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**Fans wanted**  
New committee hopes to raise attendance at sporting events.  
—SEE SPORTS, 12



# THE central florida FUTURE

Wednesday July 16, 2003

THE STUDENT NEWSPAPER SERVING UCF SINCE 1968



**Credit scarred**  
Avoid the pain of debt with these tips.  
—SEE LIFESTYLES, 15



MARIE BRANHAM / CFF

The Tornado Promotions team of, from left, UCF grad Ryan Totka, UCF student Brad Bledsoe and Ernie Falco signed a deal to promote basketball superstar LeBron James on the Web.

## Dream of success takes off with a rising star

*Entrepreneurs hope James can take them higher*

PATRICIA XAVIER  
STAFF WRITER

More than four years ago UCF grad Ryan Totka registered a domain name on the Internet. The reason: he thought it sounded cool. While Totka ran totka.com, he learned how to build and nurture a business. After meeting former USF business student Ernie Falco last year, the practice paid off. Totka, Falco and a friend combined their talents to form

TornadoPromotions.com, a company that just signed a deal to promote basketball wonder LeBron James on the Web.

When the trio joined the world of dot-com entrepreneurs, they were taking a risk. At the time, Internet casualties were piling up. Facing a business atmosphere of increasing competition and declining revenues, the partners built a business model to persevere, based on marketing and strong business ethics. The two used their own computer equipment, money and experience to launch the Web site.

"We started our business on our own cash, and not much," said Totka, 25. "We had no



LeBron James, an NBA rookie signed by the Cleveland Cavaliers, has endorsement deals worth \$100 million.

PLEASE SEE *Company* ON 4

## With aid from SGA, Nader joins long list of speakers for activist conference

BEN BAIRD  
STAFF WRITER

Ralph Nader, the former and perhaps future presidential candidate, will speak at UCF during the first annual Florida College Activist Conference Aug. 1-3.

The Green Party's candidate for president in 2000 will take a cut in his fee to address the conference, charging a quarter of his usual rate.

"He's typically a \$20,000 speaker and he's going to speak here for only \$5,000, which is really generous," said UCF Progressive Council executive officer and SGA senator Josh Edmundson.



Nader

The cost of the conference is estimated at \$24,680. The Progressive Council, however, raised most of that money itself, requiring only \$7,205 from the Student Government Association. Those funds will specifically cover \$6,500 in speaking fees and \$705 for food.

The Progressive Council originally sought an additional \$2,000 for various supplies to help stage the conference. But senators who opposed the bill during a debate last Thursday argued that the request was too much, especially when the event will take place between the end of summer classes and the start of fall classes, when fewer UCF students will be able to benefit from the expense. Allocations from the SGA Senate are drawn from the per-credit-hour activity fee paid by all students.

An estimated 200 students from across the state are expected to attend the conference, with lodging and most food donated by the members of the Progressive Council.

More than 40 speakers have been lined up, including students, lawyers, activists and politicians. In addition to Nader, those who will receive a fee for their appearance include Ben Mankasi of the Green Party; Brian Kettenring of Florida ACORN; Jodi James, Rhonda Cheetham and Kevin Aplin of the Florida Cannabis Action Network; civil rights lawyer Richard Wilson; and Andy Burns of Campus Democracy.

The expense was challenged by SGA sena-

PLEASE SEE *Activist* ON 3

# UCF apparel vendor shut out, shuts down



BRETT HART / CFF

Christy Coons looks over campus apparel at the UCF Bookstore, whose owner, Barnes & Noble, recently won the exclusive right to sell merchandise during football games at the Citrus Bowl.

## 'Knights for Life' marketer surrenders over stadium contract

BEN BAIRD  
STAFF WRITER

Sitting in a booth in Uno's restaurant, Jeff Worsdell and Anthony Bencomo are trying not to sound bitter, but the recent death of their company has left an unpleasant taste in their mouths. They're recounting the demise of Knightmare Apparel, a company built on selling T-shirts, hats and other UCF-emblazoned merchandise.

When the university recently awarded Barnes & Noble the exclusive right to sell UCF merchandise at the Citrus Bowl during home football games, Knightmare Apparel lost its largest source of revenue. The deal ultimately caused Worsdell and Bencomo to decide to close their business; once they've sold all they can of their inventory, they'll shut down their Web site.

The two UCF alumni started Knightmare Apparel five years ago, with the goal of offering UCF fans more options in T-shirts.

"We were tired of what was out there, going to stores and not seeing anything," Bencomo said. "Even the stuff that was out was just bad quality. I wanted to be able to wear something to the two roadtrips we go on every season — I wanted to do something."

And do something they did. The Knightmare Apparel company began with a single shirt sporting the phrase "Knights For Life," which parodied a popular NWO wrestling shirt. It was an idea Bencomo and Worsdell thought fans would like more than traditional T-shirt offerings, and they were right; the fans started snapping them up.

The pair sold the shirts both online at www.knightmareapparel.com and, more prominently, at a table in a Citrus Bowl parking lot during home football games. Soon they not only broke even, but also made a small profit, giving some of that money back to the school.

PLEASE SEE *Only* ON 6

### INSIDE

#### Flag snag

Plan to put American flags in all UCF classrooms generates friends and foes in SGA Senate discussion.

—NEWS, 4

#### Greased lightning

Two students take a cross-country journey powered by cooking oil.

—LIFESTYLES, 15

#### Index:

Higher Education Briefs . . . . .	3
Editorials & Letters . . . . .	10
8 Days A Week . . . . .	15
Classifieds . . . . .	18

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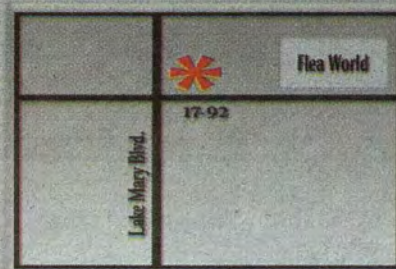


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## Higher education around the nation

### Opponents of affirmative action plan state initiatives

Angered by the recent U.S. Supreme Court decision upholding the use of affirmative action in university admissions, conservative activists plan to sponsor ballot initiatives in other states akin to California's 1996 measure banning racial and ethnic preferences.

Ward Connerly, a University of California regent, launched a statewide initiative campaign July 8 at the University of Michigan, whose admissions policies were the subject of the recent court rulings. The ballot measure seeks to outlaw the use of race, ethnicity or gender in admissions, hiring or contracting in public institutions there.

The court ruled last month that colleges may consider a minority student's race as one of many factors in weighing an application, but they may not use quotas or other point scales. In response, Connerly and other opponents of affirmative action are re-evaluating their approaches to combating racial preferences.

Affirmative action opponents said the Michigan initiative, as yet unnamed, would be modeled after California's Proposition 209 and a similar measure approved by voters in Washington state in 1998. The California proposition, which barred "preferential treatment on the basis of race," meant the court's decision had no direct effect on California's public colleges or universities.

Along with Michigan, targets of their efforts could include Colorado, Arizona, Missouri and certain cities or counties in Florida and Texas, according to Connerly and others at his American Civil Rights Coalition, an anti-affirmative action group, and its political allies.

In California, Connerly also is leading the campaign for a measure to end the collection of data related to race and ethnicity as part of an effort to create what he calls a "color-blind society."

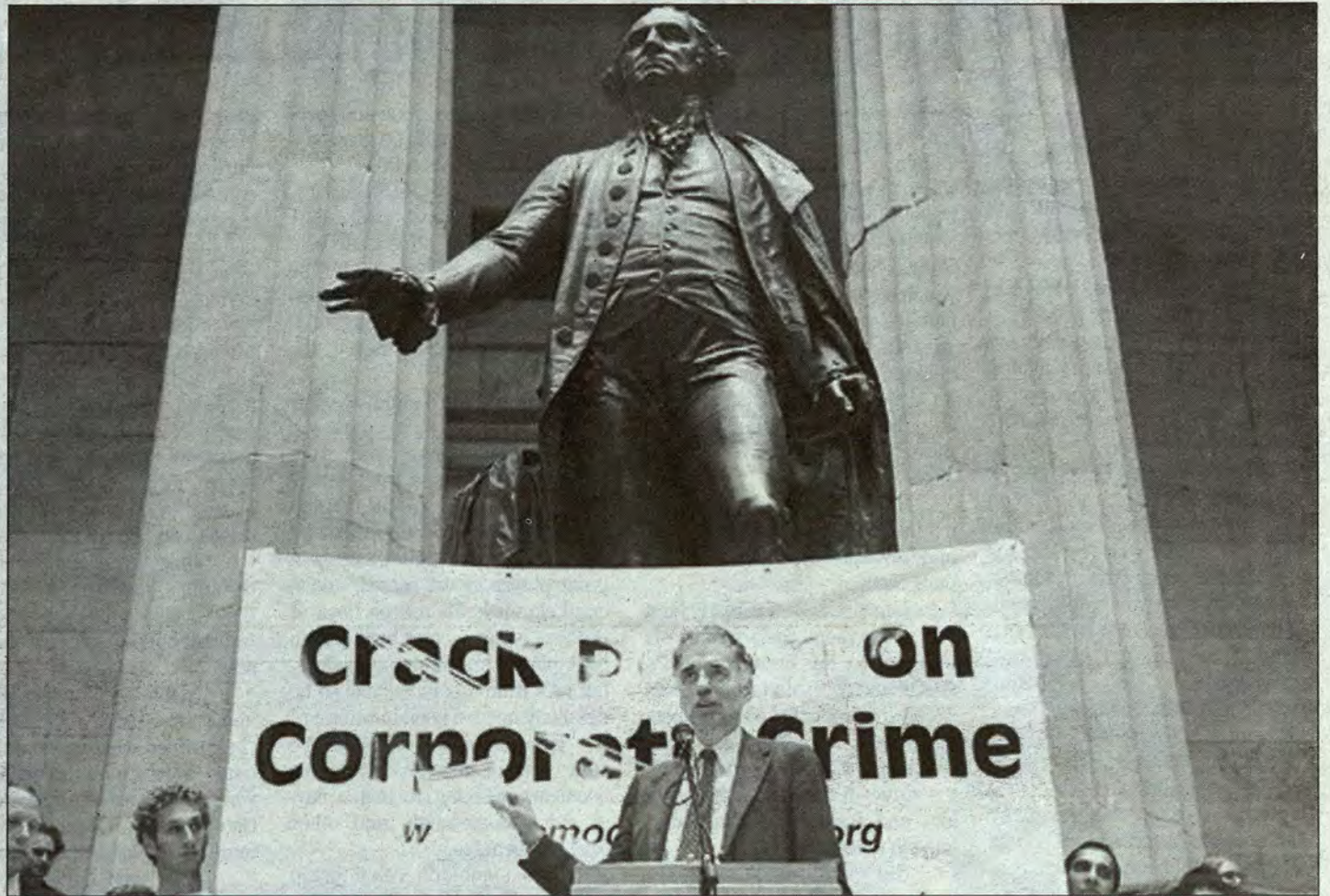
Affirmative action supporters denounced Connerly's various efforts. At the University of Michigan, students said they would call on unions and civil rights groups to boycott business or other organizations that support his initiative.

### RIAA forces Loyola University to identify music pirates

The Recording Industry Association of America last week forced Loyola University in Chicago to hand over the names of students whom the association suspected of offering music over the university network in violation of copyright law. The association obtained the data through a subpoena, indicating that the group is fulfilling its pledge to clamp down on peer-to-peer music piracy by threatening to sue thousands of people.

An officer for the U.S. District Court in the District of Columbia delivered the subpoena to the university June 7, according to Jack Corliss, a technology administrator at Loyola. The document cites the Digital Millennium Copyright Act and directs Loyola administrators to provide the names, addresses, telephone numbers, and e-mail addresses of people assigned to a specific Internet address.

Corliss says the university complied with the subpoena after notifying two students assigned to the Internet address last week that the recording-industry



ERIC APPLEMAN / DEMOCRACY IN ACTION

Nader, a longtime consumer advocate and former presidential candidate for the Green Party, spoke in October 2002 on Wall Street about corporate crime.

# Activist conference will have 40 speakers from across the country

FROM PAGE 1

tor Nick Merolle, chairman of the Operations Review Committee, who said that spending 15 percent of the \$60,000 speakers budget on just one conference is irresponsible. "I have a real problem with that seeing as how it's still the first 10 days of the first month of our fiscal year," he said.

However, Edmundson was quick to counter that concern. He said the money makes full use of a speakers budget that last year saw its unused dollars dispersed to other projects.

"This is going to be free for any UCF student who would like to come and attend the event," Edmundson said. "At the end of the year last year the speakers budget was not entirely used up, and we had money left over, and a lot of that money ended up getting moved to other places. This is a good way to make sure that this money is going to be used for speakers and not getting moved around at the end of the year."

According to Edmundson, the purpose

of the event is to educate and spark activism in Florida college students.

"I'd like to see a whole lot of educated students all over the state of Florida, and especially at UCF," Edmundson said. "I think this is going to be a huge statewide phenomenon."

Plans for the event include activism training and coalition building around the theme, "We Must Be the Change We Wish to See in the World."

Nader's participation is timely. He announced last week that he will decide later this year whether to run for president again in 2004, either as a Green Party candidate or as an independent.

The *New York Times* reported that Nader's decision rests on the fate of similarly minded Democratic candidates Dennis Kucinich and Howard Dean. Nader said the success of either candidate in the coming months at attracting support while maintaining a liberal platform would reduce his likelihood of running.

Organizers for the event tout it as a

way for UCF to get its name out and be recognized among the other universities in the state.

"This will culminate in an entire statewide system of activism. We'd like to build a network here in Orlando because it's got a great geographical location, and in my opinion a great university ... we've got the manpower and the venue to put this on," Edmundson said.

The Progressive Council is an umbrella organization made up of 10 different UCF organizations including the National Organization for the Reform of Marijuana Laws, the National Organization for Women, the American Civil Liberties Union, Campus Peace Action, Environmental Society, Feminist Majority Leadership Alliance, Free the Planet, the Gay Lesbian and Bisexual Student Union, and Greenpeace.

According to Progressive Council estimates, their last major event, a "We the People" campus rally last fall, drew 3,000 people.

## Speakers

A list of the current speakers.

Ralph Nader	Former Green Party Presidential Candidate	Jodi James Executive	Director of the Florida Cannabis Action Network
Ben Manski	Co-Chair of the Green Party of the United States	Brian Kettenring	Statewide Coordinator for ACORN
Colman McCarthy	Founder and Director of the Center for Teaching Peace	Rita Lucey	Senior citizen who spent time in Federal Prison for acts of civil disobedience
Robert Field	Co-Founder and Co-Chairman of Common Sense for Drug Policy	Chris Mulligan	Works with Drug Policy Alliance and NORML
Andy Burns	Coordinator of 180/Movement for Democracy and Education	Rachel Olander	Founder and Director of the American Freedom Collation
Kevin Aplin	Founder of the Florida Cannabis Action Network	Col. Michael Pheneger	Treasurer of the ACLU of Florida
Dick Batchelor	Founder and President of the Dick Batchelor Management Group	Scott Ross	Statewide Coordinator for the Florida Fair Trade Collation
David Brown	Board of Directors of Students for a Sensible Drug Policy	Eric Rubin	Statewide Coordinator of the Florida Fair Trade Collation
Patrick Cannon	Public Information Director for the Florida Humanists Association	Opio Sokoni	Staff of the Drug Policy Alliance
Barbara DeVane	Founder and Director of We All Count	Tom Wheatley	Southeast Field Organizer of the Southern Utah Wilderness Alliance
Jennifer Hancock	Executive Director of the Florida Humanists Association	Richard Wilson	Civil Rights Attorney
Beth Hollenbeck	Founding Board Member of Eco-Action		

Source: Central Florida Future Research

ADAM SHIVER / CFF

PLEASE SEE *Peer* ON 8



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# Company hopes to hype LeBron James while promoting itself

FROM PAGE 1

investors or venture capital. We already had the site registered, hosted it for free with a buddy, built it ourselves and only paid for the marketing."

Tornado Promotions, which is based in Orlando, now provides a litany of Internet clients with top listings on major search engines. Their site, designed to help other Web sites get name recognition, built a name for itself.

"I like marketing because it gives me a chance to work with an assortment of businesses," said Falco, 21. "Being your own boss is great. You have no limit on what is possible, you set your work schedule and control your own financial future."

Professor of marketing Ronald Michaels said that in order for young entrepreneurs to succeed, they need a sound plan and a strong proposition. He said it is imperative that the company understands its customers' needs and then combine hard work, continued development and luck — the factors that determine which businesses succeed, and which fail.

"You can't expect to sell a good or a service and keep selling it for a number of years," Michaels said. "Needs change and your product and service needs to change to match that. In the end it's a little bit of luck, a little bit of heart, and quite a bit of science."

Although the sluggish economy continues to hold down revenues for new dot-coms, the market has been good to Tornado Promotions.

"This past year for us has been really crazy," Totka said. "We have stepped up our marketing efforts including better search-engine placement, as well as distributing promotional products for potential clients and current clients. Our business is like a snowball; once it starts rolling down the hill, it just keeps getting bigger and bigger."

Since its inception the company has seen a 20 percent increase in growth and revenue every

month of its existence. Its growing list of clients includes Morgan, Colling & Gilbert, Recreational Factory Warehouse, Legends Sports Management Group, American Liberty Financial and Body N Soul Spa. The company — which also provides Web sites with domain registration, Web hosting, Web site development and search-engine marketing — just acquired its biggest client to date, the Web site builder for the National Basketball Association's No. 1 draft pick.

Maniacal Marketing is building the official Web site for James, and Tornado Promotions will promote the site.

James, who has already landed endorsement deals worth over \$100 million, has brought plenty of attention to Tornado's business. James' basketball skills have been compared to those of Magic Johnson and Michael Jordan, but the value of his name has made him and businesses attached to him big money.

The young star just signed a rookie contract with the Cleveland Cavaliers worth nearly \$13 million over three years. James is also the new face of Upper Deck trading cards, and is expected to raise ticket sales for the NBA.

Every time an Internet search is done for LeBron James, Tornado Promotions plans to make James' official site the first site on the search results list.

Brad Bledsoe, 21, has been working at Tornado Promotions since its beginning and says the fast-paced growth of the company will be even greater now that they have such a high-profile client. The UCF junior says the opportunity to work in connection with a young superstar can serve the public, clients and his company well.

"Our company has grown tremendously in the past six months and we are definitely on the right track," Bledsoe said. "Once we started working with Maniacal Marketing and LeBronJames.com, we knew this was a great opportunity. We needed to give our company the nation-

al and global recognition and credibility we need to help us grow and move in the right direction."

Dexter Lyons, starting forward for UCF's basketball team, said marketing an athlete can be a vital part of his or her career. The senior, who plans to play professionally, says name recognition is critical to making the step to the NBA.

"I think marketing is very important," said Lyons. "You could have a great player with great skills, but he's from a small school — then here comes great marketing to hype up his name and let everybody know that there is a great player at the school, and it can help move his career. Look at LeBron James — he's built like an NBA player, and he has the skills, but he's from a small school so he definitely needed good marketing."

Lyons says the same can be said for professional athletes because marketing can help a player get endorsements and other financial benefits.

This symbiotic relationship will benefit Tornado Promotions, Michaels says, but keeping such a big-name client happy could prove troubling for the company.

"It's great to have that kind of publicity, but it builds such a great expectation to please such a visible client," he said. "It's fantastic visibility, but it's also tremendously risky if you can't please that client."

Bledsoe attributes the company's success to the lessons he has been learning as a UCF student, both in the classroom and by observing the growth of the campus.

"UCF has influenced me greatly, and in a way it is much like our company," said the business administration major. "With UCF growing so rapidly like we are, it has prepared me to work in a fast-paced environment such as I do now."

Totka also said the knowledge he's absorbed at UCF has given him the skill to handle a developing company like Tornado Promotions.

"I enjoyed all my public relations and advertising classes, espe-

cially sports marketing," said Totka. "I learned that the most important part of building a successful Internet company is providing clients with good customer service so they keep coming back and referring new business. Word-of-mouth is the best marketing."

Michaels said the foundation provided by core business classes at UCF makes him confident that UCF students will succeed in the real world. "That's what an education is supposed to provide you with — the opportunity to apply what you have learned to do with what you have a drive to do," he said.

While the company has grown through positive word-of-mouth, they've also gone after clients they feel will build their reputation, Totka said.

"I contacted Maniacal Marketing about three months ago," Totka said. "I explained what we do and how we can promote LeBronJames.com when people are searching on Yahoo, Google, MSN, Lycos, Altavista and more. We formed a partnership."

Lyons said once the company has attained high quality clients it becomes easier for people to know

where to go. "I would want to work with a company who has already been there at that level," Lyons said. "At least I'd know how they handled or helped someone like LeBron; they already have a reputation."

Even with all their accomplishments, the founders of Tornado Promotions want to further expand their business ventures. Falco said he eventually wants to see his company branch out and go beyond the Internet and into commercial real estate. His partners have similar dreams, but right now they are focusing on their clients' needs and enjoying their growing success.

Each founder has some dream clients, though, that they some day hope to serve, while gaining more recognition for the company.

"If I could pick one client that we currently do not have, it would probably be my idol, Mark Cuban, owner of the Dallas Mavericks and founder of Broadcast.com," Falco said. "He sold Broadcast.com to Yahoo for over \$5 billion. Also we would like to work with Red Bull Energy drink — maybe we can work out a tradeoff, because we spend too much money on their drinks."

## SGA senators fear pressure from flag bill advocates

### Senate waits for group to leave before discussing bill

BEN BAIRD  
STAFF WRITER

The SGA Senate waited for members of the student group Rebuilding on a Conservative Cornerstone, or ROCK, to leave a meeting before discussing the group's upcoming request for money to display an American flag in every UCF classroom. Senators said the presence of proponents as well as a TV crew could pressure dissenters to keep quiet when the measure ultimately is decided.

The bill has sparked debate even before it is officially considered. During the "open forum" portion of Thursday's senate meeting, the president of the University of Florida's conservative Freedom Foundation and several community members spoke in support of ROCK's

request. WFTV-Channel 9 covered the meeting.

ROCK has stated its intent to ask SGA for \$10,000 to pay for the project.

While there was some light questioning of ROCK members at the time, the general consensus was that the issue would be debated at length during the July 24 senate meeting, when the bill would be voted on.

However, once group members had departed, the senate revisited the flag bill. Senators said they needed to prepare for the next meeting, where they expected more supporters and news media. Under that kind of scrutiny, some senators surmised, a few people might be too nervous to speak up.

Sen. Sammy Mamdani criticized his colleagues for cowering. "The media will be here ...

don't let cameras or reporters keep you from speaking your mind. Speaking your mind is what you're here for."

Senators certainly didn't hold their tongues with the activists absent. Accusations that ROCK was underhanded and deceptive flew when Sen. Josh Edmundson, an officer in the liberal Progressive Council, mentioned that ROCK had declined his offer to sponsor the bill.

"I backed the idea and asked them if they'd let me author the bill," Edmundson said. He said he sent the group an e-mail with the offer, in an effort to improve relations between ROCK and the Progressive Council, two groups that Edmundson said are usually at odds with each other.

Senators said ROCK should have accepted Edmundson's offer, and its rejection of that offer was unprofessional. Edmundson's interest in helping the group has suffered from the snub — he now plans to write a

PLEASE SEE *Flag* ON 7

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# Only two bids were welcomed, says Orsini

FROM PAGE 1

Apart from paying royalties to UCF for licensing, the two say they donated what they could to the UCF Alumni Association, and had planned on increasing the amount of donations to the school as the company grew.

When they learned that UCF's previous exclusive sports-retailing contract with Knight's Lockerroom had expired, they jumped at the chance to increase their sales with greater stadium access.

"We thought this would be perfect for us, because now UCF would have a whole bunch of vendors there and we could have a variety of people selling, and that would increase the quality of merchandise," Bencomo said. "We started getting excited and asking questions."

While the two built up their expectations, though, UCF's athletic department already was writing a new contract, furthering a lucrative relationship with mega-retailer Barnes & Noble, which owns and operates the UCF Bookstore on campus.

According to Steve Orsini, UCF's athletic director, granting exclusivity contracts is standard practice among universities.

"We wanted to continue the partnership that UCF has with Barnes & Noble — extend it from what currently is in existence at UCF all the way to the Citrus Bowl," Orsini said.

According to Orsini, the only other company that was given an opportunity to bid for the new contract, which grants exclusive rights to sell merchandise at the Citrus Bowl during football games, was Knight's Lockerroom. But even though Knight's Lockerroom previously managed that contract, the company was told early on that its contract would not be

renewed.

Barnes & Noble did not return requests for comment for this article.

As negotiations between Barnes & Noble and UCF went on, Nightmare Apparel was kept in the dark. They were also kept under the illusion that they would be able to make a bid for the contract.

By Worsdell's account he kept contact with UCF for several months, but the school didn't meet with him or return phone calls. Meanwhile, Bencomo and Worsdell poured money into building up their company. Bencomo said they were preparing the company to viably compete for access to the stadium against their competitors.

However, when the pair was finally granted a meeting with Orsini they were told that Nightmare Apparel wouldn't get the contract.

"I sat down with him, showed him my shirts; he loved my shirts and said you guys have a niche and I wish there was something I could do for you," Worsdell said. "I said 'there is something, you can give us a corner, give us something.'"

"It was not an open bidding process," Worsdell continued. "I guess we were ignorant about the manners of business in dealing with UCF." Worsdell said that he and Bencomo were denied any chance of obtaining a contract with UCF to sell within the stadium.

Orsini said the deal was perfectly legal. "I remember meeting with the Nightmare Apparel people," Orsini said. "They asked me if they had a chance to make a bid and I explained the situation to them. We followed the university's purchasing practices and they allowed us to do what we did."

Orsini did make them an

offer, though — to sell outside the stadium in the parking lots. To get that privilege, Nightmare would need approval from UCF's sports marketing firm, ISP. The firm is responsible for setting up merchandising contracts.

"ISP wanted \$1,800 a game," Worsdell said. "That's over 200 shirts per game, and at UCF that's not realistic." Under the ISP deal, Nightmare would have run out of money after just one game, Bencomo said.

In lieu of a fixed fee, Bencomo and Worsdell offered to pay UCF a percentage of their sales. But UCF never responded to their counter offer, they said.

"If you go to UF and walk down the street, there are vendors all around the stadium," Bencomo said. "We thought we could grow into something like a Garnett and Gold, or a Tiger Rag," he said, referring to popular outlets that sell fan apparel at Florida State and Auburn.

The pair said they would love to open up a real shop, and not have to conduct their business from their homes, a parking lot or an Italian restaurant. But with the stadium located so far from campus — across town, just east of Interstate 4 — having a fixed location isn't practical.

When the pair investigated opening a shop on campus, they found out Barnes & Noble had exclusivity rights there too, and the Student Union already had a store with those rights, too.


"This has really left a sour taste in my mouth," Bencomo said. "But if there's a fair chance that we could really get into [the Citrus Bowl], then I'd give it a shot because I love UCF."

Their next shot will be a year from now, when the new Barnes & Noble contract expires.



BRETT HART / CFF

Limited options for UCF T-shirts sold at places such as the UCF Bookstore, above, gave rise to the T-shirt vendor Nightmare Apparel.




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BRETT HART / CFF

SGA Sen. Josh Edmondson plans to file his own bill to fund the display of American flags in classrooms, rather than back the request of a conservative campus group.

## Flag funding highlights rift between liberal, conservative groups

FROM PAGE 4

bill similar to the Kornerstone request, but without that group's name attached to it.

"I'm not going to back the bill by ROCK because of the narrow-mindedness that they've displayed, the utter lack of respect for other UCF students, and really just the lack of spirit in what they're trying to do," Edmondson said.

"I want to do this right, and I think it should be done right, and I'm going to be authoring legislation later working with both organizations and anybody else who comes to me on this," he said. The bill will be authored under the SGA Senate name, he said, rather than be identified with single organization.

Edmondson encouraged others to vote down the ROCK bill in favor of his own, reminding them that his bill would be coming up, too. "I will have the bill ready by the next senate meeting," he said.

ROCK President Heather Smith later said the relatively secret senate deliberations on her bill showed the dishonesty of some senators. "It is a sad day for UCF students when sev-

eral of our senators will only share their true feelings towards an issue when they know that no one else is around," Smith said. "Clearly, they have something to hide."

Smith also said ROCK did not want Edmondson to sponsor the bill specifically because of his ties to the Progressive Council.

"I do not feel comfortable allowing Sen. Edmondson to sponsor our bill since his organization has called the American flag 'oppressive' and 'fascist,'" Smith said. "Members of his group have also desecrated the flag publicly. When advancing an American flag bill, surely we want our sponsor to be someone who supports the flag."

Edmondson maintained that he is in full support of the flag and the idea of placing it in every UCF classroom, but will not support the bill due to its association with ROCK.

Smith says she'll support Edmondson's bill if her organization's request is rejected, assuming that Edmondson's bill will achieve the same objective. "Like most students, we do not care who the author is, we just want flags in each classroom," she said.

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# Title IX 'takes no hit' with affirmation



JOE KALEITA / CFF

Federal requirements that have contributed to a rise in women's sports programs such as softball, above, and tennis, below, were upheld after a yearlong review.

## Advocate predicts that male athletes will continue to suffer as women's sports grow

LARRY EICHEL  
KNIGHT RIDDER NEWSPAPERS

The U.S. Department of Education concluded its yearlong review of Title IX Friday by reaffirming the existing rules of compliance, while making a modest change of emphasis.

In a three-page clarification letter issued yesterday, the department let stand the key standard of proportionality, the requirement that a school make certain that participation by gender in varsity athletics closely tracks enrollment.

At the same time, Gerald Reynolds, the assistant secretary of education for civil rights, emphasized that there have long been two other ways to comply with the 1972 law, which has helped produce dramatic growth in women's sports.

One is for an institution to show that it has a history of expanding programs to benefit the underrepresented gender. The other is for the institution to demonstrate that it is already accommodating the interests and abilities of its student body.

Asked to assess the impact of the letter, Brian Jones, the department's general counsel, replied: "I would say Title IX takes no hit."

Leaders of advocacy groups on both sides of the issue agreed.

"This is a huge victory for women and girls everywhere — and the men and boys who care about them," said Marcia Greenberger, president of the Washington-based National Women's Law Center. "We are relieved that the Department of Education heard and heeded the millions of voices in support of Title IX."

Eric Pearson, president of the College Sports Council and a foe of current enforcement policies, called the changes "window dressing" and predicted that male athletes would continue to suffer as a result. "It looks like the



JOE KALEITA / CFF

Bush administration has completely caved to the gender-quota crowd," he said.

The letter does urge schools not to get rid of teams as a way of coming into compliance.

Numerous men's teams in such non-revenue sports as wrestling, swimming and gymnastics have been eliminated in recent years, with advocates of those sports citing Title IX as a factor. The letter declared the elimination of teams "a disfavored practice" that is "contrary to the spirit" of the law.

The department, in its letter, also sought to debunk the idea that proportionality is the preferred method of compliance, a legal "safe harbor," meaning that it is the surest way for a college or university to protect itself against charges of non-compliance.

The "safe harbor" language appeared in a 1996 letter issued by the

Clinton administration and in several court decisions.

"In fact, each of the three prongs of the test is an equally sufficient means of complying with Title IX, and no one prong is favored," Reynolds wrote.

The changes embodied in the letter are far more incremental than many advocates of women in sports feared when the review began — and far less ambitious than opponents of the status quo had wanted.

Last year, after the filing of a lawsuit over Title IX enforcement by the National Wrestling Coaches Association, the Bush administration created a special commission to review the way the law has been implemented and to make recommendations.

In its report, the sharply divided commission called on the Education Department to make several changes in the proportionality standard that would have given athletic administrators far more flexibility in dealing with the numbers.

Its work was widely denounced by women's groups and hailed by the wrestling coaches and their allies.

But on Feb. 26, when the report was formally submitted, Secretary of Education Rod Paige announced he would consider only the unanimous recommendations. With that single announcement, he wiped out all of the more controversial proposals.

Then last month, a federal court in Washington threw out the wrestling coaches' lawsuit.

The coaches and other groups contend that many colleges and universities have gotten into compliance with Title IX by getting rid of men's programs rather than adding athletic programs for women.

Groups backing the current rules say that economics has had at least as much to do with the program cuts as Title IX.

## Peer-to-peer crackdown starts on campuses

FROM PAGE 3

group had sought their identities and contact information. The students, who are enrolled in the university's summer session, have not discussed the subpoena with university administrators, Corliss said.

Loyola is not the only college to receive such a subpoena since the recording-industry association announced last month that it would start amassing evidence to prepare lawsuits against people who upload large amounts of music, said Jonathan Lamy, a spokesman for the group. But he declined to reveal how many colleges have received similar subpoenas.

"This should not come as a surprise to anyone that a subpoena may have been served on a college," Lamy said, adding that other Internet service providers, besides colleges, have received subpoenas.

The subpoena to Loyola suggests growing confidence by the recording industry in demanding that Internet service providers identify individuals who are sharing music online. When the recording industry issued a subpoena to Verizon Communications asking that it reveal subscribers' names, the company fought the demand. But it relented last month after the U.S. Court of Appeals for the District of Columbia denied the company's request to place the subpoena on hold while Verizon challenged a provision of the Digital Millennium Copyright Act.

Tracy B. Mitrano, director of the program in computer policy and law at Cornell University, said she has studied the question of whether colleges could refuse to comply with recording industry subpoenas, citing academic freedom or the Family Educational Rights and Privacy Act, and determined that they can not.

"I don't see how we have much of a choice," she said.

### Boston U. loses big research contract with NASA

Boston University, which just last week asked Daniel S. Goldin, a former NASA administrator, to be its next president, has lost the largest research contract it has ever received: \$86 million from NASA to build a satellite to study an invisible web of hot gases spreading through the universe.

The National Aeronautics and Space Administration suspended the satellite project in May after a review board concluded that the university could not deliver the results it had promised.

While NASA officials do not believe that the university intentionally misled them, they chose to end the deal after the review board, composed of independent scientists, determined that the university's instruments were much less sensitive than its original bid had indicated, according to reports late last week.

"The bottom line" is that Boston University's satellite "couldn't do the science it promised to do," Tim Gehringer, NASA's mission manager for the project, told the Associated Press. "It's really a lose-lose situation for everybody."

Under the project — known as Spidr, or the Explorer for Spectroscopy and Photometry of the Intergalactic Medium's Diffuse Radiation — the university would have received about \$26 million from NASA over seven and a half years, and would have disbursed the remaining \$60 million to subcontractors, said Kevin R. Carleton, a university spokesman. The university had hoped that the project would help it become a leader in science and engineering.

Carleton said that while the loss of the contract did not have a big impact on the university as a whole, its Center for Space Physics had to lay off three people.

NASA has put the project out to bid again, and Boston University has submitted a new proposal.

Supriya Chakrabarti, director of the center and Spidr's principal investigator, said in a statement that NASA's decision was very disappointing. He said that he believed his department's "mission design is robust," and that he was optimistic about the university's new proposal.

However, competition may be stiff. Gehringer said about three dozen other groups have submitted proposals. NASA will announce the recipient next spring or summer.

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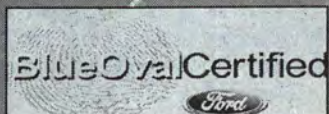
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## OUR STANCE:

# UCF locks out little guy with Barnes & Noble contract

UCF just awarded an exclusivity contract to Barnes & Noble, effectively barring anyone else from selling the school's official merchandise at the Citrus Bowl. This idea is neither new nor unique. Last year, the university had a deal with somebody else, and schools throughout the country make similar deals. Both sides win — the vendor gets the security of knowing nobody is cutting into their business, or forcing them to have competitive prices for their Pegasus pennants and pompoms — and UCF gets some money for awarding the contract.

Left out in the cold are independent vendors without the clout or the money to buy a contract, like Knightmare Apparel — a company formed by a UCF graduate, a current student, and a friend. The company has been forced to shut down through a combination of unfortunate circumstances that make UCF a uniquely bad place to sell licensed merchandise, with the exclusivity contract being the final nail in the coffin.

School spirit, though to an extent born of pride in an institution's academic standards and prestigious programs, comes mostly from its sports programs. UCF's football team is the head of that program, the most visible, and most lucrative. Students attending UCF games

tend to display UCF pride more openly than any other single group, and thusly, they buy products that show that pride. Football games are the perfect place to hawk such wares, in an environment brimming with school spirit — but UCF's football games, the home games, are 20 miles away in downtown Orlando.

This means students are divided by a wide stretch of terrain — they either buy their Knight pullover at the stadium, or 20 miles away on campus, which makes it impractical to put a solid storefront in either place.

The two places on campus sell UCF sportswear: Knightwear in the Student Union, and the sprawling UCF Bookstore, which Barnes & Noble owns and operates, in the John T. Washington Center. Both have contracts with UCF — and neither wants competitors in their midst. So even if there were space on campus, it's taken.

What's left for the outsiders, the small businesses like Knightmare Apparel, is very little; they can sell in the parking lot at the games, or they can sell on the Web. And for Knightmare, that just isn't enough. UCF can give students the theoretical knowledge to survive in the open market, but in UCF territory, they've sent a clear and dangerous signal — small businesses don't belong.

## OUR STANCE:

# Flags in UCF classrooms are worth the \$10,000 price

For no less than 12 years of their lives, every person in the United States who has stepped into a public classroom has seen an American flag. It's one of the most pervasive symbols in our society, perhaps second only to the crucifix.

Having a symbol of America in American classrooms isn't inconsistent — it's not hard to imagine Marlins logos on the walls of the offices for the Florida baseball team. Though not required in either case, these symbols are supposed to be inspirational, and remind those in their presence that they're a part of a group or a team.

The enduring symbol of America, the stars and stripes, may fly from staffs around campus, but classrooms at UCF don't have flags like K-12 classrooms do. A conservative group on campus, Rebuilding on a Conservative Cornerstone, wants to change that.

The group has asked the Student Government Association for \$10,000 to put a flag in every UCF classroom. Combined with the political strife the idea has caused, the cost has the SGA Senate split.

Proponents say now is the time to show our support for America, while our troops are in harms way and we continue to recover from Sept. 11. They're facing off against students who worry that the flag will seem oppressive to international students, and that the project will cost too much when money is

needed elsewhere.

Opponents are right to think the flags might be offensive. Of course they might be. If you put a symbol in front of a random group of people, somebody will likely find the symbol offensive. The problem is, if they're offended by the American flag, the symbol of America, why does it matter? Returning to the Marlins analogy, imagine going to a game at the Marlins' stadium in Miami, and seriously considering complaints from the opposing team that Marlins logos are offensive and shouldn't be there.

There should be no question that allowing flags in the classroom is politically safe. The question, then, is whether it's worth the cost to put them there.

Will students benefit from having a flag on the wall in every class? Will teachers benefit? Will America benefit? It's a hard question to answer. Certainly, some students will be pride-filled to see our national symbol hanging before them. Equally certain is that many students won't care that it's there, just like they haven't cared that it's not there.

America can use a spirit boost, though. We're in a recession; we're battling a cunning and tenacious terrorist enemy, seemingly from all sides; world opinion of us isn't as good as it used to be. At a cost of \$10,000 for the chance at giving a little bit of spirit to our classes, and a reminder to students that we live in a great country, it's worth a try.



## Letters to the Editor

Views expressed here are not necessarily those of The Future

### Fighting for the right to drink

Saturday, July 5, some friends and I chose to celebrate my birthday at the Alafaya Ale House in Orlando. With me were my fiancé and another male friend; both members of the military who were on leave in Orlando. When each man presented his military ID as proof they were old enough to order a drink, the bartender refused to serve them on the grounds that their military IDs were not "proper" identification. Each man offered an assortment of backup credentials including Florida driver's licenses; they were denied because the licenses had expired. My fiancé explained that in the military it is not necessary to renew one's license due to the difficulty created in moving frequently. (One of the men had just returned from Iraq!) No matter that each man was clean-cut and well-behaved and had a wallet of other identifying items including credit cards, Social Security cards, etc., both men were still denied service.

The manager on duty informed me that rep-

resentatives of the Bureau of Alcohol, Tobacco and Firearms had warned him about accepting military ID cards without a new security chip. This would seem to make sense, except that my fiancé and his friend had each just been issued their ID cards! If the Ale House staff and management had used some common sense along with some respect for our members of the military, they would have realized that neither of these men were trying to present false identification. Clearly there is some sort of a communication snafu as to what form of military ID is actually correct, and this establishment was not willing to admit they had made a mistake.

In these times of renewed patriotism and appreciation for the bravery and sacrifices displayed by our men and women in uniform, I am dismayed to find a group of people who feel so unempowered in the use of a little common sense.

—TANYA ABBOTT

### Flags are a worthy investment

I want to thank you for reminding me how lucky I am to live in this country. I had similar sentiments until I read your article that stated, "Flags don't help anyone learn." There is an abundance of history surrounding who made the flag, when should it be flown, why it's called Old Glory, etc., but the most important thing to learn from is what the colors on the flag stand for: White is for purity and innocence, red is for hardiness and valor, blue is for vigilance, perseverance and justice. What we can learn

every day by reflecting on the American flag is that many men and women fought with blood, sweat and tears for that flag. We can learn what it means to be an American, whatever your politics are and no matter what country you originally come from. Out of all the things this school wastes our money on, I think flags in the classroom would be a worthy investment.

—ANTHONY A CAPUANO

"Let him who would enjoy a good future waste none of his present"

—ROGER BABSON

The Future encourages comments from readers. Letters to the editor should not exceed 300 words and must include full name and phone number. We may edit for length, grammar, style and libel. Send letters to editor@UCFuture.com, submit them online at www.UCFuture.com or fax them to 407-447-4556. Questions? Call 407-447-4555.

# Inflated grades, deflated standards

## ON THE MIC



MIKE RIEGEL  
STAFF WRITER

Give me an "A!" Give me a "B!" Just don't give me a "C!"

That is the chant that can be heard at universities across the nation, and UCF is certainly no exception. A recent study by *The Future* found that students are receiving better grades than they used to.

In the past 20 years at UCF, the number of A's has dramatically increased, while the number of C's has decreased. This proves, once and for all, that we really are smarter than our parents. We've been trying to convince them of that fact since we were 13, and now we have statistical validation.

Actually, the upsurge in GPA is probably due to grade inflation. This particular phenomenon occurs when someone is given a grade that they did not earn. The motivation for grade inflation is debatable, but one thing's for sure; I like it.

I like getting good grades. I like having a GPA that's been augmented more than Pamela Anderson. And I'm pretty sure that most of my peers would agree with me.

I can see it on the faces of my fellow students when the teacher passes a test back. Some poor kid looks down and that "C" is staring back at them; the next thing you know he or she is looking for the nearest window and entertaining thoughts of jumping out of it. If the class is on the first floor the humiliation doubles as the emotionally distraught student jumps out, but only manages to scrape a knee.

But a C doesn't mean "deficient," it simply means "average." Or at least it did once upon a time. Things have

changed and people have become very sensitive. Most students don't want the truth; they want the sanitized, politically correct version of what would be the truth if this were a Disney movie.

If someone shows up to English class and completes a majority of the course work, they're expecting to be praised for putting forth the necessary effort. This person may not be entirely literate, but they tried, didn't they? So go ahead and give them an A for that research paper titled "Why DVDs are Way Cooler than Video Tapes."

All right, maybe I'm only a fan of grade inflation when it works in my favor. Of course I like to get a good grade that I don't deserve, but I can't stand it when other people get good grades for turning in work that isn't as good as mine.

Really, though, grade inflation is a waste of time. It might be a short-term solution that will make students happy, but that doesn't help anyone in the long term. College is not about stroking the student's ego, it's about drinking and getting away from your parents.

It's also about being honest.

All through grade school we were all reminded of how we could do anything if we tried our hardest. That's a nice thought, but it's pretty far from the truth. College is natural selection. Those who have the skill move on to become doctors, lawyers, and scientists. Those who fail to meet the Darwinian challenge are left behind to become president of the United States.

What I'm trying to say is that when I go to the doctor I want to be relatively sure that the physician in question didn't earn a medical degree by being "pretty sure" of how to diagnose my ailment.

If that means a university-wide return to normal standards of grading, then so be it. But not until the grades are in for this semester - I've been promised a crisp \$5 bill for every A I get.



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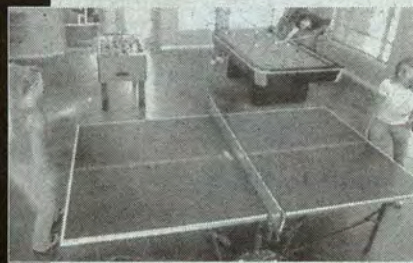
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Getting fans away from the tailgate party and into the Citrus Bowl to cheer the football Knights is a main focus of a marketing push that begins next month. CFF FILE

## Attendance concerns call for new measures

### New UCF committee taking on hefty task

ERIC KERNISH  
STAFF WRITER

In an effort to raise the attendance level this year at UCF home games, especially football, Gert Garman, director of sports marketing, has come forth with a plan that she hopes will accomplish that.

Garman has put together a committee, comprising 115 volunteers, to assist the UCF Marketing Department.

She came up with the idea after recently attending the National College Athletics Conference, where they had a session on voluntary sales forces. There, Garman decided to form a voluntary sales force of her own for UCF, only bigger.

The 115 volunteers will be split into different sub-committees. One will distribute items such as posters, schedule cards and season-ticket brochures for all UCF sports all over town. Another will distribute news releases throughout Orlando.

A third group, the Volunteer Sales Force, will consist of two teams, a black team and a gold team, mostly comprising UCF fans with statewide contacts. Their goal, designed like a contest, is to see which team sells the most tickets through the month of August. The committee also has alumni chapters in Tampa, Brevard County, and Atlanta that want to get involved.

The volunteer committee makes up the final subgroup. Members will travel with Clear Channel radio stations to live events to help gain exposure for UCF sports. "These 115 people are going to be great PR tools for the Athletics Department. The more people they can get fired up, the better off we're all going to be," Garman said.

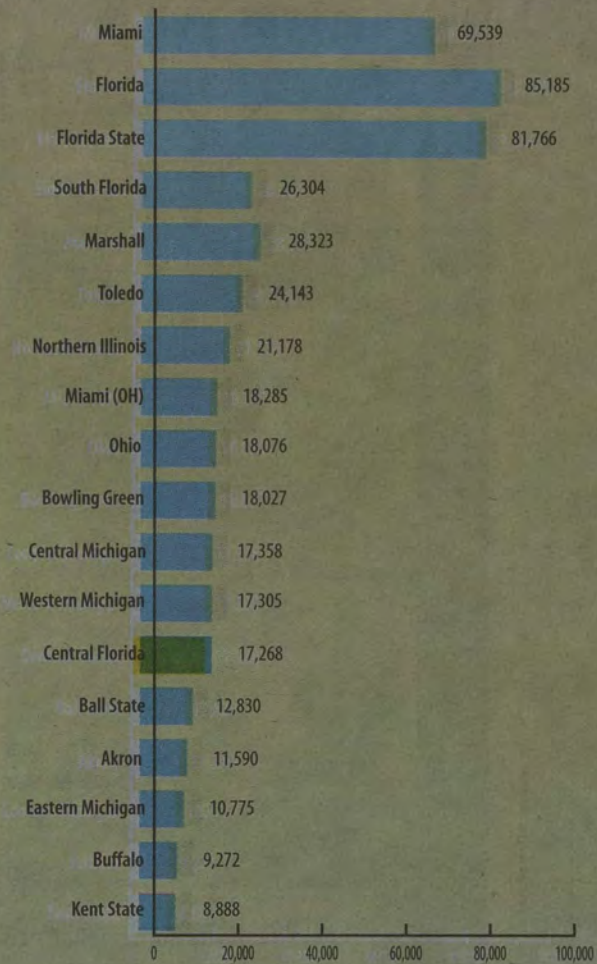
She emphasized that the committee's plan this fall is to accomplish five major goals: get students involved, increase season ticket sales, build tradition, enhance UCF's visibility, and change the perception of UCF within the Central Florida community.

"These are five things that we think we can make some headway on," Garman said.

One of Garman's main concerns is the student body's tailgating practices.

### Attendance levels For MAC teams in the 2002-2003 football season

UCF is one of many universities in the MAC with poor attendance rates, which UCF Marketing hopes to boost this season.



Source: Central Florida Future Research

ADAM SHIVER / CFF

## Measuring outside of the MAC

### Tough times ahead for UCF and out-of-conference foes

ASHLEY BURNS  
STAFF WRITER

UCF needs to be concerned with the significance of its games against its MAC rivals, even Buffalo and Kent State. However, the most excitement usually comes against the teams that aren't in the Knights' conference.

It is only a matter of time before UCF wins the next big Alabama-like game. Last season saw the Knights lose a few big heartbreakers against national power Penn State and new conference rival Marshall.

Whether it be the field goal differences against Auburn behind Daunte's arm, or a near-win against Georgia behind Vic Penn, the out of conference games sometimes hold just as much importance as the games that take UCF to a conference championship.

### Florida Atlantic University Owls

One of the biggest goals that UCF football has tried to achieve over the years is to get away from games against division 1-AA teams. 2003 will fortunately be the last year that UCF has to face off against a team like the Owls of FAU.

While the Owls are relatively new to NCAA football, they have created a program in a flooded football market. First of all, they play in South Florida, an area that is obviously marked as Miami Hurricane territory. Outside of Boca Raton, the school's presence isn't even felt as the rest of the state is dominated by Florida State and UF fans. Outside of that, there is the growing presence of UCF and USF fans.

It is good, though, that the Knights' last game against a division 1-AA team comes against a Florida school.

The Owls will provide a great display of UCF's offense. FAU gave up just over 30 points per game last season against teams like UConn and Nicholls State. This September 13 affair will be quite entertaining as the first half will undoubtedly display Ryan Schneider's passing attack. FAU will be a good team for Schneider and his receivers and tight ends to pad their numbers.

The second half will allow Alex Haynes to literally run FAU into the ground. It is more than likely that backups Keith Williams and Dontavius Wilcox will see a share of the time in this game as well.

No matter the amount of points UCF puts on the board, it will be an entertaining day for UCF. The most enticing aspect of this game is that it offers the entire team the opportunity of an extra day of practice in case they need to work out any chemistry issues.

### Syracuse Orangemen

This is the must win game of the season for the Knights. After last year's knee-buckling second quarter comeback against UCF, the Orangemen can own the Knights with a third straight win this year.

The Orangemen are coming off a miserable 2002 campaign in which they finished 4-8. Syracuse might possibly have been the most inconsistent team in NCAA football last season, as they upset Virginia Tech in a three-overtime offensive brawl. However, this is the same Syracuse team that lost to Temple four weeks prior.

# UCF finished 9th in the MAC in average attendance last season

FROM PAGE 12

"We don't want to discourage people from tailgating at their cars," Garman said. "What we don't want anymore are the burning of the couches, and the U-Haul trucks coming in, and that kind of stuff. We want people to come down there and tailgate. Bring your grill. Bring your cooler. Have a great time. Bring your 10-by-10 tent. That's cool. But when the cannon goes off, come on into the stadium, because we need the cheering. The Golden Knights need everybody in there cheering."

Garman also understands that the problem with previous tailgate parties is not with UCF students.

"I think some of the problems that go on in the parking lots are just from people who have no intention of coming into the game," Garman said.

Some tailgaters, Garman said, aren't even sports fans, but she sees this as a positive.

"If we make it an event where you can come in, you can have a great time, even if you're not a sports fan, make it a social occasion," Garman said.

Out of all the goals, however, the most important one that lies ahead for the committee is changing the perception of UCF within the community.

"A lot of people in Orlando still think of UCF as this little commuter school. Well, it's not," Garman explained. "People who haven't been out here for 10 years have no idea what our campus looks like."

"People in our own backyard don't realize how big we are. How great we are. But people all over the country are noticing. So, that's kind of skewed, and we really need to change that."

Garman plans to achieve each goal by fall, and carry that success into spring. "We want to increase season tickets for baseball as well," she said.

Last year UCF ranked ninth in the Mid-American Conference in average attendance at home games, with 17,268 people. Marshall led the conference with an average of 27,789, while Kent State finished last with 10,086. During the years 1998-2001, UCF averaged 22,911 in attendance per home game. In 2002, UCF's attendance fell by 5,500 people per home game.

"The committee's goals, which will reflect my goals, are to sell 5 percent more season tickets this year, and then to get attendance up at each of our games, and that includes all 17 sports, by 10 percent," Garman said. "I think we can do that easily."

Part of last year's attendance woes came from just two games last year. The games on Parents' Weekend (vs. Kent State) and Thanksgiving weekend (vs. Ohio) had weather forecasts calling for rain. On the eve of the game versus Kent State, no rain actually fell. With all the parents in town that

weekend, that game was predicted to have a huge turnout.

"We got killed in attendance and actually it ended being like one of the most beautiful nights of the whole year," Garman said.

That blown forecast turned into a measly crowd of 7,354 that game. On Thanksgiving weekend, many students left town to be home with their families, and Garman said she understands that. This year, she hopes that UCF will be playing for the MAC championship around Thanksgiving, and that it will come down to that last game.

"We're hoping that students will want to come back, and they'll want to support," Garman said.

So what are some of the committees' plans for getting the students and fans back into the seats? For starters, Garman has created a contest exclusively for UCF students as a reward for attending games more often.

"We're asking students to come to 15 home games," Garman said. Students' attendance will be recorded through special cards that allow the system to keep a total of their game attendance.

"We started the card-swipers last year, so we'll know when they're coming to the games, and we're going to have the card swipers, not just at football now, we'll have them at men's soccer, women's soccer, volleyball, men's basketball and women's basketball."

"You come to 15 home sporting events, your name is going to be put into a drawing," Garman said. "We are going to send one UCF student and a friend of theirs to the Billboard Music Awards in Las Vegas for three days, all expense-paid trip."

The contest will run through the end of the men's basketball season. In addition, the student government will again be giving away scholarships at athletic events this year. Other contests will be held both for the fans and the students.

Also to be repeated this year will be Freshmen Frenzy, where 700 freshmen will get sent by bus to the first home game.

"We'll also be offering two free tickets to the first home game for any active or retired military, police, E.M.T. and fire personnel," Garman said. "We want to honor them."

Garman is even trying to schedule an F-18 to fly over the stadium to honor these personnel.

Garman developed an organized tailgate party to help control and enhance fans' experiences at games. Called Fan Faire, the party starts about three hours before kickoff, and will run through half-time.

"This is supposed to be fun. It's an alternative to hanging out in the parking lots," Garman said.

Live music will accompany each Fan Faire event. Garman has planned for five bands to perform throughout the season.

In addition, she said, "We're going to have a Jumbotron showing games from around the country

**"We don't want to discourage people from tailgating at their cars. What we don't want anymore are the burning of the couches, and the U-Haul trucks coming in, and that kind of stuff."**

— GERT GARMAN  
Director of Sports Marketing

before our games start, and then it will show our game."

There also will be a UCF Student Section intended to provide the students with significant discounts for inside the stadium, making food and drinks — including beer — less expensive.

"We'll make it much less expensive for them out there because we really want them there at the tailgate," Garman said.

Fan Faire will also have several corporate sponsors, including Coca-Cola and T.G. Lee, who will be giving away samples and assorted gifts. A children's section will be overseen by the Alumni Association.

To enter Fan Faire, all guests need is their student I.D. or a ticket. Wristbands will be given out to everyone who enters the tailgate party, making it easier to come and go. Because there will be merchandise sold on Tinker Field, the wristbands allow every student and fan to take purchases back to their cars, as well as meet people in the parking lot.

"So you'll be able to come and go up until an hour before game-time because that is when the stadium opens, and you're either in or you're out, because of Sept. 11 security procedures," explained Garman.

Garman and the committee also thought up the idea of Knight March. Two hours before game-time, the team buses will drop off the players on the far side of Tinker Field. There will be a parade led by the cheerleaders and the pep band, which will go through the crowd, leading the team into their locker room. The objective of this march is to have the fans interact with the team and "get them jacked up before they go into the locker room," Garman said.

The question remains how these new ideas will be received by students and others.

"I think they'll be curious because we are going to advertise it everywhere," Garman explained. "It's just a matter of going and experiencing it for the first time."

Garman realizes that change is

always scary for people. Nonetheless, she feels optimistic that the committees' ideas will be widely accepted, understanding it's all how they're presented.

"Ideas can be the greatest ideas, but if they're not presented well, or they're forced upon people, then that's not good," Garman said. "Again, this is an invitation for people to come and have a good time."

This year, the new sports marketing slogan will be "UCF Athletics... RIGHT HERE. RIGHT NOW," a reference to the Van Halen song "Right Now."

"We wanted to have a musical flare to it, for the students to reflect the Billboard Music Awards," Garman said.

Besides having a slogan that can be played during home games, it has a message. "We just think it fits this year perfectly because we want people to buy their season tickets, right here, right now," Garman said. "We want people to come into the games, right here, right now. We want the community to support their home team, right here, right now."

With conferences — and not just the Mid-American Conference — keeping a close eye on UCF and its potential, Garman said that now is the time to make something happen.

"We need to get the attendance up. We need to get the support from the community," she said. "We want people to support us. Come buy season tickets. Your loyalties may lie elsewhere, but if you live in Orlando, it's time to support the home team."

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## Central Florida Future

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# ESPN will televise UCF season opener

FROM PAGE 12

Syracuse is a run-heavy team with the potential of breaking away with a bigger passing attack this season. Quarterback RJ Anderson has proven to be very accurate, however he lacks any real targets. Receivers Johnnie Morant and Jared Jones will match up nicely against UCF's defensive backs Rovel Hamilton and Omar Laurence.

The challenge, as always, for UCF comes against the run. Tailback Walter Reyes is a menace to the defense if he can find a hole. His 1,135 yards last season don't sound like much, but the junior averaged 6.2 yards per carry and had 17 touchdowns. Last season Reyes rushed for 130 yards against the Knights. He scored three times in the affair, including a 38 yard run and the two late touchdowns that gave Syracuse the game.

The win lies in Schneider's ability to carry his offense and motivate his receivers. Schneider set a school record last year against the Orangemen, passing for 440 yards in the game. If he repeats that performance against a team that gave up 33.9 points per game last year and gets a full game out of his defense, then UCF will finally take one from Syracuse.

## Virginia Tech Hokies

The toughest challenge in 2002 for the Knights was opening the season against three consistently tough teams on the road.

While the challenge is reduced this season, the Knights must face just one incredibly tough opponent on the road to open 2003 on national television. Adding to that pressure, the Knights must stop three potential Va. Tech Heisman candidates.

Hokie running back Kevin Jones could possibly be the best running back in the country this season. He has the potential to run for close to 2,000 yards and have a season that would make people forget Larry Johnson's 2002 campaign. With Lee Suggs out of the picture, Jones will be the centerpiece of the Hokies' experienced offense. The Knights will have a hard time keeping up for 60 minutes against this run attack.

Virginia Tech's passing attack could be a bigger part of the offensive scheme than it was last year. Despite leading an offense that showcased a two-pronged running attack, quarterback Bryan Randall still managed to put up impressive numbers. This year Randall and wide receiver Ernest Wilford will be a tough pair to stop. Wilford will more than

likely receive double attention from the Knights' defense leaving the speedy DeAngelo Hall to burn UCF's secondary.

This is a tough way to start the season off for UCF, however, the Knights can win. If every player, especially Schneider, plays to his full potential for 60 minutes, then Virginia Tech can easily be beaten. The offensive line has to give Schneider time to throw and he has to make the right decisions.

If Schneider does his job and leads this team from the start, then the rest of the pieces will fall into place.

## West Virginia Mountaineers

The Mountaineers were 6-6 in 2002 with a very tough Big East schedule last season. While a .500 record isn't exactly impressive, West Virginia did pull off two stunning upsets against Virginia Tech and Pittsburgh, both on the road. While those wins are incredibly significant for any program, the celebration is over.

West Virginia football is heavily lacking in depth this year. UCF's defensive line will need to take full advantage of the Mountaineers' weak offensive line. If Paul Carrington and company can stop the strong run game, then West Virginia quarterback Rasheed Marshall will be forced to throw more.

Marshall and running back Quincy Wilson will try to wear the UCF defense out early with a strong ground attack. Marshall threw for less than 1,700 yards last season, and didn't have a single receiver crack the 500-yard mark. If the defense can stop the running game, then Atari Bigby can lead the secondary to a successful day.

In order to stop the running game, though, Schneider is going to need to keep the offense on the field long enough to rest the defensive line.

The Mountaineer defensive line is brand new. UCF's offensive line needs to take advantage of the lack of experience on the opposing side. Schneider will need to look to more than two receivers in this game as Mountaineer defensive backs Adam Jones and Brian King are among the fastest that the Knights will face all season.

Perhaps the key to this game, as many of the other games this season, lies in Alex Haynes' maturity in the running game. If he can play healthy all season, and time himself well behind his blockers, then UCF might have its best offensive balance ever. The balance and chemistry is what will beat a team like West Virginia.

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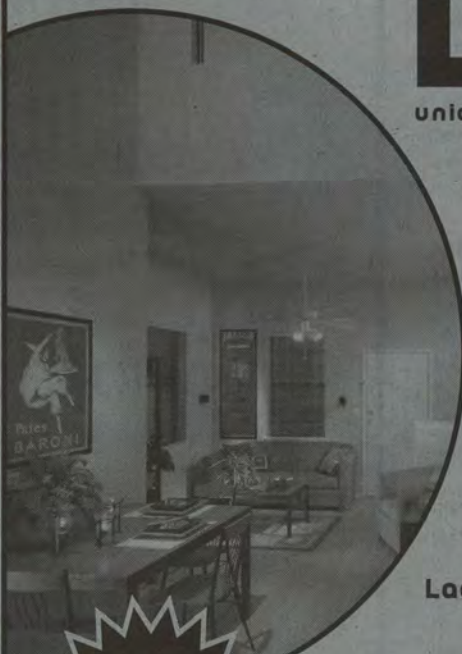
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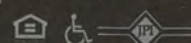
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## 8 Days a week

Highlights of the cultural calendar

LINNEA BROWN  
STAFF WRITER

### Wednesday, July 16

**African and Native American Exhibit**  
The Orlando Public Library hosts an exhibit by artist Don Howard, whose mixed media masks depict the many ways that African Americans and Native Americans have shaped America. The exhibit is free and open weekdays from 9 a.m. to 9 p.m., weekends until 6 p.m., at 101 E. Central Blvd.; 407-835-7323.

### Thursday, July 17

**Mud Wrestling at CJs**  
Join host Buckethead from Real Rock 101.1 at Calico Jack's Bar and Grill in Casselberry every Thursday for female mud wrestling and drink specials. For those stuck in the back row, the show is broadcast on big screen TVs throughout the restaurant. Show starts at 10 p.m. at 1259 E. State Road 436, Casselberry; 407-671-2066.

### Friday, July 18

**11th Annual Celebrity Mascot Games**  
The Edmunds Sports Center in Deland, 421 N. Woodland Blvd., hosts the 11th Annual Celebrity Mascot Games, a fun afternoon event featuring more than 30 of America's most talented mascots from professional and collegiate teams. Starting at 1 p.m., cheer as your favorite mascot competes in games such as wacky wheelbarrow, jumbo basketball, dizzy bat and tricycle races. Admission is \$7; proceeds benefit New Hope for Kids. 407-648-4900, ext. 13.



### Saturday, July 19

**Reel Big Fish at Hard Rock Live**  
Ska-punk favorites Reel Big Fish bring their tour to Hard Rock Live. The concert also features Zebrahead, Gog and The Matches. Doors open at 7 p.m., show starts at 8 p.m.; \$16.50 in advance, \$20 day of show; 407-839-3900.

### Sunday, July 20

**Jackal and Hyde at HOB**  
Jackal and Hyde guest host the House of Blues' popular Sunday S.I.N. Service Industry Night usually hosted by local DJ Jimmy Joslin. Doors open at 10:27 p.m.; Downtown Disney WestSide; 21 and up; free for service industry workers, \$10 for all others; 407-934-2583.

### Monday, July 21

**Career Workshop at UCF**  
The Career Resource Center presents a workshop that could make or break your career: a "Résumé and Cover Letter Workshop" at 10:30 a.m. Come learn how to shine in the professional world at this free workshop in the Student Resource Center, Room 185; 407-823-2361.

### Tuesday, July 22

**Hugo at Kashmir/Singapours**  
Kashmir at Singapours hosts an acoustic show with beloved local band Hugo for "Stripped Down," a weekly unplugged music event. Doors open at 9 p.m. at 25 Wall St.; 21 and up; \$5; 407-849-9904.

### Wednesday, July 23

**Bartender Competition**  
Adobe Gila's, 9101 International Drive, hosts the final round of a bartending competition in which the winners from recent weekly competitions compete for \$2,000. DJ Chilly Willy hosts the event. Winners will be judged on technical accuracy, improvisational skills and bartending style. This event begins at 9 p.m.; 407-903-1477.

# 'Free' of charge

## How to avoid the trap of credit-card debt

MIKE RIEGEL  
STAFF WRITER

**I**nterest-free. Low introductory APR. No finance charge on balance transfers. No application fee. No processing fee. No annual fee. One consolidated payment. Low monthly payments. Use it anywhere. Use it anytime. Use it enough, and get a special gift.

The special gift is credit card debt, to be more precise, though banks often neglect to mention this particular feature as they market their offers to millions.

And why should they call attention to the undesirable side effect of credit card ownership?

Because, as many college students across the nation and at UCF can attest, downplaying the cost of credit card debt has left a mountain of debt on young shoulders.

Junior Ben Maguire, 21, created an analogy for his experience with credit cards.

"Let's say I loan a pencil to someone during a class, and he keeps it over the weekend. Then on Monday I don't just ask for my pencil back, I ask for two pencils. I take advantage of the situation, and I've got an extra pencil."

At banks nationwide, a similar situation occurs with money. Thousands of students swipe their cards without thinking while banks watch the interest accumulate on purchases that can't be paid back quickly.

It's as easy as one, two or \$3,000 worth of debt.

Seventy-eight percent of all college students have a credit card, according to Nellie Mae, a leading student loan agency.

On average each student carries a balance of roughly \$2,800. One out of 10 students lug around more than \$7,800 worth of credit card debt.

With interest rates on these cards normally exceeding 12 percent, some students find that once the bank takes hold, it's difficult to get free.

"As a student, I've got a lot of expenses, and not a lot of free time to work," said Andrea Cofer, a 23-year-old senior. "There are times that I've had to use my [credit] card when I didn't want to. I knew that I didn't have the money at that moment, and probably wouldn't have it for a while, but it's not like I can go to class without books."

With a raise in UCF's tuition levels taking place this fall, the cost of college is increasing for everyone. After combining this cost with normal

living expenses, students could be tempted to add to existing debt or get new credit cards.

There are, however, some alternatives to diving head first into the shallow end of the credit pool. Debt might be a foregone conclusion in college, but it doesn't have to result in emotional despair and abject poverty.

The Internet offers free information to help people manage their credit cards.

Cofer, a New York native, often refers to [www.hesc.org](http://www.hesc.org), a Web site for the New York State agency that provides assistance for those who are struggling to pay for college.

"I've learned a lot about credit cards from the links, and it's helped me manage a little better," Cofer said. "I wish I'd looked at something like

PLEASE SEE **One** ON 16



CHRISTOPHER ARNOLD / CFF

## Students take road trip in cooking-oil-fueled 'Veggie Wagon'

FRANK WITSIL  
KNIGHT RIDDER NEWSPAPERS

This summer, David Brown and Rachel David, 21-year-old art students at Oberlin College in Ohio, plan to take the familiar journey seeking pre-graduation enlightenment on the road.

While Jack Kerouac raced cross-country in a Hudson Hornet, Brown and David will peel out in their Veggie Wagon — a 2003 Volkswagen Jetta fueled by vegetable oil.

The friends test-drove their modified silver station wagon for the first time in May, whooping as they took their short ride down the streets of Brown's neighborhood.

"Everyone we talked to about this thought it was either so cool or it wasn't going to work," David said, excited that their car didn't conk out during the trial.

"The ride was so smooth," David said.

The classmates got the veggie-car bug last year from a man they met while attending the Rainbow Gathering, a counterculture event in Michigan's Upper Peninsula. They decided to do the same thing to make a political and social

statement about the environment.

"It was so cool," said David, who has a pierced nose and several tattoos, but no auto engineering training.

But vegetable oil-powered cars interest others, too. The U.S. Army, auto manufacturers and even the Fowlerville school district in Livingston County, Mich., are taking a look at them.

To the establishment, veggie power is biodiesel.

Vegetable oil will not work in conventional gasoline engines. But it will burn in diesel engines.

The concept of using vegetable oil as fuel in diesel engines is nothing new, according to Joshua Tickell, the author of "From the Fryer to the Fuel Tank: The Complete Guide to Using Vegetable Oil as an Alternative Fuel."

In fact, Tickell said, when Rudolf Diesel developed the diesel engine 1895, he expected it to operate on a variety of fuels, including vegetable oil. In 1900, Diesel ran his engine at the World Exhibition on peanut oil.

The modifications are so simple that the two college students could figure out how to do it by

visiting Web sites and talking to clerks at auto parts stores.

Tickell estimates there are fewer than 10,000 cars in the United States that run on vegetable oil. He said the idea seems to be catching on as more people become environmentally conscious.

"It's hip to be environmental," he said.

Tickell, who lives in Covington, La., spent two years in the late 1990s driving a vegetable-oil-powered Winnabago, the so-called Veggie Van, to every state to promote the use of the alternative fuel.

He buys his oil by the 55-gallon drum for \$2.48 a gallon.

Some enterprising environmentalists are advertising kits — which include valves, switches, fuses, fuel lines and filters — that can be used to modify cars to run on vegetable oil for about \$500.

In Fowlerville, Mich., where the school system got a federal grant to test a 20 percent biodiesel blend in 36 buses for a year, school officials are hoping that the fuel will be more efficient and

PLEASE SEE **Modifications** ON 16



## One out of 10 students owe \$7,800 in credit-card debt

FROM PAGE 15

that before getting a credit card, or at least before I got four of them."

Those Internet links include advice such as: "Top Ten Ways to Manage Your Credit Card on Campus and Beyond."

1. Before you apply for a credit card, determine what you can realistically afford to pay each month.

2. Plan to pay off your bill completely each month.

3. Before you choose a credit card, shop around carefully.

4. Compare interest rates, stated as the APR or annual percentage rate of interest. Be wary of low "teaser" rates that only apply for a few months as an introductory offer, then much higher rates kick in.

5. Avoid cards with high penalty rates, rates of 20 percent or even 30 percent if the cardholder misses or makes a late payment.

6. Look for hidden fees such as late-payment charges or over-the-limit fees.

“

I knew that I didn't have the money at that moment, and probably wouldn't have it for a while, but it's not like I can go to class without books.”

—ANDREA COFER  
Senior

”

7. Avoid the revolving-debt trap. Make more than the minimum payment each month. For example: if you make only minimum payments and you run up a \$1,000 balance on a card with a 13 percent APR, even if you never use that card again and continue to make only minimum monthly payments, you would still owe over \$500 three and one-half years later. Paying off the debt would take over six years! It could be much worse still if you are late on some payments and the card issuer raises your rate to 21 percent APR or higher!

8. Don't be seduced into obtaining several credit cards.

9. Don't play the credit card shuffle, using advances on one card to pay down another.

10. If you already have student loans to pay off, be extremely careful in selecting and managing your credit card account.

The goal of complete freedom might not be attainable for students like Cofer and Maguire, at least not at the moment. A more realistic goal might be having a debt level that is "safe." Most lending institutions describe "safe" debt levels as 20 percent of the after-tax income.

"One day I'll send them all the pencils I owe," Maguire said. "Then I'll stick to borrowing money from my friends and family."

## Modifications to run Jetta on vegetable oil cost \$250

FROM PAGE 15

lower maintenance costs.

It also is better for the environment and the fumes don't smell as bad, said assistant superintendent Linwood Hibbard.

The fuel costs 15 cents to 20 cents more per gallon than diesel, Hibbard said. But, if total operating costs are lower, the school system might continue to use the alternative fuel, he said.

"The economics is always an issue," Hibbard said.

General Motors Corp., the world's largest automaker, is looking at how it can use renewable fuels, said Gary Herwick, the company's director of alternative fuels.

But, he said, he does not recommend drivers use vegetable oil.

"That's a little scary," he said.

Still, Brown and David said they are not afraid to try. The seniors, studying "art stuff," plan to drive from Detroit to Columbia, Md., where David's parents live, and then to California.

The trip is the payoff for months of research and mastering basic mechanics. They even took



ROMAN BLANQUART / DETROIT FREE PRESS

David Brown and Rachel David have equipped Brown's 2003 Volkswagen Jetta Diesel Station Wagon to run on vegetable oil.

welding classes.

The pair said the modifications took about a month and cost about \$250.

They welded a 22-gallon steel





tank for the vegetable oil and installed it in the back of the Jetta. They added valves and filters to purify the oil. The job required some rewired electronics.

To drive, they start the car with diesel fuel and switch to vegetable oil once it has been heated enough to be burned. And they are on the road.



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**April Costello**  
"I have heard about Boardwalk is to school."



**Alex Iwoskanycz**  
"I recently moved for a second year. I like the fact that everyone there are friends and I started here for the beautiful pool area and volleyball court."



**Felix Perez Jr.**  
"The residence guys, John and Jason, are a great job and have great character. The office personnel do a great job too and respect the students."



**Jason Pearl**  
"I've had here a year and a half and it's cool. People are nice. I've met everyone in my building and they are friendly with me. We're all friends and hang out now and then."



**Dana Freeman**  
"I shopped around at all the apartments, and found that this was the nicest place with the biggest bedrooms, and it's close to UCF!"

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# Ask a doc



**Patti Stuart, ARNP**  
UCF Student Health Services

*Is it safe to use a tanning bed?*

A tan is a warning your skin has been exposed to too much sun. If your skin has even a light tan, you have already been exposed to enough ultraviolet radiation, or UV, to cause damage to your skin.

UV, from natural or artificial sources, causes your skin cells to react and produce a dark pigment called melanin. Melanin is a form of natural defense against UV; it acts as a sort of sunscreen by absorbing further radiation.

Tans will also speed up your skin's aging process. Wrinkles, blotchiness and sagging of the skin are all results of sun exposure. Tan regularly and you will definitely experience premature aging, looking up to years older than you really are.

Some people use tanning beds to tan or darken their skin. Solariums are enclosed sun beds that have light tubes that emit radiation from above and below. There are also similar devices like sun lamps that you stand in front of or angle over your skin.

Tanning beds tan the skin by radiating it with both UVA and UVB radiation. Ultraviolet radiation from a tanning bed is more intense than natural sunlight; 20 minutes in a solarium can be equivalent to approximately four hours in the sun.

Contrary to common myth, solariums do not offer safe tans. Some operators of tanning beds claim these tans are safe as you only receive regulated doses. Yet any dose of UV will increase your risk of skin damage such as wrinkling, blotchiness, freckles and pigmentation. Exposure to UV will also increase your risk of skin cancer.

Studies have shown inconsistent amounts of UV rays to be present in tanning beds. They also found a broad range of UV doses and many times they were excessively high. Often the dose of UV light is not checked properly by the operators of such facilities.

Fair-skinned people or those who do not tan can suffer severe burns, broken blood vessels and stinging if they use tanning beds. Tanning bed use can also exacerbate existing skin conditions or cause rashes. If you do not wear goggles while in the machine, you will damage your eyes severely.

If you do choose to use these, think carefully about all the risks. Operators of these facilities should provide you with correct information about the risks and require you to sign a consent form before you proceed.

Finally if you find a lesion or mole you are concerned about, please call and make an appointment to see us at the Student Health Center, 409-823-2701.

E-mail your questions to:  
[Askadoc@mail.ucf.edu](mailto:Askadoc@mail.ucf.edu)



KATIE FLATH / CFF

Tanning beds like this one, also known as a solarium, can expose tanners to four hours worth of normal solar radiation in just 20 minutes. This can cause burns, broken blood vessels, rashes and long term skin damage according to Patti Stuart of UCF Student Health Services.

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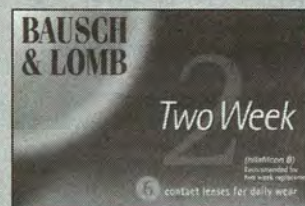
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more. \$425/mnth. incl. all util. Call  
Alissa at 407-381-3294.

Female looking for Female Roommate  
in 2/2, Pine Harbour Apartments off of  
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407-925-2307.

**Male UCF graduate looking  
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3 M/F wanted for HUGE 6BR/4Bth  
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house in Regency Park. 5 min. to  
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\$490/mo. Nikki 954-755-1129 or  
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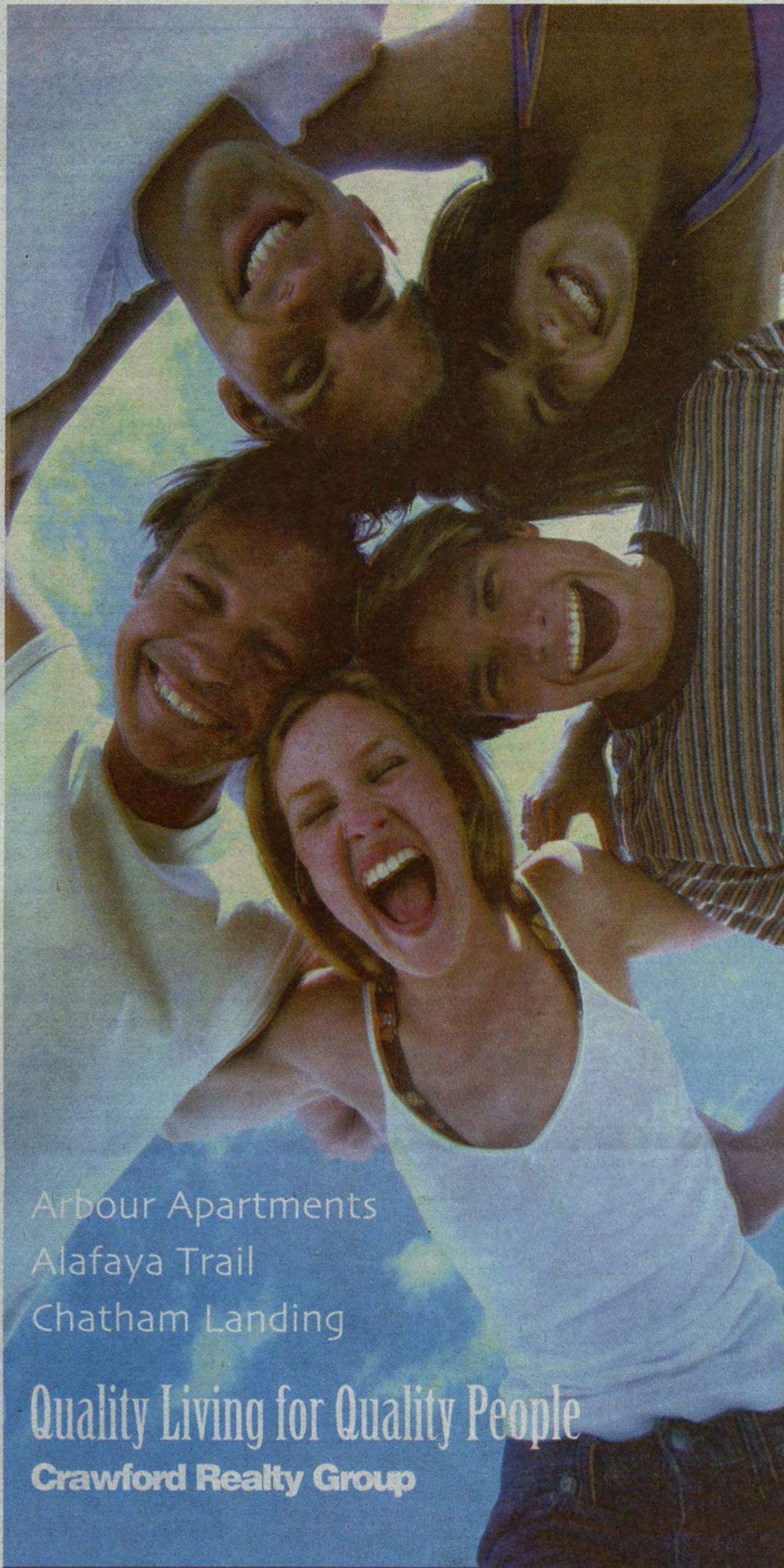
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Alafaya Trail  
Chatham Landing

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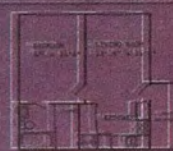
### Arbour Apartments

11600 Mackay Blvd. 407.282.7333  
email us at arbour@cflr.com



1 Bedroom/1 Bath  
650 sq ft

Washer/Dryer  
available



2 Bedroom/1 Bath  
850 sq ft

Washer/Dryer  
Available

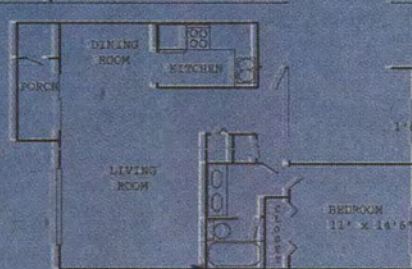


### Alafaya Trail

2501 N. Alafaya Trail 407.275.8950  
email us at alafayaapts@cflr.com



2 Bedroom/1 Bath  
850 sq ft

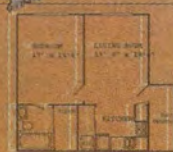


### Chatham Landing

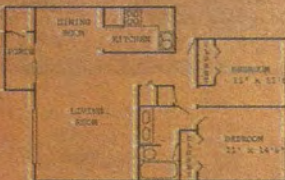
2550 Alafaya Trail 407.380.5519  
email us at chatham@cflr.com



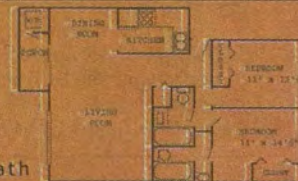
1 Bedroom/1 Bath  
620 sq ft



2 Bedroom/1 Bath  
850 sq ft



2 Bedroom/2 Bath  
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