



THE NORTHERNER

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Sport business program initiated

Radio personality serving as director

Jordan Kellogg
Editor in Chief

Faculty from the Management and Marketing Department announced last week that local radio personality Tom Gamble will serve as director of the new Sports Business program.

Gamble, an NKU graduate, serves as one half of the "Two Angry Guys" sports talk show on "Home" (1360 AM).

Gamble is also the Executive Vice President of Don Schumacher and Associates, a sports marketing company in Cincinnati.

The Sports Business program, which was officially added to the roster of classes this semester, is aimed at preparing students for careers and leadership opportunities in sport business and recreational management.

The program focuses heavily on the business side of sport and is offered through the College of Business.

Gamble said he hopes the program will better prepare students for the world of sport business before they graduate.

"Don Schumacher and Associates" had utilized interns every semester essentially from schools all across the Midwest and couldn't help but notice the lack of preparation and really the lack of skills from people who were juniors and seniors," he said.

Gamble said he thought NKU was a "perfect match for a program that would better prepare students for the world of sport business and actually for leadership roles in sport business."

The program will expand upon classes already offered at NKU.

"Actually we've had Sports Marketing as a class for probably the last six or seven years and that grew into a concentration within the Marketing major," said Dr. Matthew Shank, Chair of the Management and Marketing Department, who helped develop the program.

An advisory board, composed of individuals in the local sport business community, as well as educators, helped develop the curriculum and ways to market the program. The faculty will continue to consult them, Gamble said.

Shank said twelve people have completed the paperwork with the registrar to declare the major.

"It's pretty amazing that we're at that number frankly," said Gamble. "We're only three weeks into the current semester and really nobody essentially outside of referrals and word of mouth knows that it exists."

Gamble said he hoped to form corporate partnerships with local sport organizations, which will, among other things, help place students in internships and jobs.

"We have big, big plans beyond what [students] are learning in the classroom," said Gamble.

A lecture series focusing on issues in sport business as well as events conceived, promoted and operated by Sport Business undergraduates

See BUSINESS, page 2



Increased enrollment and parking reconfiguration has led to frustrated students and faculty.

Michael Mastrandrea/Photographer

Traffic leads to campus frustration

LOU COX
News Editor

Northern Kentucky University student Kassie Crooks leaves home an hour before class begins to make sure she arrives on time. Crooks lives 15 minutes from campus.

Since the start of fall classes, students and faculty have been annoyed by long lines of traffic waiting to enter campus and, seemingly futile, searches for an open parking place once on campus grounds.

"It gets me so frustrated," Crooks said. "It's not a big parking thing - it's the wait in line. DFS shuffles everyone to the farthest area when

there are (closer) spots open. I feel like I'm going to school at Kings Island," she said.

Another student, Travis Gettys, said, "It's crazy! You'd think after spending \$50, you would be able to park."

"The first two weeks are always hectic," Dept. Chief Jeff Butler, of Public Safety, said. However, the congestion is getting better and adequate parking is available, but, according to Butler, "It is not up close parking for everyone."

According to Rick Meyers, assistant vice president of University Communications, it is the same problem today as in 1977 when he was a student at NKU. "Everybody wants a spot in front of their building."

After a couple weeks, students learn where the parking spots are and when they need to get there. "It all shakes out," Meyers said.

However, there is one big difference between 1977 and 2002 - enrollment. This fall, enrollment is at an all-time high - 13,970 compared to 12,548 at the same time last year. This is a jump of more than a thousand students.

"There was no way anyone anticipated that. We were all surprised," said Mary Paula Schuh, director of campus planning.

According to vice president of Administration and Finance Mike Baker, "Students have experienced greater problems finding parking this year...due to increased enrollment."

In addition to increased enrollment and staff, the new science building, additional classrooms, more students on campus during peak hours, students staying on campus longer, less carpooling and ongoing construction all impact parking, Baker said.

"Last year, the university lost numerous faculty/staff parking spaces due to construction and the creation of more visitor parking. Again this year, construction took another 38 parking spaces in faculty/staff lots," Baker said.

"Over the last couple years, faculty has run out of space. Last year there was a deficit in faculty parking...afternoon or evening faculty

couldn't find any spot to park," Schuh said.

"Faculty must have ample parking since they are required to teach at odd hours and civic engagement is encouraged; this often requires them to leave campus and return at odd times," reported Baker.

To address the shortage of faculty/staff parking, Lot E (formerly a student lot) was changed to faculty/staff parking which provided 191 spaces. However, faculty lost the use of Lot I, which was overflow for faculty last year. It has been converted to student-only parking this year.

While students lost parking in Lot E, an area directly behind Landrum, actual parking spaces available to

See PARKING, page 2

A year after attacks, resilience is common theme

John Dorschner
Knight Ridder Newspapers

The numbers are astonishing. On a sunny September morning a year ago, 19 terrorists killed 3,000 people by attacking the very symbols of American financial and military might. Insurance companies are paying at least \$40 billion for the New York destruction. The federal government so far has spent another \$82 billion for a foreign war on terrorism, homeland security and New York recovery. The economy was hit hard by many billions more, particularly the airline and tourism industries.

And yet in dozens of interviews across the country, one theme keeps popping up: resilience. That's true even in the places that suffered the most. New York and Washington. "Things are more or less returning to normal," says Paul Mauro, a Manhattan police officer. "There's still a slight edge of uncertainty, but New Yorkers are a pretty resilient lot."

In the days after the Sept. 11 attacks, many said that our security, our psyche, our economy and our very way of life were going to change radically and permanently. Some even wondered if a fearful populace would abandon our biggest cities.

A year later, there is no doubt that many things have changed. But many things have not. Consider Charles Marske, a St. Louis University sociology professor who predicted last Sept. 11: "I think it's going to become a different world in ways we can't imagine."

Recently, Marske said the world has changed for victims' families and for some people such as business travelers, but that for many others, "our taken-for-granted ways have a way of re-emerging."

Yet there have been changes. Travelers are paying about 10 percent more for an airline ticket, to cover added security costs.

Every business in America will pay 15 percent more for property insurance because of Sept. 11, according to the Insurance Information Institute. Tall buildings and public stadiums may be paying several times more than that.

Many states are now requiring more documentation for drivers' licenses, such as original Social Security cards and utility bills proving addresses. Immigrants need to prove resident status or that they have legitimate visas. "The driver's license is America's ID of choice, although it was never intended to be that," says Jason King of the American Association of Motor Vehicle Administrators, which is now promoting nationwide uniformity for identity requirements before licenses are issued. "If one state has more secure practices than others, then people can just go to the easier state."

National monuments, once accessible to all, have become more distant. Individual visitors can no longer sign up for tours of the White House or roam the halls of the Capitol. In Philadelphia, sightseers must arrive an hour early to go through security checks for Independence Hall.

Constitutional rights have been altered, with the Bush Administration instituting secret legal proceedings and refusing to release the names of persons detained after Sept. 11. Critics are worried. "We see an enormous erosion of civil liberties, and we're concerned we won't know when it will end," says Anthony Romero, executive director of the American Civil Liberties Union. "After World War II, the Japanese in the detention camps were released. The war on terrorism is not likely to come to a decisive end. So the civil liberties and the protections that have been lost are likely to be for a very long time."

Perhaps as interesting is what didn't happen.

Right after the attacks, for example, inquiries about enlisting in the military doubled. The fervor was short lived, says the Pentagon. Enlistment and re-enlistment remained at normal levels.

Environmentalists worried the attacks would give impetus for the Bush Administration's drive to develop the oil reserves in Alaska's wildlife refuges. That move collapsed in April when the Senate rejected the drilling.

Others were concerned that ordinary crimes would be ignored as the FBI concentrated on terrorism, and, indeed, for the last months of 2001, the FBI referred fewer cases for prosecution. But by March, the number of referrals for such crimes as drug dealing and bank robbery was back to normal, according to a Syracuse University tracking analysis. Ground Zero has gone from a

smoldering mound of twisted steel and corpses to New York's biggest tourist attraction.

Thousands come to the site each day. They look somberly and silently into the cavernous hole where dozens of workers still are busy cleaning up the site. They snap photos, then they cross the street to the iron fence that surrounds St. Paul's Chapel.

There, on scribbled bed sheets and T-shirts and ballcaps and scraps of paper are dozens of tributes to those who died.

Though small shops are still suffering, many residents are moving back to Downtown, lured by rent cuts of up to 30 percent.

Even Gateway Plaza, a 3,000-apartment complex two blocks from Ground Zero, is coming back. Last fall, a third of its apartments were empty. Now, vacancies are under 1 percent.

Ken Patton, a real estate economist at New York University, says he hasn't "heard a word in six months" about tenants being afraid of tall buildings.

The fear that people would flee large cities has proved unfounded, he says. "The forces that bring people to central cities are still at work."

Experts still debate how much the attacks hurt business overall. They point out that the economy was sliding downward before Sept. 11. How much it would have declined without the terrorist attacks is uncertain.

Joel Prudden of Macroeconomics Associates in St. Louis says, "If you look at what happened to investor confidence and the problems of the

stock market, Sept. 11 might be the less important factor. Our estimates are the impact of the terrorist attacks wasn't much and didn't last very long. Consumer spending bounced back quickly. And we had unexpectedly strong growth rates in the fourth and first quarters."

Clearly, the gloomiest estimates were wrong. In January, the Milken Institute predicted that the economic fallout of the terrorist attacks would cause 1.6 million jobs to be lost. It said one of the hardest hit areas would be Myrtle Beach, S.C., because of its heavy reliance on tourism.

Didn't happen. Partly because 94 percent of the Grand Strand's 13.7 million annual visitors drive there, the Myrtle Beach economy has remained strong. Tourist tax revenue for the summer months is ahead of the same period last year.

Still, tourism in many areas is down substantially. Visitors to Disney World and Disneyland fell 40 percent in the first weeks after the attacks, and while many domestic visitors have returned, international visitors continue to stay away.

Foreign business is down 20 percent at the Florida facility and 15 percent in California.

Other costs of the attacks are hard to measure, exactly. Corporations have added billions to their security budgets, meaning they have less money to create products, causing yet another drag on the economy.

Put this together with higher insurance rates and the terrorists may have blown as much as a \$300 billion hole in the country's pocketbook an enormous price for a crime.

DPS Reports

• SEP 5 2002-Thursday-02:04pm

Location: DORMS/NORSE COMMONS - CIRCLE - CRIMINAL MISCHIEF - 3rd Degree
Dispo: N.K.U. Maintenance employee reported that unknown subject(s) kicked a dent into the side of his University Van while it was parked at the listed location. Under investigation....

• SEP 5 2002-Thursday-12:37pm

Location: B-E-P BUILDING - FIRST FLOOR - PROPERTY - Found/Recovered Property
Dispo: A Check was found at the listed location. A message was left for the subject that the check was issued to. The check was logged into the D.P.S. Property Room. Case closed....

• SEP 5 2002-Thursday-09:36am

Location: B-E-P BUILDING - THIRD FLOOR - ATTEMPTED THEFT
Dispo: Female Faculty reported that subject(s) unknown had disconnected wires to a projector in an attempt to remove it from the listed location. No damage appears to have been done to the projector. Under investigation....

• SEP 5 2002-Thursday-09:13am

Location: UNIVERSITY DRIVE NEAR LOT T - AUTO ACCIDENT-No Injuries
Dispo: NO INJURIES. Two (2) vehicles involved. Vehicle #1 struck vehicle #2 while Vehicle #2 was stopped for traffic. Both vehicles remained in service. Case closed....

• SEP 4 2002-Wednesday-08:04pm

Location: LANDRUM BUILDING - FIRST FLOOR MEN'S RESTROOM - THEFT-Theft By Unlawful Taking-Over \$300
Dispo: N.K.U. Physical Plant employee reported that subject(s) unknown took a thermostat from the wall at the listed location. Under investigation....

• SEP 4 2002-Wednesday-02:26pm

Location: PARKING LOT I - TOW-Ftow Vehicle
Dispo: (Black) 2000 Pontiac was towed to impound for parking in a reserved parking space without authorization at the listed location. Case closed....

• SEP 4 2002-Wednesday-09:53am

Location: A.S.&T BUILDING - THIRD FLOOR - INTRUSION ALARM
Dispo: Intrusion alarm received via Computer from the listed location. The area was checked and found to be opened for business and ALL "O.K.". The alarm was determined to be unfounded. Case closed....

Business: Plans beyond classroom

are among the ideas under consideration.
"We'll cover everything from marketing teams to marketing facilities to promoting to selling," said

Gamble.

The program will focus on different levels of sport business as well. "People have the misconception that it's professional level only,"

Traffic: Plans for change

students has increased this year. "The reconfiguration of Lot L, along with the new temporary lot, added 315 student parking spaces," Baker said.

"Dorm residents are now required to park in Lots P, Q and the new gravel lot," Baker said. "This should be sufficient parking for those students. Last year, we found it was difficult for commuter students to find the lots less visible from the road, thus requiring change in lot assignments."

"Parking has definitely changed since last spring," Baker said. "And, according to Baker, more changes are in the making. "The

university's Master Plan calls for the soccer field to be moved across Johns Hill Road and a parking deck to be built on its current site. "We plan to build more parking near the new residential hall."

However, there is not sufficient funding to finance the additional structures at this time. "We are still working on a strategy, timeline and financial plan," Schuch said.

The Transportation Advisory Committee, consisting of members from Student Government, Faculty Senate and Staff Congress will, according to Baker, "continue to review the parking situation; changes will be made as needed."

Aisha Sultan
(KRT)

ST. LOUIS - Eighty-three percent of undergrads have at least one credit card, a study shows, and experts warn that the easy access to loans can lead students into harmful financial habits.

Any Askuevich, a sophomore at Southeast Missouri State University in Cape Girardeau, Mo., relies on old-fashioned envelopes to keep her budget in check.

Before she starts each semester, she divides all her money from scholarships, loans and a summer job into labeled envelopes - school, shopping, vacation, car insurance, etc. She leaves it all with her mother in Creve Coeur, Mo., and calls home when she needs a deposit into her checking account.

The system helps keep her from spending too much, but even with all the controls in place, there have been some breakdowns. She admits that she's bounced about three checks since she started college. Plus, certain clothes purchases have forced her to raid envelopes other than the one marked "shopping."

But, despite the minor lapses, Askuevich says she is much more careful with her money than most of her friends, and she has learned from the experiences of her older sister.

"I'm afraid of credit cards," she said. She recently got a debit card

Getting out of debt

Students get lesson on credit, it costs

"Students are much more comfortable with credit than in the past" - Nellie Mae

that can be used like a credit card.

She's an exception among college students. Eighty-three percent of undergrads now have at least one credit card, according to the latest study by Nellie Mae, a student loan company. Other surveys suggest that nearly half of all college students bounce a check during their years at school, and the vast majority have used their parents as backup ATMs.

Credit counselors and bank officials suggest that parents give their children a crash course in Money 101 before sending them far away with their first checking account, debit card and credit line.

"I don't think a lot of young people understand interest," said Vicki Jacobson, vice president for Consumer Credit Counseling Services in St. Louis. It's easy for a freshman to get intoxicated by the low monthly payments required on high-interest cards, she said. Many

poor financial habits take root during the college years, she said.

The culture of the poor, starving college student may no longer exist because of easy access to credit cards, loans and debit cards backed up by parents' accounts, experts say. Nina Prikazsky, vice president of operations at Nellie Mae, said the number of students with credit cards, along with the number of cards per student, had increased since the first student survey in 1998.

"Students are much more comfortable with credit than in the past," she said. But that comfort may not translate to financial savvy.

Claire Winkler, branch manager of a Commerce Bank location in St. Louis, frequently handles questions from confused students or panicked parents when accounts are overdrawn. The staff reviews the basics of balancing a checkbook with stu-

dents opening their first accounts. Employees will even show them how to write a check. Many students use Internet banking to keep track of their balances, Winkler said.

The Internet can also lure students into easy online purchases they can make from their dorm rooms. Jacobson said so many transactions took place without students' actually seeing dollars exchange hands that money in a bank account may seem like an arbitrary number to some. They may not realize how fees charged by some ATMs and late charges add up not to mention the long-term damage to a credit rating that careless accounting can lead to.

Linda Medlock, a therapist in St. Louis, sensed that her daughter wasn't paying attention when she explained the basics of her new checking account. She gives her a \$50 weekly allowance. When that didn't cover her expenses her freshman year, her daughter picked up and maxed out a credit card that her parents ultimately paid for.

Medlock says they've both learned from experience. Now, when her daughter calls from school in Alabama claiming not to have eaten in days for lack of funds, rather than depositing more money, Medlock sends her a care package of microwave popcorn and macaroni and cheese.

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NEWS

Grant funds health screens

Lori Cox
News Editor

Northern Kentucky University recently contributed \$47,000 to the Health Screening Community Area Network (Health SCAN) to provide free health screening for at least 1,000 low-income northern Kentucky residents.

"The grant, part of NKU's University-Community Partnership Program, will help Health SCAN implement the screening program, which will utilize undergraduate and graduate NKU nursing students under the supervision of certified nurse practitioners," according to a university press release.

Health SCAN, a joint venture of NKU, Northern Kentucky Family Health Centers, Inc. and the

Northern Kentucky Independent Health District, "will screen for the most prevalent problems in the Northern Kentucky area: high blood pressure, diabetes, lung problems, cancer (skin, lung, breast and prostate)," according to Dr. Denise Robinson, director of the Master of Science in Nursing program at NKU. "We will also screen for osteoporosis," she said.

According to Robinson, "almost a quarter of Kentucky residents living below the poverty level have not visited a health care provider in at least five years, if ever."

"We would like to concentrate on low-income people since we know their resources are limited," Robinson said. However, "no person will be turned away," she said.

In addition to life-saving health

screens, the program "offers the potential for people to assist in their own care," Robinson said. Health SCAN will provide participants with information on their health status and ways to improve their health, as well as, referrals, if needed.

Health Scan is partnered with the Northern Kentucky Independent Health District and Healthpoint Family Care, both of which "provide care to people with limited resources (either no cost or based on a sliding scale fee)," Robinson said.

Screenings will begin Sept. 21 at Health Point Dixie Pike in Covington and will continue for two years.

For more information on Health SCAN screening dates, times and locations, call 859-572-6535.

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FEATURES

SGA helps bring Starbucks to campus

MICHAEL FISSMAN
NORTHERNER CONTRIBUTING

Starbucks has landed on Northern Kentucky University's campus. Located in the first floor atrium of the new science building, the café offers a variety of coffees, lattes, and sandwiches.

The coffee shop and eatery is the brainchild of Student Government Association President Katie Herschede and her members of SGA. "Actually, there were a lot of different food options that were kind of tossed around," said Herschede.

"At one point we were talking about a Pizza Hut Express so that our dorm students could go over and grab a pizza if they didn't want something out of Norse Commons."

Herschede said SGA eventually settled on coffee. "Eventually it evolved into the Starbucks café,"

said Herschede. "A lot of students had expressed the opinion of an upscale type of dining on campus. Starbucks definitely reflects those wishes."

Herschede added that other restaurants like Pizza Hut, Blimpie, Taco Bell, Burger King, Chick-Fil-A Express, and now Starbucks, fall under the control of Sodexo Food Management Co., which is Northern Kentucky University's food service provider.

Andy Meeks is the General Manager of Sodexo's food services at NKU. "The Starbucks café is a marketing tool that the company uses to promote the Starbucks name," said Meeks. "Starbucks not only wants students using the eatery on campus, but also when they're out on the weekend with their friends." Meeks added that Starbucks doesn't want

students going elsewhere to buy their coffee; the company wants students to spend \$10 or \$15 at Starbucks.

"Students can recommend what they'd like to see on campus," Herschede said. "That's how we went from McDonald's, several years ago, to Burger King now." Students seem to agree.

"I like it," sophomore Adam Reynolds said. "It goes good with the science center."

Other NKU students like Valerie Deller enjoy the café as well. "I'm in the science building all the time and I'm very glad that they have a Starbucks," said Deller. "It's very convenient and I always have a coffee every time I'm in the science building."

Sodexo is the leading food service contractor for the country at this time, according to the website.

Sodexo manages food services for hospitals, corporations, schools and colleges across the country.

Spokeswoman Leslie Ann said that colleges such as NKU put out bids to different groups seeking food service management. Sodexo then gets in touch with the major food chains and asks them if they would like to set up a franchise on a certain college campus. Sodexo arranges for surveys to be done in cooperation with the food chain to see if enough people will eat at their restaurant.

Sodexo also functions as a franchiser. There are two kinds of contracts that are made between the university pays the food agency a fixed amount of money up front to take over its food operations. The other type of contract is a profit-



Sodexo employee, Leslie Ogle, creates a white chocolate mocha. The coffee shop serves favorites from Starbucks's.

There are endless variations of these types of agreements. Meeks would not elaborate on the arrangement Sodexo has made with Starbucks here.

Kelly Clarkson's 'Moment' makes her the 'American Idol'

RICK PORTER
Zep/20

LOS ANGELES — Before auditioning for "American Idol," Kelly Clarkson worked as many as three jobs at once. She liked to stay busy, she said, because otherwise she would "get mopey."

After Wednesday night, however, "I don't see money in my future."

Clarkson, a 20-year-old from Burleson, Texas, will be a very busy woman indeed, what with her new recording career and all.

She was the overwhelming winner of "American Idol," capturing

58 percent of the more than 15.5 million phone votes cast after she and runner-up Justin Guarini performed their final songs of the competition Tuesday.

Her first single, "A Moment Like This," which she sang Tuesday and at the close Wednesday's show, will hit stores by Sept. 17. A full album will follow in November, and she'll also appear on the "American Idol" compilation CD.

It took a moment for Clarkson to understand she'd won. However, she said the noise in Hollywood's Kodak Theatre was so loud when co-host Ryan Seacrest made the

announcement that she didn't hear it. It wasn't until Guarini hugged her that she realized what happened.

"I was just standing there like, 'Duh...'" the self-effacing Clarkson told reporters after the show.

With a big voice and great range, she had emerged as the favorite in the final weeks of the show, especially after Tamara Gray was surprisingly voted off on Aug. 20. She nailed pretty much every performance she gave; not that she would say so.

"We're all performers, so there's always some of 'I could have done that better,'" she said of herself and

her fellow contestants. "I'm my own worst critic, but in the end I think I did an OK job."

Clarkson's first recordings will be overseen by Simon Cowell, the "Idol" judge whose record label gets to sign the winner. Although he earned a reputation as "Mr. Nasty" during the course of the show, he has nothing negative to say about Clarkson.

"She's going to be a big star," Cowell said. "Any singer who comes in (to the music business), they've got to be visible to the major producer-writers in the world. Because of this competition, they all

know her."

Clarkson's fellow finalists, all of whom appeared on Wednesday's show, also praised her, calling her "down-to-earth," "sweet" and "deserving."

That last comment came from runner-up Guarini, who will almost surely get a recording deal of his own. He says that as Seacrest was making the announcement, he was actually thinking, "Let it be Kelly."

"I can't sing those songs nearly as well as her," Guarini said.

"Idol" has been the summer's biggest hit, with more than 18 million people watching Tuesday's

final performance showcase. Fox has already ordered a second edition, which is likely to premiere early next year.

No deals are in place yet, but it's likely that co-hosts Seacrest and Brian Dunkleman will return, along with judges Cowell, Randy Jackson and Paula Abdul. Those involved with the show, however, weren't ready to think about those details on Wednesday.

"I'm just going to celebrate tonight," executive producer Nigel Lythgoe said. "I'm going to get very drunk."

CAMPUSCALENDAR

11 wednesday

• September 11th Memorial Service

12 thursday

• Last day of Fraternity Recruitment
• Hoxworth Blood Drive

13 friday

• Zeta Phi Beta & #220-Get to Know Your Campus & #221; Lecture 7-10 p.m.
• Guest Faculty Recital Thomas Loewenheim, Cello; Christopher Harding, Piano in Graves Concert Hall at 8 p.m.

14 saturday

• Community Care Day at Redwood Rehabilitation Center, more info contact SGA at UC 208 or 859-572-5149 or Sga@nku.edu

15 sunday

• NKU Men's Soccer Game

16 monday

• FIDELITY is HIRING please to the Career Development Center in UC 230 to fill out an application. To apply you must have a 2.5 or higher GPA and 24 credits. The start pay is \$8.50 per hour

17 tuesday

• Library Basics computer instruction at 7 p.m., and Fall Folk Festival noon to 6 p.m. at the Mary Ann Mongan Library in Covington more info 859-491-7610

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4:00 -6:16 am.
6:30 -8:20 am.
8:30 -10:48 am.
11:00 -12:00 pm.
12:00 -12:30 pm.
12:30 -4:00 pm.
4:00 -5:34 pm.
6:00 -7:36 pm.
8:00 -11:08 pm.
9:30 -1:04 am.

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Vanilla Sky
Queen of the Damned
Gosford Park
Informational
NKU Sept. 11 Memorial
HBO September 11th special
Clockstoppers
The Time Machine
The Green Mile
Clockstoppers

 1:30 -3:06 am.
3:30 -6:38 am.
7:00 -8:34 am.
9:00 -12:00 pm.
12:00 -4:00 pm.
4:00 -5:43 pm.
6:00 -7:37 pm.
8:00 -9:56 pm.
10:00 -11:24 pm.
11:30 -1:13 am.

Thursday September 12

 The Time Machine
The Green Mile
Clockstoppers
Informational
WNTV Original Programming
Stand and Deliver
Deuce's Wild
Ocean's 11
The Sweetest Thing
Stand and Deliver

Friday September 13

 1:30 -3:07 am.
3:30 -5:26 am.
5:30 -6:54 am.
7:00 -8:43 am.
9:00 -12:00 pm.
12:00 -4:00 pm.
4:00 -5:59 pm.
6:00 -7:38 pm.
8:00 -10:25 pm.
10:30 -12:15 am.

 Deuce's Wild
Ocean's 11
The Sweetest Thing
Stand and Deliver
Informational
WNTV Original Programming
You've Got Mail
Men In Black
Goodfellas
Sleepy Hollow

Saturday September 14

 12:30 -2:29 am.
2:30 -4:08 am.
4:30 -6:55 am.
7:00 -8:45 am.
9:00 -10:59 am.
11:00 -12:38 pm.
1:00 -3:25 pm.
3:30 -5:15 pm.
5:30 -7:29 pm.
7:30 -9:08 pm.
9:30 -11:55 pm.

 You've Got Mail
Men In Black
Goodfellas
Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas
Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas

Sunday September 15

 12:00 -1:45 am.
2:00 -3:59 am.
4:00 -5:38 am.
6:00 -8:25 am.
8:30 -10:15 am.
10:30 -12:29 pm.
12:30 -2:08 pm.
2:30 -4:55 pm.
5:00 -6:45 pm.
7:00 -8:59 pm.
9:00 -10:38 pm.
11:00 -1:25 am.

 Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas
Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas
Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas

Monday September 16

 1:30 -3:15 am.
3:30 -5:29 am.
5:30 -7:08 am.
7:30 -9:55 am.
10:00 -12:00 pm.

 Sleepy Hollow
You've Got Mail
Men In Black
Goodfellas
Informational

 For more information, call
University Housing ext. 5676


Photos courtesy of Capcom

Our star, Jubei Yagyu. Onimusha 2 features exquisite graphics, gameplay and story.

Samurais Destiny lives up to hype

 JASON ELLIS
Entertainment editor

When game companies make sequels to video games, gamers become somewhat apprehensive about the outcome. Will it be as good and the first game? Will it be worse? With Capcom's release of Onimusha 2: Samurai's Destiny, there are the exact questions that were asked, and answered beyond a shadow of a doubt.

Onimusha 2 is everything the first game was and so much more. The game stars Jubei Yagyu a samurai whose village is destroyed by the hordes of the evil Nobunaga. The game follows his quest to avenge the destruction of his village and defeat Nobunaga.

The game also features four side characters. To go along with the side characters, Capcom has introduced a gift giving system. In this you have to give certain gifts to one of the four characters, and their level of satisfaction with the gifts determines the amount of help they will give you in certain battles. The help they give you also determines how far you are able to go into each of their story lines.

This game has all the style and flair as Onimusha 1. There is a different style of combos for each of the four weapons, lightning sword, ice staff, double bladed wind staff and an earth war hammer. And to progress to certain areas of the game

you need to have each of the four weapons because magical locks of each element block the way.

The FMV sequences add even more to the style and flair of the game. They are absolute gems, they almost rival the FMV scenes in Final Fantasy X. There are also more of these than in the first game.

Onimusha 2 is also longer than the first game. This time it is 10-12 hours long, depending on how much time you like to take.

Other than the actual game play, the mini games are very fun and quite addicting. My favorite one is called "Team Oni". In this game you can choose any of the characters in the game and go through stages battling countless enemies. You can also change characters, depending on the type of enemies you are facing. There is also one called, "The Man in Black". In this game you play a Jubei dressed in a tuxedo. You have to collect film canisters, so you can watch the FMV movies anytime you want.

Onimusha 2 receives a final score of 10/10. This game is an excellent game, and quite possibly will rank among the top games of all time. This game is highly recommended, fans of Onimusha: Warlords should pick up a copy of Onimusha: Samurai's Destiny.



Tribute plays downtown

 SAMANTHA WARNER
Features Editor

A September 11 tribute, "The Guys" is currently playing at Ensemble Theater in downtown Cincinnati. The play is a tale of a journalist and a firefighter brought together to write eulogies for unaccounted firemen that died on September 11th.

"The Guys" only has two characters. Joan a journalist, and Nick the broken-down fire captain. The two find themselves crossing the same path only by chance. The chance that Nick is assigned to write eulogies for the firemen from his station that were dispatched to Ground Zero and are still not accounted for. Starring Amy Warner and Dennis Parlato, the play opens with events that began ten days after the tragedy that shook all of America.

As the theater darkens, the play begins with the audience's attention focused on the white flag backdrop. Illuminating the background were the faint sounds of sirens, people screaming, and several news broadcasts. Then, the count began. The count of lives lost to the terrorists act of September 11th. Nick brings each fireman back to life as he describes the loss of his station-house family. Patrick was the family man who was two weeks away from attempting to make captain. Jimmy was the official firehouse food critic. Barney and Dave were the firefighting duo that was inseparable. And Jimmy, who was still on probationary status, was the quietest and the youngest one of them all. There was not a dry eye in the the-

ater as Nick revisits his memories of his fallen comrades.

Amy and Dennis have magic on stage as they depict the emotional state of their characters during the healing process that must take place after such a tragedy. Hearing personal characteristics of these individuals was very emotional for me

and most of the audience. I strongly recommend going to see this play to help with the healing process.

Ensemble Theater is the first theater in the country to present "The Guys" outside of New York City. "The Guys" is still playing a few blocks away from Ground Zero.

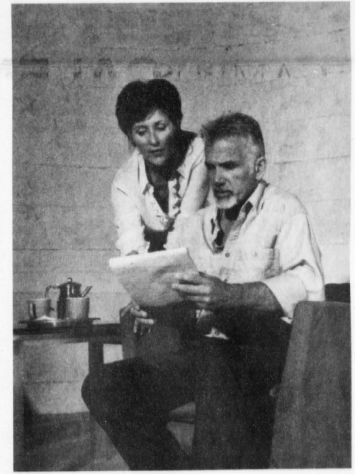


Photo Contributed

Amy Warner and Dennis Parlato star in "The Guys"

CAMPUS RECREATION

HOURS OF OPERATION

	Building	Pool
Mon-Thurs	7am - 10pm	Noon - 8pm
Fri	7am - 8pm	Noon - 7pm
Sat	9am - 4pm	Noon - 4pm
Sun	Noon - 6pm	Noon - 4pm

FITNESS CLASSES

KICKBOXING: Mon & Wed at 6:00PM and Sat at 10:30AM

ABS: Mon & Wed at 5:30PM and Thurs at 6:00PM

STEP: Tues & Thurs at 6:30PM

WATER: SHALLOW - Mon & Wed at 5:30PM and DEEP - Tues & Thurs at 5:30PM

AEROBIC MIX-UP: Mon & Wed at Noon

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SPORTS

Bright future instore for NKU Volleyball

MICHAEL FESMAN
Northern Contributor

The Northern Kentucky University volleyball team is ranked 25th in the nation in the AVCA/NCAA Division II preseason poll that was just released.

NKU went 28-5 last year and gained 194 points in the voting poll. The Norse women ended the year ranked 17th in the country, while seizing their 5th straight Great Lakes Valley Conference championship in 2001.

The Norse women volleyball team will start the season on the road against No. 4 Tampa, Fla. NKU will also play two more teams on the road. They are 5th-ranked Truman State on Sept. 6 while still in Florida and the University of North Carolina on Sept. 7, which is ranked No. 16 in NKU's division.

Even though NKU lost four critical players from last year's team that went 28-5, the Norse women are predicted to be last season's record on the volleyball court.

The Norse lost Great Lakes Valley Conference Player of the Year Bethany Gastrieger, senior team All-GLVC performer Luisa Gomez, and four-year letter winners Julie Hathorn and Denise Bartholomew. NKU head coach Carlos Chia was faced with the insurmountable challenge of replenishing a highly skillful arsenal to his women's volleyball team.

"It's unfortunate but we only have so many athletes coming into the program and we see them go every four years," said Chia. "I know it's a new venture for a girl coming back and incoming freshmen. Nonetheless, if you've got experience and you're coming back, plus year after year we try to get students better than they were the previous year."

To combat this obstacle coach Chia has brought in seven new lady volleyball players, which includes two battle proven recruits from Brazil and two outstanding transfer students as the Norse try to make it to their sixth straight NCAA Division II Tournament.

"I feel very confident and optimistic that we will be competing for a trip to the Elite Eight," said Chia. "Our region is one of the best in the nation with teams like Grand Valley State, Findlay, Northwood and Northern Michigan."

Coach Chia notes that practices are finally starting to pay off as the new players are blending in. "We're already noticing that our game is at a faster pace than we have ever played before and that's due to the fact that our setter is a third-year starter. And because of that experience she knows the system much

better," Chia said.

Even though Chia has been awarded GLVC Coach of the Year honors, he said he never ceases to learn from those around him. "I've had great coaches in the past," Chia said. "With the girls that come in year in and year out there's always nuances and new tricks and new things that you learn. You also pick up a lot of new things from other coaches," said Chia. "The more you know the better off you are."

Chia said he feels very confident about the upcoming season. "The transfer players are already showing signs of leadership skills, which is a requirement."

When Chia became part of the NKU women's volleyball team in 1994, he has taken part in six GLVC championship titles. In 1998, NKU attained the Great Lakes Region title and appeared in the NCAA Division

"I feel very confident and optimistic that we will be competing for a trip to the Elite Eight."

II Elite Eight for the first time in the school's history. In 1999, NKU made it to the NCAA Division II Final Four and was ranked number two in the country. It was the highest ranking in the history of NKU's volleyball program.

He is confident in this year's talent. "I feel that we have a good combination of veteran players and newcomers who can get us to the Elite Eight," said Chia.

Of all the returning players this year's team, Cammi Welter stands out the most. Welter had 374 kills last season. Welter also led the team with 388 digs and 40 service aces. Her mind-set is as strong as her strategy for dominating the game of volleyball. "We pretty much use the same strategy every year," she said. "We use our defense and our offense in combination with quick passes. Rather than put height on the ball we

keep it straight and low to our setter."

Welter plans to play next year too. Welter saw action in all 33 matches last season. She has a .252 hitting percentage. It is felt that Welter might be able to challenge for all-GLVC commendations.

Another player crucial to the Norse's success is junior setter Sara Taylor, who had 1,122 assists in 2001 and was named second team all-GLVC last year.

Sophomore defensive specialist Amber Timmons attained second team all-GLVC accommodations last year because of her 224 digs and 31 aces.

Sophomore middle hitter Maggie Pugh contributes to the team with a .407 hitting percentage last year.

Stacia Stroer, a defensive specialist and a junior, will provide depth this year as a defender. Stroer lasted last year. Her strategy has kept her at the top of her game since she has been a part of the team. "We play 'quick balls,' pass quick, hit quick," said Stroer. "That's what basically gives us our wins."

Kristin Koralewski, a 5'8" hitter from Northern Michigan, had a team-leading 354 kills in 2000 and earned Great Lakes Intercollegiate Athletic Conference Freshman of the Year honors. She also led Northern Michigan in service aces and 351 digs as a freshman. Koralewski is new but is learning the ropes. "The game style is different here. It's much faster than Northern Michigan, so it will be a big change for me, but I'm enjoying the change already," said Koralewski.

"Kristin brings a great deal of experience to our program, and she is an outstanding volleyball player," said Chia. "We've played against her and know how good she is, and it will be nice to have her on our side this season. She was Northern Michigan's go-to player as a freshman, and she will fit in very well here with the type of offense we run," continued Chia.

Another transfer player who may have a big impact on the team is Nicole Salisbury, who attained second team all-GLVC accolades playing at Wayne State University a year ago. The junior outside hitter led Wayne State with 267 kills last year.

Coach Chia has also obtained such talent as 6'2" middle hitter Kaliana Kalache, who was born in Campo, Brazil. Kalache will give the team a strong hitter and blocker in the net. Kalache was named the most valuable player at the South American Tournament last season.

Freshmen, Mara Castillo, Julie Lewis, Jessica Kassens and Lynne Fischesser are all expected to have a big impact on the team this year.

Chalk scores winning goal to keep Norse unbeaten

ERIE, Pa. - Laurel Chalk snapped a 1-1 tie with a goal at the 78:33 mark Sunday to give the Northern Kentucky University women's soccer team a 2-1 victory over Mercyhurst (Pa.) College.

NKU, ranked No. 3 nationally in the NCAA Division II poll, improved to 4-0 with the victory. Mercyhurst, ranked 19th nationally in the NCAA Division II poll, dropped to 2-1.

Mercyhurst took a 1-0 lead midway through the first half when Melissa Polisco scored a goal off an assist from Cheryl Wright. NKU tied the match at the 36:09 mark when Ashley McGuffey scored her first collegiate goal by blasting in a shot from 30 yards out after a corner kick by Carey Hebbeler.

The match remained tied until the 78:33 mark, when Stephanie Sandfoss placed the ball into the back post and Chalk finished the play with her first collegiate goal. The NKU defense held the Lakers scoreless the rest of the way, and the Norse posted the important road victory.

Sandfoss, a graduate of Highlands High School, now has four assists this season. She leads NKU in scoring with 10 total points.

NKU will return home this Friday night and play host to Tusculum (Tenn.) College at 7 p.m. at the Town & Country Sports Complex in Wilder, Ky. The Norse will meet the nation's top-ranked NCAA Division II team - Christian Brothers University - at 3 p.m. next Sunday at the Town & Country Sports Complex.

Men's soccer team captures first win of the season

The NKU men's soccer team grabbed their first win of the season Saturday on the road against Missouri Southern State College.

The Norse (1-1-1) scored in the first half on a goal by senior forward, Jeff Anderson who scored his second goal of the season with an assist by both Tony Becker and Randy Walters. Missouri Southern State College came right back, scoring just over four minutes later with a goal off the foot of Jeremy Brokate.

The score remained tied at one apiece until the 64:33 mark when freshman, Nate McCall scored his first goal of the season to give the Norse a 2-1 lead, a score that eventually became the final.

On Friday, September 20, the Norse return home to open their Great Lakes Valley Conference schedule when they face Southern Indiana at 3:30 at Town and Country in Wilder.

Women's tennis streak ends at 51 matches

HIGHLAND HEIGHTS, Ky. - Gina Wohltman and Katy McKay won key singles matches Friday afternoon as the Southern Illinois University at Edwardsville women's tennis team ended Northern Kentucky University's Great Lakes Valley Conference win streak at 51 with a 6-3 victory over the Norse.

NKU, the four-time defending champion of the GLVC, owned 51 consecutive victories against conference opponents going into Friday's season opener. Prior to Friday, NKU had not lost to a GLVC foe since Oct. 11, 1997, when Lewis University posted a 5-4 win against the Norse during the GLVC Championships.

Wohltman and McKay won the final two singles matches to clinch the victory for SIUE. The Cougars held a 4-3 lead going into those singles matches, and Wohltman sealed the win for SIUE with a 2-6, 6-3, 6-3 victory over Jessica Kirkpatrick.

Elizabeth Brunson posted a 6-1, 6-2 win at No. 2 singles for NKU, while teammate Lindsay England defeated Keli Keener, 6-3, 6-4, at No. 4 singles.

The Norse will host Saturday matches against Quincy University (9 a.m.) and the University of Missouri-St. Louis (3 p.m.).

Now Hiring ~ Part Time

Children, Inc. School Age Services, Kentucky's largest before and after school care provider, is hiring for positions in 45 elementary schools in 4 Northern Kentucky counties

Site Director position available. Must be 18, adaptable, creative and able to work in a fast-paced environment. Duties include planning activities for school age children. \$8.00 - \$10.00/hr.

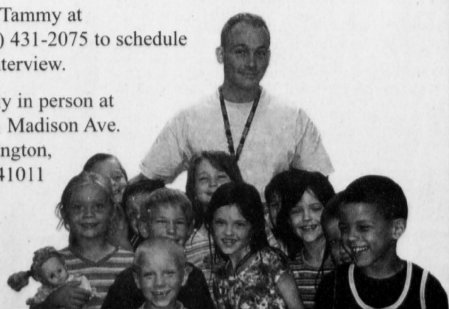
Aide positions available. Must be 16 years old.

This position assists Site Director in all aspects of programming. \$6.00 - \$7.50/hr.

*All personal development training paid.

Call Tammy at (859) 431-2075 to schedule an interview.

Apply in person at 1053 Madison Ave. Covington, KY 41011



CAMPUS RECREATION MEMBERSHIPS

PARENT OF STUDENT MEMBERSHIP - If you are an NKU student and

you are a dependent of your parents, they may join the

CRC (Campus Recreation Facility) for \$200 for the family for the year.

FAMILY OF STUDENT - If you are an NKU and have a spouse or/and children you

may purchase a family membership for the semester. For one additional

person it is \$30 and for 2 or more it is \$40

FITNESS CLASSES

KICKBOXING: MON & WED AT 6:00PM AND SAT AT 10:30AM

ABS: MON & WED AT 5:30PM AND THURS AT 6:00PM

STRET: TUES & THURS AT 6:30PM

WATER: SHALLOW - MON & WED AT 5:30PM AND DEEP - TUES & THURS AT 5:30PM

AEROBIC MIX-UP: MON & WED AT NOON

For information about our program call 572-5197 * www.nku.edu/~campec

VIEWPOINTS

Letters to the Editor

NKU needs a DJ to liven things up

Jordan Kellogg
Editor-in-Chief

It's hard to get anyone involved in extracurricular activities at NKU. We're the ultimate computer campus. When class ends most people head to their cars, then to work or home. Hardly anyone hangs around to see what's going on.

At Freshfusion Thursday NKU seemed alive and exciting. People were packed into the UC plaza eating food, playing basketball and listening to music. The place was loud and it sounded good.

This was due in no small part to the DJ who spun atop scaffolding almost as high as the UC building. Even though he didn't play any Wu-Tang, he kept the music going the whole evening and that's all that really matters. He livened up

the campus and, presumably, helped bring more curious people over to the event, which is designed to get freshmen involved in campus life.

This is why the next faculty member hired on this campus should be a DJ. We need someone to go up on the scaffolding every few days and just play some music. It doesn't matter what hip-hop, classical, pop, international, soul, whatever. If it's loud enough then people will come by to see what's going on. If they like the way it sounds then they'll stay.

The DJ could also serve as a platform for promoting music produced and recorded by students.

Our campus is full of musicians and people in bands. And not just

the "once we find a bass player we're going to seriously do this" bands. Many students record music and play live on a regular basis.

One guy stopped by the Northern office a couple of weeks ago and played a song he recorded largely on his own. He said he was working on recording other songs as part of his senior project.

The DJ could provide some exposure for these songs, no matter how small, and help those musicians get their music out.

But, if for some strange reason a department doesn't hire a DJ, it might be interesting to set up an open booth somewhere on campus. This way any-

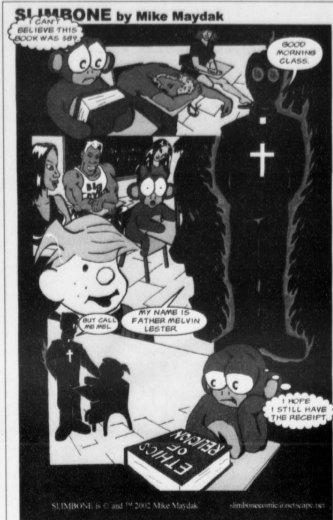
body could bring their own music and play.

Judging from the amount of people who drive around campus bumping their stereo's, NKU would have a large group of wannabe DJ's waiting to get behind the 1's and 2's every week.

These people who cruise around with their stereo's set to blow are just trying to express their desire to share something they found.

Expressing yourself while learning about new things is what college is all about. Music is a simple way to expose people to new ideas and perceptions.

Smart and creative people will find other ways to use the booth. International music day? Live music? The possibilities may not be endless, but they're ready to be explored as soon as someone plugs the speakers in.



Dispelling the myths of sorority life

Julia Lifschultz
Tugfs Daily (Tugfs U.)

(U-WIRE) MEDFORD, Mass. — "I heard that if you join a sorority, you have to own at least three pairs of black pants and rotate them every other day."

"Did you know that sororities have singing practice once a week so that they get all of their songs right?"

"Did you see any of the pictures in that girl's room in the house? I bet like all of her pictures have her with frat guys holding a beer cup."

"Can I only get in if I'm Jewish?" "If you join a sorority, it's almost a rule that every time you see one of your 'sisters' out you have to squeal and yell 'Oh my God!' and 'I love you!'"

OK, so the last one isn't actually a founded rule, but it still may happen at most fraternity parties at least a dozen times. I attribute that more to girls being girls than any link to a

sorority. However, the rest of these myths and half-truths about sororities tend to be just that: exaggerations.

I know — last year I made the plunge into a world I thought I would never know, a world so foreign to me and my liberal, East Coast family that they could only mock the idea — I joined a sorority. My black pants count is only up to two, not counting capris. I am forced to wear them only for dressy activities, for which I will still insist on wearing my Reefs.

There are no singing lessons, unless singing loudly with others (while inebriated or, sadly, not) à la the Britney/Justin dance-off counts.

Furthermore, many sorority activities do not involve alcohol. I know several members of various sororities, on campus and off, who do not drink on a regular basis. Should a sorority girl be a regular "alcoholic," as well as one who enjoys fraternizing with ... well ... fraternity

brothers, then yes, she will have pictures scattered around her room of herself holding a beer cup or shot glass or funnel or stapler with various fraternity brothers.

But I assure you, these will only account for 70 percent of her pictures, and not all of them. There is after all, family, other friends, and (dare I say it!) life before and after sororities.

"Sorority Life" on MTV is just wrong. Stop watching it. MTV's interpretation of a sorority system (with a sorority that is not actually real) is incorrect in the author's opinion and does not represent all sorority girls as hard as it tries.

In terms of hazing and the pledge period, rumors run rampant.

"I hear the sorority makes you stand on a stage in your bathing suit and they circle your fat."

"Did you know that the sisters can run around school shouting derogatory things at pledges?"

"I really don't want to pledge

because then we have to do ... stuff ... for frat guys. It's so not worth it to me."

All I can say is that I do not have the confidence in her body nor the patience for such belittling to stick around long if that was the case. Unfortunately, that is only one person's opinion, and one person's school.

This does not necessarily hold true at, say, oh I don't know ... at other schools. But then again, that I cannot know for sure, since many of these activities are not exactly public knowledge.

And while I do not necessarily understand or even always realize that secrecy, I did come to realize one thing last fall I never thought would come to me: experience something, even a sorority, and then you can write it off. It is not for everyone, but hopefully those who try it out will find that the truths to the wild stories are often few and far between.

Non-smoker wants right to choose back

Shannon Felty
Via website submission

I understand that it is an individual's own choice whether or not they smoke cigarettes, but that choice has been taken away from me. All my classes are held in the New Science building but one.

In the middle of the day I have ten minutes to get from the Science Center over to the Science and Technology building.

Then, after my class I have ten minutes to get back. This is not an easy feat in and of itself. To add to this, I have asthma. At this point changing class is getting difficult. Each time I have to go to this class I have to walk through the middle of campus.

I pass through the second hand smoke and exhaled chemicals of easily 40 people.

If you know anything about asthma you understand that there goes

the rest of my usable oxygen. I get to pant and/or wheeze all the way across campus, then all the way back.

In one day I would estimate that I get to inhale 1 or 2 cigarettes. My breathing is getting worse by the day and I have had several upper respiratory problems.

I choose not to smoke. I have no use for it. I don't tell anyone not to smoke, so why must I be made to smoke?

I'm sure we could come up with a viable plan that would allow you to smoke and me to breathe. If we try.

If there were designated smoking areas then I could avoid you and you me. It's not that I don't like you, it's that I like to breathe more.

I don't want to tell anyone what they should do, but they are deciding for me.

As a non-smoker, I'D LIKE MY RIGHT TO CHOOSE BACK!

Q&A

Do you have a question about The Northerner or NKU? Send your questions to northerner@nku.edu and we'll put the answer in this space. Be sure to include your name, year in school and major.

Q: Why isn't there international meal days for the international students?

A: "ISU Potluck is held every year in the spring. This event is comprised of a mixture of food and dance from all over the world. The festivities are entirely the responsibility of the over 200 international students active in organizing Potluck."

-From the International Student Affairs website.

NORTH poll

Where were you when you heard about the September 11 attacks?



MICHELLE BICHANON
Sophomore
Biology/Pre Med

"Getting ready for class"



PETE ROKOSZ
Junior
Elementary Education

"In the dorms"



LIZ GOUSS
Freshman
Theater

"At school working as an aide and [I] found out when my parents called asking if their kids were watching the news."



CHRISTA FLANERY
Sophomore
Nursing

"On campus watching TV when it happened."



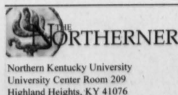
BEN VIRHOST
Freshman
Computer Science

"[I was in] study hall at Georgetown High School."



DAVE SANDERS
Freshman
Business

"Yeah, because they have weapons of mass destruction."



Northern Kentucky University
University Center Room 209
Highland Heights, KY 41016

Faculty Advisor: GAYLE BROWN

EDITORIAL POLICY
The views expressed on the Viewpoints page do not necessarily represent the views of The Northerner, its editors, or its writers. The individual articles express those of the authors. The Northerner and its staff respect the right to a free and open dialogue allowed under the First Amendment.

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WHAT'S YOUR 2e? The Northerner welcomes letters. Letters should be under 600 words, legibly written or typed and should include the author's signature, year in school, major and telephone number. Faculty and staff should include title and department. Unsigned, anonymous letters will not be printed. Submit letters to The Northerner at northerner@nku.edu





LIGHTER SIDE

Wal-Mart selling textbooks online

JAMES M. O'NEILL
Knight Ridder Newspapers

The king of big-box, mass-market retailing has targeted a small, elite and seemingly resistant market. Wal-Mart Stores Inc. has ventured into the rocky world of online college textbook sales.

Students starting classes can go to walmart.com and order all the cut-rate basics of college life: shower curtains, sheets, a mini-refrigerator and a crisp new copy of "An Introduction to Modern Stellar Astrophysics."

Can one-stop college shopping earn an A? For decades, students have complained about the price of textbooks and assumed that the college bookstore was exploiting them as trapped consumers. Now, a giant retailer that has clout with suppliers and a reputation for everyday low prices might make the \$7 billion business of selling college textbooks seem ripe for the picking.

But this is academia, where the rules of the regular world don't often apply. Wal-Mart is trying to entice students like Kathy Sander, 17, a Philadelphia resident who stopped at La Salle University's bookstore recently.

Sander had just spent \$295.90, including \$125 on a single book for

her introductory biology course. "My bank account was totally tapped out after that," she said. "These textbooks are way too much money I had no idea!"

In the next breath, Sander said she would rather buy at the bookstore than online.

"I was here on campus already, so it was easier," she said. "I'll have the books for Monday, when classes start. And I don't have to pay shipping."

Despite their resentment of prices, students still seem to value convenience over saving a few bucks.

"It's intriguing. Students go online for everything, but not for purchases related to education," said Laura Nakoneczny, spokeswoman for the National Association of College Stores.

Wal-Mart, which began its online textbook sales last year, knows it has to compete with the convenience of a campus store. But Wal-Mart spokeswoman Cynthia Lin said it had one thing going for it that some others in the business did not: A wide array of goods to sell, not just textbooks. If Wal-Mart wooed the college crowd, it gets more potential customers for all its products.

She said customers who were pleased with Wal-Mart's lower prices on other kinds of books urged

the company to sell textbooks as well.

During the Internet boom of the late 1990s, online bookseller startups exploded onto the scene, trying to cash in.

They came in a wave, starting in 1998, with BigBooks.com,

VarsityBooks.com and eCampus.com, not to mention the large brick-and-mortar retailers such as Barnes & Noble, and Follett, which began running campus stores as well as selling books on the Internet.

The trade association feared that within a few years, online sales would represent a third of the market.

It never happened. BigBooks was a big bust and is now out of business. ECampus.com, still extant, filed for bankruptcy. And the trade association now estimates that online textbook sales make up just 7 percent of the market.

But the flurry of online competition did prod campus stores to reassess their service. Nearly all campus bookstores, even the independents, now have Web sites to take orders.

Some large university stores even deliver to dorm rooms. At Villanova and several other universities, there is a 5 percent discount if students

pay by a debit-card system run by the university.

Kathleen Grace, director of Swarthmore College's independent bookstore, welcomed the competition.

"The students think we make a lot off these books, but now they can see our prices are often the same and sometimes even less," Grace said.

So why are textbooks so expensive? A big reason is that they come with pricey color photographs and graphics, and are printed in small runs with fewer books to spread the cost.

Where campus bookstores really make their money is selling clothing and novelty items emblazoned with the school name.

A random survey of prices on textbooks required for courses this fall shows that walmart.com consistently undercuts online and on-campus competition. But, unlike the campus stores, walmart.com does not offer used books, which provide major savings for students.

Wal-Mart can keep prices lower on other products because it can buy in volume. But the textbook industry is different. Volume discounts from publishers have never been an industry practice.

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