

# The Campus Herald

The Student-Run Newspaper of Johnson & Wales University

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Providence, Rhode Island

Wednesday, August 29, 2007

## Johnson & Wales' Best Week Ever

By TOM CONTE  
CAMPUS NEWS EDITOR

You know it is the end of summer when you start feeling those cool breezes blowing through, end of summer sales at your favorite retailers, and the word "school" being uttered every now and then. Yes, the start of the Johnson & Wales and the 2007-2008 academic year is almost here. While we waved goodbye to one class, we are welcoming a new class to Johnson & Wales as well as those returning to complete another year. For all those that planned on dragging their heels all the way to school and those going through summer withdrawal, you are in luck! For summer to be extended that much longer, the Office of Student Activities (O.S.A.) has organized a week long activities night beginning on September 1 continuing all the way to September 9.

"JWU Best Week Ever 2007" has been dubbed the official name to the list of events. You might recall that VH1 uses "Best Week Ever" as the name for one of their television shows. Well, VH1 is kindly sending some of their representatives to participate in a "VH1 Best Week Ever" being held in the brand new Xavier Auditorium on Saturday,

September 8. One could hope that this event would be recorded and aired on television, (I know I did!) but unfortunately that's just

the opposite. Still though, this event looks to be one of the highlights of the week and one that is sure not to be missed.



ICM Talents/Promotional Photo  
Comedian Mike Epps will be performing for JWU students during opening weekend, and the event is free of charge for students.

For all the football fans out there, the NY Giants will be playing the Dallas Cowboys on Sunday September 9. JWU is offering the chance to view this game on a big screen out on the Harborside Greenspace as well as Gaebe Commons. Kickoff is at 8:15, so grab your popcorn, blankets and a good seat to watch the start of the 07/08 NFL season.

On Sunday September 2, the Providence Performing Arts Center is hosting a comedy show featuring Mike Epps. Ladies & gentleman, get ready to laugh ... a lot. Mike Epps is probably most known for his role in "Friday After Next" but he has also acted in various other movies such as "Resident Evil: Apocalypse" and "All About the Benjamins". The laughing starts at 9pm and admission is free for all JWU students.

To find out more information as well as the other list of events taking place, visit the front desk at the Citizen's Bank Center for Student Involvement.

Wait! Before you grab your running shoes, or your dancing shoes, or whatever shoes you feel comfortable in, take a look at the schedule of events listed on the next page to see what other activities interest you.

## Providence: so small, So much to do

By JACK BURTON  
ARTS & ENTERTAINMENT EDITOR

So you've finally left your parents' home. As students leave the confines of their parent's home, their life-line for who knows how long, and head into the new adult world, it can be daunting no doubt. The fact is that for most students, this is a new and unfamiliar place (and even if it is familiar, it still might help to read on for a refresher) and they are looking for exhilarating, fresh places to adventure, explore, and discover to enhance the experience here at Johnson & Wales University.

For such a tiny state, with an area of only 37 by 48 miles, Rhode Island offers and impressive 400 miles of meandering coastline, an exciting city scene in Providence, and a rich history dating back to the days before our country came to be. People of all ages will find Providence a charming city with much to see and do, both historical and cultural. The following are some particular places and things to see in and around Providence:

The neighborhood spirit is alive and

welcoming on Federal Hill where Providence takes on an old-world flair. Savor the nuances of Italian culture and cuisine while visiting traditional bakeries, shops, groceries and restaurants. Not everyone realizes that Providence has an area of Italian dining that rivals Boston's North End and Little Italy. Camille's and Blue Grotto highlight Providence's Federal Hill eateries. Many are high-end for that special night out and some of the best Italian bakeries are sprinkled in as well. In the warmer months, outdoor seating at many restaurants makes for a great "see-and-be-seen" atmosphere.

Roger Williams Park/Zoo (1000 Elmwood Avenue) is one of America's premiere historic urban Parks and listed on the National Register of Historic Places; the 435 acre Victorian park boasts of lovely lakes, varied species of mature trees, and a fabulous rose garden. "The Jewel of Providence" attracts over 3.5 million visitors each year



The Campus Herald/File Photo  
The Providence Skyline from Water Place Park Downcity

and offers an incredible selection of attractions including an award winning zoo, the Museum of Natural History and Planetarium, circa 1895, the Casino, circa 1897, Charles Smith Green Houses and Botanical Gardens, carousel village, life size bronze sculptures and fountains.

When it comes to shopping, Providence has been at it since the very beginning. The Arcade (65 Weybosset Street), the nation's oldest indoor shopping mall, is a gorgeous

space. When it was completed in 1828, it was on retail's cutting edge in grouping a range of businesses under one roof.

Just down the street from the Arcade is the more modern and readily equipped Providence Place Mall (One Providence Place) featuring three levels of first-class shopping, two movie theaters (IMAX and

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The Campus Herald

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# CAMPUS NEWS



## September 2007

For a **COMPLEAT** listing of events, please contact Student Activities, or visit online at: <http://www.jwu.edu/prov/osa/events.htm>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1 Frank Santos R-Rated Hypnotist 8:30pm, Main Gym Cosmic Mini-Golf, 9pm-1am, HGS
2 Comedy Show, 8pm, PPAC J&W New Year's Eve, 9pm- 1am, GC	3 Convocation, 9-11am, XA Student Activities Night, 6-8pm, GC	4 Greek Presidents Round Table, 5pm, PF Roommate Rivalry Game show 8pm, PF	5 Sand Art & Spin Art Frisbees 1-4, HGS The Big Luau, 8pm, GC	6 UIB Movie 9pm HRC	7 J&W Carnival, 12-4pm, GC	8 VH1 Best Week Ever, 8pm, XA
9 NFL Football on the Big Screen - NY Giants vs. Dallas Cowboys, 8:15pm, HGS & GC	10 Pie Your Professor 5pm, GC Bingo, 8pm, HR	11 CHS & Honors Program Social, 7pm Tuesday Night Truth, 8:02-10:00pm, HRC	12 Greek Fair, 4:30-6:30pm, GC Total Entertainment Live, 9pm, PF	13 Leadership Breakfast 7AM Snowden Sororities in The City, 6-8pm, GC	14	15
16	17 Constitution Day Creating Excellent Orgs, 6-7:30pm, PF	18 Campus Herald Deadline UIB Movie 9pm XA	19	20 UIB Movie 9pm HRC	21 Part-Time Employment Fair, 10am-2pm, Delaney Gym	22
23	24	25 Campus Herald Release UIB Movie 9pm XA	26 Multicultural Mixer (NPHC & UCC) 7pm, XA Total Entertainment Live, 9pm-12am, HRC	27 UIB Movie 9pm HRC	28	29
30						

Contact Student Activities:  
CBCSI—Downcity ext 1195  
Harborside Rec. Center ext 1093

PF—Pepsi Forum  
GC—Gabe Commons  
PPAC—Providence Performing Arts Center  
HGS—Harborside Green Space  
HRC—Harborside Rec. Center  
XA—Xavier Auditorium

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THE CAMPUS HERALD welcomes all content suggestions and feedback. If you feel we are not covering a specific event or topic, please feel free to contact us via the information listed below. News tips and story ideas can be e-mailed, faxed, mailed, or hand delivered. Please provide as much information as possible.

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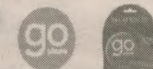
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\*Offer good 8/13-9/30/07 at the above location(s). Valid with presentation of student ID at time of sale. In-store merchandise only. Excludes wireless phones, iPods, computers, gift cards, service plans, replacement plans, clearance or discount offers. <sup>1</sup>Mobile to Mobile Minutes may be used when directly dialing or receiving calls from any other AT&T phone number from within your calling area. <sup>2</sup>Offer good 8/13-9/30/07.





## Quick Reference For Student Advising Needs

This quick reference guide is designed to assist JWU students with a variety of needs — academic, career focused, residential life related or other more personal needs. If you have a question or a concern, this guide will serve as their first step in finding an answer. Clip and save this for future reference!

Department	Primary Responsibilities	Type of Advising					Phone
		Career	Academic	Medical/ Psychological	Social/ Personal	Financial	
College of Business	Academic coaching	●	●				4645
The Hospitality College	Academic coaching	●	●				1475
School of Technology	Academic coaching	●	●				2500
College of Culinary Arts	Academic coaching	●	●				1130
Student Academic Services	Academic advising		●				1088
Student Financial Services	Financial aid based advising					●	1468
Career Development Office	Career-based advising	●					1070
Office of Residential Life	Residential Life-based advising				●		1141
Student Counseling Center	Personal, family, clinical counseling			●	●		1016
Center for Academic Support/Learning Center	Provide professional/peer tutoring, specific accommodations for special needs		●	●			1485
International Student Services	Assist international students in identifying and solving any issues or concerns				●		4669



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Info Session Every Friday @ 1:00pm Kinsley Building Room 308



# Arts & Entertainment

## Jack B's Shows to Check Out

AUGUST 31  
 Ringworm  
 Merauder  
 Strong Intention  
 @ Palladium (Worcester) / \$15  
 - Doors: 6 p.m.

SEPTEMBER 3  
 LABOR DAY SIDEWALK  
 BBQ  
 Cadence Green  
 The Dodo's  
 Spokane  
 @ AS220 / \$7 - Doors: 6 p.m.

SEPTEMBER 4  
 The Almost  
 Meg & Dia  
 @ Middle East (Cambridge, MA) / \$15 - Doors: 7 p.m.

SEPTEMBER 5  
 Damien Rice  
 @ BofA Pavilion (Boston, MA) / \$30 - Doors: 7 p.m.

SEPTEMBER 6  
 Artic Monkeys  
 @ Lupos / \$22.50 - Doors: 6 p.m.

SEPTEMBER 6  
 Providence Poetry Slam  
 @ AS220 / \$4 - Doors: 7 p.m.

SEPTEMBER 9  
 FALLEN FRIENDS IV 2007  
 Hardcore-Punk-Metal Showcase  
 @ Brockton, MA / Doors: 12 noon

SEPTEMBER 10  
 Sum 41  
 Yellowcard  
 Amber Pacific  
 Monty Are I  
 @ Lupos / \$20 - Doors: 6 p.m.

SEPTEMBER 14  
 Dropkick Murphys  
 @ Lupos / \$22.50 - Doors: 7 p.m.

SEPTEMBER 13  
 The Used  
 The Bled  
 @ Palladium (Worcester, MA) / \$25 - Doors: 7 p.m.

SEPTEMBER 15  
 The Starting Line  
 Permanent Me  
 @ Lupos / \$15 - Doors: 5 p.m.

To suggest show listings, please e-mail [campusherald@jwu.edu](mailto:campusherald@jwu.edu)

## Fight Club's heir novel Survivor Proves Palahniuk's Perspicacity

By JACK BURTCH  
 ARTS & ENTERTAINMENT EDITOR

Okay, so your first novel, *Fight Club*, is an angry Gen-X declaration of war against the Baby-Boomers. It's written in a dense, hyper-charged style that sends critics back to their thesauri for "genius" synonyms. It becomes an underground hit. It's bought by a major Hollywood studio, adapted by a hot new screenwriter who doesn't butcher the material and directed by one of the decade's hottest talents. The final film is praised by younger critics, frightens every one over forty and stars Brad Pitt! What do you do for a follow-up?

Start with a great premise: The narrative is presented as being a recording inside the black box (orange, really) of a 747 about to crash in the Australian outback from lack of fuel. To reinforce the point, the pagination in *Survivor* runs backward, from 289 to 1. The narrator, Tender Branson, is alone on the plane. All the passengers have disembarked, and the pilot has long since parachuted to the ground. Now, as Tender awaits the inevitable crash, he intends to tell how he arrived at this point.

Continue with a memorable protagonist: Before his short career as airplanes hijacker, Tender Branson was a domestic servant. Before that, he was a member of a cult. After that, he was a media messiah. Wait. Rewind. Tender's cult childhood has prepared him to be the best domestic servant there was. But after the whole cult suddenly self-destructs, the Government assigns a caseworker to prevent Tender from killing himself like the other exiled members of the community are doing. As things evolve and his remaining fellow ex-cultists all commit suicide (or are they really?), Tender finds himself the last surviving member. Fame is only one step away, and that's how Tender finds himself wreaking chaos at the Super Bowl half-time show. No, wait. Darn. That's too much stuff to compress in one single paragraph.

Wrap up everything in wacky details: The world of Tender Branson is a fun-

house parody of ours, with mass suicide cults and moody clairvoyants that are also sterile surrogate mothers and underground suicide lines to pick up chicks and big murderous brothers and case workers more screwed up than their clients and prepackaged celebrities and pornography landfills and tricks to get almost any stains out of almost any material. Go ahead; ask him how.

And polish off with a sheen of style: *Fight Club* would be a daunting act for anyone to follow, and indeed Chuck Palahniuk's second novel is far less memorable than his debut, but *Survivor* is still a blast. Palahniuk's style is a mix of catchy quotes ("the only difference between suicide and martyrdom is press coverage" repeats the jacket blurb.), a mass of technical details to provide inarguable authenticity, a compulsively readable narration and some truly off-the-wall concepts. Not to mention the wacky humour: *Survivor* is surprisingly funny, with plenty of laugh-aloud moments that will positively bother your fellow bus passengers. (The media messiah chapters or *Survivor* reminded your reviewer of Mark Leyner's underrated *Et Tu, Babe?* In sheer manic satire of egomaniacal celebrities.) Palahniuk's vision of the world is almost positively science-fictional in nature, mocking today's obsessions by extrapolating trends to their logical outcomes. As with *Fight Club*, one finishes *Survivor* with a sense of giddy exhaustion, a whirlwind trip through an imagination littered with land-mines.

So lead your readers to a conclusion: *Survivor* is a worthy follow-up to *Fight Club*. Less angry, less unique, but sufficiently enjoyable in its own right. The latest rumors assign Jim Carrey and Jerry Bruckheimer as protagonist and producer of the upcoming film adaptation. Isn't that weird enough for an uncanny enough book?

An important note: The ending is not what it seems. Check out the Official Chuck Palahniuk page at <http://www.chuckpalahniuk.net/> for more details.

## Actor/Musician Pursues Solo Pop-Rock Venture in Coconut Records

By JACK BURTCH  
 ARTS & ENTERTAINMENT EDITOR

Coconut Records is the irresistible, pop-rock brainchild of actor/musician Jason Schwartzman. When Schwartzman quit playing drums for Phantom Planet (known for its popular opening song on the popular FOX show *The O.C.*), it heavily divided their fan base. So, why did he decide to release a solo album? I've got my theories, but none of them satiate the multitude of questions. Maybe his acting career hasn't been as fulfilling as he had originally planned: Marie Antoinette, *Shopgirl*, *Bewitched*. Maybe playing on 2 tracks of Ben Lee's 2005 release *Awake* is the new sleep made him hungry for more. Or maybe his little brother Robert Carmine (of Rooney) inspired him to get back on the bandwagon. Regardless of the rationale, the results are spectacular and I still can't get past the fact that *Nighttiming* has garnered so little

attention.

*Nighttiming* is Schwartzman's first solo effort since *Phantom Planet* and it is without a doubt a cut above any of the releases put out this year. The Mike Einziger (Incubus guitarist) produced record commences with the sluggish "This Old Machine", merely serving as a preface to the celebrity-filled record. None other than Kirsten Dunst provides the reposed, female backing vocals on this track I try to look past this fact, but I continually wonder how her guest appearance came to fruition. I'm a stickler for details when it comes to dissecting albums.

By the time I contemplate it a bit, I'm thrust full-force into the *Phantom Planetesque* "West Coast". The infectious pop song, massively orchestrated by string arrangements and gang vocals, recalls the

## Did the Net Kill Hip-Hop

By BOB LEFSETZ  
 COURTESY OF LEFSETZ.COM

We were living in a hip-hop nation. What happened?

The Internet.

Hip-hop evolved into a marketing juggernaut. The sound of the people made by performers who would endorse any product, tie in with anybody willing to pay them. And the marketers paid them. And the mainstream media covered the shenanigans. And then suddenly nobody wanted rap records anymore.

Of course rap became a caricature of itself. Then again, if you were cutting edge, you got no airplay. And with no touring business to speak of, and with disc sales declining, you needed that airplay. So ever more bland hip-hop was foisted upon the public on MTV and radio and...suddenly people had somewhere else to turn. This is the broadband story.

Broadband begat not only YouTube, but the demise of Don Imus too. If it weren't for Media Matters, and its posting of the Imus clip, this story would have blown over, it would have been business as usual. But the Net kept the story alive. The Net MADE the story. The Net fanned the flames.

The major labels believe the Internet is synonymous with theft. Sure, a lot of stealing goes on via the pipe. But a lot more is exchanged between people. Information. New music.

The old system was built upon control. We decide who to sign, we decide who to promote, you choose from our slim pickings.

But suddenly there was more choice.

But you weren't supposed to like those new choices. They didn't sound like the mainstream, they didn't have the same traction, they weren't UBIQUITOUS! And that's exactly why the public embraced these new acts. They hearkened back to the days of the late sixties and early seventies, when the man had AM and we had FM. And the labels purveying the music were icons we wanted to work for, when they were doing their best to midwife the cutting edge, what we wanted to hear.

You know that doesn't describe the major labels today.

We've been reading over and over how Americans are bombarded with marketing messages, which are ignored. What makes the music industry believe it's immune? That when it hypes something it hasn't got the feel of Procter & Gamble trying to convince us to try out a new soap?

And with so much money at stake, the usual suspects ramp the hype up even more. Jay-Z is EVERYWHERE when his new album comes out. But that doesn't sell it. Because people can see the sell. And the sell has nothing to do with the music.

And didn't the labels cry that CDs have to cost so much because of the **MARKETING COSTS?** The **HYPE** costs? It's exactly these costs that are putting their acts in the ground. Only the lowest common denominator is interested in the tripe they're selling. Doubt me? Then why do the Shins

See Schwartzman  
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See What Happened?  
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# Getting Your Band Out There: Tactics For College Students

By JACK BURTC  
ARTS & ENTERTAINMENT EDITOR

## What Happened? Continued from previous page

sell more albums the first week than the vaunted J. Lo?

Most albums sell a pittance. They're far from ubiquitous. It's the HYPE that's ubiquitous. Suddenly, with a fraction of the marketing budget you can reach enough people to sell more albums than those of the scorched-earth policy overhypes. Think about THAT!

In other words, there's more money in the niche. Not only are niches selling a lot of records, they're doing so for a fraction of the cost. And people want the album, since they believe in the act.

We're in a new golden era. Pay no attention to what the major labels are saying. Don't worry about iTunes and DRM and lawsuits. They're the detritus of an old world. What's fascinating is that those who desire music are pulling it on the Web. They're going out and finding it, they're searching for great new stuff. And when they find it, they buy it, and go to see it live, they BELIEVE in it. And it sounds anything but formulaic.

In reality, this is less of a revolt against hip-hop than a setting loose of music lovers in a vast candy store. Why eat the same thing over and over again when you can try something new?

If you're playing only the hits, you're missing most of what people want to hear. Then again, to get most of those people you'd have to play ALL KINDS of music. Begging the question of whether broadcasting is even the model. Whether it's more about niches. Whether satellite's tens and tens and tens of stations are necessary to fill the need.

You complained about the lack of melody in today's music?

No problem, you no longer have to listen to it. You can find something more appealing on the Web. Friends help. But even solo surfing turns up all kinds of appealing stuff.

We're seeing a great democratization of the landscape. Dictation is no longer the norm. It's not about strong-arming someone into liking your wares, it's about trying to do something so great, so appealing, so honest that people will flock to you, and sell it for you.

The landscape will never be the same.

Recognition! Attention! A legion of loyal fans! Those things are what most working musicians aspire to have. Yet, I can't count the number of frustrated band members I encounter every month who work hard at their music but end up playing to empty rooms and not being invited back to perform at area nightclubs.

Of course, you know by now that you should first have great songs, strong vocals, a defined musical focus and image, not to mention an engaging live show, to have half a chance at luring recognition from music fans and club owners. Therefore, it's no surprise when the bands that lack those elements don't cut it.

But how many times have you seen (or been in) a killer band or hip hop group and said to yourself, "This group really deserves to have a crowd. People don't know what they're missing!" More than a few times, right? The typical problem with these music acts is that they concentrate almost entirely on the music. Which is no crime, but it leaves the marketing and promotional aspects of their music to chance. I don't know about you, but I realized long ago that I wanted more control over my career (and life), not wanting to depend on the whims of fate to steer me.

The moral here is this: Getting a grip on the marketing aspects of promoting your music will stack the deck in your favor. And when it comes to grabbing the attention of the many new ears that will hear your music, spending at least some energy on creative promotional techniques will speed the process along. Then you'll be able to spend more time making great music and less time rolling the dice and hoping a crowd shows up or that somebody will buy your record.

Attention-getting tactics don't have to be complicated or expensive. You just have to think beyond simply pinning up fliers and letting some of your friends know about your gigs. Also, please realize that no one promotional effort is going to work miracles. Low-budget, grass-roots music marketing can be effective, but you have to approach it as a long-term, ongoing activity—not a one-shot deal.

Music marketing is a lot like multi-track recording. Each layer you put down adds to the ones already created. That's why you'll need to develop and deploy an ongoing series of promotional assaults—each one reaching more people, making them more familiar with your name, image and sound.

What follows is a random list of ideas you can use to promote your music on a lower budget mentality. Hopefully, reading over these will inspire you to use them

and/or come up with even better marketing tactics of your own for music you are passionate about or play.

1. Take advantage of the free entertainment listings offered by local and regional publications. They all offer a free service of listing who's playing where and when. All of those newspaper sections are very well read. So why doesn't every band in town take advantage of them?

Perhaps they figure their fans will automatically do all the work necessary to seek them out. Maybe they're comfortable and lazy with their current status. Perhaps they think the club will send it in for them. (Ha! Guess again.) Maybe they were too busy creating music and simply forgot to send it in.

I ask you: What good does it do to pour all your heart and energies into practicing a mind-blowing set and then do nothing to get people out to witness it? I think you know the answer. Offer local record stores a package-stuffer arrangement. Many retail businesses will stuff a flier or discount coupon into your bag along with your purchase. Wouldn't it be great to get a record store to put your 5 1/2" by 8 1/2" flier into all its customers' packages? Your message would go directly to the music-buying public!

Start visiting record stores and asking about the arrangement. You might find a sympathetic owner who will do it simply to help you out. But you'll quite likely meet resistance with this unusual request. What then? Call it quits? Hardly.

Make the package insert two-sided. Offer to put the store's message on one side and your message on the other. You pay for printing the whole thing. That way, the store gets free promotion and an incentive to stuff them and you get lots of effective exposure.

2. TECHNOLOGY. Put together a band profile on MySpace.com, Facebook.com and other social networking websites on the Internet where there are a plethora of potential fans at your fingertips. By adding people to your cause there is a limitless networking-web effect that cascades out, and is shown to be one of the most proficient methods in this modern era of technological marketing. Also, releasing free tracks out to people for them to download and put on their iPod or similar MP3 players to entice others to listen and check you out at the shows works wonders.

3. Give something free to everyone who attends your live shows. You want your name to be imbedded in the consciousness of everyone who sees your band live. Simply being in the club while you're playing is a start, but you'll want to make the most of the opportunity and connect with those living, breathing beings further.

One way to do that is to give something free to everyone who attends. Plant a couple of your best, supportive fans at the door and have them pass out some inexpensive item (small sticker, novelty business card with your band hotline number on it, mailing list sign-up form, band newsletter, humorous instructions on how to best enjoy your band, a Letterman-like top-ten list).

By giving away these freebies, your name and image sinks in with these customers, plus many of these promo items will end up going home with the people who enjoyed you the most—adding more strength to your growing army of fans.

Sponsor an award or special ceremony. Is there a distinguished person in your community who you'd like to honor? Or is there an anniversary, special date in history or cause you'd like to recognize? If so, plan an event around that theme and make a party out of it.

Under normal circumstances, the local media couldn't care less about your regular

weekend gig at Barney's Bar & Grill. But give them a one-time event with a news "hook" such as a tribute, awards ceremony, etc., and you just might have a media landslide on your hands.

4. Hold a contest related to your band or music release. Can you come up with a fresh idea to fire up the competitive spirit of music fans in your area? The band Symon Asher did. This Seattle, WA-based group held a contest to guess the origin of its name. To register, people had to go to local record store outlets and fill out an entry form. Clues on the band's name were mailed weekly to radio stations and music press, creating even more of a buzz about the band.

Why it works: There are five very effective angles to this promotional scheme:

- Forcing interested parties to register at record stores puts those contestants right smack in the middle of the record-buying environment, where they can buy your album.

- Also, by bringing more people into their shops, record store owners have more incentive to promote the contest, particularly in-house, giving you even more exposure to music consumers.

- Since the contest is about nothing but the band's name, the publicity benefit is priceless: name recognition!

- By hanging onto all the entry forms, you'll have a hefty batch of fresh names to add to your promotional mailing list.

- Getting the media involved by sending them clues to give to their audiences adds yet another layer of exposure; one that most publicists would kill for.

5. Write and record a Seasonal or Current Events-related song. We all know your independent CD release barely stands a chance of getting radio airplay on the commercial stations. Even the college and community stations require a little effort on your part to get any substantial spins over the airwaves. That is, unless you use your imagination and come up with a novelty song that relates to a current topic in the news or holiday. Christmas songs will almost always get some play during the Yuletide season. But stretch further. Ideas: What about songs pertaining to a local political scandal, sports team or election? How about putting Boston (or whatever city you're in) slant on Halloween, July 4th or Valentine's Day. Believe it or not, these novelty songs will have a much better chance of getting commercial airplay; which will get your name out there, possibly paving the way for your more serious songs later.

6. Multiply your press exposure. When you do get a review or feature story published in the press, make copies of it and send it to everyone on your industry contact list, including radio stations, other publications, nightclub owners, booking agents, A&R people. Reinforce your recognition factor with the people who are most likely to help you get even more exposure. Also, don't forget to include press clippings or quotes in mailings that go to your fans, too!

7. Target specific cities and regions for best results. You don't need to do live shows across the country, coast to coast, to effectively promote your music. In fact, it will probably be better for your exposure level and record sales (not to mention your sanity) to zero in on a predetermined number of cities.

8. Find Alternate Ways to Market Your Band. Is there a non-music publication or type of retail store that admirers of your style of music might patronize? If so, you might consider reaching potential new fans through those unlikely means.

Take some of these promotional ideas and make them work for you.

Johnson & Wales students can purchase discounted movie tickets at the Office of Student Activities Box Offices located on the 1<sup>st</sup> floor of the CBCSI Building Downcity & 2<sup>nd</sup> floor of the Harborside Recreation Center

Do you... Enjoy volunteering? Love working with kids? Want to develop leadership skills?

## Student Leaders In Community Engagement



Is now accepting applications for our 07-08 program year!

For students with Work-Study as part of their Financial Aid package, SLICE is an available off-campus workstudy site.

For more information, email us at [SLICE@jwu.edu](mailto:SLICE@jwu.edu)

Scholarships for Service available through the Corporation for National and Community Service & RI Campus Compact



Rhode Island Campus Compact



**Schwartzman**  
continued from Page 4

"California" days of Schwartzman's musical career. With nearly identical lyrical tone, "West Coast" could be deemed "California" part deux. What's the deal with his fixation on the west coast and California? Much like the rest of the album, there is a secret in every song waiting to be discovered.

The garage band style "Back To You" exudes jejune elements comparable to Weezer and Ben Kweller. The simple beat, clap punctuated pop song comes across as anthemic, but that's due in large part to the epic undertones. The last chorus is backed with a barrage of applause as though Schwartzman envisioned an exaggerated setting for this heroic love song: "I will wait as long it will take me to get back to you".

"Summer Day" brings my feet back to the ground with the lo-fi presence of "This Old Machine", except Kirsten Dunst returns for backing vocals. The mysterious connection is still bothering me, but not enough for me to overlook the playful use of kazoo. "Summer Day" is quite literally a leisurely stroll through the park on a hot summer day. How aptly titled.

No matter how much you try to deny it the title track, "NIGHTTIMING," is definitely a disco song. I listened to it five times trying to determine whether or not Schwartzman made it a disco song on purpose or if it was just an accident to my ears but the chorus and intro confirmed the fact that this is definitely is. It was especially discerning when I closed my eyes and was able to picture a skate rink with a disco ball, swirly lights and John Travolta. Tsong takes on a heavy disco facade by interspersing twangy funk bass lines with dominant violin-orchestrated builds. I'm still working on an explanation for the word nighttiming: "I hear you're nighttiming baby so just let it go". I'd like to think it's a euphemism for whoring yourself, but who really knows what's going on inside that head of Jason's.

"Its Not You Its Me" and "Easy Girl" expose the relentless grip classic rock has upon Schwartzman's songwriting. "Its Not You Its Me" is masterfully composed of lush organ parts, layered Beach Boys-like harmonies and open sleigh bell choruses. Although Schwartzman takes on a brief hyperbolic vibrato, "Easy Girl" feels like a rehashing of The Beatles melodious, foot-tapping sound. It's clear that these songs comprise the culmination of the thirteen song disc.

Other notable guest appearance include: Schwartzman's boo Zoey Deschanel on "Slowly" and "Ask Her To Dance", Phantom Planet bassist Sam Farrar on "It's Not You Its Me", Agent Sparks front man and brother of Incubus' guitarist Benjamin Einziger on "West Coast", Sea Wolf violinist Jennifer Furches on "Mama", and Incubus' singer Brandon Boyd whistling over "Slowly".

Overall, Nighttiming is meticulously built upon Jason Schwartzman's pop sensibilities, blatantly derived from the likes of The Beatles and The Beach Boys. Despite the pervasive lo-fi vibe strewn throughout the album, I'll remember it as an enticing exemplar of traditional pop-rock, undeniably classic. Nighttiming is easily one of the best, completely overlooked releases in 2007 thus far and I wholeheartedly suggest buying it. Purchasing a hard copy of the album is quite possibly the most personal experience ever. You get all 13 tracks off Nighttiming in demo form and a Polaroid picture along with a typed up and signed message from the artist himself.

I have a feeling Jason Schwartzman is trying to tell us that he can do everything and that we will never be able to pin a single genre or career path to him. It is a great summer album in which you can almost imagine Max Fischer (see the movie "Rushmore") serenading you while listening.

# Music Review: 'High School Musical 2' soundtrack is at the top of its class

By **DERRIK J. LANG**  
ASSOCIATED PRESS WRITER

You don't have to worry about "Breaking Free" from the "Start of Something New" because the "High School Musical 2" soundtrack will "Get'cha Head in the Game" and, if history serves, "Bop to the Top."

If you didn't catch at least one of those "High School Musical" song references, you're in a itty-bitty clique who didn't see the made-for-Disney Channel movie, listen to the soundtrack or go to the arena concert tour of this multi-platform pop-culture phenomenon responsible for the best-selling album of 2006.

Or maybe you're just in denial.

Whatever the case, everyone can catch up with Troy, Gabriella and their East High classmates before "High School Musical 2" debuts Aug. 17 on the Disney Channel with the soundtrack's 11 new tunes.

This time around, school's out and poolside hijinks replace the original locker-lined backdrop. Just like the bouncy "Saved by the Bell" and "Beverly Hills 90210" gangs before them, the Wildcats are spending their summer at a ritzy country club. Some simply lounge. Others have part-time jobs. Everyone sings.

Naturally, the catchy sun-soaked songs tackle seasonal specific topics, such as bemoaning those summertime gigs with almost every percussion instrument known to man ("Work This Out") and playing baseball amid a heavy "hey batter, batter" chorus ("I Don't Dance").

Unlike its fun-but-kind-of-flat predecessor, "High School Musical 2" successfully embeds some late '80s/early '90s candied nostalgia within its mega-produced mega-mixed mega-beats, although typical "High School Musical" fans - ahem, squealy 14-year-old girls - will probably be more thankful for totally way more Troy.

Smiley Zac Efron, who transcended the small-screen as Link Larkin in this summer's "Hairspray," has much more of a vocal presence on the "High School Musical 2" soundtrack as East High's conflicted jock/drama nerd Troy, most notably with his synth-savvy Michael Jackson-style solo "Bet On It."

Teens and tweens will dig "You Are the Music in Me," Troy's gushy ballad with Gabriella (Vanessa Hudgens), and its more rockin' reprise featuring Veruca Salt-flavored temptress Sharpay (Ashley Tisdale). Parents, however, will appreciate the wholesome affirmation of songs like "All for One" and "Everyday."

Everyone else, meanwhile, shouldn't deny themselves the cheesy pleasure of it all.

**Community Service-Learning (CSL) Registration**  
Did you know you need SVL1001 & SVL2001 to graduate? If you have not registered for these courses you can do so now!

Registration for CSL will take place on the Downcity campus **Wednesday, September 5 and Thursday, September 6 from 9AM-4PM** on the 5<sup>th</sup> floor of the John Hazen White/TACO building in Conference Room C.

Registration for CLS will take place on the Harborside campus on **Monday, September 10 and Tuesday, September 11 from 9AM-4PM** on the 2<sup>nd</sup> floor of the Recreation Center. Students may also drop by the Feinstein Community Service Center on the 5<sup>th</sup> floor of the John Hazen White/TACO building up until **Friday, September 14.**

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It's an easy way to equip the perfect dorm room  
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## Your Dorm Checklist

- Hit the Sack**
- Sheet sets. Twin or Twin XL (2)
  - Comforter or quilt (1)
  - Down comforter (1)
  - Duvet cover (1)
  - Blanket (1)
  - Bed pillows (2)
  - Pillow protectors (2)
  - Mattress pad (1)
  - Fiberbed/featherbed (1)
  - Inflatable Aerobed (1)
  - Window/door panels
  - Area rug (1)
  - Decorative pillows
  - Floor cushions
  - Throw (1)

- Dorm Pre-Req's**
- Clock radio (1)
  - Night light
  - Fan (1)
  - Storage boxes (2)
  - Extension cords (2)
  - Squid multi outlets (2)
  - Surge protector
  - Batteries
  - Door mirror (1)
  - Wall hooks
  - Frames
  - Storage ottoman
  - Trash can

- Pull an All Nighter**
- Desk lamp (1)
  - Floor lamp (1)
  - Bed rest (1)
  - Lap desk (1)

- Chaos Control**
- Storage trunk or tote (1)
  - Under the bed containers (3)
  - CD or DVD storage (1)
  - Set of 4 bed risers (1)
  - Over the door storage (1)
  - Shoe rack (1)
  - 24 hangers (1 Pkg.)
  - Mesh cubes
  - Bubble crates
  - Modular storage shelves
  - Drawer organizers (4)
  - Storage set (1)
  - Duffel bag (1)
  - Space bags

- Munchie Makers**
- Bowls, plates, mugs (4)
  - Forks, knives, spoons (4)
  - Glassware set (1)
  - Cookware set (1)
  - Set kitchen utensils (1)
  - Bottle/can opener (1)
  - Water filtration pitcher (1)
  - Replacement filters
  - Chip clips/magnetic clips (5)
  - Dorm-size microwave (1)
  - Dorm-size refrigerator (1)
  - Blender (1)
  - Toaster oven (1)
  - Coffeemaker (1)
  - George Foreman grill (1)
  - Snack table (1)
  - Dish rack
  - Travel mugs

- Neat n Tidy**
- Hand or stick vacuum (1)
  - Dish cloths & towels (6)
  - Cylinder hamper (1)
  - Compact iron (1)
  - Drying rack (1)
  - Laundry bags (2)
  - Lint roller

- Student Body Needs**
- Towel sets (6)
  - Towel bar (1)
  - bath towel tower (1)
  - Tub mat (1)
  - Bath rug (1)
  - Shower curtain (1)
  - Shower liner (1)
  - Shower ring set (1)
  - Shower caddy (1)
  - Soap holder (1)
  - Bath brush and pouf
  - Electric toothbrush (1)
  - Replacement heads
  - Over the door hook (1)
  - Magnifying mirror (1)
  - Blow dryer (1)
  - Body wash & lotion
  - Cosmetic organizer (1)
  - Tweezers
  - Curling iron (1)
  - Hair straightener (1)
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# Judge rules out crime and courts shows for sitting jurors

HAMILTON, Ohio (AP) -- A Butler County judge doesn't want jurors confusing television justice with their roles in her courtroom.

Common Pleas Judge Patricia Oney in this southwest Ohio city tells sitting jurors not to watch shows ranging from the "CSI" crime investigation shows, to the "Law & Order" shows to "Boston Legal."

Such shows can create unrealistic expectations for jurors such as about what can and cannot be done with evidence, said Oney.

While judges often instruct jurors to avoid media coverage of the case they're considering, she adds fictional coverage to hers. She also includes such criminal justice coverage as the "Nancy Grace" interview program on CNN Headline News.

"So many shows now are pulled in part from cases all over the country," Oney said. "I don't want jurors watching them while they are in deliberation."

Butler County Prosecutor Robin Piper said seminars in dealing with the "CSI Effect" are common in training conferences for attorneys.

Defense attorney Melynda Cook-Reich said she agrees with Oney's no-viewing list while jurors are in the middle of deciding a case.

"But I think otherwise those shows can be a benefit to make people aware of what kind of testing can be done," Cook-Reich said.

## Things to Do Continued from Front Page

regular) as well as a food court. The stores range from Pac Sun to Nordstrom to Urban Behavior and more. Whatever you're looking for whether it is handbags to shoes to maybe a few quick things at the CVS drug-store, you'll probably find it at Providence Place.

In terms of art in Providence, there is a plethora right there to see. The Rhode Island School of Design (RISD) Museum traces the history of art from antiquity to the present through exhibitions and a collection of nearly 80,000 works of art in all media including painting, sculpture, decorative arts, costumes and textiles, prints, drawings, photographs, and video, representing cultures around the world. And this is just one of numerous art galleries in the city of Providence alone, so be on the look out for them.

Providence Performing Arts Center (220 Weybosset Street) was opened as a Loew's Movie Palace on October 6, 1928. Over the years, the theatre has survived many changes; it was nearly demolished in the seventies. Now, it is listed on the National Register of Historic Places and plays a vital role in the City's ongoing renaissance. The beauty of the Theatre combined with the excellence of the productions makes every event at the Providence Performing Arts Center a work of art. Another theater, the Trinity Repertory Company (201 Washington Street), is internationally renowned, a Tony Award-winner, resident theater company that performs classic, contemporary and new works year-round in two theaters spaces.

If live music is on your mind, Providence offers a couple decent venues which regularly bring in quality regional and national tours. The main music venues include the Living Room (23 Rathbone Street) and Lupos (79 Washington Street) which cater to larger name artists and acts from hip-hop to metal to indie. Other alternative venues include: AS220 (115 Empire Street) - featuring poetry slams, open mic hip-hop as well as local indie/folk singers and songwriters; Tazza Caffe (250 Westminster Street)

- Great food along with smooth evenings including jazz, funk, folk, reggae and DJ mastered beats; and Level II along with other clubs that provide live rap/hip-hop artists, house, trance and techno beats.

The state's stretch of Atlantic coastline offers the best surfing in the Northeast, some of its warmest waters, and includes interesting oddities such as a manatee that swam up from Florida last summer. The beaches are clean, well maintained, and almost always provide that precious commodity on a steamy summer day: parking.

Just off the beaches are coastal towns such as Newport and Narragansett which offer quaint shops, delicious regional eateries, majestic views of the ocean as well as some of the coastal mansions and even go-kart tracks with miniature-golf courses.

Traveling back inland, just across the river and up the hill from downtown Providence, you'll find Providence's East Side. The most popular locale on the East Side is Thayer Street and the surrounding city blocks encompassing Brown University, RISD, the shops, and restaurants as well as the unique landscapes and buildings it boasts. On Thayer Street alone there are a variety of niche shops catering from vintage clothing to jewelry making to records and music. You can't go wrong with some of the best pizza in town at Antonio's Pizzeria or a quick stop for a drink at Starbucks. Plus the walk alone is something

in itself (if you choose to do so) winding through cobblestone walkways, gardens, colonial style houses and the leisurely feel of the sidewalk laden with trees.

All in all, this is just the tip of the iceberg to get started delving into Providence and the surrounding area to see what it has to offer this school year. And even if all of that doesn't work, every JWU student does get free bus fare anywhere in Rhode Island. Plus, the commuter train (it's pretty cheap) provides transportation to a fun-filled day in Boston from Providence. The Amtrak station is located right across from Providence Place Mall, providing a whole other world of options.

Whether it is a mint day on the beach, maybe a relaxing day in a cafe or even a night out shopping and dining, one is sure to encounter an array of various experiences around Providence and beyond.

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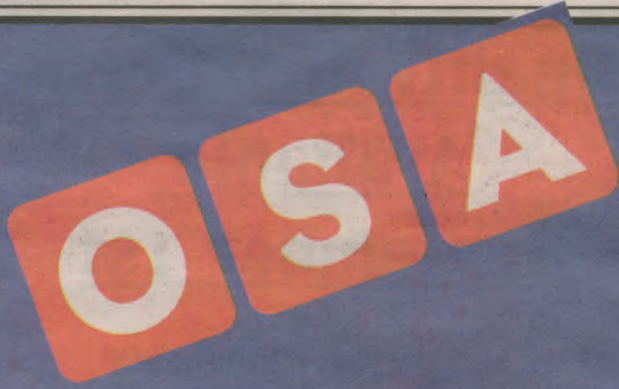
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# OFFICE OF

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**MONDAY  
SEPT 3**

POSTER SALE - 9AM-6PM  
GAEBE COMMONS

CONVOCATION 11AM PPAC

MOVIE EXTRAVAGANZA  
GAEBE COMMONS  
2pm

STUDENT ACTIVITIES NIGHT  
GAEBE COMMONS 6-8pm  
(RAIN LOCATION HRC)

LIVE BAND KARAOKE  
GAEBE COMMONS  
7-10pm

**TUESDAY  
SEPT 4**

MAKE YOUR OWN  
PHOTO MOUSEPAD  
GAEBE COMMONS 1-4pm

ROOMMATE RIVALRY  
GAMESHOW 8pm

PEPSI FORUM

**WEDNESDAY  
SEPT 5**

SAND ART &  
SPIN-ART FRISBEES 1-4pm  
HARBORSIDE GREENSPACE

THE BIG LUAU 8pm - 12AM  
GAEBE COMMONS

**THURSDAY  
SEPT 6**

TRAVELIN MAX 5pm  
HOSPITALITY DINING  
CENTER

**FRIDAY  
SEPT 7**

J&W CARNIVAL DAY  
12-4pm  
GAEBE COMMONS  
(RAIN LOCATION HRC)

LASER TAG  
8pm - 12AM  
HARBORSIDE GREENSPACE  
(RAIN LOCATION DELANEY)

**SATURDAY  
SEPT 8**

VHI BEST WEEK EVER  
XAVIER AUDITORIUM  
8pm

**SUNDAY  
SEPT 9**

NFL FOOTBALL  
ON THE BIG SCREEN  
GAEBE COMMONS  
&  
HARBORSIDE GREENSPACE 8:15pm

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EVER

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## 2007 Parents' Association Essay Contest

Enter to win a \$1,000 scholarship!

Write a 500 word essay about:

**Describe a significant event that occurred in your life and explain how that event helped to shape you as a Johnson & Wales student.**

**First Place**

\$1,000 Scholarship applicable 08-09 academic year

**Second Place**

\$500 Scholarship applicable 08-09

**Third Place**

\$250 Bookstore Gift Certificate

The winning essay will be selected by a panel of faculty from Arts & Sciences. Winners will be contacted directly on Thursday, October 4. All submissions must include your name, e-mail address, and local or cell phone number.

**RULES:**

1. Essay must be no longer than 500 words.
2. Composition must be type written, double-spaced, with a font size of 12.
3. Entries can be submitted to Professor Donna Thomsen, Rm. 514, John Hazen White Center no later than 5 P.M. on October 1.
4. Entries will be judged on creativity, composition and grammatical accuracy.
5. All undergraduate Johnson & Wales students currently enrolled are encouraged to participate.

The winner and his/her family are requested to attend the

**President's Breakfast at the J&W Inn**

on

**Sunday, Oct. 14 to read the winning essay.**

Email [nhardendorf@jwu.edu](mailto:nhardendorf@jwu.edu) with questions.

\*J&W has adopted a policy whereby the total of all University funded or administered monies awarded to a single student may not exceed a specified amount during an academic year. For more information, please contact the Student Financial Services Department. This scholarship will be applied to the student's account in three equal disbursements by term during the 2008-2009 academic year.



# STUDENT ACTIVITIES

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**SUNDAY 9 PM**

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Johnson & Wales University

**Fall 2007 Film Series**

September 6	Pirates of the Caribbean at Worlds End
September 13	Oceans 13
September 20	Knocked Up
September 27	Ratatouille
October 4	Transformers
October 18	Hairspray
October 25	Harry Potter and the Order of the Phoenix
November 8	The Bourne Ultimatum

JWU Premiere Thursdays 9:00pm Harborside Recreation Center

Second Showing Tuesdays 9pm Xavier Auditorium For more information please call Ext. 4688



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Featuring  
Comedian Lee Camp  
8pm Bingo,  
9pm Comedy Harborside  
Rec Center


**SEPTEMBER 16**  
Battle of the  
Sexes Game Show  
9pm Pepsi Forum

**OCTOBER 10**  
Comedian  
Ryan Belleville  
9pm Pepsi Forum

**OCTOBER 17**  
Inspirational  
Comedian Wendi Fox  
8pm Pepsi Forum

**OCTOBER 24**  
Magician Joel Meyers  
9pm Harborside  
Rec Center

**NOVEMBER 7**  
Comedy  
Juggler  
Josh Casey  
9pm  
Pepsi Forum



For more information  
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FALL 2007



# Ideas and Opinions

## THE EDITOR'S DESK Of Slackers, Money & Education

BY PATRICK DYL  
EDITOR-IN-CHIEF

It is no secret fact, the cost of higher education is rising every year and the amount of money the government provides students in aid is shrinking. More and more students are being forced to take out loans in order to pay for their much needed college degrees. Aside from the obvious cost of room and board, students also have to come up with money for books, computers, and the other must haves of college life.

There is one thing I do not understand about many students I see (well not just one thing, but this is the biggest.) Those, who after paying exorbitant amounts of money to become enrolled here at Johnson & Wales University, don't show up to class or worse yet who show up and don't pay attention.

You know who I'm talking about, that kid who sits in the back row and sleeps, or the one texting away on their sidekick while their professor tries to teach and the others in the room are trying to learn. I've completed nine trimesters at JWU and in all my time here, in all the classes I've ever taken, seldom have I seen a professor reprimand a student for sleeping, texting, or being ignorant in class, and only once have I seen a professor actually toss a student out of class.

I believe this is something the university must begin to crack down on! Not only do the actions of this minority of students per-

petuate a grossly inaccurate stereotype of JWU students in Providence, it is also an insult to the professor and unfair to fellow classmates.

In my experience these are the same students who beg other students for copies of their notes or homework. Who annoyingly pester for more review time before a test or quiz, and who ask the most irrelevant of questions such as "how many questions are on the test?" like knowing that answer will help them.

Perhaps these are the same students whose mommy and daddy pay for everything and they don't understand the value of what is being given to them, or maybe they just don't care and are going to college to appease others.

Either way I really wish they'd grow up and participate in class, or stand up to their parents and tell them they don't want to be in school. I prefer the first choice though.

I believe that education and knowledge are sacred and you can never have too much of either. It is the educated who work to make this world a better place, where as the ignorant drag society further into the pits of shame. Those with knowledge are able to defend themselves against closed minded ideologies. Those who understand others are able to be understood themselves.

If you don't want the education JWU provides you, save the rest of us the annoyance of your presence, and go home, get a job and live your life your own way so we can live ours in our way.

## Advice from the Herald Staff for the Class of '11

The staff of The Campus Herald has put together a list of simple Does and Don'ts that can help you with your time in at Johnson & Wales University, and in the City of Providence. So sit back, digest what we have to say and don't take any of it too personally.

1. **Do** attend opening weekend events. Johnson & Wales University has one of the largest Student Activities budgets in New England. Take advantage of it.
2. **Do** make sure you have all the books you need from class. Nobody likes that guy who is never ready. **Don't** think you have to buy all your books at the bookstore. They are cheaper elsewhere.
3. **Do** buy a JWU hoodie from the bookstore. **Don't** buy five.
4. **Do** look at a map of the campus and of the city. **Don't** show up and ask where the mall or Thayer St. are. Worse, **Don't** ask about SideBar.
5. **Don't** step on the University seal in Gabe Commons. Even if you don't believe in superstition, why tempt fate?
6. **Do** attend at least one Athletics event.

Even if you don't like sports a little school pride goes a long way.

7. **Don't** judge someone before you've gotten a chance to know them. You could be missing out on some great friendships.
8. **Do** use your smarts when you go out on the weekends.
9. **Do** know that's its ok to not get drunk.
10. **Do** enjoy yourself here at Johnson & Wales, get excited and be proud. **Don't** worry about what some pretentious people at other schools may think of you, what do they know anyway? The last I checked people who major in ceramic studies, or Latin (and I mean the dead language) don't have a lot of career options.

And finally do well here at Johnson & Wales. Make your parents proud and set yourself up for a great future. Try not to do anything to stupid, or at least have a good excuse for the judge. What we are saying here is get involved on campus. Your college experience is what you make of it. This can be the best four years of your life, and the last four before you have to finally come to terms and join the adult world.

The Ideas, opinions, or views express in the IDEAS & OPINIONS section of THE CAMPUS HERALD are those of their individual author or authors and not necessarily those of THE CAMPUS HERALD or its Editorial Board, or those of Johnson & Wales University.

Unsigned Editorials are those written by the Editorial Board and reflect the views of the majority of the board.

THE CAMPUS HERALD invites letters and commentary from the university community. All submissions must include your full name, contact information and major (for students) or department (for faculty and staff). THE CAMPUS HERALD reserves the right to edit submissions for space, and content.

# Speak Out

BY CAITLIN NARKAWICZ  
STAFF WRITER

The interactive 'Speak Out!' section of The Campus Herald is meant to provide the University community with a professional forum to voice their ideas and opinions.

To submit a question for Speak Out!, please e-mail [campusherald@jwu.edu](mailto:campusherald@jwu.edu).



JENNIFER LOMBARDI '11  
TRAVEL & TOURISM

"Yes, definitely! The Orientation Program helped me so much. I don't think I would have been as comfortable as I now am if I didn't go to Orientation. It was such a fun experience that I want to be an Orientation Leader next year!"



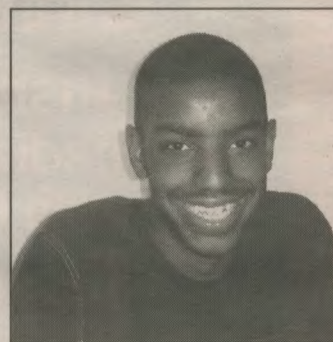
JILLIAN KENT '10  
S.E.E.

"YES! As an Orientation Leader, I saw the impact it made on the incoming freshmen class. I don't think anyone could have imagined what this summer provided for them. I honestly wish this program was here when I was a freshmen because I was so nervous coming here and this would have helped me out so much, especially with the fear of meeting new people."



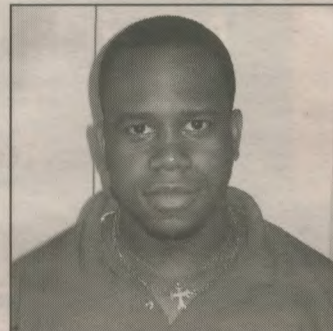
CAITLIN SHEEHAN '10  
BAKING & PASTRY

"Definitely. I was the only student from my high school to come to Johnson & Wales so it would have been nice to know some people before I came here in the fall. Also, a tour around the city, which I know was offered at Orientation, would have been helpful."



KYLE BRITTO '09  
ACCOUNTING

"Absolutely. If I went to New Student Orientation I would have already established a core group of friends so when I came here in September, the transition would have been easier from high school to college. I would have also been able to see the city and know where my classes are!"



REGGY JOSEPH '08  
COMPUTER GRAPHICS

"Yes. I think my freshmen year would have been different if I went through Orientation because it opens your eyes a lot more to what JWU has to offer."

### Our Question This Week:

Do you think the Orientation Program would have eased some of your new student anxiety when you were a new student?



**Are you opinionated? Can you make an argument? Can you back that argument up with facts? If so The Campus Herald wants you! We are currently seeking an editor for our Ideas & Opinions section.**

Contact [campusherald@jwu.edu](mailto:campusherald@jwu.edu)  
or call 401.598.2867

# How to Network Without Being Killed

BY TRISTIAN THOMAS-ALLEN  
ASSISTANT EDITOR-IN-CHIEF

One day back in July, I was walking past a building in midtown-Manhattan that was still under construction when I last saw it. The completed structure was pretty impressive, so when I saw a man in a suit with a name tag having a cigarette by the edge of the building and I asked him what the building was. "Bloomberg Tower", he said. Then he started to tell me about what it was like to work for Michael Bloomberg about the corporate structure. I asked if they had an internship program. He told me that he would look into it if I gave him some contact information. I only gave him my first name and my personal e-mail address to be on the safe side. Even though he did clearly work there, there was no reason to throw caution into the wind.

He sent me a message a few days later saying that he had asked a few friends in Human Resources about the internship program and that he would shop my resume around if I wanted him to. Then he asked if I would want to have coffee at some point before I went back to school. Now, starting to get the feeling that this was a romantic advance more than a professional one, I hesitat-

ed in sending anything further to him. Then I got a very sinister anonymous e-mail from one "Natalya" warning me: "Watch out for older men trying to help out younger women. Think about it, what can you do to return the favor?" Thoroughly creeped out, that successfully ended all communication with the man in question and any interest I had in working for Bloomberg L.P.

Why is networking so difficult for young women? On the one hand, how many of us have old family friends that are C-level executives for Fortune 500 companies? Most of us don't come to college with those kinds of connections already made for us. The only thing left for us to do is to forge those connections by networking, meeting the people that will one day help us climb the corporate ladder. On the other hand, we cannot limit ourselves to straight women that are old enough to be our great-grandmothers in an effort to mitigate the risk of romantic advances or even potentially dangerous situations, because if we do that, by the time we graduate college, all of our network will have passed away or had hip-replacement surgery.

So what are we supposed to do? There are a few things that you can do to assure that you are safe and that you

can build a valuable and diverse professional network.

1) There's always safety in numbers: Go to networking events. The likelihood of a predator lurking at an MBA open house, a job fair, or a large seminar is relatively low.

2) Start with someone you trust: "Six Degrees of Separation" is a lot safer than "Random MySpace Guy who Claims to Work for Microsoft." If you want to work for Microsoft, chances are that you can find a way to make a valuable contact by beginning with people you already know. Start by asking around at church or a family gathering to find someone who has worked for a particular company or in a particular field. If Kevin Bacon is right, within 6 phone calls, you will have the contact you need.

3) Repeat after me. "This is not a date": Should you decide to have coffee with someone from an industry that you would like to explore, you must not lose sight of the fact that this is a business meeting. Do not show up in a low-cut top, tramp stamp-revealing low riders, or six-inch Lucite heels. Do not talk about your ex-boyfriend and how glad you are to be single again. Do not ask the person if they "work out" even if it is abundantly clear that they

do. Feel free to be witty and polite, but keep the topics of conversation centered on industry research.

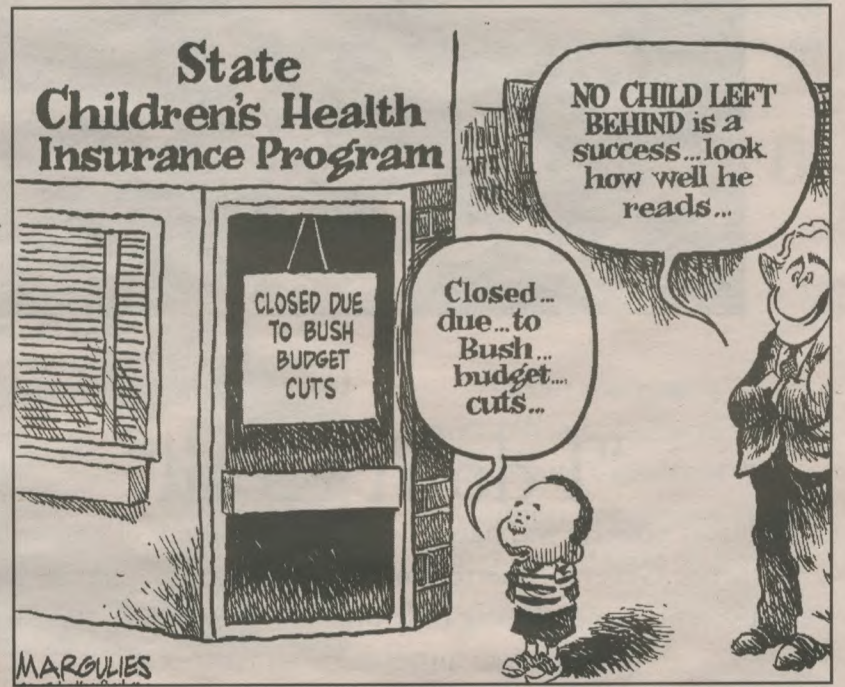
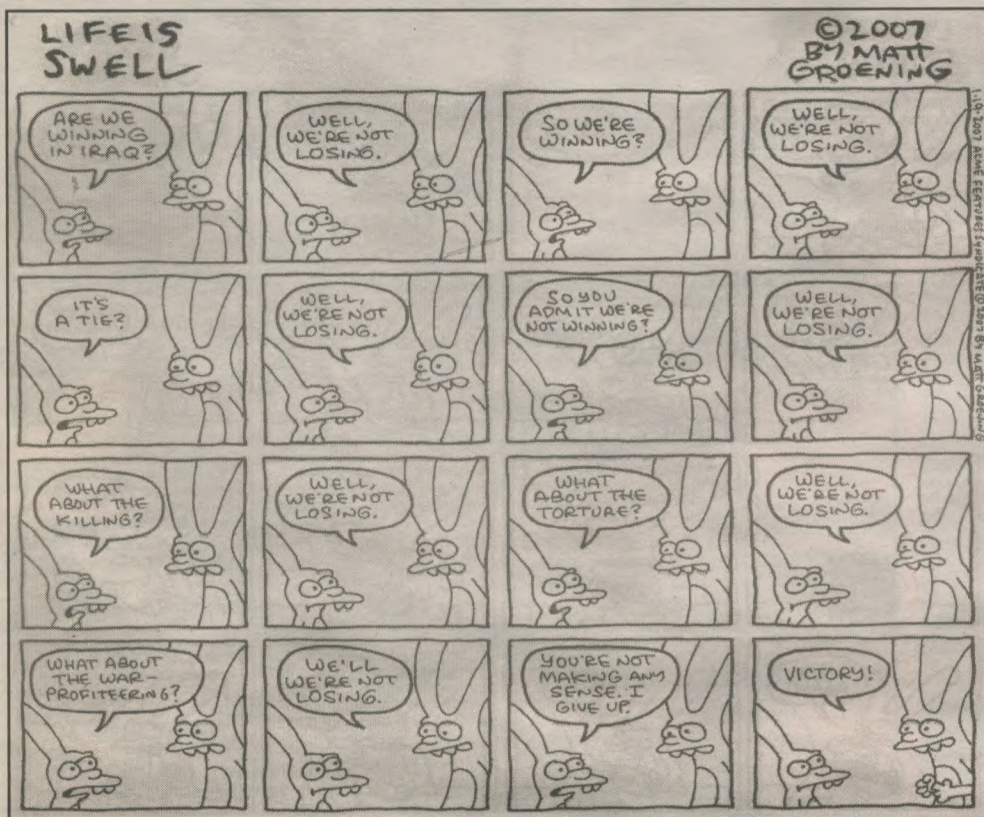
4) This is kind of like a date, though: The same way that you should have a safety escape plan in the event of a blind date gone horribly awry, do have an escape plan for an industry lunch gone sour. Always, always meet in a public, well-lit place. And, if the man from Lehman Brothers with the horrible breath and blizzard of dandruff has picked one too many lint balls off of your breast pocket, excuse yourself to the bathroom, call a friend with your location and get them to pick you up, or call a taxi and tell them to meet you in 10 minutes. If you have a significant other (or even someone who wants to pretend to play the part), tell them where you are so they can "drop in to say hello".

It is important to develop a diverse network while here at school because it gives you a leg up on finding your way into a job you truly want. But there are still those who want to mix your business with their pleasure. Take small steps to safeguard yourself, and you should safely be on your way to a work without uncomfortable social or romantic pressure.

## Quote of the issue...

*"We don't all agree on everything. I don't agree with myself on everything."*

- Rudy Giuliani, 2008 Republican Presidential hopeful and former Mayor of New York City. He has been accused of changing his stance on many social issues.





The Campus Herald takes a look back on the Summer of '07 and the events that helped shape the world today with

# Summer

## The War in Iraq

The troop surge ordered by President George Bush has failed to contain insurgents and civil war in Iraq this summer. While US casualties have slightly dropped, the number is not significant to call the surge a success.



**AP Photo**  
The US Army is still on alert for roadside bombs as they make their daily patrols.

## Gas Prices lower than expected

Much to the enjoyment of American vacationers everywhere, TIME magazine recently reported that gas prices have been lower than expected this summer due to increased refinery capacity.

**The Campus Herald/Patrick Dyl**  
Prices thus summer at a local Shell station.



**AP Photo**  
Attorney General Gonzalez before Congress this summer.

## “I don't recall”

Almost nobody was happy with the testimony of embattled Attorney General Alberto Gonzalez. He used the phrase more than seventy times during only one round of testimony! His resignation was announced on August 27.





# Snapshots

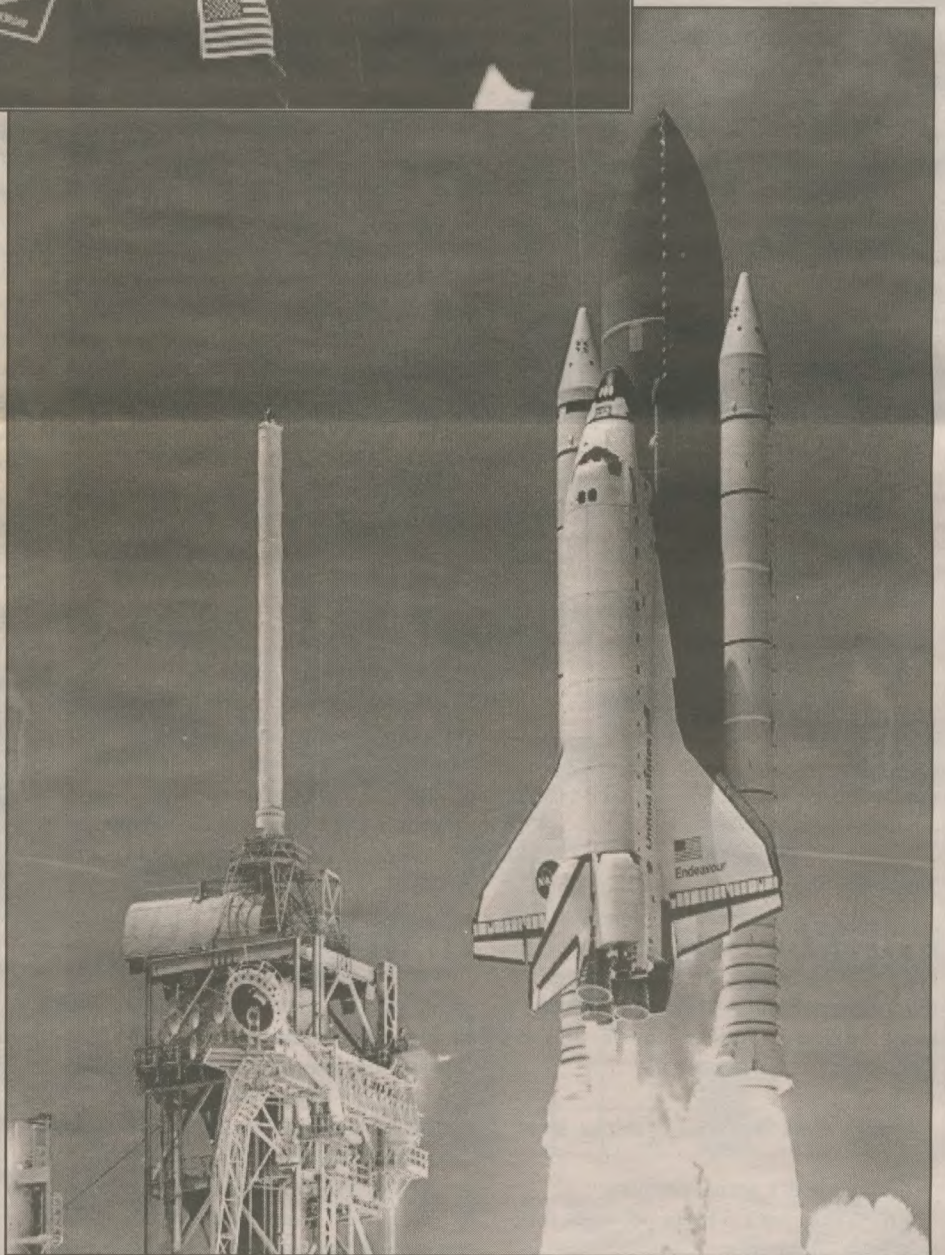


AP Photos  
(left)  
Teacher-Astronaut  
Barbara Morgan before  
liftoff.

(below)  
The Space Shuttle  
Endeavour takes off.

## Teacher in space

Barbara R. Morgan (above) made her first space flight aboard the shuttle Endeavour (right). She was the backup to the first teacher in space, Christa McAuliffe, who died in the Challenger explosion.



## ROVE RESIGNS



AP Photo  
President Bush and longtime advisor Karl Rove

Mr. Rove's departure removes one of the White House's most polarizing figures, and perhaps signals the effective end of the lame duck administration's role in shaping major domestic policy decisions, where the former Texas political consultant was a driving force.



## Children Left Behind

To cut the state's multi-million dollar deficit, Rhode Island Governor Donald Carcieri cut money from child health care as well as lowered the adult criminal age to 17.



# LIFE

HEALTH | CULINARY | MONEY | TECH & SCI | PUZZLES

## New Students! Welcome to the College of Culinary Arts

BY: JOHN O'CONNELL JR  
LIFE EDITOR

Welcome to Johnson & Wales. It's that time of the year again, time to go back to school and for some, it's time to embark on a new journey in life. In just a few days the daily rituals of standard mise en place & uniform inspections will become second nature to you. Today you join the ranks of many famous alumni such as the Food Network's Emeril Lagasse and Tyler Florence, Sam Talbot from Bravo's "Top Chef", and Sous Chef Scott Liebfried from Fox's hit series "Hell's Kitchen". In just a few days you'll be meshed together with strangers from all across the USA and the world from all different walks of life.

After eleven weeks those strangers you meet on September 4th will feel like family. What you are about to experience has been referred to as one of the best times in life. For many it is also the scariest time because it may be the first time you are leaving "the nest" for a prolonged period of time, or maybe you are afraid to start fresh because you are used to the cliques in high school. But most of all you are scared because you don't know what is in store for you as you enter this stage in your life.

Well, don't fret too much: college academics aren't as scary as the media makes

them out to be. So here are some tips to help make your first term at Johnson & Wales University and at the College of Culinary Arts a successful one.

**Study!** College life is not all about the parties. Remember it cost someone, somewhere money to send you here. If you are planning to do Co-op you need a minimum GPA of 2.75 to partake in this truly enriching experience. Also, if you plan on entering the Nutrition and Baking and Pastry baccalaureate programs, you'll need a 3.4 just for consideration.

**Take Notes!** Despite the age of computers and teachers having their notes on PowerPoint available to you at anytime from your J&W e-mail account, it doesn't hurt too much to write the key points of the lecture down to ensure a higher likelihood of achieving good scores on your quizzes and test.

**Go to class!** Out of all the tips I could give you this one is probably the most important. Unlike other colleges and universities, JWU has a very strict attendance policy. During a 9-day Culinary Lab Segment, you are allowed one absence. Upon missing a second class, say good bye because you'll be dropped from the lab. If you drop two classes, the university drops you for the term. In Baking and Pastry Lab classes, you are allowed two absences. Nu-

mero tres results in the teacher sending you a nice little e-mail saying "Thank you, try again". During Academic classes, you are allowed two absences and will be dropped upon a third as well. Unless you enjoy spending your Sunday's in school from 7 a.m. to 7 p.m., I advise you to go to class. A Chef of mine told me in one of my first classes during my freshmen year, "Treat going to school like it is your job. Show up early work hard and show up for class." Unless you absolutely must miss one, attend all of your classes.

**A little F.Y.I:** it costs close to three hundred dollars a day (that's a 3 with two zeros behind it) for you to come here. Whether or not you finish out the trimester.

**Ask Questions during class!** Believe it or not, teachers love it when students ask questions. You have some of the industries best at your disposal. Pick their brains. Find out why your consommé is always dark. Find out why hollandaise sauce breaks if mishandled. That's why they are here and you (or your parents) are paying them to answer your questions.

**Get involved in clubs and activities.** There is so much to do here at J&W. You just need to go out and find it. Join the Special Functions Club and have the chance to work with famous chefs at some of the worlds best functions. Join American Culinary Federation and help launch your professional career. If you are interested in pastry or cake decorating, we even have a club for that. If you like helping prospective students, join the Culinary Ambassadors Team and give tours during open houses. And hey, the Campus Herald could always

use new writers and photographers. There so many clubs and activities here and you should find one that suits you.

**Take Knife Skills and Pastry Skills Classes.** Why not? They're free! And it will really pay off in the long run on the practical exam and in industry. Maybe you'll even get bonus points in a class if you go.

**Need Help?** Go to the Learning Center. Free tutoring in any subject along with proofreading is available at the Learning Center. Teachers' lecture notes are also available there if you really need to see what happened on slide 13 of the PowerPoint.

**READ!** Stay on top of your game by reading industry related periodicals. With the country's second largest library solely dedicated to the Culinary Arts, take some time to browse it and get some reading material.

**Shine your shoes and iron your uniform.** On Day One of classes the Chefs will go over the uniform policy. A small suggestion: Know it, Love It, Live It. Professionalism starts with how your uniform looks. It shows your Chef that you take a lot of responsibility and pride in yourself.

**Take care of your equipment!** Make sure your knives are clean and sharp everyday for class. A good investment is a knife sharpener which can be purchased in the university bookstore on the Harborside Campus.

**And finally, have fun!** You are about to embark on a life-changing experience. Make the most of it. Don't be afraid to meet new people.

## Ask the Health Educator

BY ELSA LARSON  
CONTRIBUTING WRITER

**Question:** "Crazy parties, reckless behavior, one-night stands...We must be talking about college, right?"

**Answer:** Wrong.

Welcome to JWU Health Education. We provide the data, you draw the conclusion. Here's what college students reported on the American College Health Association's latest National College Health Assessment:

- 62% drink less than 4 drinks at a time.
- 76% had 0-1 sexual partners.
- 67% exercise 1-5 times per week for at least 20 minutes.
- 65% don't smoke.
- 94% consistently wear their seat belt.

Does it surprise you that college students care about their health? While you may run into the student who looks like they should be starring in "Animal House," the majority of college students drink moderately (if they drink at all!), are sexually responsible, and exercise regularly. In fact, a study done at JWU reported that 70% of JWU students drink less than 9 drinks per month. That's less than three drinks per week. Students have creative strategies to stay healthy within a busy schedule. Not drinking or drinking moderately (1-3 drinks) is a good way to stay safe, stay focused, and even avoid the freshmen 15.

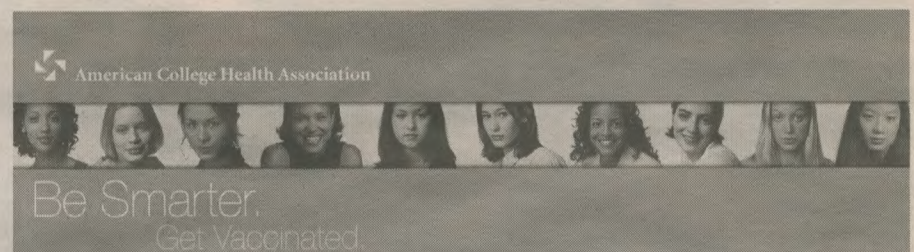
Studies indicate that freshmen do put on

weight, but the freshman 15 is really more like the freshman 6. Luckily at JWU there are lots of healthy eating options at Dining Services. With a little planning, nutrition education, and regular exercise, you can prevent weight gain. All students have free access to the JWU gym. Find a workout buddy, check out the aerobics schedule, and look for Health Ed workshops in your halls about fitness and nutrition.

Regular exercise and good nutrition are great ways to keep your body and mind healthy. Also, make sure to stop by Health Services for free healthcare or to speak to a nurse about any of your health concerns. Health Services and Health Education also offer free condoms to stay safer if you are sexually active, or planning to be. Whether you choose abstinence or condoms, we can provide you with the information, supplies, and support to stay safe. Look for sexual health workshops from Health Ed about safer sex, STDs, Pap tests, HPV, and more.

Would you rather talk to someone one-on-one about your concerns? Students are always welcome to come in for confidential wellness consultations with Elsa, the health educator. Ask questions about fitness, nutrition, sleep, sexual health, or alcohol and other drugs. Start the year off right, get fit and stay well! Health Education is located in the CBCSI, 3rd Floor, 401.598.2023.

Elsa Larson is the Health Educator for Johnson & Wales University. Her office is located on the third floor of the Citizens Bank Center for Student Involvement. She is also a frequent contributor to THE CAMPUS HERALD.



### HPV Vaccine Update for JWU Female Students

As the new school year begins, college health professionals at JWU are urging female students to consider the HPV vaccine.

Amid reports of increasing infection rates, the American College Health Association (ACHA) and the U.S. Centers for Disease Control and Prevention (CDC) are recommending that female college students see their healthcare providers to get vaccinated against human papillomavirus (HPV), the most common sexually transmitted infection in the U.S. The CDC reports that nearly 45 percent of women between the ages of 20 and 24 are infected. While most of these infections clear up, between three and six percent of the infections can lead to genital warts or to precancerous abnormal cell changes that can lead to cervical cancer.

"More than 20 million people in the U.S. are infected with HPV, and about 6.2 million more get infected each year," said Wendy Speck, RNC, director of JWU health services. "Since most HPV infections don't cause any symptoms and go away on their own, many people who have HPV don't realize they have it and may unknowingly transmit it to others. The HPV vaccine is an easy way for every woman to help protect herself from the types of HPV that most commonly cause cervical cancer and genital warts, and we want to make sure female students are taking advantage of it—especially here at J&W." JWU Health Services also recommends regular Pap testing for female students even if they receive the vaccination series.

The HPV vaccine protects against four major types of HPV that are responsible for 70 percent of cervical cancers and 90 percent of genital warts. The vaccine is given as a three-dose series, with the second dose given two months after dose one and the third dose given six months after dose one. The vaccine is safe and effective for females nine-26 years old, regardless of their sexual history. The HPV vaccine can prevent almost 100 percent of conditions caused by the four types of HPV it targets if given before a woman is infected. Once a woman is infected with a type of HPV, the vaccine will not prevent disease from that type. It will, however, prevent disease from the other forms of HPV it targets.

Female students should contact Health Services or Health Education for a referral to local clinics offering the vaccine. Women with RI Blue Cross and Blue Shield may be able to receive the vaccine at no cost or co-pay. We can also help you find a resource for regular Pap testing.

\*\*JWU Health Services provides free health care to JWU students. There is a health center on each campus and the physician is available by appointment in the mornings. Call Health Services to speak to a nurse at 598.1104. JWU Health Education is part of Health Services and provides educational programs and other services for students. For general information about fitness and nutrition, alcohol and other drugs, or sexual health (including health care referrals), call the Health Educator at 598.2023 or stop by the office on the 3<sup>rd</sup> Floor of the CBCSI downcity.



# Can you really avoid the "15"?

By NICK OEHLBERG  
STAFF WRITER

A plethora of opportunities await a new student's first year of school. Positive things like making friends, learning new subjects, getting acquainted with a new city are all exciting. New students also face a number of challenges including the dreaded "Freshman Fifteen."

The "Freshman Fifteen", as it is widely known, is common due to a number of circumstances including parties, new atmospheres, new freedom when it comes to food, lots of available food and just the general transition to college during the first year.

"Studies indicate that freshmen do put on weight, but the freshman 15 is really more like the freshman 6" says Elsa Larson, the Health Educator here at Johnson & Wales.

Here are nine great tips for avoiding the freshman fifteen and staying healthy year-round.

1. Maintain a well balanced diet. When eating a well balanced diet you need to focus on eating lots of food rich in carbohydrates but not simple sugars, mainly complex. Also include vegetables and fruits but don't drink too much fruit juice because it has a lot of simple sugars. Then have lean sources of protein such as salmon or beans and you can get some protein from dairy products or substitutes which is a good source for calcium. Most people have different needs depending on age, gender and other variables so find a balance that works good for you.

"Luckily at JWU there are lots of healthy eating options at Dining Services" says Larson.

2. Eat reasonable portions. When you go to a restaurant you usually get a 16 ounce piece of steak instead of 2 to 3 ounces which is a normal serving for protein. At your favorite bakery you get a large bagel that is 5 servings of carbohydrates instead of 1 or 2. Sometimes it is hard to eat good portions because everything is thought to be "more is better" rather than "quality over quantity." By scaling back your portions you can reduce the excess consumption of food.

tion of food.

3. Take a multivitamin. Your body needs vitamins and minerals in order to work right. Not many people have a diet where they get all of their daily value for their vitamins and minerals. It may seem odd that multivitamins are available for weight loss, but there are a number of vitamins that help contribute to overall health. Too much or too little of vitamins/minerals can negatively affect the body in many ways and it is important to get the right daily values for your body type and size.

4. Eat breakfast and regularly throughout the day. People think that if they eat less throughout the day they lose weight faster, but it just isn't true. One of the common bad habits is skipping breakfast and going on with very little food. This means that you will feel tired and have a lack of energy which also affects metabolism and how food is digested. Breakfast gives your body energy for the day but don't go for the empty calories in sugared cereal. Statistics show that fiber helps provide satiety, meaning you will be less hungry throughout the day. Also, eating something light every few hours like fruit, whole grain bread, or vegetables, will help you feel full

5. Weight train three times a week. One of the most important factors in losing weight is muscle mass because it takes more energy to fuel than fat. Asking a weight training professional for advice is a good idea and you can create a workout plan and set goals because if you keep doing the same routines without a sense of accomplishment, it can feel like a waste of time. Make sure you are careful and always rest between sets.

6. Take the stairs instead of the elevator or escalator. This may seem small but by making small adjustments you will gradually burn more calories. Just because you have the opportunity to be lazy doesn't mean that you have to be. This is perfect for those trying to burn an extra amount of calories without much effort.

7. Make your workouts fun and get your friends involved. Making fun workouts will encourage you to keep working out. If you wake-up early and can't stand the thought of going to work out, then you probably need a new workout. Pick the things you like to do and do them with some people you enjoy as well. We tend to do things if we like them and workouts should be no different.

8. Set Realistic Goals. Nothing occurs overnight so it's important to make small goals that will progress into the main goal getting to where you feel comfortable for weight but don't over do it. No one is perfect and there is no "perfect weight." By using a body mass index (bmi) you can determine if you are over or underweight depending on your weight. However, bmi doesn't measure muscle so it's important to understand that you could be considered overweight on the bmi but have low amount of fat.

9. Don't go "dieting" all the time. Eating well isn't a short term project and a pattern of "yo-yo dieting", which is gaining and losing weight, is extremely unhealthy. That doesn't mean you can't eat dessert anymore or enjoy some indulgences. Approach your eating plan (Not diet) with moderation you can have your cake and eat it too. One of the most common problems is eating things we love all the time and then after a while, we lose the enjoyment. Good things are nice to have but for example if we had Christmas everyday it wouldn't feel special. By spacing out your indulgences you please yourself without going to extremes

Only you can make the right decisions. Despite all of these things including "diets that work if you follow the . . ." it's important to understand how your body reacts because no one is the same person or type. Always keep an open mind and approach everything at the best of your ability because it's not worth it to throw in the towel without a fight. Anything with hard work and time can be achieved. You can stay away from that dreaded weight gain if you stay focused, make health a priority, and know your limits, your indulgences and your tendencies with food. If you do that, this time next year you'll still be able to wear the same clothes you brought with you.

## BODY WEIGHT FACTS

from WebMD and the American Heart Association

1. Your weight can fluctuate by a few pounds from one day to the next. The adult body is about 60% water, so small changes in water balance can easily alter body weight.

2. The American Dietetic Association and American Heart Association do not recommend low-carb. diets

3. Body signals that indicate your hunger are controlled by strong hormones and may be impossible to ignore.

4. A balanced, healthy diet includes lots of fruits, vegetables, whole grains, protein, and low-fat dairy products and is the best choice you can make for your health and weight.

For more facts e-mail [campusherald@jwu.edu](mailto:campusherald@jwu.edu) or contact Health Education, or Health Services.

Submit your Crossword & Sudoku answers to The Campus Herald. The first person with the most correct answers will be our winner. You like free stuff, don't you?

## Weekly SUDOKU

by Linda Thistle

	8				5		1	
5			4				8	3
		1		6		2		
	3		5	9		8		
9					2		4	
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	4		2					7

Place a number in the empty boxes in such a way that each row across, each column down and each small 9-box square contains all of the numbers from one to nine.

DIFFICULTY THIS WEEK: ★★

★ Moderate    ★★ Challenging  
★★★ HOO BOY!

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## King Crossword

### ACROSS

- 1 Bassoon's cousin
- 5 Disfigure
- 9 Galena is one
- 12 Pub missile
- 13 Shrek, for one
- 14 San Francisco's - Hill
- 15 Kerouac book
- 17 Popcorn holder
- 18 Quit
- 19 Bonfire residue
- 21 Biz abbr.
- 22 Ball VIP
- 24 Sticky substances
- 27 Actress Wray
- 28 Gape
- 31 27-Across's "King Kong" role
- 32 Indivisible
- 33 Debtor's letters
- 34 Candle circler
- 36 Strange
- 37 Author Harte
- 38 Precipitate
- 40 Yours truly
- 41 Bloodhound's clue
- 43 Extra's role in "CSI"
- 47 Army rank (Abbr.)
- 48 1949

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51					52					53			
54					55					56			

- 7 401(k) alternative
- 8 Olympian's prize
- 9 Broadcasting
- 10 Libertine
- 11 Recedes
- 16 Id counter part
- 20 Crafty
- 22 Exchange, as words
- 23 Watched closely
- 24 School of whales
- 25 Yoko -
- 26 Fleeing from the cops
- 27 Poetic measure
- 29 Misfortune
- 30 Enthusiast
- 35 Solo of "Star Wars"
- 37 "Big" gun of WWI
- 39 Pilfered
- 40 Larry's pal
- 41 Cicatrix
- 42 Ice cream holder
- 43 Crony
- 44 Verse
- 45 Trade
- 46 Tackles' teammates
- 49 Put the kibosh on
- 50 Afternoon social

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# The Campus Herald would like to CONGRATULATE the Office of New Student Orientation on an excellent first year of their program!



Director of New Student Orientation  
"Momma" Jeanine Went



Above: The "O-Team"



Tyler L. McClain  
Administrative Assistant



Katie Cameron (blue shirt)  
NODA Intern and  
Caitlin Narkawicz (green shirt)  
Senior Orientation Leader

## Didn't think your college life could get any **better?**



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\*Offer expires 9/30/07 and is limited to new residential Cox High Speed Internet subscribers in Cox New England, wired service areas. Customers who have disconnected Cox High Speed Internet in the last 90 days are not eligible to reconnect that service pursuant to this offer. \$19.95 per month offer applies to the monthly service fees for Cox High Speed Premier service from the date of installation to 9 months forward and requires subscription to another Cox product. \$65.90 per month offer applies to the monthly service fees in which the customer must subscribe to both \$19.95 per month Cox High Speed Internet Premier service and \$45.95 per month Cox Standard Service (Basic and Expanded service). Regular rates will apply after promotion ends unless you cancel such services before the end of the 9th month by calling Cox at 1-888-898-9751. Free modem applies to modems from Cox for Cox High Speed Preferred or Premier customers. All rates exclude taxes, fees, surcharges, additional premium channels, pay-per-view DVR, HD, OnDEMAND, inside wiring fees and additional jacks. Cox cannot guarantee uninterrupted or error free service. Modem equipment required for Cox phone and Internet services. Modem with back up battery may be provided by Cox at no additional cost to customers who subscribe to phone service or both phone and Internet services. Modem remains the property of Cox. Modem uses household electrical power to operate and may have backup battery power provided by Cox if electricity is interrupted. All services may not be available in all areas. All rates and offers are subject to change. PowerBoost temporarily increases your download speeds when extra bandwidth is available. Speeds boosted up to twice as fast for Cox Preferred package customers and up to 33% faster for Premier package customers. PowerBoost is available to Preferred and Premier customers. PowerBoost is a registered trademark of Comcast Corporation. \*\*Sweepstakes: Sign up for any new residential Cox Digital Cable, Cox High Speed Internet or Cox Digital Telephone service between 8/8/07 and 9/30/07 (the "sweepstakes period") and you will be automatically entered to win a "Spring Break Getaway" prize package valued at approximately \$2,000. Must be 18 years or older to enter. Odds of winning depend on number of entrants. A first prize winner will be chosen at random on or about 10/1/07 from among all eligible entries received during sweepstakes period. No purchase necessary. To enter sweepstakes without a purchase, please send a 3" x 5" postcard with your name, address, phone number and age to Cox Communications Spring Break Giveaway, Back to School Department, 9 JP Murphy Hwy, W. Warwick, RI 02893. Mail-in entries must be postmarked by 10/1/07 and received by 5pm (E.S.T.) on 10/1/07. For a complete list of sweepstakes rules, please go to [www.cox.com/NewEngland/HookMeUp](http://www.cox.com/NewEngland/HookMeUp). Other restrictions apply.