Can UCF keep its football coach as the cost keeps climbing?

Chris Bernhardt
SPORTS WRITER

The fan had had enough of the all-too-common close losses to high-name opponents. He had had enough of the blown halftime leads. And here again, on Nov. 2 at the Citrus Bowl, UCF's football team had a struggling powerhouse pinned to the ground and failed to keep it on the mat. As the Golden Knights walked solemnly into the tunnel leading to their locker room, moments after blowing a 21-3 lead in a 38-35 loss to Syracuse, the fan leaned over the railing and began demanding that the players ask Coach Mike Kruczek to quit.

At that moment all he got were some dirty looks and a brief but heated shouting match with quarterback Ryan Schneider. But a month and a half later, that fan's wish nearly came to fruition.

During most of December, Kruczek had the universities of Kentucky and Louisville hoping that Santa would deliver him for Christmas. In the end, though, Louisville gave its head coaching job to Auburn offensive coordinator Bob Petrino, and Kruczek withdrew from the running for a similar post at Kentucky.

"I believe it was very close," UCF athletic director Steve Orsini said about almost losing his coach. "And yet I'm very happy with the end result, that Coach Kruczek felt based on that situation that it would be better to stay here. We were relieved to hear that."

PLEASE SEE Kentucky on 6

PeopleSoft
a problem at other campuses

MIKE RIEGEL
STAFF WRITER

The PeopleSoft software that caused last semester's financial aid fiasco was not isolated to UCF. Universities in California, Texas and Wisconsin are all currently experiencing, or have already endured, difficulties stemming from the introduction of the software.

When the UCF financial aid department launched the software last semester, severe delays in processing financial aid occurred. Some students waited almost the entire semester to receive money for living expenses, tuition and books. Delays resulted from software errors and the staff learning to navigate the new system.

Other universities, including California State University can sympathize with UCF's PeopleSoft troubles.

CSU, which has 20 campuses and 300,000 students, is currently in the middle of a massive software upgrade that includes switching over to PeopleSoft systems. In theory, the new software should bring each campus under a common system and offer students a more comprehensive and accessible list of services.

This undertaking comes with a hefty $90 million price tag, a cost that has some wondering if the money could be allocated in a more effective manner, said Carolina Quijano, a reporter for The Green Hornet, the student newspaper at the CSU-Sacramento campus.

"There are teachers that feel the money being spent [on PeopleSoft] should be used to offer more classes and would have to lay off staff members," Quijano said. Many sections have already been canceled as a result.

No girls allowed?

Dora Peters
STAFF WRITER

Sophomore Michele Jensen is in a man's world — at least she is every time she walks into her Introduction to Computer Engineering class at UCF.

In the class of 500 students, she is a minority surrounded by mostly male classmates. But that doesn't discourage Jensen, 18, even though computer science and engineering programs still remain widely unpopular among women.

"I do not see myself as less than a guy," she said. "I can do everything they can as long as I work hard."

She says the learning environment teaches her an extra lesson about the male gender while earning a degree — something she calls an advantage.

But very few women remain as determined and confident as Jensen — and many who try to enter male-dominated technology fields end up feeling overwhelmed and out of place. She soon opted to switch to a marketing major instead.

PLEASE SEE Inside on 3

INSIDE

Hunting for four in a row

The UCF track team enters this season having won a fourth Atlantic Sun Championship.

Regulated racing not a drag

Barging into races at the last minute.

Ivan's Black Friday

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Central Florida
THE STUDENT NEWSPAPER SERVING UCF SINCE 1968

Thursday January 30, 2003

WILL SIGN LANGUAGE QUALITY AS A FOREIGN LANGUAGE

STAFF WRITER

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UCF FACT

UCF baseball games taken with a phone game on Feb. 12.

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Disabled students call for transportation improvements

DOUG COUSMINER
STAFF WRITER

It's difficult for senior Deborah Clendenin to get to her classes on time, even though she lives only 19 minutes from campus. The 24-year-old student can't drive to school, nor can she use regular public transportation, because she is seriously impaired. So Clendenin must rely on Lynx, the university's paratransit system for disabled people to get to class and around campus.

But often Clendenin doesn't make it to class on time, or at all, because the transportation service often arrives late or doesn't show up at all. She is one of many disabled students at UCF frustrated with Access Lynx, a ride-share program, because they say delays, miscommunication, and funding problems make commuting a complete nightmare for them.

Senior Betty Criding, 23, who has cerebral palsy, has also experienced time-consuming delays. On a recent afternoon, a trip downtown to a 2 p.m. appointment took her half a day to complete.

"A driver came to pick me up at 1 p.m.," said Criding. "I had to wait an extra hour for a van to pick her up from her appointment that was scheduled to take her home at 4 p.m."

"A driver came to pick up another woman by then, so when I asked him to find out when my ride would arrive, the dispatcher asked him to take me home also," Criding said. "Since the other woman had to be dropped off first, by the time I got home, it was 8:30 p.m. All this for an hour-long appointment at 2 p.m."

Niki Freyman, manager of media relations for Lynx, admits such delays often occur. Since Access Lynx serves Orange, Osceola and Seminole counties, the large scope of the program can contribute to the delays, she said.

Access Lynx is a ride-share program, which means that two or more riders will usually travel in the same van at the same time. If each rider has a different destination, which can be anywhere throughout the three counties, it makes delays inevitable, Freyman said.

She said Lynx would like to make the program more efficient and is continually working to do so.

"At last, we have dispatchers who schedule 2,700 trips per day," Freyman said. "We are implementing a computer software scheduling service that should be in use by April or May."

"That way, riders whose destinations are close to each other will automatically be scheduled to ride in the same van, which should cut down on delays, she said.

But Crosby says it is just as difficult to make phone reservations to arrange for transportation as it is to get transportation to arrive on time.

"It's hard enough to talk to anyone there," Crosby said. "They never pick up the phone. There have been times I've been on hold for an hour."

Additionally, riders must schedule their trips 24 hours in advance, she said. "There's no room for spontaneous outings with friends, because you have to make reservations in advance for a specific block of time."

Freyman said that, too, is something that is unavoidable because Access Lynx has such a small staff handling such a high volume of calls.

"We have a call center of 40 people," Freyman said. "When you are scheduling almost 3,000 trips per day, there is bound to be a hold time. We try to get to people as quickly as possible."

To improve phone service and speed up wait times, all operators are currently being cross-trained so that a person who called Access Lynx would have to be transferred to different operators for different services, which would cut down on the length of a call a caller would spend on hold.

Crosby said that, however, the biggest problem is calling a call center with any question, so callers will no longer have to be transferred from one line to another.

But Crosby says operators also make her uncomfortable when they ask her for her personal information.

"I don't like having to give the operators the reason for my doctor visits," she said. "I don't see why they need to know -- would I be going to the doctor for no reason? It's an invasion of privacy."

Freyman said operators need to know the reason for trips because they grant priority to medical and work-related trips.

"If somebody's on dialysis, it's more important that they get there on time than if they are just going to the grocery store," she said.

There are few transportation alternatives for disabled students such as Crosby and Clendenin, they say they don't want to rely on friends and can't rely on public transportation as a viable solution.
Expanding women's technological horizons

FROM PAGE 1

"At least I was brave enough to try," she said.

Professors at UCF and educators around the nation are concerned that the only thing keeping women out of the technological world these days is a lack of bravery. While females have showed the skills and an interest in computers, women still only make up less than 20 percent of students within technology majors. The computer science program at UCF has more than 4,000 students, yet only 700 are females.

Richard A. Baldwin, regional director of Gestalt LLC, a software company located in UCF's Research Park, says he receives 10 to 15 male resumes for every one female resume.

He says the minority of females in technology fields is a result of many things — but certainly not because women are less capable in computer and engineering fields.

"I know of three women with degrees in computer science that are no longer working in the field because they discovered that they did not like it," he said.

"I've been working with computer software for 17 years, from a data-entry clerk through technical lead and now the management," he said. "I've worked with a lot of good women in this career field over the years on numerous projects. Sex does not matter."

David A. Workman, an associate professor of computer science, believes that women are less likely to join technology fields because of social conditioning.

"The primary reason for the apparent limitation of women from engineering and computer science into other fields, predominantly medicine and law, is that they feel they can make a greater impact on society in those professions," he said.

"Since women tend to be more concerned with social issues than do men, [they] therefore feel a stronger attraction to those professions," he added.

Senior Pooh Bhate, 21, an information technology major, is convinced there is another reason why women such as herself are hesitant to pursue technology degrees.

"Focusing on the competitive nature of the male gender, women are coerced to believe that perhaps a male-dominated field, such as computer science or engineering, is not the area where they can excel and showcase their abilities," he said.

But whether because of intimidation, an evolving interest over time or societal factors that turn women off from pursuing technology degrees, educators are desperate to attract more women to computer science and engineering careers.

At UCF educators hope that a female pioneer of science can convince more women to step into technological fields.

Sally Ride, America's first woman in space, will visit the Campus on Oct. 2 in an effort to encourage more than 1,000 girls in grades five through eight to pursue careers in math, engineering, computer science and technology.

In 1983 Ride became the first American woman to go into space when she flew aboard the Challenger. Ride, who holds a doctorate from Stanford and was NASA's first director of strategic planning, will discuss her experience as an astronaut and science teacher.

Despite the seemingly unattainable environment that technology fields offer women, Ride believes that women are capable in technology fields and shouldn't feel intimidated entering computer or fields as minorities.

"I am proof that women can do it," she said. "I have proved it to my skeptical and myself."

Regulated racing not a drag

As cops crack down, drivers take contests to the track

JOE HARLESS
STAFF WRITER

Two cars lined up next to each other, the engines roar while the tires squeal and send clouds of smoke floating out behind the vehicles. The drivers, one in a yellow Viper with black stripes and the other in a midnight-black Firebird, pull up a few feet to the starting line as crowds form on the side- lines across from the two cars.

The spectators grow quiet just before the cars take off, music playing on the public address system hanging over the crowd on telephone poles.

Both cars shoot past the starting line, but the Viper jerks immediately and comes to a halt. The driver jumps out of the car and pushes it back to the makeshift pit area where he realized he popped the clutch.

Meanwhile, the Firebird streaks to the finish line with his speed and time flashing in bright lights on a display board set up on the far end of the track.

Located on Highway 50 in Bithlo just east of Orlando, the Orlando Speedworld race track holds street drag races twice a week. More than 500 cars and motorcycles are on the scene from 6:30 p.m. to 10:30 p.m. Wednesdays and Fridays for participation.

Carl Weisinger, owner of Speedworld, said he sees stories about people getting arrested for racing on back roads all the time. But Speedworld is one site where racing enthusiasts gather to race in a safe and controlled environment.

"We have the right place for it," Weisinger said. "There are no guardrails or incoming traffic here."

After 15 people died nationwide due to illegal street racing last year, the city council of San Diego, Calif., unanimously voted in October to make it a crime just to watch street racing.

Florida has seen its fair share of fatalities. In one high-profile incident in December 2001, driver Dwight Swanson of Orlando was arrested on charges of murder for his Mustang down State Road 19 northwest of Orlando when he crashed into his mother's Cavalier, killing both her and his mother's passenger.

Here in Florida, people caught racing or participating in a street race on a highway, roadway or parking lot can be charged with a second-degree misdemeanor fee from $500-$500 and have their driver's license revoked for a year if convicted. Further violations can result in fines up to $1,000 and loss of a driver's license for two years.

Berrine Presha of the Orange County Sheriff's Office said drag racers can be arrested on the spot and sent to jail.

"It was awful during the summer," Presha said. "We still see it, but it's not as bad as before."

Trooper Kim Miller of the Florida Highway Patrol confirmed that crowds of 200 or more racers and spectators were spotted throughout Orange County on a regular basis last summer. Sting operations and patrols were used to control the street racing before August, when the large gatherings started to end.

Racing drivers in the area of street racing largely depends on being in the right place at the right time. Miller said, "We tried the Florida Highway Patrolled in Orange County are shorthand-
cds (this year alone): $300
vintage rock posters: about $40 each
frame for concert ticket stubs: $13
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Kruczek stays loyal, for now

Kruczek hopes to improve on his 23 career wins as head coach and continue to build on a successful offensive line.

He inherited a team with Daunte Culpepper at quarterback, but also a team that had gone 4-6 for two consecutive years. He got the squad off to a better start in his best school in history (7-1) and signed a guaranteed contract on rate to a school-best 9-2 season.

In his five years as head coach Kruczek has exceeded a 3.50% record, including the program's defining victory against Alabama. He has had just one losing season, in 1999, the transition year between the Culpepper and Schneider eras. The former NFL quarterback also has masterminded a passing offense that has finished among the top 15 in the nation in each of his five seasons at the helm. Throw in the fact that UCF has not had an adequate practice or training facility, and all this looks even more impressive.

"Ryan Schneider is going to end an awesome career," Orsini said. "And Mike has a history. I call it rebounding. You lose your star, you rebound another one."

Along those lines Kruczek's departure could have cost UCF dearly in recruiting. Winter Park's Steven Moffett, considered the second-best high school quarterback in the state, recently announced his plans to play college ball at Florida.

"You have to judge a man by the resources that he does have," Orsini said. "It was approved this budget," Orsini said. "We want to keep Kruczek or listen to critics like the fan who started the protest."

It is hard to believe this is the same man that UCF fans have been dismayed by in recent years. But the pursuit of Kruczek, the former UCF quarterback, has continued to improve, with each class better than the last. And with the new Sports Center due to open in June, soon the team will have a state-of-the-art training facility. The team's current facilities have come a long way since the newly built Science and Technology Center, which was praised for its technology and design.

Kruczek's departure may not be the end of the road for UCF, but it is a blow to the university's reputation and future. The university has made significant progress in recent years, but the loss of a key coach like Kruczek will be felt for years to come. The university will have to find a way to replace him quickly and effectively, and it will be a challenge. But with the right person in charge, UCF can continue to build on its recent success and become a major player in college football.
ed on people, so we don't do many single races," Highway Patrol officers said. Spontaneous racing occurs when two drivers pull up next to each other at a stop light, rev their engines and then take off when the light turns green. This makes it difficult for authorities to prove both drivers were racing since the drivers sometimes do not know each other.

"We usually have pretty good witnesses, but sometimes it's hard to prove they were racing," Miller said.

The sheriff's office encourages the organized races at the track as a way to keep racers from getting into trouble on the streets for the track's Web site.

It was so overcrowded the first time that senior Dave Presha added. "I got a couple of runs in the second time," Ledgewood said.

Currently residing in Deltona, Ledgewood said he does not go to the track very often due to his work and school schedule. But he still enjoys coming to watch and participate in the races.

"It's cool in Bithlo," Ledgewood said. "You get to see a little of everything." But Ledgewood said he has never attended a real street race.

"I know where some are in Deltona, but I've never been to an illegal race," he said. "It would be fun to see stupid kids doing stupid things."

The organization of the races at Speedworld is much better than at Morosso race track in Palm Beach County, race and freshman James Ingrassia said.

"It's safer because of the emergency unit," Ingrassia said. "If you crash, you crash."

Unlike the tracks at Morosso, which are too slippery and are not cleaned off properly to prevent oil slicks and damage to the vehicles, the quality of the track is better at Speedworld, Ingrassia added.

Standing next to Ingrassia, freshman Thomas Barnett watches with envy as two more cars take off.

Barnett does not drag race but participates in an event called Autocross, where drivers go to parking lots, set up a".

The Speedworld track opened in 1965 and hosted drag races until 1977, according to Weisinger. After several years, the track was brought back to the track in 1996 when Weisinger took over operations on a full-time basis.

"We try to add the elements of the streets for the late-night racing," Weisinger says.

"The advantage is, it's structured." Racing tracks throughout Florida have initiated similar themes for late-night drag racers. Bradenton Motorsports Park, located outside of "the city" holds races for its "Club 1300," a late-night street-racing club that boasts an informal environment with minimal staff and an atmosphere "like Saturday night without the police chase," according to the track's Web site. Incidentally, the 1300 stands for the number of feet in a quarter of a mile, the distance of the track.

Most of the people who come to the races at Speedworld just want to have fun and be safe while doing it, Weisinger said. "We have an ambulance at all of our events," Weisinger said. "We're only 2.0 miles from a firehouse and we have deputies on our staff."

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"We don't have drag racing in the keys," Barnett said about his hometown. "We have Hondas with stickers."

Barnett does not race at Speedworld due to the high insurance cost, but said he "would be here every day if I had the money and didn't have to pay them."

Spontaneous racing occurs when two drivers pull up next to each other at a stop light, rev their engines and then take off when the light turns green. This makes it difficult for authorities to prove both drivers were racing since the drivers sometimes do not know each other.

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Halftime, departures leave students stranded

Chapter 601 Definitions. (Deleted, but not limited)
A. Active Campaigning—Any display or delivery of campaign materials without the consent of the student campaigning for an elective office of the student body.

B. Attendance—Continues to improve its attendance in any or all of its classes in Fall, Winter, Spring, and Summer, with an increase of over two percent in the current year. (For purposes of this regulation, attendance means the number of times the student is enrolled in a course during a term divided by the number of times the student is registered for that course.)

C. Auxiliary—Includes any activity conducted, sponsored, or managed by the student government, student council, or any group of students as defined by the student government.

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Y. Ballots—Includes any activity conducted, sponsored, or managed by the student government, student council, or any group of students as defined by the student government.

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Chapter 602 Duties of the Election Commissioners. The University of Kansas will continue to improve its attendance in any or all of its classes in Fall, Winter, Spring, and Summer, with an increase of over two percent in the current year. (For purposes of this regulation, attendance means the number of times the student is enrolled in a course during a term divided by the number of times the student is registered for that course.)

Chapter 603 Election Funding. A. Supported funds shall be used for the following:
(1) Purchase of media time.
(2) Construction of a sign.
(3) Printing of a handbill, flyer, or other materials.

Chapter 604 Candidates. A. Candidates must
(1) Be enrolled at the University of Kansas for the current academic year.
(2) Be a United States citizen.
(3) Be a registered voter in the state of Kansas.
(4) Be a member of the University of Kansas community for at least one term.

Chapter 605 Electronic Media. A. Electronic media shall be used for the following:
(1) Print, writing, or speaking.
(2) Advertising in a newspaper, magazine, or other publication.
(3) Broadcasting over a radio station.
(4) Displaying materials outdoors.

Chapter 606 Formation of a Student Sign. A. The formation of a student sign shall be authorized by the University of Kansas, in accordance with the regulations of the University of Kansas, and signed in ink, within forty-eight (48) hours of the date of posting, by the candidate or candidate’s campaign manager.

Chapter 607 General Principles. A. General principles shall be applied to the candidacy of an individual or organization, which normally benefits from the use of the services of the University.

Chapter 608 Government. A. Government shall not be appointed or used for the purpose of conducting a campaign or for the purpose of conducting a political election.

Chapter 609 Government Service. A. Government service shall be provided for the election of candidates, and shall be used only for the purpose of conducting a campaign or for the purpose of conducting a political election.
Shuttle routes out, but early, is swiftly cut back due to lack of riders

DANIELLE DEPARTE

UCF shuttles began rolling out an extra 30 minutes earlier in response to complaints this semester, but the system will no longer be in effect by 7 a.m. on the last day of the semester.

"I think it's a good idea," said Golden Quartet, a student group that represents the University. "But it's not very convenient for some students."


## Opinion

**OUR STANCE:**

**Economic recovery more important than Iraq**

In his State of the Union address Tuesday night, President Bush gave his perception of the country’s situation. He touched on some domestic issues but dedicated much of his speech to foreign affairs. Bush made some good proposals on cutting his domestic agenda. For example, he said he wants to improve the economy, protect the environment and lessen the country's dependence on foreign sources of energy.

Bush earmarked $12 billion in research funding to develop hydrogen-powered vehicles. If the U.S. develops the technology to free itself from its addiction to oil, the nation and world would benefit from having a clean energy source.

Unfortunately, Bush did not put forth a close-out plan to get the nation out of its two-year recession. He proposed more tax cuts, but his tax cuts primarily benefit the wealthiest Americans, who need relief the least. Before he commits the nation to a war with Iraq, Bush needs to concentrate more on resuscitating the American economy.

Bush pledged $15 billion to help fight AIDS in Africa and the Caribbean. Finally, he realized the scope and importance of this cause. However, it seems highly unlikely that the U.S. will wait much longer before rushing into war. Basically Bush used his two-hour-long speech to try to sell the country on war with Iraq. Bush tried to scare the American public into blindly following his lead.

He tried to make the case that the United States has to go to war with Iraq, because, if it does not, Saddam Hussein will use his weapons of mass destruction on the U.S. or its allies. United Nations weapons inspectors have not located those weapons of mass destruction after three months of searching.

Bush said he has evidence that will convince all doubters that the U.S. must attack Iraq. He called the pending war a matter of national security and said that the U.S. would go to war because it has to.

"We seek peace," Bush said. "We strive for peace. If war is forced upon us, we will fight for a just cause and a just peace."

That does not make sense. Peace-seeking nations do not send droves of thousands of troops to a country's borders and threaten an invasion. Furthermore, the only nation forcing the United States into war is the United States. War is not being forced upon us.

If Bush has the "smoking gun" to justify a preventative war on Iraq, now is the time to present it. Otherwise, he should focus his attention on domestic problems and the actual state of the union.

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**UCF’s head football coach, Mike Kruczek, makes more than $500,000 between his salary and other endorsements. For a good football coach at an Improving football program, Kruczek makes enough money now.**

UCF should take a stand and avoid the escalating salaries that universities around the country pay their athletic coaches. Neither the football coach nor any other coach should make more than the university president; when he or she does, it says that the university places more emphasis on sports than on education and distracts the priorities of the university, its employees and its students.

At UCF, where students do not care too much about the football program. It makes little sense to pay a coach more than UCF pays Kruczek now. If and when Kruczek improves the team to the point that students get excited about the team, and when UCF's football team becomes a bowl-either competitive; UCF should reward Kruczek for his performance with a higher salary.

Giving more money to the same coach will not make the team better. Kruczek will not perform better for a higher salary. He will not become a better coach if he makes more money rather than paying him more now; UCF should invest the money in recruting to make the team better.

Kruczek has the team going in the right direction, and he has proven himself to be a strong coach. Otherwise, the University of Kentucky and the University of Louisville would not have pursued him. Hopefully, with Kruczek on board for at least another season, the team will continue its progress and become a team that UCF students can take pride in.

Kruczek deserves praise for turning down its other lucrative offers at the universities of Kentucky and Louisville. He demonstrated his loyalty to the football program he has helped to build and his commitment to make UCF a football power.

If the team improves next season under Kruczek and generates the money that would accompany solid game and, perhaps, a bowl appearance, UCF can afford to pay Kruczek more. However, if the football team continues to be bad, Kruczek should settle for what he makes now.

Considering UCF’s budget constraints and the good job Kruczek has proven himself to be doing, it is unlikely that UCF’s football coach, Coach Kruczek earns a reasonable salary. If Bush wants to concentrate more on resuscitating the American economy, he should reward Kruczek for his performance with a higher salary.

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**Letters to the Editor**

**Senators is correct in condemning funding for ethnic groups**

In response to "Laboratory Email small student government," by Tim Dam published Jan. 27, I must say that what many consider to be a just cause is not the right thing. It appears to me that Van Voorhees is trying to make matters worse at UCF by attacking a particular group of people. It is apparently trying to say that the allocation of dollars to one group over the other shouldn't have anything to do with the ethnic background of that respective group. That is, in fact, what the senator did.

It appears that the university president, Mr. Van Voorhees, has abused his post in squelching minority and affiliated organiztions. Mr. Van Voorhees, as a member of an ethnic group, I ask you to do justice to this group.

**Senators Van Voorhees should resign**

I was shocked after reading Sen. Van Voorhees' email, "Laboratory Email Equal Treatment." There is no justification for making demands on ethnic groups while promoting unethical conduct in the process. The appeal of comic strips, in part, from the tone of ridicule and understanding in an academic environment.

With comments like, «If you're tough off the floor, it's good leadership.» If you're fresh off the floor, it's good leadership.» You have done nothing but place yourself in the limelight. If you want to be Mr. Representative, you have to be focused on the job, not being biased in this situation.

The issues that educational organizations allow and encourage to be published are unethical and unprofessional. Each senator has abused his post in squelching the minority, non-Greek organizations and what we believe to be racist. I would like to see our leaders, classical leaders, to do justice to our students.

---

**Greeks lead because of initiative, not status**

In response to your editorial "Greeks lead because of initiative, not status," published Jan 27, I agree that a good Greek should be good Greek leaders. I believe a Greek leader should be a good Greek leader. I believe a Greek leader should be a good Greek leader. I believe a Greek leader should be a good Greek leader. I believe a Greek leader should be a good Greek leader. I believe a Greek leader should be a good Greek leader.

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Letter to the Editor

When on Earth do I begin explaining the two articles relating to student government in this week's issue? I was laughing out loud after reading "Frogs among us: students work hard in political positions," by Joel Addington, and "Who: an overview of the paperwork," by Ben Baird both published Jan. 27.

Was I shocked by what the articles were about? Not necessarily. I am a senior aspiring to be a future politician; by this time I had published in JST.

I was surprised, however, by the attitudes expressed by both authors. I found Joel Addington to be one of the most honest students at UCF. His article was refreshing and made me think that the student government is really making some progress.

Ben Baird's article was well written and informative, but I was surprised at the lack of enthusiasm he expressed for student government. I believe that student government is a vital part of any university and that it is important for students to be involved.

I would like to take this opportunity to express my thanks to the student government and to the many students who have worked hard to make it a success. I believe that student government is a vital part of any university and that it is important for students to be involved.

Sincerely,

[Your Name]
Hunting for 4 in a row

The UCF women's track and field team enters the 2003 season seeking its fourth straight Atlantic Sun championship.

A good mix of talented underclassmen and senior leaders gives the team an excellent chance of defending its title, though Coach Marcia Mansur-Wentworth expects a more challenging season than last year's.

"We have a great team, and we're expecting another great year," Mansur-Wentworth said. "But we lost a lot of key people, so we're not going to be quite as strong. Winning by 100 points - that's not going to happen. We'll be revealing it out a little bit more. But I have confidence we'll rise to the occasion."

The squad quite literally ran away with last season's title, but the losses of Jamie Perez, GeoAnna Rivera and Valerie Rossum to graduation and LaTricia Firby to medical concerns leave Mansur-Wentworth concerned about this year's depth.

PLEASE SEE Giles ON 15

Knights search for first wins of season

UCF faces off against Morris Brown, Bethune-Cookman

Matt Bethon

Staff Writer

A fter dropping its first two games of the season, the UCF softball team looks to rebound this weekend against the University of Florida, losing both games by a combined two runs. They lost the first game 9-3 in extra innings, and were blanked 1-0 in the second. "Despite the loss came in the Knights' first game in their inaugural season, implanting the Wildcats with a lot of Luers-Gillispie's aid. "If we could stay with Florida for 4 weeks," the Knights saw against the different style of softball than the Knights saw against the

PLEASE SEE UCF ON 13

Face-off of division leaders

South-leading UCF hosts North-leading Belmont Bruins

Kristy Shonka

Staff Writer

Last week, the UCF men's basketball team earned road wins against Jackonville State and preseason Atlantic Sun Conference favorite Georgia State. This week, the Golden Knights come home to face a Sun North Division leading Belmont at the UCF Arena and the 7-11 Sanford Buldogs on Saturday. Both games began at 7:30 p.m.

The Bruins are 8-0 on the season and 1-2 in the A-Sun. Belmont averages 71.9 points a game on offense, compared to UCF's 68.8. But the Bruins' defense gives up nearly that many, at 71.1 points, and the Knights' defense leads the A-Sun allowing just 64.6 points a game.

Junior Adam Mark is third in the conference with his 16.6 points a game average, and leads the league in field goal percentage (68.4). Adam Sinn is the A-Sun player averaging a double-double as the senior scores about 15 points and grabs about 12 rebounds a night.

Senior guard Ray Aberfield leads the Knights offensively, but has been streaky this season. He's coming off two 20-plus point performances and averages 16.5 points a game for the season. Dotson is next for the Knights averaging 13.0 points and leads UCF on the boards with 6.7 a game. Junior college transfer Dexter Lyons has come on strong since the conference schedule began. He's scoring about 10 points a game for the season, but that figure jumps to 14.5 for A-Sun play.

The Knights head into the game tied with Troy State for the top spot in the A-Sun South Division with both teams 6-1 in the
FSU DROPS KNIGHTS

FSU DROPS KNIGHTS

Pitcher Taylor Sawyer pitched 10 innings in Saturday's losses to Florida, giving up only two hits and one earned run.

UCF mercy-killed Morris Brown last season

FROM PAGE 12

UCF got another chance at a ranked opponent Sunday when it hosts No. 42 Florida International.

The Knights dominated Morris Brown last year, winning both games against them by a combined 20 runs. Each game took just five innings, as the Knights beat them by the 10-run mercy-kill rule. The Lady Wolverines finished 2002 with a 12-22 record.

The Knights play each team twice this weekend. Saturday they host Bethune-Cookman at noon and Morris Brown at 2 p.m. On Sunday, the Knights will take on Morris Brown at noon and Bethune-Cookman at 2 p.m. The Knights should get back on the right track this weekend.

"I think we'll have an opportunity to get a few wins," Luers-Gillispie said.

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Knights hit stretch of Northern opponents

Chris Bernardt

After having finally gotten back to 2001 and in a three-way tie with Troy State and Florida Atlantic for the South Division lead in the Atlantic Sun, the UCF women’s basketball team (8-8 overall, 4-1 A-Sun) will finally get a chance to play teams from the North Division in the next few weeks.

Though the Golden Knights got through their five game swing through the South Division with a healthy 4-1 mark, they might find things tougher in the North. The South Division only has one team other than UCF with more than six wins (Troy State) and none with more than nine. The North Division has four teams with seven victories or more and two teams with double-digits in the win category.

Tonight the Golden Knights begin their march through the North in Nashville to take on Belmont, one of those double-digit win teams at 11:30-2:30.

The Bruins are one of the highest scoring teams in the A­Sun, second only to Jacksonville State with 80.9 points per game. They have four players averaging double-digits in scoring but their leading scorer, sophomore guard Etoria Davenport, hasn’t played since injuring her knee against Georgia State on Jan. 9. Without her 11.0 points per game, the Bruins have struggled to a 2-5 record.

Still, they have guards Hollie Davis (12.1 points per game) and Natalie Brown (18.7) as well as center Chastity Campbell (11.7) to provide some scoring punch. Howard Brandt Miller can also put the ball in the hoop, averaging 9.8 points per game to go along with her team­leading 9.0 rebounds per game. That rebounding total ranks third in the A­Sun.

They also lead the A-Sun in steals by a healthy margin, averaging 12.7 per game. Again Davenport paces them with 43, but six more Bruins have at least 10. That doesn’t bode well for the Golden Knights, who turn the ball over more than 20 times per game. It will likely be a strong showing from UCF to pull out a key road victory.

But while beating Belmont will likely prove a difficult task, the Golden Knights will get a little relief Saturday afternoon when they conclude their two­game road trip at Samford. Unlike the Bruins, the Bulldogs (4-11, 1-4) are the worst scoring team in the conference. They score a paltry 55.3 points per game, and don’t possess a single double-digit scorer. Junior forward Giovanni Price at 5.2. Overall, this team is just a 33.5 pace.

The Golden Knights have a chance to extend their conference-leading four game win streak to 10. After this week, their next four opponents have a combined 8-2 conference record. The only team during this stretch without a sub­500 A-Sun record is Jacksonville, and the Knights blow out the Dolphins Jan. 25, 72-35.

FROM PAGE 12

Senior Roy Abellard’s clutch shooting last week earned him a share of the A-Sun Player of the Week honor. He averaged 22.5 points in UCF’s two wins, shooting 56 percent from the field.

Knights get the chance to extend winning streak

The Central Florida Future • January 30, 2003

CONFERENCE. While Belmont will challenge the Trojans, the Bruins should have an easier time getting against 2-16 Gardner-Webb. UCF needs to beat the Bruins to maintain the tie for first.

On Saturday the Bulldogs come to town sporting a 3-4 record in the A-Sun. Samford is coming off an 18-point loss to Troy State on Sunday. The Bulldogs are one of three A-Sun teams to beat Jacksonville State though. While the Knights are playing at home, Troy State will be in North Carolina taking on Campbell. The Camels are just 4-8 in the year and have only one conference win, a two-point decision over Gardner-Webb.

If the Golden Knights can get through these two games unscathed they will be primed to extend their conference-leading four game win streak to 10. After this week, their next four opponents have a combined 8-2 conference record. The only team during this stretch without a sub­500 A-Sun record is Jacksonville, and the Knights blow out the Dolphins Jan. 25, 72-35.
Senior Sonja Shedden has qualified nationally in the 10,000 meters and 5,000 meters twice in her career.

Giles continues to excel at track

FROM PAGE 12

One runner Mansur-Wentworth is not concerned with is senior Sonja Shedden. Shedden qualified nationally in the 10,000 meters in 2001 and in the 5,000 meters last season. She's racked up four conference titles, 16 all-conference honors, four UCF records and was an academic All-American last season.

The team's captain, senior Kelly Roloff, also figures to have another outstanding season. She scored 4,733 points in the heptathlon last season, assistant coach Chad Halverson is expecting her to qualify nationally in the event this year.

"She's a phenomenal athlete. She's one of the hardest working and most durable athletes I've ever been around. She'll be in a ton of events, and she'll be competitive in all of them," Halverson said.

The team's other seniors are high jumper Jamie Perez, thrower Elisse Wilson, and Erica Garcia, who holds four UCF records and earned all-conference recognition in the 100 meter dash in 2002.

The sophomore class will have to make a big contribution to the title defense. Conference champion 100-meter hurdler Dinna Chin, conference champion shot putter Tiffany Roebuck, and conference champion high jumper Ann Larson are expected to be the most valuable contributors.

Sophomores Amy Giles had a great showing recently in the season debut at University of Florida's Collegiate Indoor meet. The team of sophomore Valery Martinez, freshmen Andrea Morrow and Astrid Cienmens and Giles finished third in the 4 x 400 meter relay and Giles finished third in the individual mile event.

Giles' individual performance surprised her coach a bit.

"I wasn't sure how fast she was running during the race — I realized she was running well and competing hard, but I wasn't sure about her speed. I realized with about 400 meters left how fast her time was going to be," Mansur-Wentworth said.

The Knights' next test is Friday in Baton Rouge, LA, where they will compete in the Bengal Bayou Classic.
Monday, Feb. 3

**LYNX Maximum**

The Weekly Launch: Aimee Boatball singer of the hit "Barely Casselberry: has gained praise and success in recent performances. She has been on defining friendship. The workshop is free and open to all, and runs from 12 p.m. to 1 p.m. at Casselberry Library. Call 407-494-1900 for more information.

Tuesday, Feb. 4

**Bingo Night**

Bingo night takes place every Tuesday at 7:15 p.m. at the American Sign Language Club. The event is open to all, and tickets are $5 per person. Prizes include a $100 gift card to a local restaurant. For more information, call 407-823-2811.

Wednesday, Feb. 5

**风味小吃**

A great place to try authentic Chinese cuisine is "风味小吃," located at 12261 Old Winter Garden Road in Orlando. The restaurant offers a variety of dishes, including dumplings, noodles, and sweet and sour pork. For reservations, call 407-834-4040.

Thursday, Feb. 6

**Conference**

The American Sign Language Conference (ASLC) will be held on February 6th. The conference will feature workshops on various topics related to ASL, including the language's history, grammar, and cultural significance. The conference will take place at the University of Central Florida. For more information, visit the ASLC website or call 407-823-2811.
Tyler Fisher earned the prestigious Rhodes Scholar award and will soon spend two years studying at Oxford.

### Rhodes to Scholarship

**CRYSTAL ESPINOSA**  
**STAFF WRITER**

The first Rhodes scholar at UCF, senior Tyler Fisher, has recently been accepted to study at Oxford University.

"I'm fairly intimidated right now," Fisher said. "I am looking forward to having a few years of focus on my discipline." The arduous process of intense interviews, rigorous requirements and competition among students is only a few of the tasks prospective Rhodes Scholars must overcome to obtain one of the 12 highly coveted scholarships nationwide.

"I think it was important that Dr. Joyceanne Shivasgaa (Pitcher) and former director for honors student development didn't encourage us thinking of the motivation of one day putting it on our Rhodes application," Fisher said.

Fisher said Shivasgaa's advice to students is to stay motivated and work hard, then apply for the Rhodes during their senior year. "If students set it as a goal early and concentrate on the process, the means as opposed to the end, they can be successful even if they don't get it," Fisher said. "It can be a real growing process." Students should start preparing their freshman year, sophomore at their latest, for the prestigious scholarships, Abby Wang, associate dean of the Burnett Honors College, said.

"The very first thing a student should do is make sure that they are taking the right courses for their major, so always meet with advisors," he said. "If they wait to their junior or senior year, it's probably too late." The Rhodes committee looks for various qualities the applicants possess, which should reflect the four criteria left in the will of Cecil Rhodes, the scholarship's creator: "A high GPA, even a 4.0, would not be sufficient," Wang said. "Many foundations are looking for well-rounded individuals, and while that means a good GPA, the concept of well-roundedness is a student involved in extracurricular activities, one who gives back to the community in terms of volunteer service and active in regard to their discipline through research."

In addition to a high GPA and academic success, many Rhodes winners demonstrate sustained involvement in a position of service and leadership, have studied abroad, and/or merit recommendations from professors. Plishments in multiple areas of interest.

"I think studying abroad allows you to look at yourself objectively as an American citizen," Fisher said. "When you are abroad, people often times are looking at you to be representative of Americans so you really call into question who you are."

After the path to prepare for a Rhodes Scholarship, students are recommended to become well-acquainted with their professors. Whether it is for a recommendation or a mentor to help with research, that later go on a resume, professors are a key component to a student's success.

Barry Mane, from the UCF English department, acted as Fisher's mentor and worked with him on a research project for two semesters. Students may be afraid to ask about working with their professor on a research project, but professors are generally really flattered when students approach them, Mane said.

Before students can even begin the application process for the Rhodes, they must first be nominated by their university. The Burnett Honors College at UCF is the campus representative for all prestigious scholarships, including the Rhodes, Marshall, Truman and several others.

"We have an office for student scholarships and fellowships," Wang said. "So we advise all students, whether they are honors or professors, to come in. We represent the entire campus. We don't do anything special in regard to honors students."

Honors students are more likely to visit the honors Web page and see the link for prestigious scholarships even though the link is accessible to everyone, Wang said.

"If students are interested, we point them in the right direction and work with everyone who has the credentials to pursue a prestigious scholarship," he said.

After much preparation and stress, the fact that Fisher was chosen, the selection process for the Rhodes begins.

"You have to project yourself... you can't be self-deprecating," Fisher said. "What was really helpful were mock interviews. I had three of them on campus with professors and the mock interviews were actually far more difficult than the actual Rhodes interviews were."

Fisher spent his spare time reading the British Broadcasting Company (BBC) news page and watching international news since the interview process required a student to take a stance on world issues, defend them in opposition to a judge's opinion, identify world leaders and answer questions about the current national debt.

"What made us stand out was that we were able to talk about things we were currently working on and plans for the future," Fisher said. "We weren't just resting on our laurels and talking about past accomplishments. I think the judges were very interested in seeing that we were still active; we weren't just saying here's my resume, give me the award. We were obviously not pursuing the Rhodes as an end in itself."

The rigorous process to attaining a Rhodes scholarship challenges students to define who they are early in their college years, and whether they receive the scholarship or not, walk away with a sense of pride for their accomplishments.

"It's the fact that I was getting to know myself better and able to define myself and my goals," Fisher said. "I was becoming a stronger student through the process rather than just making it about whether I won or lost in the end."

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**Notable Rhodes Scholars**

Edwin Hubble  
astronomer

J.W. Fulbright  
senator, creator of the Fulbright Scholarships

Robert Penn Warren  
poet and critic

Bill Clinton  
former U.S. president

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**Lifestyles**
Linnea Brown  
STAFF WRITER

“Now remember, this show is probably going to be the weirdest thing you’ve ever seen,” my friend Eyal cautioned, evoking a memory of the open Sparrow Theater doors and warning me and our four French exchange student friends that we were about to witness a bizarre phenomenon.

Yeah, yeah. Why was he telling us to love unusual things? I thrive on the absurd. Naively enough, I also thought I’d seen it all. However, no amount of reading or preparation could have prepared me for the impending wacky performance that I witnessed Friday night.

At little after midnight, my five friends and I hoofed into the CityWalk Theater for the Rich Weirdos’ new, monthly midnight screening of “The Rocky Horror Picture Show.” Since the movie had already started, we frantically plopped down in the first seats we could find in the fourth row, unaware we had just made a huge mistake.

We immediately became tar­geted for the Banana-Thing: The characters burst on a platform in front of the stage, occasionally climbing around the theater, I realized that guests behind us were just getting warmed up.

“Spell enchant...Bray...” a costumed man behind me loudly recited the one-sentence leading man.

“...you are, uh...” Bray inter­rupted, as if responding. “Close enough.”

“...the fun hostolo...”

Oh, I finally understood the shooting concept. As crazy as it was, the audience’s continued stream of uninhibited, raucous shouting actually seemed to be a parallel script of dialogue directed at the charac­ters onstage.

This made me ponder a new question: Where on earth did these people learn all these lines? Had they spent their whole lives memorizing this stuff?

I briefly wondered if these were the types of people who always blur out the ending of a movie that they’ve already seen.

“...look, he’s sitting on a giant penis,” Kevin crowed, drawing my attention back to the screen, where star transvestite Frank-N-Furter was indeed, straddling a gigantic, penis-shaped weight bench. Dozens of other subliminal penis references prevailed through­out the rest of the sequenced film as well, which provided for a fun game of “spot the penis” for the rest of the movie.

I must admit that without Rocky veteran Kevin along, I wouldn’t have understood a thing. In fact, by the end of the film, my senses were so over­whelmed that I just felt...confused.

So I went back the next night. This time, I dragged my friend Doug along. Neither of us had ever seen any of the audience participa­tion lines or brought anything to throw, but we still had a blast.

I began to realize why people become hardcore Rocky fans. It’s an opportunity to have fun, be silly and celebrate everything that society deems boring.

Determined to understand it all, I sought out the cast and crew after the show. Director Ofir Eyal explained that the show’s oral tradition started in 1975 when the movie—which was originally intended to be a spoof of 50’s drive-in movies—gradually morphed into people yelling specific lines, doing and throwing things.

“It’s just like Mystery Science Theater 3000, only it’s the same movie over and over,”

Eyal said. “It’s become such a tradition that on any given night, there are hundreds of people all around the world participating in shows just like this one.”

At midnight on show nights, the cast calls all virgins—meaning anyone who has never attended a live Rocky Horror show before—to the stage and lightly embarrasses them before the show.

“This gets everyone tired up and oriented to the fact that it’s OK to participate in the performance,” Eyal said. “Virgins aren’t supposed to know what’s going on—that’s part of the fun of it.”

Eyal’s cast, referred to as the Rich Weirdos, also sells costume props for $3 with a few of the throwing essentials: a newspaper, a party hat, a latex glove, playing cards, confetti and a noisemaker.

Neither Eyal nor his actors earn any money for putting on the production. Anyone is welcome to join the cast, and they typically rehearse at least once prior to each monthly showing:

“We do this because we love the show,” Eyal said.

Eyal glanced at me. “You know, fans can only last so long without joining the cast,” he said lightly. “You would make a perfect Magenta.”

Cringing, I briefly imagined myself moonlighting as Magenta, the nipple-sucking, purple-haired groupie character. Then I imag­ined my parents coming to see the performance—and promptly dismissing me.

If I ever accepted the offer, I would definitely have to be a clos­er Rich Weirdo.

A braided tattooed female actress played the role of leading man Brad, but she did a great...job unlike a couple of the other performers. But hey, since they don’t get paid, I’m not complaining.

In the movie’s closing monologue, the narrator asked, “What does this movie lack?”

“Meaning!” the members of the audience loudly shouted back.

I have to admit that my friend Kevin was right all along: the show was unlike anything I’d ever seen. In fact, I would recommend that everyone experience it at least once. In the famous words of MTV’s Dary: “You think you know...but you have no idea.”

The next screening will be the weekend of Feb. 26. For more information, visit www.RichWeirdos.com.
Translators assist deaf students during class

FROM PAGE 16
also appear to be shy and withdrawn in her classes, but this is merely a facade.

As soon as Mandy David, Wilson's friend and interpreter, walks into the classroom, Wilson is all smiles and her face lights up as they communicate excitedly through sign language.

Translating for deaf students at UCF was a natural stop for David to take since her father was deaf while she was growing up. David began learning sign language at the age of one, but she did not become fluent with it until 11 years later.

She started by translating music in church and has been translating for students at UCF for a year and a half now.

"People tend to talk to the interpreter instead of the deaf person because they look at the deaf community as though they are not even there. I'm there, but that's not the case," she said.

Her father is currently employed as a pastor at a Baptist church where he does the entire service in sign language.

David is one of the many translators at UCF who attends classes with various deaf students to translate their professor's lectures from spoken word to sign language.

"I try to get information to the students as efficiently as possible so that they can keep up with the class," Wilson said.

Debbie Kamm, coordinator for Student Disability Services, is in charge of arranging schedules for translators to meet with students in their classes.

Kamm has worked closely with the deaf community for 13 years. She fell in love with sign language after taking it as a class in college, she said.

There are approximately 30 students who require accommodations for their hearing loss at UCF.

"UCP has a strong American Sign Language department," Kamm said. "Everyone in the program seems to be really close."

Duane Buck, 42, is a prime example of someone who has overcome the stereotypes people have built for the deaf.

"I understand common for hearing people to pity deaf people and think, 'poor thing, they can't hear,'" said Buck. "But people who have limits and that they can't do the same jobs others can do."

Buck began attending St. Rita School for the Deaf when he was 10 years old. Even the sports coaches there would use sign language to communicate with the team players, he said.

Buck has proven that he can do anything he sets his mind to. He has a private pilot license, has been teaching the hearing impaired for 13 years and has even written his own book titled "Deaf Pedals."

"There are deaf doctors, attorneys, programmers, and instructors," he said. "I feel that deaf people need to educate hearing people that they are fully capable of doing anything."

Kamm arranged for the students in the program to have lunch together this past week for the first time. Several interpreters were also present, as well as a few students. Kamm plans on expanding these group gatherings to trips to movies and other various places.

Wilson was among those who attended, as well as her good friend, junior Michael Dvoravic, 19.

"I met Mandy David two years ago at a gathering for deaf people at the Orlando Fashion Square mall," said Wilson. "It's a lot easier for me to funnel my thoughts to someone they can understand but that's not the case."

Kamm said. "After meeting a person for the first time, I'm not afraid to try the humor."
Economy in Flux

Mixed economic news offered little cheer as President Bush delivered a State of the Union Address focused primarily on Iraq and the war on terrorism.

Housing remained the bright spot, with new-home sales unexpectedly surging in December to end the year at a record level. But consumer confidence fell in January, and durable-goods orders rose only slightly in December.

Sales of single-family homes jumped 1.5% in December, the Commerce Department said, for an annual rate of 797,000, the highest level since the government began tracking sales in 1980. The report was much stronger than expected by economists, who predicted December sales would fall 4.5%, according to a survey by Dow Jones Newswires and CNW

Consumer confidence fell in January for the second straight month, largely on worries about jobs and income, a new survey showed. The Conference Board said its consumer confidence index fell to 79 from 88.1 in December. "With the threat of war looming, consumers have suddenly become worried about the short-term outlook," the group's research director said.

With the short-term economy in good shape, durable-goods orders rose slightly, though the gains were limited by weakness in demand for autos. Orders for durable goods, items meant to last three years or longer, climbed 2.3% in December.

For all of 2002, orders fell 10.2%, a big improvement over the 11.0% drop recorded for 2001. But for the economy, which is still in a recession, economists say, there must be a sustained increase in business investment. Businesses, worried about a possible war with Iraq and other uncertainties, have been in no mood to go on a hiring spree or to invest in new plants and equipment.

Record Labels Go Digital

A ruling by a federal court raises the stakes for the recording industry as it focuses primarily on Iraq and the war on terrorism.

The ruling, by a state judge in Washington, gives the recording industry their copyrighted music files back. The court said the industry must now pay fees for those who were sharing copyrighted works, Verizon Communications Inc., the company that ran the site.

Sales of music have fallen sharply since Napster, a peer-to-peer site, shut down in October, and the recording industry has turned its sights on Napster's competitors, such as Aimster and Grokster.

Despite the ruling, the recording industry is considered only a small victory. The companies, including Coca-Cola Co., Absolut and United Airlines, say they will file a friend of the court brief in favor of the companies' anti-piracy program.

The move allows the companies, including P2P groups, with the final court decision. The recording industry is increasingly deploying electronic "bots" that monitor traffic on file-swapping networks. Since these networks are open to the public, the robots can within seconds see what file you are sharing with others. The robots note your Internet Protocol, or IP address—the unique string of numbers that you are assigned each time you log on to the Internet.

Blue Chips Support Affirmative Action

Some four dozen blue-chip U.S. companies, citing the benefits a diverse workforce provides in global markets, are supporting the University of Michigan in defending its affirmative-action programs before the Supreme Court.

The companies, including Coca-Cola Co., IBM, Microsoft and United Airlines, say they will file a friend-of-the-court brief in favor of the companies' affirmative-action program.

The move allies the companies with many educational and law groups that advocate affirmative action.

**What's News—**In Business and Finance

**Shock Absorber**

As the economy slowed in 2002, the housing market gathered strength. Monthly housing starts rose 15.1% in December, and existing homes sales seasonally adjusted at an annual rate, both in thousands

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**Who Won the Ad Bowl?**

Four of these ads shown during the Super Bowl scored points with critics, but those by Leo Strauss and AT&T were found wanting.

**What's News—**In Business and Finance

State of the Union: Economy in Flux

**Shock Absorber**

By Suzanne Vivancos

The Super Bowl's biggest winners Sunday night included a commercial for Pepsi Twist starring rock singer Ozzie Osbourne; a Bud Light spot featuring a man wearing a dog on his head; and a vicious office worker who_vk._

In the Pepsi Twist ad, by Omnitron's BBDO Worldwide, Mr. Osbourne's offering turn into Marie and Donny Osmund. Luckily for him, Mr. Osbourne is having a nightmare. But his head continues when he awakes to find his wife has turned into Florence Henderson from "The Brady Bunch."

Pepsi Twist's ad rocked, said Tatiana Quinones, a 32-year-old copywriter attending a Super Bowl party in Brooklyn, N.Y. I have seen it three times and I am still laughing," said Alan Siegel, chief executive of Siegel Group Inc., a brand consulting firm.

Amberneus-Busch Co., a personal favorite with Super Bowl viewers, scored with a spot, crafted by Omnitron's DDB Worldwide, featuring a man who tries to teach his dog into a star. He sticks a bone on his head, creating the appearance of Rastafarian-like dreadlocks. "Ozzy fun that will score big with viewers," said Carla Hall, managing partner at DDBMinato Brand Advertising Inc. in New York. "That ad was hilarious," agreed Margaret Reilly, a 36-year-old homemaker watching the game at a party in Bal Harbor, Fla.

Reebok International Ltd. also hit the target with a winning but funny commercial that misses the over-the-top violence often associated with football. "Reebok's spot was harder hitting than the game," said Bill Ward, professor of advertising at Michigan State University in East Lansing. In the commercial, created by Omnitron's Arnell Group and Hypnotic, an entertainment company, an overeager little boxer wearing a red football jersey and a name and address of a subscriber the estimated

**The Wall Street Journal Campus Edition.**

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Retailers Join Venture for Net Music

By NICK WRIGHT

A half-dozen major music retailers, coming from a slow-down in CD sales, formed a company that plans to offer songs for downloading from the Internet.

Best Buy Co., Havas Entertainment Inc., Tower Records, Trans World Entertainment Corp., Virgin Entertainment Group Inc. and Wharehouse Music Inc. said they have founded Echo Inc., a consortium developing a service that will let each of the retailers distribute music on the Internet under their respective brand names.

Echo will immediately seek to negotiate music licenses from record labels, said the company's chief executive, Dan Hart.

The consortium represents an effort to answer the explosion of music piracy through Internet file-sharing services and compact-disc copying that retailers and music companies blame for an estimated 9% drop in CD sales last year. Retailers also are seeing competition from the major recording companies that release the most popular music, which have formed separate ventures, MusicNet and pressplay, for downloading music.

In forming their own consortium, the retailers are effectively betting that they can get better terms by collectively licensing music from recording companies, rather than cutting deals individually with the labels.

"It is clear that retail stores are threatened by digital distribution," says E.J. McInally, a digital media analyst at research firm Gartner Inc. The thinking behind the consortium "may be there's strength in numbers."

Echo will need to license music from the recording companies, a process likely to take months. Once they begin offering music to consumers for a fee, Echo must still compete against free Internet services like KaZaA and Morpheus.

Echo's predecessor, Echo Networks Inc., folded early last year, when it decided it couldn't obtain music licenses on favorable terms.

Pushing their own Internet services may not help retailers build more store traffic in turn. But Tower Records, for one, hopes to have its cake and eat it, too, by making the Echo service available at kiosks in its retail locations.

Who Won the Ad Super Bowl?

Continued from Previous Page

millions of people who watch the NFL Super Bowl every year. The game is a marketing event for companies that spend millions of dollars on ads during the broadcast.

But not all the ads scored with viewers. In an AT&T Wireless spot, Gilligan from "Gilligan's Island" sails away one day with his wireless phone. Critics at the Super Bowl, and some observers, said the ads were derivative. "The ads are derivative," said Randy Saitta, executive creative director at Merkley Nathan, who noted that IBM used "Gilligan's Island" in a 1989 ad. AT&T Wireless's second Super Bowl spot parodied the TV series "Antiques Roadshow." Rival Sprint PCS Group used a similar spot several years ago.

"You are in real trouble when you spend $2.1 million on 30 sec­onds of TV air time and you spend most of it running old TV footage—which has nothing to do with your brand," said Michael Markowitz, who operates Markowitz & Associates, a consulting firm. WPP's Ogilvy & Mather created AT&T Wireless's ads.

Some spots may have over­reached. Ad experts, for example, said they were confused by the Levi Strauss & Co. spot featuring a couple who mysteriously part a thun­dering herd of bison. "There will be no stampede to those jeans," said Dave Logan, professor of advertis­ing and a consulting firm. WPP's Ogilvy & Mather created AT&T Wireless's ads.

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What's News—

In Business and Finance

Continued from Previous Page

action, and against the Bush administration, which argues that the Michigan plans are unconstitu­tional. The filing also highlights Mr. Bush’s difficulties in reorganizing among various constituencies in the politically charged issue of race.

Some of the president’s conserva­tive supporters were angered that the administration didn’t offer a stronger denunciation of affirma­tive action in coming out against the Michigan plans. But Mr. Bush also doesn’t want to alienate moder­ate voters whose support is vital to broad­ening his political base. So the president applauded the value of di­versity, while opposing the use of racial quotas in education, which, in fact, were stopped by the Supreme Court in 1978.

Citing the changing global mar­ketplace, the business brief is ex­pected to argue that "individuals who own and staff businesses must be able to understand, learn from, collaborate with, and associate with diverse racial, ethnic and cultural backgrounds."

Most businesses also prefer uni­form and clear rules on issues such as race as the best way to avoid se­rial problems.

R.J. Reynolds

Hurt by Discounts

R.J. Reynolds Tobacco Holdings Inc., a unit of R.J. Reynolds Tobacco Co., has been forced to offer discounts, coupons and special offers to compete with cheaper brands. New makers of discount cigarettes are profiting as the economy has weakened and states have pushed up cigarette excise taxes, making smokers more inclined to switch to lower-priced brands.

Odds & Ends

An Internet stock promoter who made $1 million by flooding in­vestors with so-called spam, or unsolicited commercial e-mail, that looked like stock picks from Amer­ica Online was sentenced to 27 months in prison.... United Parcel Service Inc. is looking to Asia and Europe to fuel its growth this year, calling the timing of the U.S. econ­omic recovery "the biggest un­known."

By Jay Herstey

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