chapters working together as a group make a better whole, and succeed with more significant results. Those chapters with members on Student Government, or those with College Activities Board (CAB) directly improve the community of RIT.

For countless reasons, it is imperative that all Greek organizations work together for the common good of all Greek life, as well as RIT life on the whole. All chapters have the duty to preserve the Greek image as a positive and beneficial experience and at RIT where Greek life is so small so much more can be accomplished as a group rather than single handedly.

Exemplary instances of chapters working together for a common goal would be Phi Kappa Psi and Zeta Tau Alpha pulling together \$2000 which was directly donated to Susan G. Komen Breast Cancer Foundation with Mud Tug in the fall, an event which all chapters joined in for and lent support. Or, in the spring, when Delta Phi Epsilon organizes the Rollerblade to Geneseo, which benefits cystic fibrosis, where all Greeks are invited and encouraged to lend a hand for the 23-mile rollerblading trip. The Sigma Alpha Mu fraternity holds an annual Pole Sit event to raise on average \$2,000 towards the "Make a Wish" foundation. Alpha Sigma Alpha sorority and Alpha Epsilon Pi fraternity join together for their annual "Teeter Totter" for Cystic Fibrosis where they raise several hundred dollars from their efforts. Each of these events demonstrates the importance of support from the entire Greek community and equally shows the success with such support.

Furthermore, such organizations as Sigma Sigma Sigma, Alpha Sigma Theta, or Delta Sigma Phi improve the community of Greek life by extending it to include the deaf culture, which is a thriving force at RIT. Also offered are the Latino fraternities and sororities to support the importance of heritage in all facets of RIT. Greek life offers a place to all, and helps to find a match that fits and sticks for members' duration at RIT and beyond as they become alumna.

For any organization to succeed, every single member must have the best intentions at heart, with good attendance, good organization, and positive role models in every aspect to encourage distinction. A positive outlook from each member, as well as a willingness to work together will improve the success of any organization, which also depends on the ability to depend on other such organizations and surrounding community members.

Christina M. Benway
Iota Psi Chapter President
Zeta Tau Alpha



Coordinator of Special Events & Programs in the COB's Dean's Office Donna Slavin.

Eric Sucar/REPORTER Magazine

Helping Student Businesses Thrive

by Ben Foster

Anyone who has been to the SLC has most likely noticed Shakers Blends. The owner/employees are working all week long, making their business dreams come true. Where did this student owned and operated business come from? It was the brainchild of students Anatoly Shilman and Marc-Anthony Arena, but they got a big boost from the first annual RIT Undergraduate Business Plan Contest.

Each year the RIT College of Business holds a contest for aspiring young entrepreneurs at RIT. Students submit a short business plan of no more than five pages. All types of business ideas are welcome, from all disciplines.

Last year's winners were all from distinct disciplines. ICON Consulting wrote a plan for a company that would resell new, used, and refurbished computers. They saw the declining technology sector not as an obstacle, but as an opportunity to create a business based around frugal computing. Cofu offered personalized web search results to clients. They saw Google's boom and thought they could create a premium service that was worth a couple extra bucks. Shakers Blends, whose presence is probably most noticeable on campus, sells energy shakes in the SLC. Their obvious economic opportunity was to sell energy drinks inside of the gym.

Students who look at problems in new ways can really excel in this competition, regardless of their discipline or their interests and ideas. Once submitted, these business plans are then read and evaluated by COS staff and outside entrepreneurs. They check each plan for its professionalism, and how compelling and well defined its targeted client is. In addition they evaluate the feasibility of the project, including the reasonability of the start up costs and the operations plan.

What Makes a Business Plan

What exactly does the compressed business plan look like? It contains four essential parts. The first is an overall description of the business, including what product or service you intend to produce or provide. Second, it also requires a description of the Entrepreneurial Team and what special skills and talents they bring to the company. The third portion makes up the majority of the plan. This third section is a detailed description of the marketing plan, and includes plans gaining a customer base, a list of competitors, and an outline of methods for generating demand. Lastly, the plan must include an estimate of costs. There is no point in making a business if it's not profitable, and this is where you prove that your idea will make money.

Getting an Edge on the Competition

Does all this sound a bit daunting? Luckily, the College of Business offers three workshops on creating and writing a business plan in case you have an amazing idea but don't know how to turn your dream into a profitable enterprise. These workshops, which are free and open to all students (check the competition web site for dates), cover the basics starting a business, from managing your costs and your supply to effectively selling your idea.

The contest really delivers, awarding 4000 dollars to the best entry, and smaller cash prizes for the top three plans. The hope is that the winners will use this money to help cover start up costs and turn these business goals into realities. This competition is sponsored by the college of Business itself (<http://www.cob.rit.edu>), the RIT High Technology Incubator, formerly known as RIT Research Corporation (http://park.rit.edu/con_research.shtml), which works to promote academic research and development at RIT, and the Collegiate Entrepreneurs Society of RIT (<http://cesr.net/>), which, as the name implies, seeks to aid young entrepreneurs in any way possible.

Just what does it take to win this competition? Well a quick look at last year's entries reveals a lot. These businesses are not like your old lemonade stand out by the side of the road. They are innovative ideas custom tailored to the environment in which they operate. These are real business ideas with real profit potential.

Shakers Blend is clearly a success story. They began with an idea, converted it into a solid plan, and won the competition, resulting in a boost in capital from COB. They then became into dedicated owners, often working more than 70 hours a week to keep their business a success. That level of dedication is what it takes to not just win the competition but to have your entrepreneurial dreams come true.

The contest is still open to all students, for more information or to learn how to submit your business plan, check out <http://www.cob.rit.edu/businessplancontest/>.

BrickBeat

by Casey Dehlinger

NTID Employees Continue to Rake in Awards

Recently, a rather impressive handful of awards were given to members of the NTID faculty. One set of awards was given by Bergen Community College, located in New Jersey. Pamela Francis and Michael Stinson, two employees of NTID, received these awards for their contributions to the communication capabilities between hearing and deaf students at BCC. Dr. Stinson, who works for the NTID Department of Research, was honored for the contributions he made on a visit to BCC with Francis for Deaf Awareness Week.

Francis was specifically commemorated for her work with C-Print technology, which enables deaf and hard of hearing students to have live transcripts of teacher's lectures. Besides contributing to the C-Print training process, Francis also coordinates C-Print Development and Training. At BCC alone, C-Print technology aids approximately 2000 deaf and hearing impaired students.

Also, Karey Tompkins Pine, Patrick Graybill, and Karen Hopkins received Outstanding Service Awards from the NTID National Advisory Group. The National Advisory Group (NAG) serves as an advisor to leaders of NTID. Pine, who has worked at NTID for nearly fourteen years, was recognized for her strong dedication to the students of NTID, as well as for her role as manager of the NTID Student Life Team.

Currently retired honoree Graybill was a deacon at the RIT Interfaith Chapel and a professor in the Department of Cultural and Creative Studies. He was awarded for his work on the creation of an ASL CD-ROM Dictionary and his contributions to the NTID Performing Arts Department.

Finally, award recipient Hopkins was honored for her work in several departments. Employed at NTID for over twenty years, Hopkins has served as the Director of four separate offices in NTID: the College Advancement Division, the Northeast Technical Assistance Center, the Division of Career Opportunities, and Marketing Communications.

Thursday: A Great Day for Lectures

On Thursday, January 20, RIT will host two lectures, the first being held from 1 p.m. to 2 p.m. in the Xerox Auditorium of the James E. Gleason Building. The lecture will be given by Bruce Chesley, a systems architecture at Boeing, and is entitled "The New Generation of Boeing Aerospace Technology." The event is being sponsored by the Kate Gleason College of Engineering. Upcoming cooperative projects between Boeing and RIT will also be covered during the lecture.

The second lecture, "The Peril of Ignoring Small, Regional Conflicts: Sierra Leone, Diamonds, and Al Qaeda" will be at 7:30 p.m. in the Webb Auditorium, located in the James E. Booth Building. This lecture will be sponsored by the Caroline Werner Gannett Lecture Series. Speaker Greg Campbell will talk about the methods by which terrorist organizations, like Al Qaeda, profit from the mining and selling of diamonds from war-torn countries. Campbell suggests such countries are unable to monitor the safe and ethical mining of precious stones.

CrimeWatch

compiled by: Andrew Bigelow

January 4

Auto Stripping – U Lot

A student checked out approximately \$15,000 of camera equipment from the photo cage. After placing the equipment into the trunk of her car, the student drove to and parked in U Lot. Several hours later, upon returning to the car, the student discovered that all of the equipment was missing. The Monroe County Sheriff's office filed a report and the investigation continues.

January 1

Petit Larceny – Perkins Green

A student reported that her roommate stole a check that was delivered to her by mail. After questioning, the roommate confessed to the crime and was arrested. The case was also referred to the Office of Student Conduct.

December 28

Auto Stripping – Riverknoll

An officer noticed a broken window on a red car parked in Riverknoll. The car's stereo was stolen as well. The Monroe County Sheriff's office filed a report.

December 27

Criminal Trespass – Liberal Arts Building

An officer noticed a light on in the auditorium of building 6. Closer inspection revealed the light was coming through the base of the door leading to the sub-basement. As the officer opened the door, someone fled the building. The officer found clothing, food, paper, and a scooter in the sub-basement that all belonged to a student living in Fish Hall. The investigation continues.

December 19

Agency Assist – University Commons

An unknown person broke into a UC apartment via a window and was confronted by apartment residents. The suspect fled the area while saying that he was looking for "Dave" and was in the wrong apartment. The Monroe County Sheriff's office responded with an evidence technician to investigate the incident.

December 16

Suspicious Condition – Ellingson Hall

A student reported that his roommate made and distributed cookies laced with marijuana. The investigation continues.



Brainstorming Clusters and Benchmarks: How to Turn Upstate New York Business Right Side Up

by Lauren Dellaquila

It is no secret that New York State is in somewhat of an economic slump. The Center for Integrated Manufacturing Studies (CIMS) at RIT was established in 1992 with a mission to increase the competitiveness of manufacturers through applied technology and training. CIMS is taking action in New York State with a plan they call their Roadmap study. To date, the 18-month effort to evaluate and study Upstate New York's industry and learn how to create growth within the New York businesses has made significant steps. CIMS has just completed part one of their project and has received a grant from the U.S. Department of Commerce to expand their research.

The decision of the industry to work alongside RIT bridges the gap between the university to industry. According to David Burns, an employee of The Gleason Corporation, and member of the advisory board of the Roadmap study, "I voiced a strong opinion at one of our meetings, that one weakness in our country is that we have not officially crossed the institutional boundary to the level other countries have, such as Japan. We needed to create a relationship with institutions in our area."

Burns noted that industries in our region are starting to cross that institutional boundary by working with RIT. Burns said "I am interested to see how it all goes. I am very impressed and pleased with what has happened so far." According to Burns, "Our situation in Rochester

is a sad story, and I will support anyone who is willing to stand up and do something about our problem, and not just sit and whine about it." That is what RIT is doing.

The New York State Office of Science, Technology, and Academic Research funded the first phase of the Roadmap study. The group working on Roadmap developed plans for improvement in manufacturing in 20 counties of the Upstate New York region. Materials processing, industrial machinery, and systems clusters were all studied in the initial phase of the project. CIMS's goal is to assess the industry in Upstate New York and to enable future growth within New York industries. Specifically, they will be taking surveys of businesses within the identified counties, and completing evaluations at each company's locations. During the assessment of the businesses, CIMS will also implement networking and problem solving among industry groups, called clusters, which will spur continued expansion within the studied regional areas.

Clusters

The idea of clusters originated in the Cluster study performed by the Empire State Development group in 2000. The Roadmap project redefines these clusters as more than simply a tool for definition—market research and solution development. By definition, a cluster is a group of businesses concentrated in a

specific region that has common alliances and competition.

The clusters that are being studied include industrial machinery and systems, which includes businesses that produce equipment, machinery, or electro-mechanical products to be utilized by other companies. A second cluster is material processing, which is made up of businesses that turn raw materials into usable parts. Optics clusters concentrate on imaging products and food processing clusters create the food we eat from fruits, veggies, and other fresh ingredients.

Benchmarks

Another phase of the study includes a developed survey to amass the individual needs, problems, and obstacles of each cluster. This type of study is a rare occurrence in typical manufacturing research. The Roadmap study has had the opportunity to work directly with companies and firms in order to ensure the best future growth possible. Benchmarking will be a method used by each cluster and will be shared in the project's final report. The process is designed to allow businesses to recognize 'gaps' in their business practices. After the surveys are interpreted and evaluated, CIMS will form focus groups for each manufacturing cluster. The groups will be made up of business representatives, advocacy groups, and economic development agencies—in other words, business gurus. Each cluster will sit down with their own representatives to brainstorm actions to deal with recognized problems from the surveys. Each focus group is treated independently in order to develop exclusive solutions for each industrial cluster.

Help from Students

The entire process is time consuming and tedious. It will take a great deal of effort from CIMS and New York's businesses but students are also pitching in. RIT students who have worked, or are working on the Roadmap study are Josephine Ryan, Pat Marino, Dana Harris, Stacy Kurtz, and Leah Larew. Says Marino, "I believe the project certainly has it's merits, and could help some of the lesser economies in the area."

In the end RIT hopes to create more jobs through their projects and research. "Through our research, RIT can make a real difference in the community through the Roadmap study," says Nabil Nasr, CIMS director. Creating more jobs will just strengthen and enlarge the community of Upstate New York, which is exactly what New York needs. •

CAPTION: John Bonzo, the Facilities Manager for Industrial & Systems Engineering talks with first-year Industrial Engineering students Mohammed Daud (left) and Justin McMillan (right) about a piece of machinery being manufactured for a prototype lathe on January 7. Mohammed and Justin are both lab assistants in Earl Brinkman Lab, where the prototype is being made. The prototype manufacturing is part of the Roadmap Project for Hardinge Inc. Thomas Starkweather/REPORTER Magazine

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What is Hip-Hop?

Defining a culture through the eyes of its artists
by Jonathan Bove
photographs by Jacob Hannah

Brick City is far from “urban,” but that doesn’t stop urban culture representin’ on campus. On January 7, 2005, attendees of CAB’s Hip-Hop Showcase were rewarded with a sample of the best urban music RIT has to offer. Freestylers, producers, improvisational beat-makers, and even one singer took the stage for a few minutes to show their craft, something that can be sampled on upcoming albums from many of them. One freestyler, The Illness, took the stage wearing a t-shirt that said simply “I am Hip Hop.” After their sets, some of the artists spoke with *Reporter* about their experiences with performing, and with what “hip-hop” means to them.

Vocalists

Guy-Denz

3rd Year Advertising and Public Relations

Reporter: Have you performed before an audience before?

Guy-Denz: I’ve been doing it for years, three years now. I’ve been writing for about seven years though. Creative writing is something that has been alive a long, long time in urban cities, especially in the black community. People from some communities who aren’t expected to do as well as they are form the culture of hip-hop.

Reporter: What made you decide to take that leap from writing to performing?

Guy-Denz: Well, I didn’t write the song I did tonight. I was just freestyling. With some of my songs, I just play to the crowd. With others, I talk about things I’ve done in my life. I felt like I needed to tell people about my life, about how it was, and what I’ve done with it.

Reporter: What does hip-hop mean to you?

Guy-Denz: Hip-hop is more than just a word—it’s a way of life. You talk a certain way. You walk a certain way. You have a certain swagger about you, because you’ve been through a lot of things and you know what a certain life is like.

A lot of people don’t know what it’s like to grow up in an apartment where there are roaches crawling around—a projects apartment. People don’t know about sitting on the corner and being afraid that something is going to happen to you. You grow something inside of you so that you’re not afraid anymore. People, outsiders, don’t know what is going on, so they look down on it.

There are people from the areas I grew up in that are smart, intelligent people. I want other people to see that. Some of those smart kids don’t go to college because they don’t think they can get in. I’ve been there, and I’m doing it. I’m going to college and I’m going to make it, regardless of what anybody says.

Andrew Serce

1st Year Computer Science

1st Place, Vocalists

Reporter: How did you get started with beatboxing?

Andrew: It was something I discovered I could do. I would be in the car or at home listening to music and I would just start making music with my mouth. From there, it just kept unfolding. I started to do it with other styles of music, not just hip-hop. I listened to classical and to hard rock. Really, two years ago is when it started to jump off. This was my third time doing for an audience.

The toughest thing is watching your breathing. People don’t realize, but if I was to go up for the whole six minutes my stomach would probably start hurting. You use your diaphragm a whole lot.

Hip Hop artist, Creep (left), and the rest of the performers react to the audiences voting of the rap competition at the Hip Hop Showcase, Friday January 7.

Adonis Lockett performs at the Hip Hop showcase on Friday, January 7.

Reporter: How do you define hip-hop?

Andrew: Hip-hop is a good way to outlet your feelings. Some people feel hatred or sadness, and you can see that through hip-hop. Alicia Keyes is a good example of that.

Reporter: How do you feel about winning? Did you expect it?

Andrew: I'm pumped. I expected some good applause, but I didn't expect to win. I thought Golden Child deserved the win, but I guess the crowd thought otherwise. I give him a lot of credit.

Golden Child

4th Year Computer Engineer
2nd Place, Vocalists

Reporter: How long have you been performing for?

Golden Child: I don't really perform. I just do this for fun. You can't even call it a hobby—cause a hobby is what you do in your free time. I just do this when I feel it, I don't sit at home and write or anything like that. I prefer to improvise. Tonight was the first time I've done it for a crowd

Reporter: What is your favorite part of freestyling?

Golden Child: My favorite part is the adrenaline. Honest to god, I have no idea what I'm going to say next. My blood is pumping. My head talks to my heart, my heart talks to my brain, and they decide "Ok, this is what's coming out of your mouth."

Reporter: What do you think hip-hop means?

Golden Child: Hip-hop to me, used to be just music. Now it's evolved into its own culture.

Reporter: Do you think that's a cultural phenomenon, or just something you personally have experienced?

Golden Child: I think everyone will agree it's a culture. You can throw "hip-hop" on anything now. Hip-hop music, hip-hop clothes, hip-hop styles; they're all part of a culture now. You just take what you want from it.

! You can empathize with a country singer or a pop singer, but you don't really feel it like with hip-hop. You might say "Yo, I'm not struggling like he's struggling, but I still feel his pain." To me, the power to make you feel like that is what makes hip-hop a culture.



Instrumentalists

E Minor

2nd Year Management Information Systems
1st Place, Instrumentalists

Reporter: How long have you been mixing?

E Minor: Since January of last year. Listening to my favorite artists is what got me started. I worked with some other guys here on the RIT Mixtape Volumes One and Two. Other than that I really haven't done a lot of performing in front of people.

Reporter: I've heard the RIT Mixtape mentioned a few times. Tell me a little about that.

E Minor: The Mixtape started about two years ago. Low Key is the producer. He started it. He started laying down beats and brought other people on to it—rappers, producers and singers.

Reporter: What does hip-hop mean to you?

E Minor: Hip-hop music is what you feel inside you. It's the music of the past. It's people coming together and doing what they love. It's creative expression.

Reporter: How do you feel about winning?

E Minor: I'm surprised. This is my first competition going against other people. I'm a newbie compared to some of the other guys. I'm shocked. I think everyone else did great.

Adrian "Last One Standing" Patrick

4th Year Management Information Systems
2nd Place, Instrumentalists

Reporter: How did you get started making beats?

L.O.S.: I always had an interest in music; I was raised in the church. I took advantage of the piano in my house and learned the drums. I wasn't [really] serious about making beats until three years ago when I got a midi keyboard for my birthday. It's been off and on since then because, since school has to come first. I'm trying to see if I can take a year off after school and really focus on the music business. I want to try and make it big.

Reporter: How do you define hip-hop?

L.O.S.: Music has a lot to do with it, but it also has to do with the way you carry yourself and the way you wear your clothes. Our attitude and lifestyle shows in our music. Hip-hop exploded to what it is now because of how real it is. •



Dinah Rehouse performs an R&B song titled "Love You," during the Hip Hop Showcase on Friday.

Mr. Shaggy-Haired Sharp-Tongued

by Erhardt Graeff
 photograph by Eric Sucar

Demetri Martin



It started with “Tripping Billies.” Chris and Steve, a duo of local students, opened for headliner Demetri Martin on Saturday, January 8. Chris fiddled with guitar strings, while Steve fiddled with chauvinism—but that was the act. It was college humor and it was RIT-inflected. “I swear every girl here either has a boyfriend, is a lesbian, or doesn’t go here.” Even with such an obvious RIT comedy topic as the guy/girl ratio, the crowd responded positively.

Comedian Demetri Martin performs to the crowd in Ingle Auditorium on Saturday, January 8.
 Eric Sucar/REPORTER Magazine.

Whether it was taking stabs at “those guys going down the quarter mile with a [insert penile colloquialism synonymous with a male chicken] in one hand and anime in the other” or simply just scattin’ in bed, Chris and Steve consistently managed to draw out some chuckles and guffaws despite their amateurism. The capstone of the performance pitted Steve’s “wanna boink” mentality against Chris’s “nice guy” attitude. Finding a girl in the audience, Steve proceeded to try the nice way of getting to know a girl, which fell into song form with Chris’s guitar work. There was much half-rhyming of words like “tits” and “lips,” “lumber” and “number,” plus lots of laughter to carry each liner. They exited with much applause from their RIT peers—their crowd priming job was executed well.

After a brief prefacing by CAB, Mr. Martin was called to the stage—a call he promptly replied to not with himself but a friendly animation. The backlit screen in Ingle Auditorium gave a flat-color display of Dr. Irwin Glands—a mytho-zoologist—who wanted to introduce the crowd to what a “Vertimaid,” an “Invisidork,” and a Paradoxotaur,” are or might be. Clever; it was clever not only as a joke but as an introductory comedy piece—an all-inclusive ice breaker using your humor but not using your tomato-targetable torso.

As the short film faded to black accompanied by medium-strong applause, Demetri entered from stage left garbed in white tennis shoes, blue jeans, a green zip-up hoodie, and a fur-fringed billowy parka. The claps subsided and he immediately reflected on the previous point of removing himself from the act by using animation. He fielded some comments from RIT student animators in the front rows to which he replied, “if you were real animation majors then there should be cartoons sitting in your seats.”

Demetri was consistently good at playing to his audience, placing jokes into context and feeding off the crowd’s energy. This professional exchange challenged him with the presence of RIT’s staple interpreter. It is cliché to mess with the interpreter, something he himself pointed out as probably true. After two

or three references he mentioned that he “should really stop.” But he didn’t, and the crowd didn’t care. Why?—because it was good and it was original, and above all because the interpreter was a good sport. One of his first quips was remarking how he was prepped for the community here and that he immediately wanted to just make up words throughout the show, forcing them to be interpreted—“Jumanji!” At one point he asked the interpreter if he wanted his extra bottle of water. “Maybe you could wash your hands or something.”

Overall, Demetri’s strengths were in word play and one-liners. He had them overflowing his pockets, it seemed. The last segment of his act consisted of nothing but these one-liners and some tasteful guitar plucking for ambience. “She showed me the fitting room and said, ‘If you need anything, I’m Jill.’ I had never met a girl with a conditional name before.” “Everyday I walk past ‘Joe’s Pizza.’ Sometimes I wonder if that is really possessive or maybe it is a conjunction.” In and out of each joke, long or short, the RIT audience was responsive. Ingle Auditorium was packed—with people and laughter.

When Demetri finally plucked the last guitar string and thanked everyone, there was an explosion of applause with cheers, whistles, the whole nine yards. His accolades were all there and all very sincere, considering how this was not a comedian’s frequent alcohol-toting nightclub. Rochester received some extremely palatable comedy from New York City thanks to Demetri. His skinny, college-kid appearance and sharp, dry baritone delivery was a pleasure which cost us only a dollar, thanks to CAB. •

Quote “I am convinced all of humanity is born with more gifts than we know. Most are born geniuses and just get de-geniused rapidly.”
–Buckminster Fuller

Some Facts

A Stream of Facts: January 14

On January 14, 1954, the Hudson Motor Car Company wed Nash-Kelvinator to form the **American Motors Corporation**, while Marilyn Monroe wed Joe DiMaggio.

American Motors Corporation is the maker of one of the oddest and most recognizable hatchback cars of the 1970s, the **Gremlin**.

The mythological figure of the **gremlin** was used during World War II to explain why Royal Air Force planes seemed to be having strange accidents without any known **sabotage**.

“**Sabotages**” are practical joke websites in which the user is subjected to a scene or series of scenes, to **lull** the viewer into a false sense of security, only to have a scary or disturbing picture and/or screaming sound effect pop up.

Ramon **Lull**, born in 1235, authored a treatise entitled *Ars generalis ultima*, which examined the derivation of **monotheistic** religions based on simple common properties, like “God is good.”

The precursor of the major **monotheistic** religions is often considered to be Zoroastrianism, believed to have been developed between 1400 BC and 1200 BC, and still practiced in **Iran** and India.

Tehran, the capital of the middle-eastern country of **Iran**, is home to five large ski resorts, which are considered some of the best in the world.

Use a SplashGuard or sipping insert in your Nalgene water bottle. Though you carry around the almost-unbreakable, super-outdoorsy portable liquid carrier, it always looks better when you aren't wearing the beverage down the front of you.

> **Reporter Recommends**

A Haiku

by Brian Garrison

Yesterday is done
Tomorrow can be handled
Today kinda sucks

180s Ear Warmers

They are warm, they are chic, they are 180s ear warmers. These retractable, wrap-around disks of fabric slip comfortably over your ears to keep out the un-good wintry air. Inside the cloth muffs are even slips for headphones—some models coming with the headphones already in them. What is really nice about the design is that they warm your ears and stay on your head, without mounting dorky fuzz on your head or ruining your well-groomed mane. The design is one-size-fits-all, and that claim holds up pretty well—our Leisure Editor has a fat head. If you are sick of wearing a hat, or your hairstyle prevents it, try the running, performance, or sport casual pairs of ear warmers. <http://www.180s.com/>

Random REVIEW

Songs About Girls:

The Clash—Rock the Casbah
Slayer—Raining Blood
Garth Brooks—The Thunder Rolls
DMX—Ruff Ryders
Iron Maiden—The Wicker Man
Michael Jackson—Beat It
Francis Scott Key—The Star Spangled Banner
Elvis Presley—In the Ghetto

AT YOUR

LEISURE

Things and Stuff, and People too...

Manties.net

by Sean Hannan

illustration by Brittney Lee

In our homogenized modern aesthetic, it has become rather difficult to express yourself through your outward appearance. Despite this, when it comes to clothes, the female gender has the definite advantage. Men do not get the option of wearing blouses, skirts, or fishnet stockings (unless, of course you frequent erotic Renaissance Faires). Underwear is a different story, however. For men it's unique in that it offers far more styles than any other type of male apparel. You've got your boxers, briefs, boxer briefs, bikini briefs, y-fly, horizontal fly, no fly, cotton, lycra, microfiber. Not to mention the vast array of colors and patterns: solids, plaids, and paisleys for the sensible guy; smiley faces, chili peppers, and beer insignias for those who have a bit of an edge. And because it's usually exhibited only to others who would just as well see you naked, many people secretly express themselves through their use (or not) of undergarments. Just think; that meek electrical engineer sitting next to you in calculus could actually be rocking a velvet leopard print thong.

"Boxers and briefs are so cliché," I hear you say. Well fear not, there is a new design in male intimates that can only be found through the magic of the internet. Manties.net sells, well, "Manties"—panties for men. It's not the greatest product name—upon first glance it reads as "man-ties," as in neckties for those with a Y chromosome. The site has been around for five years though, so I guess it works for them.

The Manties themselves don't appear to be a product that would appeal to any man at any point on the range of tastes. With optional bows, lace, and embroidery, they're too femmy for macho men and too, well, ridiculous-looking for femmy men. The cut is pretty baggy and as a result they most closely resemble hot pants-sized bloomers. So if you're always mentioning to your friends how much you want the fashion of the 1890s to come back around, you've found your Mecca.

The site offers an impressive fifteen different styles of Manty, consisting mostly of variations on the basic nylon brief. Pricing increases with the number of frills added: starting at \$6.95 for the plain brief and increasing to \$14.95 for a lace, bows, roses, and embroidery extravaganza. Manties.net also offers gift certificates for those instances when you're not quite sure if Dad prefers a "Bows & Roses Brief" or a "Lace & Bows Brief".

If you're really looking into wearing Manties full-time, you can get the 7-Day package. For a mere \$78.50 (for the basic deal), you can receive seven pairs of Manties, each with a day of the week and a cute flower or butterfly embroidered right on the crotch. I should probably mention at this point that Manties, as with regular panties, do not have a fly of any sort. But at least you'll know what day it is when you have to take a leak.

Despite the attempted elegance of the garments themselves, the site is a visual abomination. The use of animated GIFs and cloud backgrounds has not been seen on the web since 1997. The hot pink menu bar clashes with just about every other element on the page.

At the bottom of that menu bar, though, is a very curious unlabeled link. Upon clicking said link you are taken to a members-only section. Unfortunately, the page informs you that the section is not accepting any new members at this time. Could there possibly be that many Manty enthusiasts worldwide? What exactly would you discuss with men who dig embroidery on their butt? The mind boggles. •



Design ★☆☆☆ Tacky animated GIFs are not cool and they don't increase my desire to buy Manties. Not that I desire a pair of Manties. Seriously, I don't. Stop looking at me like that.

Content ★☆☆☆ It's not much more than pictures of Manties and an order form. Honestly, though, what else belongs on an underwear site...?

Safe for Work ★★★☆ Though not the most explicit of undergarments, it's still a website that sells panties for men.

Not a Fad ★★★☆ I don't anticipate Sisqo crafting a pop ditty about this particular item of clothing. What ever happened to that guy, anyway? He was a smooth operator, that Sisqo.



Q: What is your favorite place on campus?

1 "Shaker's Blend is my favorite place to be, especially because I own it!"

Anatoly Shilman

Fifth Year
Packaging Science

2 "The pool is really great, we love to go swimming and hang out there."

Andrei Petrov & Jackie Russo

New Media & Ultrasound
First Year

3 "Java Wally's; it is relaxing and just a good atmosphere to hang out in."

Jamie Sturm

Second Year
Physician's Assistant

4 "The ET lab in building 70, where the video game design classes are held."

Jon Heise

Sixth Year
Computer Science

5 "Right here—where I work, at the SLC."

Casey Meixell

Electrical Engineering Technology

6 "Here, in the SAU. I can do work and just hang out."

Max Seiferd

Third Year
Graphic Design

7 "Photo House, the people have the same interests and are free spirited and so eccentric!"

Naomi McColloch

Second Year
Photography

8 "The Oriental Garden near building seven, it is the most beautiful landscape on campus."

Shannon Sturm

Third Year
Interior Design

"Any place on campus that serves food; from The Commons to Gracie's."

Anthony Lauria

First Year
Information Technology

"I like being in the shower!"

Alex Blair

First Year
Graphic Media

"141C-Perkins is the best place to be on campus!"

Mike Prantis

Second Year
Biology

Kelsey Wright & Kingdon Parrott

First & Third Year
Computer Science

"The fourth floor of the library; it is quiet and nothing is happening there to distract you."

Joy Reed

Third Year
New Media Information Technology

"I like the infinity quad in the winter. It is my wonderland."

Geo Kartheiser

Second Year
Business Management

"International House, it is a home away from home, I feel so comfortable there."

Yinka Williams

Second Year
Computer Engineering

"Unity House, I like hanging out there instead of where I live in the Gibson projects!!"

Lorell Banks

First Year
Business Management

"On my floor, where I am an RA, with my residents."

Renee Clements

Second Year
New Media Design and Imaging

"It used to be the library; but now it is the gym, which is just wonderful!"

Richard LeRoy

Retired Writing and Literature Professor





THE FACEBOOK:

AND THE NEWEST WAVE OF SOCIAL COMPUTING FOR US TO SURF

by Benjamin Foster and Pat Kelley | illustration by Mike Norton

» I HAVE EIGHTY-THREE FRIENDS «

I know this because Thefacebook displays it to me when I press the “My Friends” link. Could it be simpler?

Thefacebook is just the newest of online communities to sweep the Internet within the last decade. Its popularity has grown like no other, for several reasons. It targets students in college (and some alumni and staff), people who are most likely to be following the top technology trends. Second, it is the first online community to be based off a solid physical community, while still being open to anyone across the country or world. These two features, coupled with its ease of use, have allowed Thefacebook to grab the attention of approximately one-fifth of the RIT student body in just over a month and a half. »



"Sorry, I was living in the Stone Age, what happened?" An online community is a current trend best explained by the Powazek Definition. For those of us not in the know, Derek Powazek, www.powazek.com, has been a presence on the Internet for many years. He is best known for, well, defining things. In reference to online communities, Powazek states, "Web communities happen when users are given tools to use their voice in a public and immediate way, forming intimate relationships over time."

Each year, more aspects of everyday life are becoming "digital." Online communities, digital publications, and high-speed telecommunications have encircled the country and the world in the last decade, and changed the way various media and social interactions work.

>> THEFACEBOOK (OR MY NEW ADDICTION) <<

Mark Zuckerberg, a student at Harvard, wanted to create an online directory to counter the argument of his fellow students who claimed, "Harvard is a fairly unfriendly place." After some hard work, with a few close friends, Thefacebook.com was launched, in February 2004, as a place for students from all across Harvard to meet in an online forum. Since then, it has taken 300 campuses across the country by storm. According to Chris Hughes, the "Press Guy" at Thefacebook, there are currently 1,314,665 registered users of Thefacebook. That is more users than the number of people that live in the entire state of Maine.

>> SO, WHAT IS IT? <<

Thefacebook is a way for you to track your closest friends. Facebook friends have become a kind of social capital. People are scrambling for them, befriending people they have met only once, people they haven't spoken to in "forever," and even befriending people they have never met at all (but maybe they liked their picture, which is ok).

Thefacebook, at its most basic level, is simply a way to keep an electronic list of the people you are friends with at your university. There is also functionality to add users at other universities. To assist with this function, there is a High School Search that will display all the students registered on Thefacebook that went to your high school.

You can also send messages to people. You can visualize a map of your friends. You can even poke people.

The poking feature seems to do nothing except display a message that reads, "You have been poked by Josh Pierce" (or whomever). You are then given two options: poke back or hide poke. Thus, poking is useful for letting someone know you noticed them, or for furthering your procrastination.

Thefacebook does have one extremely useful feature: Birthday Notifications. Thefacebook will start announcing all of your friends' birthdays three days before they occur. In the last month, I have remembered more people's birthdays than ever before, using more stamps and supporting the U.S. Postal Service more frequently than I could have imagined.

>> THE COMPETITION <<

ConnectU, the competition to Thefacebook that also is based at Harvard, is currently suing Mark Zuckerberg for intellectual property theft and breach of contract. It turns out he was working on their project which is very similar to Thefacebook just shortly before it debuted.

Having read into this a little bit, it appears that Zuckerberg was programming the then-titled HarvardConnection without pay or a contract. The ConnectU team launched the suit in September, claiming he stole their idea and stalled their project, while he worked on Thefacebook.

According to the ConnectU website's about page, "Over the course of development, we've had our ups and downs. We've cycled through several programmers, even one who stole our ideas to create a competing site, without informing us of his intentions. But we've been troopers. At first we were devastated and climbed into a bottle of Jack Daniels for a bit, but eventually emerged with a bad headache and renewed optimism. We weren't going to lie down and get walked over like this."

ConnectU also has RIT as a listed school. The features at ConnectU are much more numerous, including flash-based IM, book buying and exchanging, the ability to upload multiple pictures, and forums. What is lacking is the popularity. For RIT there are only 64 registered people on ConnectU compared to an...ahem, much larger 3656 people on Thefacebook. So if you are really looking to get on a network that will maximize your possibilities Thefacebook is it.

Finding out these statistics on the ConnectU website was a simple matter of searching all of RIT, and seeing 64 registered users. On Thefacebook you have to enter a query so I did two searches, one for male (2563 males) and one for female (1093 females). These statistics were gathered at noon on January 6, 2005.

>> OTHER FRIEND SITES <<

The list of hyperlinks on the surrounding pages is a collection of friend networking sites off a well-kept MetaList [<http://socialsoftware.weblogsinc.com/sns-meta-list/>]. You will notice Thefacebook is not on there, because it is considered a special interest network, of which there is another list, one of eight other lists of networking sites.

>> IS ALL THIS REALLY NECESSARY? <<

No, definitely not. But those sites all exist anyway. Social networks are growing in popularity because they are easy to use. Meeting people without leaving the house, how much better can it get? So basically, you should go sign up for each and every one of those services and wait for the e-mails and messages to start pouring in.

Or of course you could just go out and meet people. However today, for better or for worse, it seems like these services offer a great way of meeting people without the risk, time, and hassle of actually going outside.

>> BLOGGING <<

There are however other ways to take part in this digital revolution of the new millennium. Become a blogger! You have heard all about them in the news (if news is your thing). Bloggers are taking over the world. They were voted people of the year by Time Magazine. They get to go to the presidential conventions, and they report on Iraq, and they are all just so real!

>> HOW TO SET UP YOUR FIRST BLOG <<

First, decide how much you know. Is this article confusing you already with words like, "Internet" or are you a student who builds web-pages in your time and knows Perl scripts like the back of your hand? In other words, how much web-design/coding experience do you have? If you just realized that you have none, start with LiveJournal. If you have some programming experience, try Blogger. If you don't want to write all the code, but you know you are going to change all of it, MovableType or Textpattern are good choices.

>> LIVEJOURNAL (LJ) <<

In 1999 Brad FitzPatrick launched LiveJournal. This website was a way for people who knew nothing about creating websites, or who did not want to deal with the hassle, to be able to keep their friends updated on everything in their lives. It is also a really handy way to keep track of all those "What Kitten Dictator Carebear am I?" quizzes. That was the idea FitzPatrick had, that anyone should be able to record his or her thoughts, and LiveJournal provided the equipment. It is one of those "If you build it, they will come" scenarios. It worked quite well.

Creating your own little niche in cyberspace is simple. Go to the LiveJournal website, and if you are over the age of thirteen, or under, with parental consent, create an account. There are 5.6 million registered users of LiveJournal. A registered account means it was created, there are truly fewer active LiveJournalers, a number that is probably floating around 2 million. That is more people than live in the state of Maryland. They are posting to their journals all the time, you can see how many posts were posted in the last minute on their website, and the numbers generally around three to four hundred. On January 5 2005, LiveJournal was sold to SixApart, the creators of MoveableType. MoveableType is a piece of software used by many bloggers.

Ok, not that I was lying... but there is often a distinction made between bloggers and LiveJournal users (LJers). Mena Trott, co-founder of SixApart (makers of MovableType) summarizes this best, "Journalists make fun of webbloggers saying that they only post about their cats. Webbloggers make fun of LiveJournalers saying that they only post about high school angst. LiveJournalers make fun of webbloggers saying that they are SUV-driving yuppies who think they have something important to say (and I'm generalizing)." In other according to each group words LJers have nothing important to say, and blogs are boring and uppity.

>> BLOGGER & MOVABLETYPE <<

Evan Williams, founder of then Pyra Labs, started Blogger in 1999. Blogger was created as a free weblogging service that required the blog to be set up on one's own webspace or to be hosted with ads from Blogspot. In 2002, Google bought the company, and late in 2004, Williams, best known as the father of blogging, left to pursue other projects. Google still maintains Blogger, which continues to be one of the leaders in the blogosphere.

MovableType debuted in 2001, and was created by Ben and Mena Trott, rockstars of the blogging world. MovableType can be installed on your own server after paying their licensing fee. It requires enough knowledge to configure their setup Perl scripts and more to set-up any of their plug-ins or additional features. For an already set-up, yet highly customizable product you can run TypePad, which is also a paid service, run by SixApart.

Other alternatives that tend to hover on the designer/coder side of things are WordPress and TextPattern, and with no shortage of different programs and services becoming available each day, there is definitely a way to get your work onto the web.

>> DOES RIT BLOG? <<

Absolutely, the RIT community on LiveJournal has 609 members, so you can read the journals of lots of people who go to RIT. Also there is a RIT4sale community that sells things, so if you are looking to buy things from people at RIT, go there. At Blogger there is only one person who put RIT in his profile ... but there could be more people from RIT who use Blogger and are simply less willing to admit it.

RIT has a full commercial license with MovableType, so any student can use it for free. Many students and clubs are taking advantage of this feature.

>> TALKING WITH LIZ LAWLEY <<

Liz Lawley, an associate professor of IT, is very involved in blogging and social computing. She keeps her own blog at mamamusings.net. She was recently selected by Marqui as one of the twenty-one bloggers they chose nation-wide, to begin their Blogosphere program.

She teaches blogging in her classes and has also recently become the director of the Lab for Social Computing that has been created at RIT. She has many great insights on Social Computing, Blogging, and where RIT fits into both.

"In the classes where I've introduced students to blogging, a number have gone on to start and maintain their own blogs. Those students have been able to use their blogs as a way to improve their writing skills as well as their visibility in the technical community. [Also,] Students who read the blogs of their professors are able to develop a better sense of us as people, and often find us more approachable as a result."

>> THE ROCHESTER INSTITUTE OF TECHNOLOGY <<

Oh right, there it is, right in the name.

Well, RIT certainly manages to keep up to date with technology. It is normal to find students who are IMing their roommates (while in the room), getting together to play the newest video game of the week, and using all the glorious features of the Internet, from communicating with teachers and doing their homework to whatever else kids use the net for these days.

CONTINUED ON PAGE 23>>

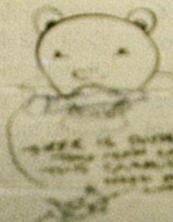
ALL YOU NEED IS LOVE

WHAT WILL YOU DO WITH YOUR
FANCY COMPUTER "SKILLS" WHEN
THERE IS NO MORE ELECTRICITY?

THE BANK KEEPS
MYSTERY ECONOMY!
2500 DOLLARS A DAY.
PLEASE USE YOUR OWN EYES.

Knowledge is the root of all evil

I am the only
one who works
on this world



HERE IS SOMEONE
WHO CAN HELP YOU
WITH YOUR COMPUTER
PROBLEMS. HE WILL
FIX THEM FOR YOU.

Thank you
for your
help.





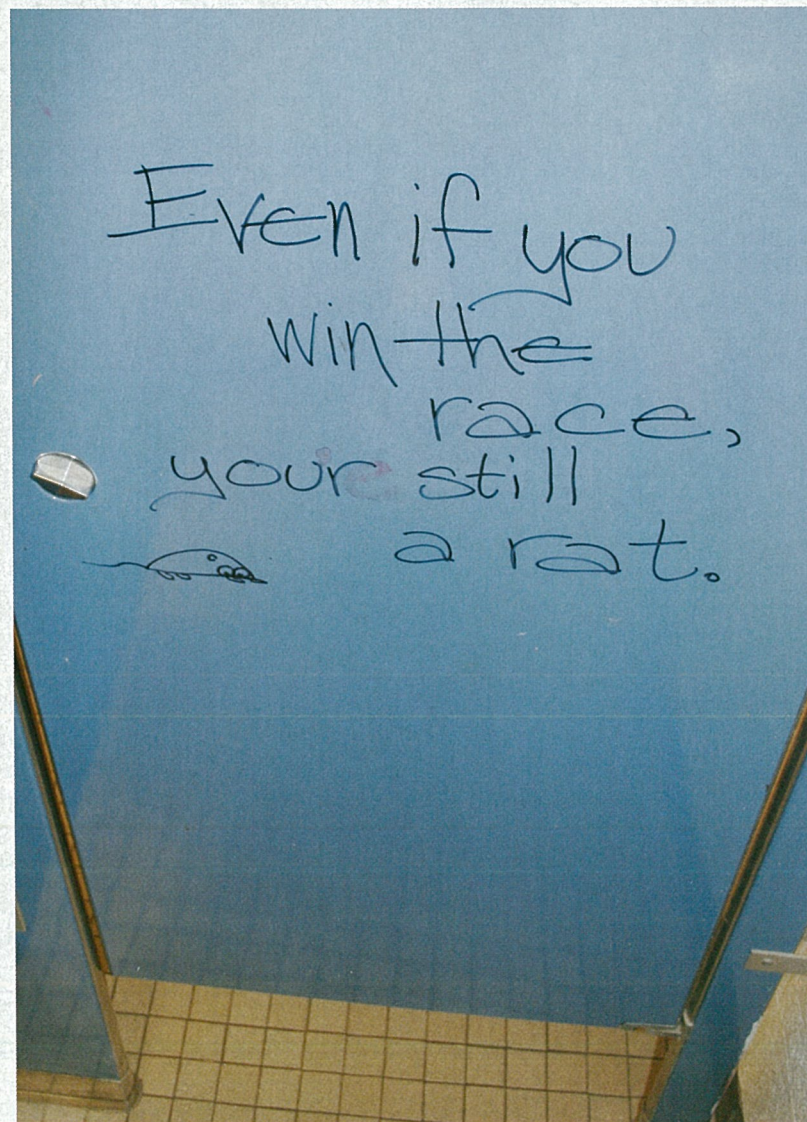
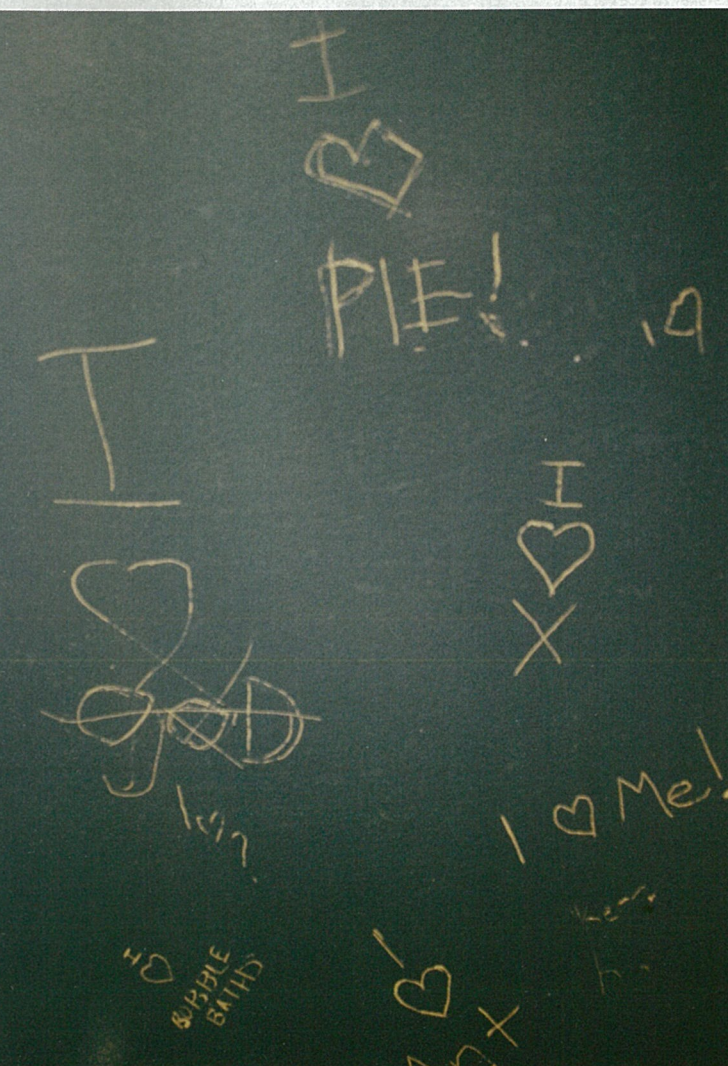
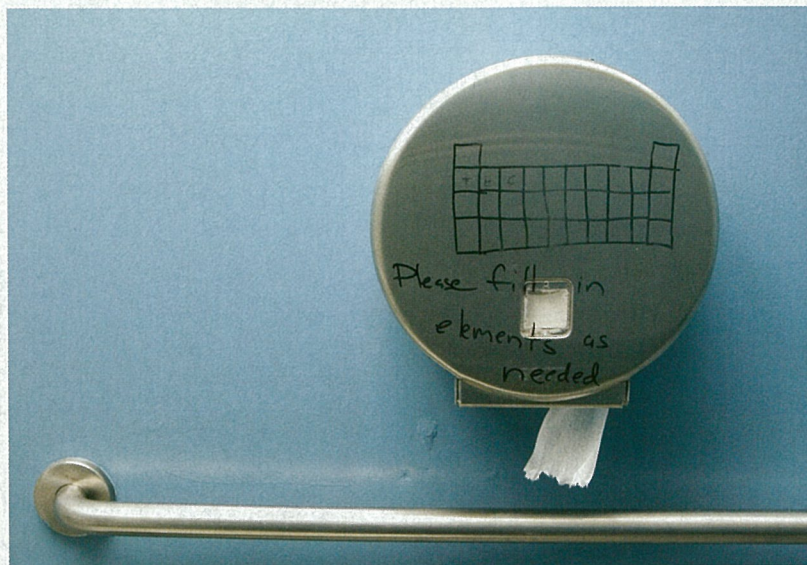
Bathroom Graffiti

this page + bottom left: photos by Thomas Starkweather
top left: photo by Kim Weiselberg

Former *Washington Post* Editor Ben Bradlee once said, "I know who I am when I read what I write." If this statement holds true, what does our scribbling and scribing on bathroom stalls say about who we are? When the "we" being referenced is the vast and varied campus community of RIT, there is no limit to interpretation, inspiration, intrigue, or, at times, idiocy.

more Bathroom Graffiti

photos below + bottom right: by Kim Weiselburg
top right: photo by Thomas Starkweather



>> THE LABORATORY OF SOCIAL COMPUTING <<

RIT recently created The Laboratory of Social Computing to push RIT to the forefront of this emerging field. The group is not a lab in the traditional sense. There is no room full of computers. Rather, the lab is a group of like-minded faculty and students with profound interest in social computing. The lab has assembled a talented advisory board and started to develop a wiki about Social Computing. They are also supporting the newly founded RIT Social Computing Club (meeting Monday nights at 6:00 PM in Java Wally's)

"A wiki (pronounced "wicky", "weekee" or "veekee") is a website that allows a user to add content, as on an internet forum, but also allows that content to be edited by anyone." As defined by Wikipedia. Larry Sanger and Jimmy Wales founded Wikipedia.org in 2001, with the intention of it becoming a super-encyclopedia. Now with over 29,000 volunteer writers in 109 languages, that intention has become a reality. This a form of social computing, with knowledge at its heart, allows users to contribute content with no restrictions, and the information's truth is then judged by everyone else who comes upon the content.

It is of note that recently Larry Sanger has been in the news talking about the problems with Wikipedia. This is focused mostly upon the un-reliability of an entirely user-compiled encyclopedia and more harshly on "revert wars", a term used when two authors are continually re-writing each other's work.

Along with creating a wiki on Social Computing, the Lab for Social Computing's first large-scale endeavor is work on the M.U.P.E.T.S. project with the Laboratory for Graphical Simulation, Visualization, and Virtual Worlds. This Multi-User Programming Pedagogy for Enhancing Traditional Study is a project that will allow students of all year levels to contribute code and possibly work from other disciplines that become shared objects to anyone on the system.

>> RIT IN THE FUTURE <<

RIT in itself is a technical community, one that should be on the forefront of technological developments, but has it been?

Thefacebook came together because of a small team of people who were dedicated to getting it out at any cost. Each of the blogging programs came about because of a single person or a small team that wanted to create software that anyone could use, each expanding into a much larger project with many collaborators. RIT has the collaborators, but where are the visionaries?

As we continue down this path where each and every aspect of our lives is starting to become more digitized, we should be on the look out for opportunities for development. There is always something more to dream up, so let's see if the next amazing web-development can come from someone a little closer to home. •

>> LINKS <<

Thefacebook: <http://www.thefacebook.com>

ConnectU: <http://www.connectu.com/>

Interview with Mark (msnbc): <http://www.msnbc.msn.com/id/6596533/site/newsweek/>

SixApart buys LiveJournal (lj): <http://www.livejournal.com/users/news>

SixApart buys LiveJournal (sa): <http://www.sixapart.com/corner/archives/2005/01>

RIT LJ Community : <http://www.livejournal.com/community/rit>

RIT 4 Sale Community: <http://www.livejournal.com/community/rit4sale>

Great list of Social Networking Programs: <http://socialsoftware.weblogsinc.com/page/2>

Lab for Social Computing at RIT: <http://social.it.rit.edu/>

M.U.P.E.T.S.: <http://muppets.rit.edu/muppetsweb/about/index.php>





Matt Smith prepares with the rest of the RIT hockey team for the last period of the game against Plattsburgh State on January 8. RIT went on to lose the game 4 -5.



J.R. Holmes (center) of RIT goes against Plattsburgh State's defense in the first period. RIT lost to Plattsburgh State with a score of 4-5.

Sports Desk

by José Plaza | photographs by Thomas Starkweather

Men's Basketball

January 4: The Tigers lost to the University of Rochester on Tuesday night, recording their first road loss of the season. RIT was defeated by a score of 77-62, with U of R player Seth Hauben leading all players with 21 points and 13 rebounds.

Final Score: L 77-62

Rebounds: RIT (38), UR (46)

FG%: RIT (33.3%), UR (39.6%)

3-Pt FG%: RIT (30%), UR (35%)

January 7: The Tigers put up a solid performance against Alfred University, winning the Empire 8 season opener by a margin of 27 points. Led by senior Kyle Goff with 18 points, RIT is now above .500 for the season.

Final Score: W 78-51

Rebounds: RIT (46), Alfred (32)

FG%: RIT (48.3%), Alfred (31.0%)

3-Pt FG%: RIT (33.3%), Alfred (13.3%)

Record through 1/7/05: 5-4 Overall, 1-0 Empire 8

Women's Basketball

January 4: The Lady Tigers put up a valiant effort against nationally-ranked U of R, but fell by a score of 66-55. Even though Ramara Diallo (13 points), Karli Couchman (12 points), and Christina Ermie (12 points) were able to put quite a few points up on the board, RIT still fell short to the University of Rochester Women's team, currently ranked 17th in the nation.

Final Score: L 55-66

Rebounds: RIT (24), UR (43)

FG%: RIT (39.2%), UR (44.1%)

3-Pt FG%: RIT (38.5%), UR (25%)

January 7: RIT had a disappointing Empire 8 season opener losing 48-58 to Alfred University. None of the fourteen 3-pointers attempted managed to find the basket, making it difficult for the Tigers to put up the points necessary to win.

Final Score: L 48-56

Rebounds: RIT (49), Alfred (42)

FG%: RIT (32.8%), Alfred (35.0%)

3-Pt FG%: RIT (0.0%), Alfred (47.4%)

Record through 1/7/05: 3-5 Overall, 0-1 Empire 8

Into the Woods:

The RIT Outing Club is back and better than ever

by José Plaza | illustration by Brittney Lee

Some people would say that part of the reason they attend RIT—aside from the exceptional level of education—is the great weather here in good old Rochester. Apparently, some people actually like the cold weather when it comes around. If you're going to live out here for an entire academic year, why not make the most of the wintry weather? What better way to take advantage of the great outdoors than by belonging to the RIT Outing Club?

The RIT Outing Club has been around for quite a while, but due to a lack of participation in the past few years, the club was effectively dormant. The good news is that the club has been brought back to life, and the members have high hopes for the club's future. The members hope to once again live up to the sole purpose of their club, which is to "dedicate ourselves to getting outside and enjoying the outdoors." The club is currently being revamped due in large part to the efforts of president Jeff Maher, vice president Eric Saunders, secretary Patrick Santos, treasurer Matt Lipschutz, equipment manager Steve Marshall, and webmaster Brendan Jackson.

The Outing Club takes things to the extreme, whether they are on an average ski outing, or a whitewater rafting trip. The club also plans rock climbing, mountain biking, and other extreme activities to help members have fun and release the stress of the everyday RIT workload. In addition to having a fun agenda, the members run their club as a business of sorts, with their own equipment, meeting space, and storage room in the dorm tunnels. Members and non-members alike have the opportunity to borrow or rent gear, which ranges from sleeping bags and tents for up to four people, to stoves and canoes. There are even long axes for those extremely primitive campers who like to make their camping trips as rustic and challenging as possible. The agenda for the club at this point is to expand participation and continue to have some wholesome outdoor fun.

The club has already gone on a few trips this year and is always planning things for the future. In October, the club went on a successful day hike in Letchworth State Park. The hike took the group on a mystery trail through the park, passing by spectacular sights of waterfalls and abundant forests. Another trip that took place in November was a memorable backpacking trip to High Peaks. The Trip Report states, "The Northern Lights appeared in the sky for a few minutes and then vanished, providing an excellent end to a great trip." As for the winter season, the club doesn't let snow get in their way. In fact, they hit it head-on whenever possible. Skiing trips are planned on a

regular basis, and when weather and equipment permits it, the club also goes on caving expeditions—there are currently plans for a caving trip in Albany this quarter.

Though the club is an internal part of RIT, it affiliates itself with other schools and their outdoor clubs as well. The University of Rochester and RIT, for example, have a strong bond that holds their outdoor clubs together. As vice president Eric Saunders stated, they can get together for an average "hang out event" on weekends, or can collaborate on expeditions, making good trips even better. Mergers with other schools around the nation happen at events like the annual conference in March hosted by MIT, as well as the Fall Lake George event held each year in Saratoga. All in all, the club just tries to have fun, whether involved with RIT students exclusively, or a partnership with other clubs that want to have fun.

There have been rumors that membership in the Outing Club officially counts towards gym credit, but unfortunately the details regarding that possibility are still being examined. The club hopes to increase membership and continue to support their main goal of enjoying the outdoors and having fun as often as possible. The Outing Club will be participating in Club Day, January 14 at the SAU, so if anyone is interested in learning more about the club, it would be a great opportunity to drop by and personally meet club members. You can also visit them on the web at <http://www.rit.edu/~ritoc>. If anyone has an even bigger curiosity, feel free to contact vice president Eric Saunders at EWS3942@yahoo.com. •





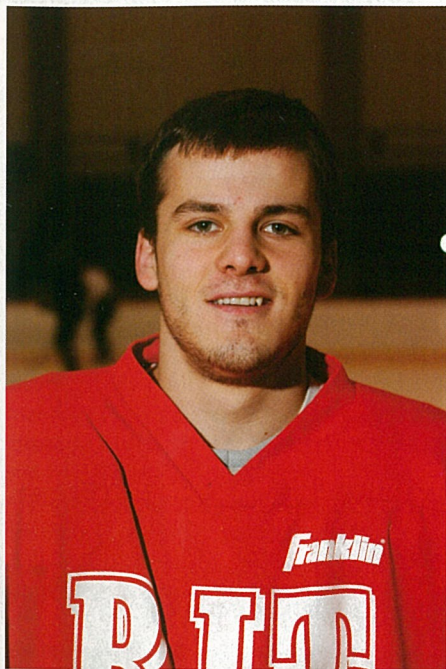
3 Freshmen Stars



by Mike Eppolito

For your average freshman, winter is the season to cope with cold, snow, work, and the post-holiday season slump. However, for freshmen winter athletes, practices, game pressures, and (most importantly) a desire to gain recognition on their respective teams

are added to that list. The following three freshmen stars have in a short period of time stood out among their peers through their skill and hard work during games. Remember these names, as you may be hearing about them for years to come.



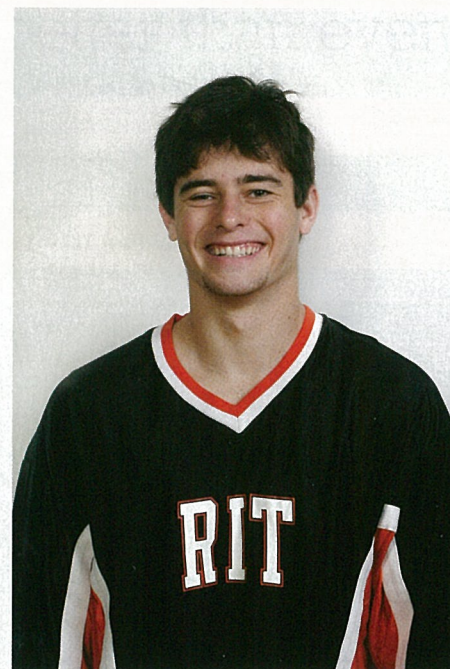
Darrell Draper

No matter what the circumstances on the ice, the men's hockey team is quickly finding out that freshman Darrell Draper can handle anything. "In his hockey career, he has proven to be a very reliable player who plays hard and can be depended on in a lot of different on-ice situations," said Coach Wayne Wilson. Darrell is a computer engineering major from Tigard, Oregon. Before playing for the Tigers, Darrell played for the Cowichon Valley Capitals, where in 30 games he scored 11 goals and seven assists. Darrell now plays left wing and continues to rack up the points. Wilson said, "Darrell has provided us with some timely goals, reliable penalty killing, and some offensive depth." For example, in the Greek Night game versus Neumann College, Darrell scored two goals, achieving his first multiple-goal game in his college career. Wilson said that Darrell's intelligence and skating skills are what make him a stand-out star. "We hope all areas of Darrell's game will continue to improve with further maturity and confidence."



Jackie Frasier

Through hard shots and hard skating, freshman Jackie Frasier has made herself stand out on the women's hockey team. The NTID Computer Technology major from Fergus, Ontario used to play with the Etobicoke Dolphins. "Her experience playing in Ontario's top league, strength, and determination are significant components leading her to be successful," said Coach Michael Grainsky. "Her contribution to the team includes goal scoring and has given our players an understanding of the deaf community." As right wing for the Tigers, Jackie can't let anything slow her down. A little over a week after the season began, Jackie posted the first hat trick of her college career at a game versus Holy Cross. "As the season progresses," said Grainsky "Jackie will continue to improve and become a better team player. As she gains collegiate experience, she will learn how to utilize her linemates better, which will lead to more production from her line." One can only hope that those hat tricks will keep on coming.



Barrett Zeinfeld

Getting used to Rochester's snowy winters has been tougher than getting used to collegiate basketball for freshman Barrett Zeinfeld from sunny Tucson, Arizona. Barrett, an undeclared engineering major, has earned many early successes in his budding career as a guard for the Tigers. For example, he was named the Rochester Area College Athletics Male Athlete of the Week and Empire 8 Men's Basketball Player of the Week in mid-December. "Barrett's a very good student of the game," said Coach Bob McVean. "He understands how to play the game." With a 19-point game versus Clarkson and an 18-point game versus SUNY Cortland, Barrett acts out his understanding and has earned himself a spot in a league of the upperclassmen. McVean said that Barrett's versatility on the court is his strongest quality. "Barrett is not just a scorer. He's also a good defender. He is fundamentally sound," said McVean. McVean noted that freshmen tend to fluctuate in their game; however, he has high hopes for Barrett. "Barrett will be consistent throughout the season, a very difficult thing to do," said McVean. However, for someone who according to McVean had never owned a coat, Barrett is quickly getting acclimated to the way things go here at RIT.

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Made in America. Why doesn't it mean more?

by Bryan Hammer

“Designer product” has traditionally been a phrase that means things like expensive, artsy, upper class, and European.

Recently, I saw a commercial for one of those new single cup coffee brewers; the commercial claimed that this coffee brewer finally made its way to the US from Europe, adding that it was a European best seller. It occurred to me that you never see products featuring American design as a selling point. I've never heard a company try to persuade the consumer by praising the American design, quality, or engineering that has been put into it.

Perhaps the best example is with automotive reputations. Toyota is known for reliability and longevity. BMW and Porsche offer “German Engineering” and prestige. Ferraris are...well they're Ferraris, enough said. The list could go on and on, but the fact remains that Fords and Chevys don't carry the same weight as these foreign manufacturers. They tend to develop rattles as they “break in,” seams and edges don't always line up nicely, and small poems are written about them like “**Found On Road Dead**”. They are rough-around-the-edges utilitarian automobiles that are designed and engineered just enough to get them sold. America is the home of mass production—particularly when it comes to automobiles. Henry Ford perfected it with the assembly line of the Model-T, but his famous “...any color as long as it's black” quote shows the nature of a utilitarian thinking that still holds today, unfortunately. In today's global market more is needed to develop a successful product, and a successful company.

Every so often there is a push to “Buy American.” Messages from Corporate America (as well as its government) tell you to look for the “Made in America” stamped on to the products you buy, but the message is delivered as more of a plead for mercy. It's not a message that argues American products are made better, or at a better value. With many foreign products outselling American ones, it is a wonder to me why American companies only seem to be interested in pumping out more and more cheap crap, hoping that one of those products will become their new cash cow.

It's hard to tell whether it's the American consumers' fault for demanding the Wal-Mart supplied crap, or the respective companies for making it. However, the laws of supply and demand seem to make it a consumer responsibility. There are some American companies like Apple, OXO kitchen products, and Whirlpool which have dramatically changed their product shares by producing new products that are designed and engineered to greater detail than their competitors, and it has paid off.

iPods are the most desired personal music player, OXO good grip products are a chef's dream, and the new Whirlpool duet washer and dryer have raised the bar in appliance look and efficiency. Even with the premium prices that these products command, they are still in high demand. It almost makes you wonder if companies didn't spend so much money

producing all the cheap products, could they make the quality products cheaper? Why don't more American companies take the time to produce products that are as refined as their foreign competitors?

There needs to be a new industrial revolution. We've mastered mass production, but we've been neglecting quality, refinement, and user needs. Ask anyone who owns a BMW and I'm sure it's not just a car, it's their baby. A BMW is a driving experience, it's not just a thing that will get you from point A to point B. Therefore, if you own a BMW, you're probably more inclined to take care of it a little better, and hang onto it for a little longer.

This is an example that can be related to almost any product. What is your favorite thing that you own? It's probably different for everyone, but chances are that that product makes your life a little easier or more enjoyable, and you'll hang on to that product for as long as you can because you've developed a connection with it. The problem today is that not enough products are built with a human appeal.

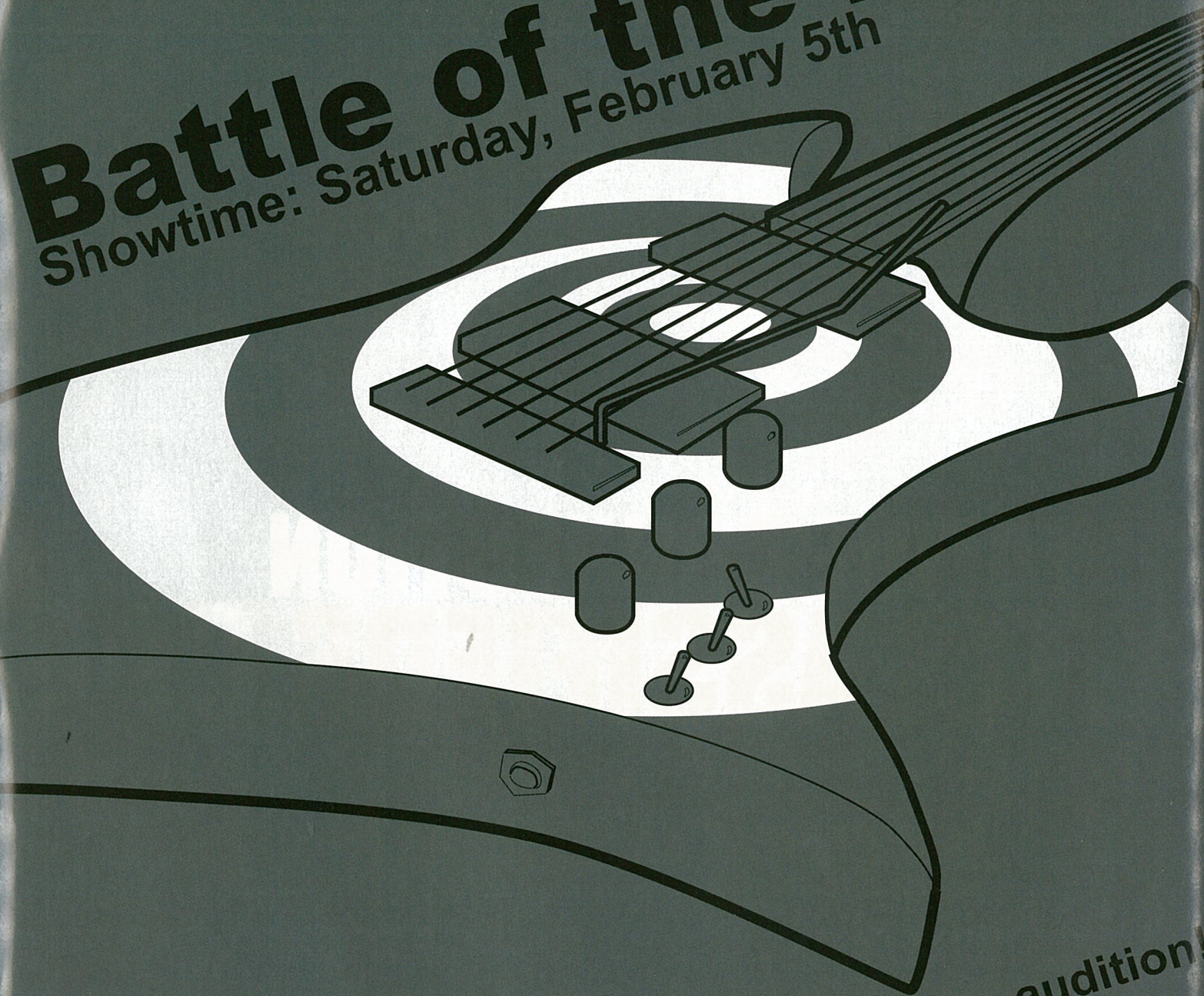
This again, goes back to the demands of the consumer. Just go to a Wal-Mart and you will see the droves of consumers lining up to buy the cheapest products they can find. It doesn't seem to matter to them that their cheap shirts, TVs, appliances, and furniture will probably have a shorter life-span than a quality product at a higher price. Quality doesn't seem to be as important to American consumers as much as price and selection is. We want things cheaper and more of them, and in turn Americans produce a tremendous amount of waste. These cheap products don't have a human connection, they're temporary, and since they're a dime a dozen we feel ok about throwing them out a year later and just buying a new one.

These attitudes put the fate of American manufacturing, jobs, and reputation in jeopardy in today's global economy. There needs to be a reinvention as to what “Made in America” means, not only here but also worldwide. Maybe instead of concentrating on quantity, we need to take a step back and look at the little things. Refining forms to be more attractive, using new technology to make products more efficient, and create more overall value in our products. Instead of being driven by deadlines and price lines, we should be looking to the quality of the end result. There needs to be fewer cut corners—sacrifices and compromises are made in the interest of time and money, leaving us with products that may be acceptable but lack vision.

Compared to leading international companies, Americans tend to play it safe, take care of the bottom line, and hover in mediocrity. We need to change this, and now. We need to swing for the fence a little more, be more open to doing things differently, and resist compromising our vision. •

Battle of the Bands

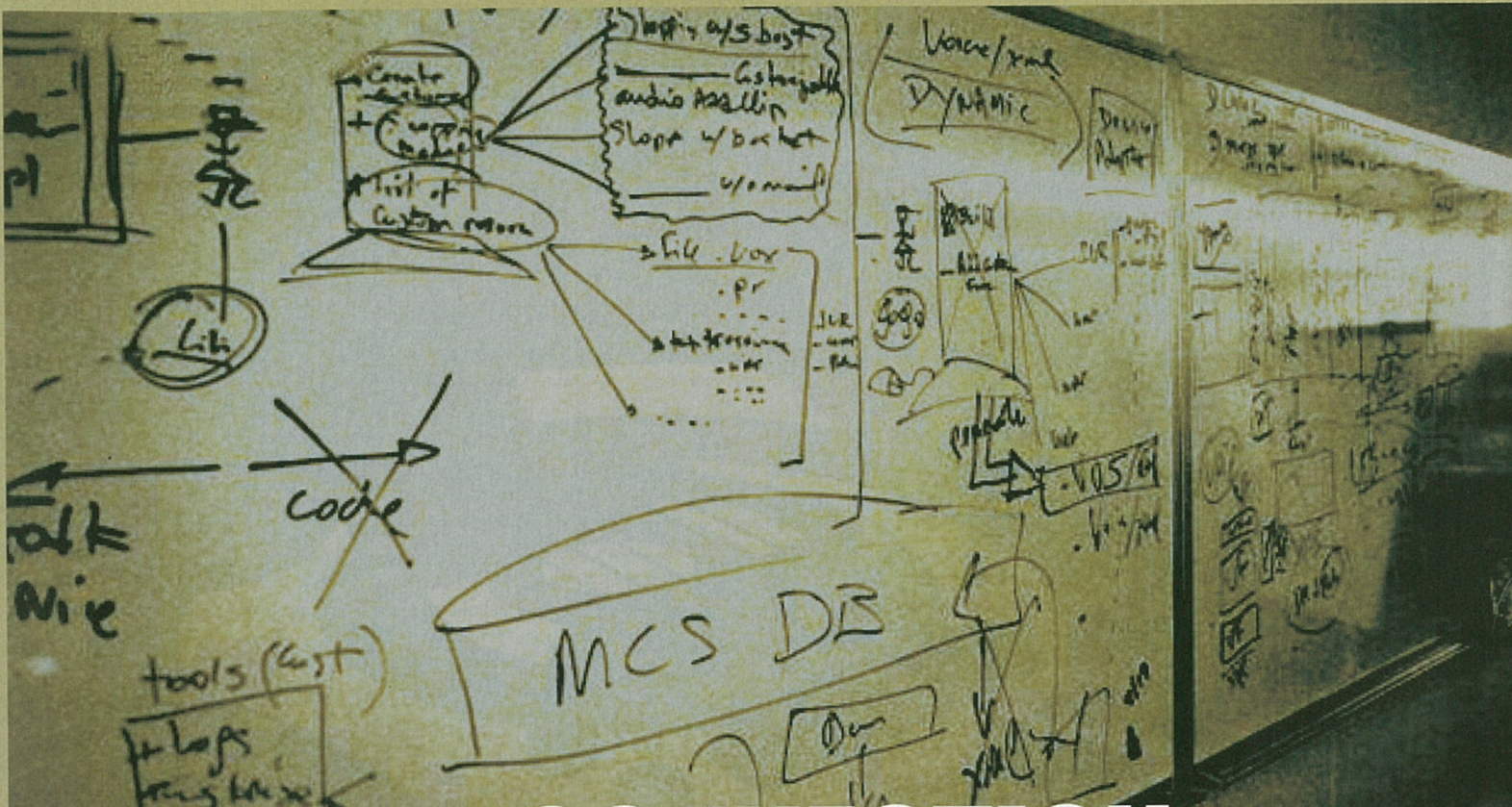
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