

1,550,000 CIRCULATION

MARCH 1995



# The National College Magazine



*[Graduatus Scaredycatinus]*

**GOTTA  
JOB  
YET?**



**6 WAYS TO A PAYCHECK**

**BACHELOR'S PADDING:  
IS GRAD SCHOOL FOR YOU?**

**BLEEDING FOR DOLLARS**

**A LOAN AT LAST**

**PLUS: COLUMNS AND COLUMNS OF RAW DATA**

DO NOT SUFFER FROM LONELINESS.

Go outside.

Go away.

It's all the people making you lonely.

Pick a spot on the horizon  
and head straight for it.

Weave your way through a stand of redwoods.  
Kayak an island chain.

Peer over your toes at the edge of a canyon.

Go to your favorite place.

Again, and again.

This is what you need to do.  
Not just because it fuels your independence.

But because it reminds you  
you're a part of something bigger.

And although it may not occur  
to the baffled onlookers  
who can't take their eyes off  
your smiling mud-covered wired-up insane self  
it will occur to you:

You aren't the

Just do it.





one who's lonely.



**Your pain could be worth \$\$\$\$!**



**Entering the 9-to-5 world, in all its constipated glory.**



**Spike Jonze, the man who would be king.**

**U. VIEWS The Campus Dialogue**

*U. Mail, Opinion Poll and Black Sheep*..... **8**

**U. NEWS All O.J. All the Time!**

*Motivating with Brute Force, OUT for Funds, Inside Sneak, Contagious Cheating Caper, Short Takes, U. Lose, 15 Minutes and ob-so-much more!*..... **10**

**U. LIFE Bursting With Flavor**

**POP: Disposable Culture**

**The Late, Great '80s**  
*New Wave rocked, Reagan ruled and we all bit puberty — featuring Devo, Taco and other cheese-whizzes*..... **15**

**TECH: Cybercampus**

**Untangling the Web**  
*The World Wide Web is the future of the Information Age. And the future is now*..... **15**

**DOLLARS: The Green Stuff**

**Everybody Needs Some Body**  
*Medical research companies are willing to pay for student guinea pigs. Relax, this won't hurt a bit*..... **17**

**CLASS: The State of Higher Education**

**Loan Rangers**  
*The new federal direct loan program reduces paperwork, saves time and lets you take a lifetime to pay back your loans. Check out the big brains in Washington!*..... **17**

**FEATURES**

**Better Living Through Chemistry**

**SPECIAL JOBS COVER SECTION**

**Scary Stats for Panicky Job Hunters**  
*Your bleak future — now outlined in easy-to-read graphics. Plus, books to help you get a running start*..... **18**

**COVER STORY: Welcome to the Rat Race**  
*Six recent graduates living in an MTV apartment in New York...oops — wrong story. Here we go — six recent grads share the secrets of their success*..... **20**

**After-School Special**  
*You don't have to be a suit-wearing, office-dwelling, ladder-climbing, boop-jumping faceless corporate drone. Honest*..... **22**

**Master's of the University**  
*Graduate school — how to get smarter and poorer at the same time*..... **23**

**IN ENTERTAINMENT  
Our Contract with America**

**Video Vigilante**  
*Director Spike Jonze counts Sonic Youth, Weezer and the Beastie Boys among his clients. With friends like that, who needs Emmys?*..... **26**

**In Sound**  
*Reviews, News and Shmooze*..... **28**

**In Vision**  
*Previews, News and Abuse*..... **29**

**WRAP**  
**Bite-Sized and Digestible**  
**Work It On Out: The Interview Suit**  
*Plus Stampede! and yet another illuminating reader's poll*..... **30**

Cover Illustration by: C.S. Harding, *Daily Wildcat*, U. of Arizona

**CAMPUS SHOTS**

**A brisk walk in the Sukkah park. Built in honor of the Jewish holiday Sukkot, this Sukkah booth stood in front of the Hillel House at the U. of Minnesota.**  
Allen Smith, *Minnesota Daily*, U. of Minnesota



U. WITH AN AUDIENCE OF 6.5 MILLION, IS THE MOST WIDELY READ LIFESTYLE AND ENTERTAINMENT MAGAZINE AMONG 18- TO 34-YEAR-OLD COLLEGE-EDUCATED YOUNG ADULTS. EDITORIAL CONTENT FOCUSES ON THE DIVERSE INTERESTS, ACTIVITIES, ATTITUDES AND CONCERNS OF STUDENTS ATTENDING FOUR-YEAR COLLEGES AND UNIVERSITIES. U.'S ASSISTANT EDITORS, SELECTED EACH YEAR FROM TOP GRADUATING SENIORS, READ CAMPUS NEWSPAPERS, COMMISSION ORIGINAL ARTICLES AND PHOTOGRAPHY BY THE BEST STUDENT JOURNALISTS, AND MAINTAIN AN ONGOING DIALOGUE VIA THE INTERNET AND U-VIEWS LINE WITH STUDENTS AT HUNDREDS OF CAMPUSES NATIONWIDE.

**Publisher & Editorial Director**

GAYLE MORRIS SWEETLAND

**Managing Editor**

FRANCIS HUFFMAN

**Art Director**

DAVE DRUSE

**Assistant Editors**

BONNIE DATT CHATHAM COLLEGE '93  
BETH MAWALL WEST CHESTER U. '94  
GLENN McDONALD MICHIGAN STATE U. '94  
AMIE RINFHART INDIANA U. '94

**Advisory Council**

DR. DAVID L. ADAMS INDIANA U.  
W.B. CASEY U. OF IOWA  
DR. JAN T. CHILDRESS TEXAS TECH U.  
MONA CRAVENS U. OF SOUTHERN CALIFORNIA  
MARK GOODMAN STUDENT PRESS LAW CENTER  
DR. LES HYDER EASTERN ILLINOIS U.  
KATHY LAWRENCE U. OF TEXAS-AUSTIN  
RICHARD C. LITTLE SOUTHERN METHODIST U.  
LESLIE MARCELLO NICHOLLS STATE U.  
DR. FRANK RAGULSKY OREGON STATE U.  
DR. J. DAVID REED EASTERN ILLINOIS U.  
TOM ROJNICKI ASSOCIATED COLLEGIATE PRESS  
RICHARD SUBLITTE PAST PRESIDENT, CMA  
MARTHA SPRIGG MICHIGAN STATE U.  
LAURA WIDMER NORTHWEST MISSOURI ST. U.

**Production and Operations**

VICE PRESIDENT THOMAS J. MITCHELL  
OPERATIONS DIRECTOR KEVALYN RYAN  
CIRCULATION MANAGER TRACY MATTHEWS-HOLBERT

**Marketing, Research and Promotion**

MARKETING DIRECTOR TERRY GIBGAN  
MARKETING SERVICES MGR. MELISSA E. ALGAZE  
PUBLICITY DIANE REED  
ADMINISTRATIVE ASST. MARIETTE MERCADO

**Advertising Sales Offices**

**Main Office**

1800 CENTURY PARK EAST #820, LOS ANGELES, CA 90067  
TEL. (310) 551-1381 FAX (310) 551-1659 OR 552-0836  
E-MAIL: U.MAG@WELLSE.CA.US  
OR U.MAGAZINE@AOL.COM

PUBLISHER GAYLE MORRIS SWEETLAND  
ENTERTAINMENT AD DIR. PATTIKAY GOTTLIEB  
MUSIC AD SALES DAVID GLOVER, JUDITH ROSE  
CLASSIFIED AD SALES MELISSA E. ALGAZE  
ASSISTANT TO PUBLISHER PAULA PERISC

**New York**

U. MAGAZINE, 170 E. 61ST ST., NEW YORK, NY 10021  
TEL. (212) 980-2800 FAX (212) 980-2811  
BOB BERG, EASTERN ADVERTISING MANAGER  
CAROL RYNSTON, EASTERN MARKETING SERVICES MANAGER

**Midwest & Detroit**

JOE GUENTHER, PETER GUENTHER, SUSANNE SIEGEL  
TEL. (312) 670-6800 FAX (312) 670-0056

**Dallas**

PHIL GANZ, TANYA SCRIBNER, NANCY WILLIS  
TEL. (214) 991-4994 FAX (214) 991-4995

**San Francisco/Pacific Northwest**

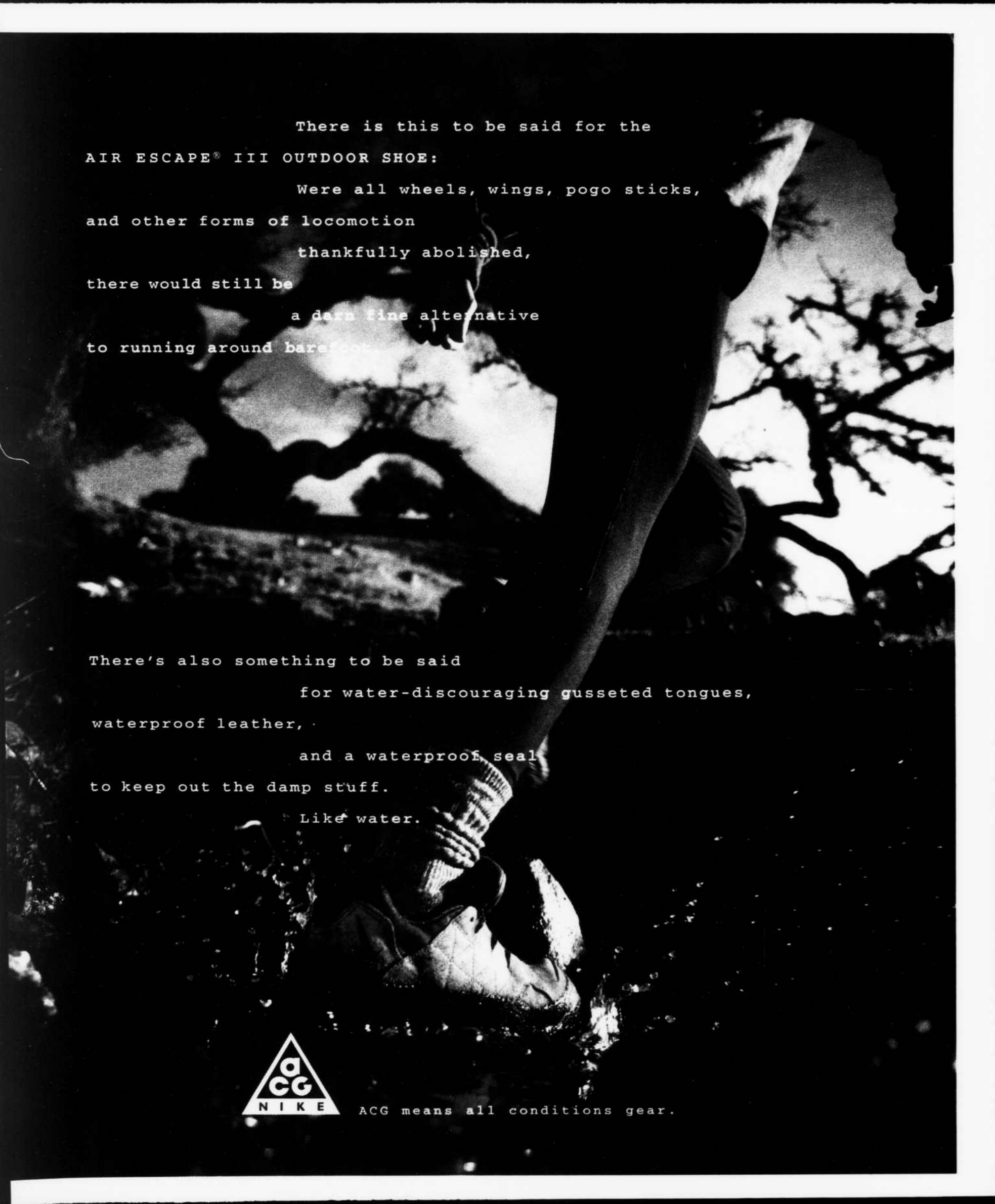
PATRICK DOYLE  
TEL. (415) 777-4383 FAX (415) 777-4385

**American Collegiate Network Inc.**

CHAIRMAN & PRESIDENT GAYLE MORRIS SWEETLAND  
CONTROLLER LYNN SLOTSVE

U. IS PUBLISHED NINE TIMES A YEAR AND PRINTED IN THE U.S.A. ON RECYCLABLE PAPER. SUBSCRIPTIONS ARE \$18. COPYRIGHT © 1995 U., U. MAGAZINE AND U. THE NATIONAL COLLEGE MAGAZINE ARE REGISTERED TRADEMARKS OF AMERICAN COLLEGIATE NETWORK, INC. ALL RIGHTS RESERVED.





There is this to be said for the  
AIR ESCAPE® III OUTDOOR SHOE:

Were all wheels, wings, pogo sticks,  
and other forms of locomotion  
thankfully abolished,  
there would still be  
a darn fine alternative  
to running around barefoot.

There's also something to be said  
for water-discouraging gusseted tongues,  
waterproof leather,  
and a waterproof seal  
to keep out the damp stuff.  
Like water.



ACG means all conditions gear.

# It's OK A Really



(Especially When It Costs Less)

Really, there's nothing wrong with wanting to drive a nice car. After all, you can't exactly take your parents out to dinner on the bus. Besides, the new Cavalier has a lot more going for it than just a beautiful new shape. Starting at just \$10,545,\* the new Cavalier Coupe comes equipped with loads of highly intelligent standard features including dual air bags, four-wheel anti-lock brakes and a smooth-

\*\$10,955 M.S.R.P. of Cavalier Coupe as shown with optional appearance package with PEG 1. For more information call 1-800-All-New Cav. M.S.R.P. includes destination charge and dealer prep. Tax and license additional. The Chev

# To Want Cool Car.



...man Most Of The Boring Ones.)

...running engine. For a little more, you can even get a bunch of other neat stuff purely for your own personal enjoyment. Not that you're being judged or anything.

NEW CAVALIER  GENUINE CHEVROLET™

# U. MAIL

## Bingeing out of boredom

I am writing in response to your article on binge drinking ["Last Call!" Jan./Feb. 1995]. The reason that there is so much drinking on college campuses is that there is nothing else to do on the weekends. You can make the argument that

you need to be involved in clubs or organizations, but why become involved in something that you really do not feel passionate about?

Colleges need to sponsor more activities on Friday and Saturday nights to cut down on both underage and binge drinking. There is nothing wrong with drinking occasionally and moderately, and obviously you cannot expect a college to come up with something for you to do every weekend, but when drinking occurs at the rate it does on campuses, something needs to be done immediately.

*Louis Winner, freshman, U. of Kentucky*



C.S. Harding, *Daily Wildcat*, U. of Arizona

## A streak of genius

I just received the Jan./Feb. issue and must agree that the best picture is [that of the] student streakers at the U. of Virginia. I love the picture as much as you guys do. If there are more pictures of that event, please, please, post them in the next issue.

*JulioBou@aol.com*

## Reach out and cyberdate someone

I enjoyed your article ["Reach Out & Date Someone," Jan./Feb. 1995], but I have another solution to long-distance relationships. Sending e-mail to each other is a great idea, costs nothing and takes only a little time to type. I like phone calls as much as the next person, but when prices start to rise, it's time to make a change. You can

even get on-line with your "lover" and communicate just like you would on the phone. The only problem might be a few misspelled words.

*Amy M. Peters, sophomore, Slippery Rock U., Pennsylvania*

## Dissing dominant deities

I was offended by the article, "The Last Temptation of an Editor" [Nov./Dec. 1994]. Had anyone written an editorial ridiculing the Koran or the Hindu scriptures, accusations of cultural insensitivity would have been heard across college campuses. But because the object of this column was the Judeo-Christian culture dominant in the United States, this insulting piece was considered funny. I suggest that you actually read and study the Bible before you write your next column about it. You might find it enlightening.

*Kimberly Graves, senior, U. of Oklahoma*

## Hallelujah!

I found the article ["The Last Temptation of an Editor"] to be very entertaining. I know that it probably went over like a lead balloon here in the Bible Belt, but I thought you should know that at least one person enjoyed it.

*Louise Crocker, financial aid counselor, Georgia Southern U.*

## Coed contradiction

The article "Coed or Dead" [Nov./Dec. 1994] brings to light a larger problem on our campuses: reverse discrimination. In the case of Middlebury College in Virginia, I wonder if they have a women's center. If so, isn't this a single-sex organization? What about the international student center and the Afro-American student center — aren't these exclusive and therefore discriminatory? Equality is equality, folks. Shouldn't society treat all types of discrimination equally?

*Chris L.G. Hendriks, senior, Louisiana State*

# U. VIEWS

## Student Opinion Poll

*Grad school or a job?*

SCHOOL	JOB
60%	27%
BOTH 8%	
NEITHER 3%	
NOT SURE 2%	

Graduate school, because I need my parents to support me for as long as possible. **Chris Guerrero, freshman, U. of Texas, San Antonio** • A [bachelor's] degree is not as effective as it was, say, five years ago. In the competitive world, you need to get all you can. **James Wilcox Jr., grad student, Norfolk State U., Va.** • Neither. I figure I'll just roam the earth, like Kane in *Kung Fu*. **Shawn Whittington, freshman, Southern Illinois U.** • A bachelor's degree is about as good as a high school diploma was back in the '60s. If you want to be competitive in today's market, you're going to need to have a master's degree. **John Noullet, grad student, West Virginia U.** • A job, because I really don't want to be at college. My parents are making me. **Tim Carter, freshman, Kansas State U.** • I got a job after college, and I decided that I wasn't going to make any money and it wasn't fun getting up at six in the morning. So I went to graduate school. **Rochelle Rosen, grad student, Florida International U.** • As a member of Generation X, it is a logical extension of my education to go to graduate school and to try to get more education — to still make less money than my parents. **Doug Bolster, senior, Indiana U. of Pennsylvania**

## This Month's Question

**Race relations on campus: Do you think they're getting better or worse?**

[800] 6U-VIEWS  
688-4397  
EXT. 64

## Being the black sheep

If you're graduating in May, chances are the pep talks and advice on how to land a job have begun. In parents and professors' eagerness to help with your résumés, cover letters and interviews, many forget the key element: you.

It's obvious. After all, who else could you be? But I've met far too many people who try to cram their life onto one sheet of white paper and stick themselves into suits that camouflage their personality. This behavior is reinforced by the classroom visit from the job placement officer. It's your first lesson on how to be anybody but who you really are. "Ladies, make sure to wear a skirt." "Men, no flashy ties." "Don't list extraneous work experience."

Women, forget the skirts. Men, wear the cartoon ties. And include any experience you've got — career-related or not.

A friend put on her résumé: At age 9, learned how to ride a bike and toss a newspaper at the same time. In one clever sentence, it says that she's known hard work since grade school. It's not just rolling a newspaper every day at 5 a.m. — it's the beginning of a solid work ethic that employers really groove on.

Another friend was bummed because she sent out more than 600 résumés and heard back from only a handful. News flash, Rambo: If they're a number to you, you're a number to them. Think about it. Besides a .00065 difference in GPA, what separates you from the flock? ("Oh, I remember Sid. The kid in the blue suit, right?")

In all of this pre-graduation fury, advice is thrown around about the "shoulds." You *should* include this in your cover letter. You *should* never interview in chartreuse.

Follow the shoulds and you'll discover 3,762 ways to repackage yourself without capitalizing on your best commodity: you. Employers want to see more of you than anyone is willing to admit. I can't explain why the real world is treated like such a mystery in college, but once you're in it, you'll discover that it runs relatively the same. Challenging, boring, up, down and everything in between.

In a world where everyone's qualifications are so similar, employers are begging for something different. However you choose to express that is up to you. Take heed of the fact that you have something great to offer. Don't be a sheep.

■ **Aimee Rinehart, Assistant Editor**

Tell us what you think. Letters to the Editor, **U. Magazine**, 1800 Century Park East, Suite 820, Los Angeles, CA 90067; fax to (310) 551-1659; e-mail to [umag@well.sf.ca.us](mailto:umag@well.sf.ca.us) or [Umagazine@aol.com](mailto:Umagazine@aol.com). All senders: Include name, year, school and phone number. Internet users should include permission to reprint submissions. Letters should be less than 200 words. **U.** reserves the right to edit submissions for length and clarity.





# REWARD YOURSELF!

**GRADUATES GET \$400 OFF FROM GM!**

*To receive your \$400 certificate, details on receiving a free gift for taking a test drive and other program information, return the postage-paid reply card or call:*

**1-800-964-GRAD**

*See your participating Chevrolet, Chevrolet Truck, Geo or GMC Truck dealer for vehicle eligibility and qualification details.*



# Motivating with Brute Farce

## 61 YEARS AFTER THE FACT

**Western Illinois U.** — You can't teach an old dog new tricks, but the old dog can go back to school. John Newton is cashing in on a full scholarship he was awarded in 1933. At 75, Newton began taking classes last fall at Western Illinois U.'s Quad-Cities campus. When he was originally awarded the scholarship, \$75 a year, he wasn't able to take advantage of it. "We had a money crunch, and I went to work," Newton says. Now, the scholarship value is \$1,300 a year. And with a B+ in literature his first semester, Newton proves he's still a spry ol' guy.

## LET YOUR FEET DO THE WALKING, LAZY

**East Carolina U., North Carolina** — If you want to call someone at East Carolina U., don't look in the student directory for the phone number. Due to a mix-up, the phone numbers of all on-campus residents were omitted — and no one noticed until the books were printed and delivered. Supplements with the missing phone numbers were issued at the end of last semester. In the meantime, creative students rigged up those neat tin can/string telephones. The less creative called the campus operator.

## GIMME YOUR NOTES, DILLWEED

**Harvard U.** — Huh huh. Guess who's the coolest addition to Harvard U.? That's right. A business professor has decided that *Beavis and Butt-head* may be educational. Students in the course Moral Dilemmas of Management were shown eight-minute excerpts from the show and were given information on the cable industry, the show's finances and arguments for and against the program. They then took part in a debate over the show's worth in society. "Some students thought it was dumb, and others thought it to have some wonderful subtlety," the professor says. Nobody asked Beavis or Butt-head, but we bet they'd say Harvard sucks.

## HOLEY PROPHYLACTIC, BATMAN!

**Kansas State U.** — Kansas State U.'s health center says it's no joke that students' Lifestyles have sprung leaks. After 12 students complained about receiving faulty condoms, the health center decided to recall all Lifestyles condoms distributed since August. Tough break.

**K**APOW! Three huge musclemen karate chop slabs of concrete and ice to

pieces with their bare arms. One shatters slabs of concrete with his forehead. Another bends steel bars into upside-down "U"s with his teeth.

John Jacobs are seven men who perform around the world, exhibiting strength and motivation to draw crowds and deliver their message. Many of their stops are on or near college campuses.

Jacobs and two other Team members attracted more than 1,000 spectators, mostly Sam Houston State U. students, to a Huntsville, Texas, church last fall.

The message? They are all on fire for God. The cost? Nothing, according to fliers posted on campus. But all who attend are asked to "donate" \$2.

How does breaking blocks of concrete and ice fit in? To save people from an eternity in hell, you need to attract their attention.

"Not everybody can be a world-class athlete, but you can be a champion in life, a

champion for God," Jacobs says.

Toward the end of the performance envelopes are passed around. The Team is headed for Houston and needs money to help bring thousands of students to God. After the envelopes are collected and the Team breaks a few more slabs of ice, the people are called to God (and to buy Power Team souvenirs).

As a grand finale, John Jacobs, his wife and their two poodles get into their pearly-white Cadillac and drive to their next destination, where they will collect more souls. And more money.

So did the show fire up Sam Houston students?

"It was neat to watch," says senior Carrie Haese. "Everybody was clapping their hands and singing, and it kind of makes you think about your own spirituality. But ... it was just a show."

Sophomore James Pharaon didn't see a connection between the physical feats and the Power Team's message.

"People want to see destruction — that was their gimmick. But I don't see what I had to do with anything."

Maybe they should bag the bricks and go back to basics — we hear faith healers are back in vogue.

■ Christie McWilliams, *Houstonian*, Sam Houston State U.



Christie McWilliams, *Houstonian*, Sam Houston State U.

Power Team leader John Jacobs lords his strength over an unsuspecting license plate.

# OUT For Funds

**M**arches against the Vietnam War. Protests of a university's investment in white South Africa. Demonstrations against a plan to sell university land to a toxic incinerator company.

In his 30 years at Indiana U., Chancellor Kenneth Gros Louis has seen student tensions rise more than once. But when he approved funding last spring for an IU office of gay, lesbian and bisexual student support services, he unknowingly created what he calls the most divisive student issue ever to hit the university.

"It was the first time in my years of administrating that I saw such antagonism from one student group to another," Gros Louis says.

During the fall semester of 1994, IU became a laboratory for an issue facing many of today's universities: how to maintain some semblance of a campus community when student factions can find no common ground.

Beth Zemsky, coordinator of the gay-lesbian-bisexual-transgender program office at the U. of Minnesota, says other universities have successfully established GLB offices with private and state funds — including the U. of Michigan, Ohio State U. and the U. of Illinois. "For us,

there was opposition, but it was not difficult in the long run," she says.

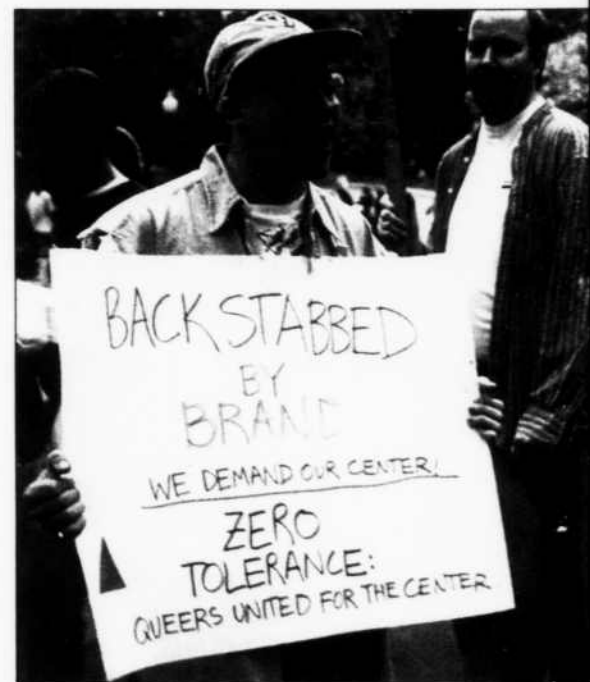
At IU, bringing a GLB office to campus has been an uphill battle.

The controversy began in 1994, when \$50,000 was allocated for an office that would handle GLB harassment on campus and supply information about GLB issues.

State money funneled into a GLB office did not sit well with some state legislators, who called gay students "a special-interest group." IU's College Republicans led the opposition — along with the now-former president of the IU College Democrats — to the proposed office.

The opposition created friction between campus conservatives and members of IU's branch of the gay, lesbian and bisexual student organization OUT.

"It's been one student group against another," says sophomore Jim Holden, president of IU College Republicans. "That's what happens when a university takes one group under its arm and feeds it."



"It's a really emotional issue," says senior Sally Green, president of OUT. "A lot of people's religious beliefs are against [homosexuality], but it's part of us."

Opposition simmered when IU agreed to fund the GLB office with private funds. Whether OUT and College Republican can coexist on campus after two semesters of dispute remains a question.

■ Amy Wimmer, *Indiana Daily Student*, Indiana U.

Whoever said  
"the best things in life are free"  
probably had a trust fund.



It's everywhere  
you want to be.®

# Renaissance Man

## HOME REMEDIES

**U. of Hawaii** — And now from the home office in Hilo, Hawaii, some remedies from the friendly folks at *Ke Kalabea*, U. of Hawaii's student newspaper.

## Short Takes

- If you feel a cold coming on, chew a piece of raw onion, hold it in the back of your mouth

for a few minutes.

- To relieve backaches, wrap hot stones in leaves and rest them on your back.

- To reduce arthritis pain, take a young coconut, empty it and refill it with sea water. Let it stand for three weeks, then pour out the water and eat the coconut.

- To get rid of an evil spirit causing an illness, slap yourself with a bunch of Ti leaves.

- If you get a wana spine in your foot, soak it in vinegar. For instant relief, urinate on it.

## CELL BLOCK D ON LINE FOUR

**Colorado State U.** — You think you've got phone bill problems? Officials at Colorado State U. had to pick up the tab when some wily inmates from the Northern Correctional Facility in Newark, N.J., placed several fraudulent phone calls to the university. The inmates made collect calls to random 491-prefix telephone numbers on campus, hoping to find someone to accept the calls, and represented themselves as AT&T technicians asking questions about how the university telephone system worked. Then they asked to be transferred to outside 900 numbers, usually pornography or catalog sales offices. Since the transferred calls came from university lines, CSU had to cough up the cash — totaling upwards of \$5,000.

## TRAMPLED BY A HERD OF ONE

**U. of Alaska, Anchorage** — Student gyms usually lure big things, but rarely a moose and a calf. When 71-year-old Myong Chin Ra arrived to use the sauna, he thought he could just slip by the two. But several hours before Ra arrived, passersby had been harassing the moose and Ra learned the hard way that you'd better not cross an agitated moose. The mama moose charged Ra as he ran and fell on a slippery walkway. "She got on her front legs and kicked with her back legs," says student Shane Harvey. "He probably got stomped about a dozen times." Moral of the story: Don't go to the gym if you suspect a moose is loose.

**S**o you think that just because you're taking 12 credit hours and you have a part-time job your dance card is full? Fine. But don't go crying to Bernard Chang. As a full-time Pratt Institute architecture student, professional comic book artist and captain of the Pratt basketball team, Chang is the Buckaroo Banzai of art students, mightily morphing from one role into the next.

"It sometimes does get tiring," Chang admits. Graduating this spring after five years of attending Brooklyn's prestigious Pratt Institute (with a full scholarship, naturally), Chang finds himself

with an abundance of job opportunities in a market that has left many recent grads sporting name tags rather than business cards.



Courtesy of Valiant Comics

Choosing which field of dreams to pursue was an easy decision for Chang, who became hooked on comics his freshman year. Although initially, drawing was just a hobby and a route to some extra cash, Chang's interest grew. Later that year, he successfully sold the editors of Valiant Comics on his skills.

"It was really exciting," Chang says, remembering his first comic. "I'd run to the store and see other people picking it up, and I'd want to go over to them and say, 'Hey, I drew that.'"

Since his debut in 1993, Chang has penciled nearly two dozen issues, most recently *The Second Life of Doctor Mirage*, issues 1-7 and 9-13. He says he enjoys the inherent flexibility of penciling.

"The writer writes about a paragraph for each page," explains Chang, "and from that I do all the layouts, deciding how many panels to use, their shape and what goes on in each."

This creative leeway is one reason Chang plans to stick with comic books as opposed to other types of creative drawing, such as animation.

"In comics, I have my own book, so the artwork is all my own," he explains. "If I were to work for, say, Disney, I would have to draw the way Disney wants me to."

Items on Chang's list of Things To Do This Semester include: ace his classes, win the NCAA championship, finish drawing the debut issue of Valiant's forthcoming *The Visitor*, spend some quality time with his girlfriend (yes, he has one) and appear on the *Jon Stewart Show*.

Tough schedule? No sweat. Chang is one person who has proven he can do whatever he puts his mind to.

Except, perhaps, sleep.

■ James Hibberd, *Daily Texan*, U. of Texas

15 MINUTES

# Fined, Sealed and Ignored

**I**f you're a student and don't return a library book, overdue fees will soon rival your tuition (or at least phone) bill. But at the U. of Michigan, Dearborn, if you're a professor, everything's fine and dandy.

Although the U. of Michigan's Mardigan Library does not charge faculty late fees, professors have managed to accumulate \$2,839.25 in charges.

Faculty are charged replacement costs for books that are not returned. But there is not yet a collection policy. In fact, faculty members can leave university employment without ever paying. The record is retained, but borrowing privileges are not restricted, and no further action to collect is taken.

Not only that — faculty have the privilege of checking out books for the entire term.

"I hate that," says senior Margaret Strickland. "I had to go to the medical library in Ann Arbor once to get a book that a professor had signed out for an entire semester."

So if you need a book and a teacher has it, forget about it, right?

Not necessarily, says Robert Kelly, the library's head of information services. He says that if a student orders a recall on the book, it must be returned, usually within 10 days, or there is an \$8 a day late fee that applies to everybody. (But

we can tell how scared professors are of library fees.)

Unlike faculty, staff members are fined for overdue materials, and there is a maximum amount of fees they can accumulate before their library privileges are suspended. Students' records are blocked if they accumulate any unpaid library charges. They must pay up before they are allowed to register for classes and receive their degrees.

"It's outrageous," says senior Joe Gutowski. "Maybe [faculty] shouldn't be allowed to teach if they have books outstanding."

Kelly discovered the almost \$3,000 total in late November. "I became aware that there was this gap in the process," he says. The highest amount an individual faculty member owes is more than \$400, he says.

Kelly says he's

setting up procedures to close the gap. And not a moment too soon; the natives are getting restless.

"When those who make the law are above the law," declares freshman David Collver, "there is no longer order — there is tyranny."

■ Brian Galicki, *The Michigan Journal*, U. of Michigan, Dearborn



A change in faculty library privileges is long overdue.

# Intelligence Analyst

DAVID SHARP  
Specialist, U.S. Army Reserve  
320th Military Intelligence Company  
Student, University of Georgia

**BENEFITS:**  
Over \$23,500 for college\*  
Serves near home

**COMMITMENT:**  
1 weekend/month, plus  
2 weeks/year

\*\$23,500 combines Montgomery GI Bill benefits  
with pay earned during a standard enlistment.

BE ALL YOU CAN BE. 1-800-USA-ARMY



# Inside Sneak

## Au contraire, Eau Claire

What's the frequency, Ken? Students at the U. of Wisconsin, Eau Claire, haven't turned their dials — rather, their campus radio station, WUEC-FM 89.7, has switched its alternative-core programming to an all-jazz format.

Students were stunned when the new WUEC-FM director, Ken Loomis — along with other faculty members — decided to change the format of the station without student input. Students had more to lose than just their listening pleasure; they had money at stake, too. About \$18,000 — 97 percent of the station's budget — is provided by student funds.

The conflict over the radio station centers on its perceived audience. At one end of the dial are the administrators, who think WUEC's listeners are over 30. On the other end are more than 1,700 students who think the station should be geared to a younger audience.

"[Students are] not some mass audience we have to program to," Loomis said when he addressed the student senate last September.

Eau Claire students aren't whistling the same tune. In an unprecedented show of support, 1,700 students — 16 percent of the student body — turned out for a two-day petition drive to change the radio station back to its original format.

"It seems Loomis' arrogance has gotten in the way of his judgment, and it's halting the progress of the station," says Aaron Ellringer, organizer of one of the student groups opposed to the change.

In response to the dispute, the administration has created the WUEC-FM advisory committee, which includes a panel composed of both faculty members and students. Loomis has promised to follow the recommendations of the advisory board.

Not everyone at WUEC is opposed to the changes at the FM station. Public affairs director for WUEC-FM Chad Haremza doesn't particularly like the new format, but he says that Loomis has made the station more organized and efficient.

"We're using program logs now, like [professional stations]," Haremza says. But he adds, "I can't ad-lib like I used to, because I don't know anything about the musicians."

■ Jodi Chromey, *The Spectator*, U. of Wisconsin, Eau Claire

Rules were meant to be broken. Except when you play basketball in the NCAA. Then the rules can cost you money — big money.

For four years, cameras documented the lives of William Gates and Arthur Agee, two student basketball players at Westchester, Illinois' St. Joseph High School. The filmmakers cut a deal with the students and St. Joseph to make a 30-minute public television documentary of the two inner-city kids who dreamed of playing in the NBA.

Response to the short version was so positive that the filmmakers cut the remaining footage into a three-hour documentary distributed nationally by Fine Line Features. Film critic Roger Ebert praised *Hoop Dreams* as "the best documentary in years." It has also emerged as the most profitable documentary in years, grossing over \$1.9 million.

*Hoop Dreams* has scored big, but Gates and Agee can't join in on the victory celebration. NCAA rules prohibit a student-athlete's likeness from appearing on any product — in this case the documentary, a Spike Lee adaptation of the film or any of the thousands of merchandising campaigns associated with *Hoop Dreams*.

In October 1994, St. Joseph filed a lawsuit against the film's producers. "We were led to believe that this was going to be a not-for-profit film and did not want to engage in a commercial venture," says

St. Joseph president Charles Lynch. "We believe [our school] was presented in a false light."

While *Hoop Dreams*' production company and St. Joseph's army of lawyers go one-on-one, Gates and Agee are stuck between rules and lawsuits. They had to decide whether to live out their dreams of playing college basketball or cash in on the movie's profits. They both chose to play collegiate ball (Gates at Marquette U. and Agee at Arkansas State U.), and the NCAA barred them from promoting the documentary or receiving any of its profits.

The film almost didn't make it to the big screen; Gates and Agee had to fight to obtain a waiver from the NCAA for its release. David Berst, chairman of the NCAA administrative review panel, says that it was unusual to have this type of waiver approved. "[*Hoop Dreams*] was a documentary and not intended to be a commercial product, [which] probably helped in obtaining the waiver," Berst says. "It portrayed someone's real life, and it happened to be marketable."

Although St. Joseph hasn't dropped its suit, Lynch says the school is trying to resolve the situation and hopes for closure soon. And for now, Gates and Agee



What is William Gates' net worth? Ask the NCAA.

will have to wait to reach the NBA before they reap the financial rewards of their hoop dreams.

■ Bill Wagner, *Marquette Tribune*, Marquette U. contributed to this article

# Contagious Cheating Caper

In grade school, we're taught that cheaters never prosper. Kansas State U. students learned that lesson when 112 students were caught cheating on an entry-level biology midterm.

Students in an early testing section memorized the answers and leaked the information to the Greek system, the residence halls and many others, says a female test-taker who doesn't want to be identified. "One person calls a house and then all houses in the Greek system have the answers. Then they call their friends in the dorms," she says. Answers to the biology exam were posted near the phone in her sorority house. She estimates 150 to 200 people cheated on the exam.

Carrie Creager, a sophomore who took Principles of Biology, in the spring semester of '94, says students have been cheating on the test for years. "It wasn't on quite as big a scale as it was this semester, but people have been [cheating] all along."

Diane Post, coordinator of the Principles of Biology class says she noticed too many "A"s from the first round of tests and decided to mix up the order of the questions for the second testing section.

Second-round students who used the answer list from the first test were quickly busted for cheating, while others who changed a few of the memorized answers were spared.

Larry Williams, associate director of biology for instructional activity, says that the biology department will still allow early exam times; however, different exams will be made up for each testing section.

All 112 students who were caught cheating received an "F" and a warning that will be on file in the provost's office for three years. If a second warning is filed within those three years, the student will be expelled.

At KSU, students do have an opportunity to erase this blemish from their record: retake the class and have the lowest grade stricken from their record. Students who were caught cheating will not be allowed to re-enroll in the Principles of



Biology until fall '95.

"We certainly closed in on and identified most of [the students who cheated]," says William Feyerherm, associate dean of the College of Arts and Sciences. "They're not criminals; they just got caught up in the last few minutes of unpreparedness."

■ Amy Ziegler and Sera Tank, *Kansas State Collegian*, Kansas State U., contributed to this article

# POP

Kitsch culture has always relied on a careful balance of irony and genuine reverence. *The Rocky Horror Picture Show* isn't really a good movie. But it's a great movie. The B-52s are so cool because they're so bad.

3000 and *Beavis and Butt-head* fanatics in what he has labeled "the ironic audience." Because it makes us feel superior, we're fascinated by the ridiculous. Moon boots. *Miami Vice*. Samantha Fox. Reagan.

Any glorification of '80s bubblegummy bliss is just one big ego stroke as far as Nachbar is concerned. "We're not reminiscing because the '80s were that monumental, but because it fills us with notions of superiority," he says.

can put on a Devo record or an old Blondie 45 and honestly say to ourselves, "Now that's some deeply poignant, alarmingly intellectual song writing." With Devo reminding us to not only whip it, but whip it good, it takes a rare breed of music enthusiast to take this whole scene seriously.

Still, ironic or not, these things will never fully go away. Like '60s nostalgia and '70s revival, the '80s have the right to a second chance. Especially the music.

Although somewhat submerged under a sea of beefy trailer park rockers (think Foreigner, Boston, *et al.*), such '80s new wave as Modern English's "Melt With You" are fixtures in today's alternative radio.

Jill Heinrich, a junior at Michigan State U., hosts an '80s retro music show on the student radio station, WDBM-FM. "The '80s at 8" runs every Friday at, cleverly, 8 p.m.

"They're not looking to hear depressing music or metal," she says. "They want something fun they can party to. People in college right now grew up with this kind of music, so I think it has a lot to do with nostalgia."

None of this sounds ironic to David McLees, co-producer of Rhino Records' *New Wave Hits of the '80s: Just Can't Get Enough* — a 360-song, 15 CD set of all things '80s.

"I think even the most cynical grunge rockers, if they allow the 13-year-old part of them to come out once in a while, might find a

guilty pleasure or two," says McLees. "If you admit you like Duran Duran's 'Girls on Film,' it doesn't mean you can't listen to Nirvana."

True enough. The '80s have left us with a strange and ambiguous legacy — yet no one can deny the primal pleasure of dancing with yourself to a Billy Idol song. Do we really like Wall of Voodoo, Kim Wilde and A Flock of Seagulls? Or do we just think we do?

"Eighties music is totally cheesy," says Heinrich. "It's like the Velveta vinyl decade. People were pulling anything out to be weird, to be different. Devo — now come on, that's pure cheddar."

■ Wes Orshoski, *The University Times*, U. of North Carolina, Charlotte

# The Late, Great '80s



The Ramones: Sedated in the '80s.

But no other phenomenon tests our resolve more than the recent 1980s nostalgia kick. There is very, very little to sincerely admire about that gallstone of a decade. So why are skinny ties coming back?

Jack Nachbar, professor of pop culture at Bowling Green State U., pairs '80s revivalists with *Mystery Science Theater*

"We get in the habit of listening to stuff with the assumption that we're superior to it," says Nachbar. "So we go back to it with some sense of contempt. We enjoy *Beavis and Butt-head* because they're stupid and we know we're smarter than they are."

Granted, there aren't many of us who

## TEST YOUR POP CULTURE OBSESSION!

Listed below are 15 one-hit wonders of the '80s, along with the songs that made them (briefly) famous. See if you can match the artist with the song. In an effort to challenge all but the most obsessive college DJs, we've avoided the obvious (Soft Cell, Adam Ant, etc.) Answers are printed below.

- |                         |                           |
|-------------------------|---------------------------|
| 1) Josie Cotton         | a) Too Shy                |
| 2) The Waitresses       | b) I Eat Cannibals        |
| 3) Musical Youth        | c) Never Say Never        |
| 4) Taco                 | d) I Know What Boys Like  |
| 5) Total Coelo          | e) Turning Japanese       |
| 6) The Tubes            | f) Johnny, Are You Queer? |
| 7) Kim Wilde            | g) Love Plus One          |
| 8) The Vapors           | h) Puttin' On The Ritz    |
| 9) Oxo                  | i) Goodbye To You         |
| 10) Scandal             | j) She's A Beauty         |
| 11) Kajagoogoo          | k) I Predict              |
| 12) Japan               | l) Pass The Dutchie       |
| 13) Haircut One Hundred | m) Whirly Girl            |
| 14) Sparks              | n) The Art of Parties     |
| 15) Romeo Void          | o) Kids In America        |

1f2d:3i:4h:5b:6j:7o:8e:9m:10i:11a:12n:13g:14k:15c

# TECH

Point and click in one area and you'll be connected to Montreal, listening to Darth Vader seduce Luke to the Dark Side. Click elsewhere, and you'll see photos of Jupiter taken by the Hubble Space Telescope.

by simply clicking on highlighted text or pull-down menus. Logon protocols, passwords and advanced computer skills are not necessary to use Mosaic — just lots of free time once you're hooked.

With Mosaic, you can view photos and compressed video, listen to audio and read text — everything from show biz gossip to federal communications regulations.

Mosaic and several other software

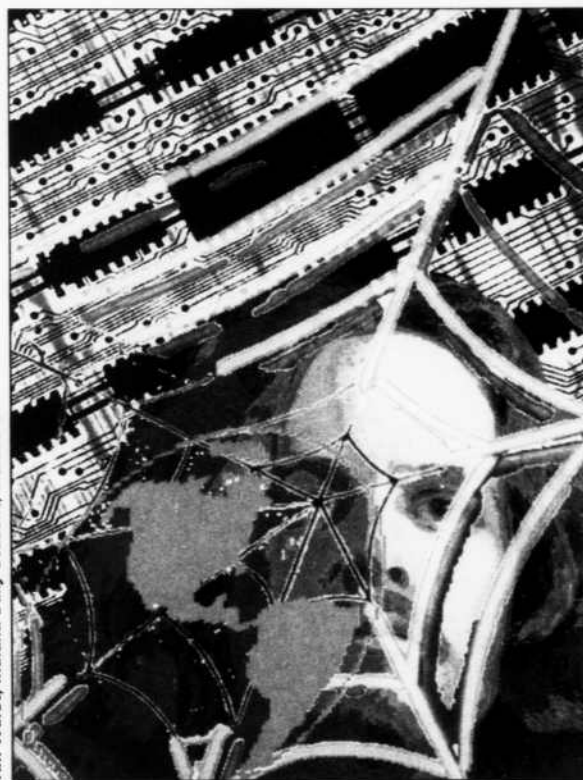
# Untangling the Web

These are just two choices among thousands on the World Wide Web — the latest information service on the Internet. Based on a technology called hypertext, the Web is the first tool to make multimedia on-line information easily accessible — even to the technologically challenged.

The key to the Web is a software package called Mosaic — the latest hot property on the Infobahn. Mosaic allows users to cruise from site to site around the world

packages that will soon be available are cross-platform applications — they work and "look" the same way, whether you use a Macintosh, Windows or X Windows system.

Use of the Web has been increasing at an incredible rate, with some 3,000 Web servers existing today, says Richard Koman, co-author of *The Mosaic Handbook* (O'Reilly & Associates Inc.). Only 50 were known to be in use when Mosaic was released by the National Center for



Tim Wurst, Indiana Daily Student, Indiana U.

Cyberspace: The final frontier.

Supercomputing Applications in January 1993. "It seems like every student at NYU has their own page," he says.

Mudit Vats, a sophomore majoring in computer information science at Ohio State U., says creating a home page is easy: "It probably took me 10 minutes to read [the tutorial] and 15 to lay out the page."

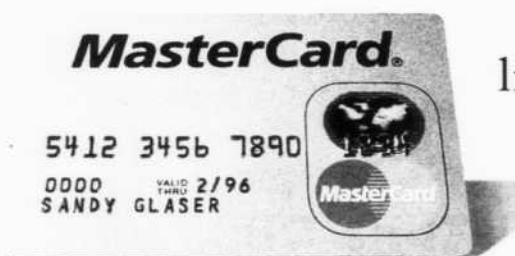
If you aren't a techie, don't worry. Help's available. The Beginner's Guide to HTML [Hypertext Markup Language] provides a lot of good information, Vats says.

As popular as the program is, access is limited because of the connection needed to run it. "Universities have the easiest access. Students should really take advantage of it while they can," Koman says.

■ Damon Taylor, *The Lantern*, Ohio State U.

# The Best Way To Save Money On Stuff (Other Than Borrowing Your Roommate's.)

Roommates tend to get weird when you borrow their stuff. (They're funny



like that.) Better to get yourself a MasterCard® card. Then

you could use it to buy the things you really want.

And with these College MasterValues® coupons, you'll save up to 40%. And until

you get your own place, it's the smartest thing you can do. Roommates are weird

enough as it is. *MasterCard. It's more than a credit card. It's smart money.*™



<p><b>ROAD RUNNER SPORTS.</b></p> <p><b>FREE Pair of Shorts (A \$23 Value)</b></p> <p>Run away with savings and our shorts, too. Receive a FREE pair of shorts (a \$23 value), when you purchase \$65 or more on your next catalog order and use your MasterCard® Card. Call 1-800-551-5558 for a free catalog or to place an order. Mention offer #RRP-0720.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Coupon cannot be combined with any other discounts, points or offers. One free pair of shorts per customer.</p> 	<p><b>Capital Records</b></p> <p><b>SAVE 25% ON THE BEATLES' GREATEST HITS ON CD</b></p> <p>Choose either the Red album, with hits from 1962 to 1966 (26 hits including: A Hard Day's Night, Ticket To Ride and Help) or the Blue album, 1967 to 1970 (28 hits including: Sgt. Pepper's Lonely Hearts Club Band, All You Need Is Love, and Revolution). Buy one 2-CD set for \$25.98 (a \$31.98 value) or get the pair of CD sets for \$47.98. To order call 1-800-313-3323.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer may not be combined with any other offer or discount. Shipping and handling additional. \$3.50 per address in the U.S.A. Please add applicable sales tax. Offer void where prohibited.</p> 	<p><b>ARTCARVED</b> College Jewelry</p> <p><b>SAVE UP TO \$120</b></p> <p>Your college ring, from ArtCarved, is a keepsake you'll always treasure. Save \$30 on 10K gold, \$60 on 14K gold or \$120 on 18K gold. Call 1-800-952-7002 for more details.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Coupon may not be combined with any other coupon or discount. Offer does not apply to shipping and handling. Limit one order per person. Some limitations may apply.</p> 	<p><b>Carnival.</b> THE MOST POPULAR CRUISE LINE IN THE WORLD.</p> <p><b>CRUISE AND SAVE, PLUS RECEIVE A FREE FANNY PACK*</b></p> <p>Cruise the "Fun Ships"™ and save up to \$400 per cabin on 3- or 4-day cruises when you use your MasterCard® Card. Cruise for as little as \$299 per person. 3rd and 4th passengers cruise FREE! Call 1-800-352-3454 for information and bookings. West Coast callers dial: 1-800-633-0220.</p> <p>Ask for COLLEGE MasterValues® Savings! Offer valid on selected sailings through 1995, holiday blackout apply. Must book by 5/31/95. Offer valid only on purchases using a MasterCard® Card. Rates are per person, double occupancy, cruise-only with air add-ons available. Port charges/fees and taxes are additional. Offer subject to availability and not combinable with any other discount. Ship's Registry: Liberia, Bahamas *Double zipper nylon "parachute" pack with black adjustable waist strap.</p> 
<p><b>LENS EXPRESS</b> INC.</p> <p><b>Save 40%</b></p> <p>Join the club...and save 40% off the \$25, three-year membership fee when you use your MasterCard® Card. Enjoy discounts of up to 50% on contact lenses, glasses, designer sunglasses and much more at "America's #1 Vision Care Service". For more details, call 1-800-USA-LENS and mention offer #101.</p> <p>Offer and coupon valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer void where prohibited by law.</p> 	<p><b>Pier 1 imports</b> for a change</p> <p><b>Save 15% On Your Next Purchase</b></p> <p>Your dorm or apartment could use a few changes. You could use a good deal. Pier 1 can supply both. We'll take 15% off your total purchase of all regular price items, from colorful pillows to fun framed art. All the supplies school calls for, plus 15% off when you use your MasterCard® Card at Pier 1.</p> <p>Offer and coupon valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer valid on regular priced merchandise only, excludes clearance and sale items, delivery and other service charges. Coupon must be redeemed at the time of purchase. Offer does not apply to prior purchases and cannot be used to purchase Gift Certificates. Coupon is not valid in combination with any other coupon or discount. Coupon is valid at all Pier 1 company stores and participating franchise stores. Coupon #446.</p> <p>Offer Not Valid Without This Coupon.</p> 	<p><b>TIME WARNER</b> <i>Viewer's Edge</i></p> <p><b>GET ONE VIDEO FREE WHEN YOU BUY THREE</b></p> <p>Video values just for you! Enjoy a full selection of top-quality videos at discount prices. All videos are priced at \$9.95 or less and are 100% satisfaction guaranteed. Act now and get one video FREE when you buy three and use your MasterCard® Card. Call 1-800-862-7100 for your FREE catalog and ask for the COLLEGE MasterValues® offer.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer may not be combined with any other offer or discount. Offer valid for U.S. residents only. Void where prohibited.</p> 	<p><b>MOTO PHOTO</b></p> <p><b>50% Off Film Developing</b></p> <p>Hold on to the good times and your money, too. MotoPhoto...the best place for better pictures guaranteed! Take 50% off the regular price of processing and printing when you use your MasterCard® Card. Call 1-800-733-6686 for the location nearest you. Limit 1.</p> <p>Offer and coupon valid 2/1/95 to 5/31/95. Cash redemption value 1/20. Offer valid only on purchases using a MasterCard® Card. Limit one coupon per customer. Cannot be combined with any other offers. Offer valid on C-41 process, 35 mm film, and standard size prints only. Offer valid at participating stores only.</p> <p>Offer Not Valid Without This Coupon.</p> 
<p><b>CAMELOT</b> <i>music</i></p> <p><b>Save \$2 Off A CD Or Cassette</b></p> <p>Here's music to your ears...save \$2 on one CD or cassette priced \$8.99 or more when you use your MasterCard® Card. One \$2 discount per coupon. COUPON #493</p> <p>Offer and coupon valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Cash redemption value 1/20. Offer void where prohibited, taxed or restricted. Coupon may not be combined with any other discount. Limit one CD or cassette per order. Excludes sale merchandise.</p> <p>Offer Not Valid Without This Coupon.</p> 	<p><b>1-800-THE ROSE™</b> Your Wholesale Florist</p> <p><b>SAVE UP TO 25%</b></p> <p>Show the special people in your life how much you care! Save 20% on all floral arrangements and gift baskets of \$28.45 or more, and get 25% off a dozen roses when you use your MasterCard® Card. Call 1-800-THE-ROSE before 1pm and have your special gift delivered the same day!</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer valid on products priced \$28.45 or more. Applicable sales tax and service charges are additional. Coupon is not valid with any other special offer or discount. Offer valid only on deliveries within the Continental United States. Sunday delivery not guaranteed.</p> 	<p><b>THE WALL STREET JOURNAL.</b></p> <p><b>49% Off A Special 12-Week Subscription</b></p> <p>Invest in your future and stay on top of current developments with <i>The Wall Street Journal</i>. For a limited time only, pay just \$23 for a 12-week subscription to the nation's leading business publication. To take advantage of this special offer, call 1-800-348-3555 and please refer to source key 75NE.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card.</p> 	<p><b>THE SHARPER IMAGE</b></p> <p><b>SAVE 15% ON YOUR NEXT PURCHASE OF \$75 OR MORE</b></p> <p>Shopping is easy at America's premier specialty retailer of gift, fitness, recreational, travel, apparel and more. Use your MasterCard® Card and save 15% on a purchase of \$75 or more when you shop at any one of our 70 store locations or by mail order. Call 1-800-344-4444, 24 hours a day, 7 days a week, to find the store nearest you or for a FREE catalog.</p> <p>Offer valid 2/1/95 to 5/31/95. Offer valid only on purchases using a MasterCard® Card. Offer not valid on certain purchases. May not be combined with Frequent Buyers™ Program, Price Matching Policy, auction purchases, or other discounts or promotions. Not valid on purchase of gift certificates or on previous purchases. The discount is applicable to, and the minimum purchase based on, merchandise prices only, and excludes tax, shipping and tax on shipping. Coupon Required. POS CODE: H</p> 



## DOLLARS

Sending kids off to participate in medical research for cash used to be a tacky punch line from a Monty Python skit, but "biological marketing" has become a viable money-making opportunity for college students trapped between rising tuition and a flooded job market.

It's like this: Pharmaceutical companies employ Contracted Research Organizations, or CROs, to test experimental drugs (only with the blessing of the FDA, of course). Medical research in the United States is the most highly regulated in the world, and CROs are considered very safe — one successful lawsuit can ruin even the largest corporation. On the other hand, it's interesting to note there are more guidelines for research on ani-

mal than on humans.

You make the call. Participation in medical research can pay big bucks, so the perpetually broke college student is an easy mark. Furthermore, the FDA requires that the first round of human testing (ominously titled "Phase I") be performed only on optimally healthy individuals. Therefore, students — traditionally male students — have always been in high demand and typically compose 60 to 70 percent of a CRO's volunteers.

"We try to cater more to our student population," says Kay Ely, community relations administrator for the world's

largest CRO, Pharmaco LSR. One such participant, Paul Gordon, paid Pharmaco \$180 to remove his wisdom teeth (three were free but the fourth was charged for). Free or discounted wisdom tooth removal is a prelude to testing new painkillers. The subject's teeth are removed by a professional dentist under an established market anesthetic, but after the drug wears off, the subject is given either an experimental painkiller or a placebo. Gordon got the placebo.

"I was miserable, and I complained the pain was too great. They would have given me something else if I had insisted, but they were putting pressure on me, saying, 'Well, those girls over there just had the same procedure you did.'" Despite this, Gordon isn't bitter about his experience with medical research and is grateful for the \$800 he saved by having a CRO doctor perform the operation.

Another student guinea pig, Lauren Morgan, 22, sold her body to science between semesters at Chatham College in Pittsburgh.

For two days, Morgan was strapped to a chair. Needles in each arm administered antidepressant drugs and took blood samples once an hour. Nurses recorded her moods and eating habits. Think that's uncomfortable? The third part of the test involved a lumbar puncture — doctors drew fluid from Morgan's spine to evaluate her body's reaction to the drugs.

"I was desperate, and \$750 seemed like

conventional bank loan will be able to have their loans consolidated by the federal government and take advantage of the new repayment options.

So the next time you ask yourself what Clinton's done for you lately, remember this little goodie. Maybe he's all right after all.

For more information, write: The Ford Federal Direct Loan Program, Servicing Center, P.O. Box 4640, Utica, NY, 13504-4640

■ **Christine MacDonald**, *The State News*, Michigan State U.

such a lot of money," she says. "It was enough money to get me through three months. I'd do it again in a second."

Obviously, being a guinea pig isn't for everyone. For those of you who think CROs are nothing but dangerous corporate pimps of biological prostitution, there are ways to cash in on your everyday bodily functions — like donating plasma or sperm.

As with medical research, donating will often get you a free health screening, but that's about where the similarities end.

When giving plasma, donors are hooked up to a machine on loan from Orwell's Room 101 that separates plasma from red blood cells. The process takes about an hour, depending on the donor's weight and blood flow. For this, you receive \$11 to \$17; you can donate up to twice a week.

Sperm donation is sort of the antithesis of giving plasma and is great work — if you can get it. Donating sperm is basically like being paid to wash your own car: You're getting money for something you'd normally do anyway.

To qualify, though, you must be nearly ideal in genetics, health and education. Typically, guys have to be 18 to 24 years old, enrolled in college and able to make a six-month commitment (a commitment!). As if that weren't enough, a donor also needs to produce optimal samples in terms of sperm count, white blood cell count and other factors. Here's the payoff: If accepted, participants make around \$40 per acceptable sample; they can donate as many as three times a week.

Beats waiting tables any day.

■ **James Hibberd**, *Daily Texan*, U. of Texas

*Jody Leese, Temple U., contributed to this article*

# Everybody Needs Some Body



## CLASS

Those breezy 14 hours you spend in the financial aid line every term may soon be a thing of the past.

Thanks to new legislation passed by President Clinton, taking out a student

U. "There is layer after layer of rules and regulations."

Previously, loans were often bought and sold among banks, making it hard for students to keep track of who owned their loans. With the new program, the only lender is the federal government, which makes for less confusion.

This is the first academic year for the new program, in which 104 schools are participating. More schools are expected to participate after Congress reviews the program later this year.

"The primary goal is to make college more affordable," says Leo Kornfeld, senior adviser to the secretary of the Department of Education. "[The program] is based on customer satisfaction."

One way the direct loan program satisfies its customers is by tailoring repayment plans to fit students' needs after they graduate, Kornfeld says.

Students can choose from four repayment plans:

- **Income Contingent Plan:** Students with certain incomes can extend their repayment period to as many as 30 years, thereby decreasing monthly payments. Note that students who choose this option may shell out more than double the sum originally borrowed due to interest charges.

- **Standard Repayment Option:** Stu-

dents are required to pay a fixed amount (at least \$50) monthly for up to 10 years.

- **Extended Repayment Option:** Students can extend payments over a period of 12 to 30 years. The fixed monthly payment may be lower than it would be under the Standard plan, but accumulated interest will be higher.

- **Graduated Repayment Option:** Payments are lower at first, then increase every two years over a period of 12 to 30 years.

For Brittany Grimes, a sociology senior at the U. of Michigan, the transition to direct

loans was welcome. Grimes, who has a total of \$5,000 in loans — some under the old loan program, some federal — says she likes the flexibility of the income contingent plan.

"Allowances should be made," she says. "You can only pay back what you have."

Eventually, graduates who already have a

conventional bank loan will be able to have their loans consolidated by the federal government and take advantage of the new repayment options.

So the next time you ask yourself what Clinton's done for you lately, remember this little goodie. Maybe he's all right after all.

For more information, write: The Ford Federal Direct Loan Program, Servicing Center, P.O. Box 4640, Utica, NY, 13504-4640

■ **Christine MacDonald**, *The State News*, Michigan State U.

# Loan Rangers

loan may no longer mean filling out piles of paperwork and waiting weeks for a check. The new William D. Ford Direct Loan Program is eliminating intermediaries in the loan system, which some say will speed up the process and get checks into students' hands more quickly.

Currently, taking out a loan usually means dealing with both a university's financial aid office and a lending institution or bank. Under the new regulations, lending agencies and guaranteeing agencies are excluded, leaving the federal government as sole lender.

The old program had become a bureaucratic maze, says Thomas Scarlett, director of financial aid at Michigan State

## DIRECT STUDENT LOANS

### The new Income Contingent Repayment Plan



This example shows a single borrower, with no dependents and a \$15,000 Adjusted Gross Income, repaying \$15,000 in Direct Subsidized loans at 7.43 percent interest of the Income Contingent Repayment Plan.

Loan Amount	Adjusted Gross Income	Beginning Monthly Payment	Ending Monthly Payment	Number of Years in Repayment	Total Repayment
\$15,000	\$15,000	\$85	\$215	19	\$31,233

Source: U.S. Department of Education

# SCARY STATS FOR PANICKY JOB HUNTERS

**Y**ou're on your way to a degree. You have talent. You have ambition. You have student loans, car payments, bills. You need to make a rational, informed decision regarding impending employment. In light of said dilemma, we offer this: an entire page of overwhelming statistical data and unnerving, impenetrable numbers. Good luck!

Lunatic Fringe

© Wardo



COLLEGE GRAD

Percentage of male freshmen pursuing medical careers in 1966:

**7.4**

Percentage of female freshmen pursuing medical careers in 1966:

**1.9**

Percentage of male freshmen pursuing medical careers in 1994:

**7.7**

Percentage of female freshmen pursuing medical careers in 1994:

**9.9**

Average yearly salary offer to 1994 electronic engineering major:

**\$34,313**

Average yearly salary offer to 1994 special education major:

**\$21,485**

Percentage of overall job offers to 1994 business graduates:

**44**

Percentage of overall job offers to 1994 humanities/social science graduates:

**7**

Proportion of education job offers to men and women: **19% men/81% women**

Proportion of engineering job offers to men and women: **77% men/23% women**

Average yearly salary offer for 1994 bachelor's degree in finance/banking: **\$27,797**

Average yearly salary offer for 1994 master's degree in finance/banking: **\$44,012**

## Major Money?

Wondering how much you'll make, based on your major? Take a look at the average starting salaries for these majors.

Accounting.....	<b>\$23,222</b>
Biology/biological sciences.....	<b>26,946</b>
Business administration/management.....	<b>26,598</b>
Chemistry.....	<b>24,524</b>
Computer science.....	<b>23,664</b>
Elementary education.....	<b>17,238</b>
Finance/banking.....	<b>19,620</b>
General engineering.....	<b>27,900</b>
Language (interpreter).....	<b>38,000</b>
Management information systems.....	<b>23,664</b>
Marketing/retailing/merchandising.....	<b>16,000-21,000</b>
Math/actuarial science.....	<b>32,155</b>
Psychology.....	<b>28,800</b>

Compiled from *Jobs Rated Almanac*, *American Almanac of Jobs and Encyclopedia of Careers*.

## The Low Down on the How-Tos

Here's a sampling of books now on the market that claim to have the inside track to post-graduate bliss.

### Mastering (& succeeding with) the Job Hunt

MasterCard International Inc. (\$9.95)  
(800) JOB-8894.

This book takes you through networking, résumés, cover letters and interviewing techniques and even gives financial advice on surviving until you get a job. Written by and for college students, this is the comprehensive guide to getting a job in the '90s.

### Jobsmarts for Twentysomethings

Bradley G. Richardson  
Vintage Books (\$13)

Richardson offers valuable advice on preparing for your career by getting involved in related activities like business clubs or the student newspaper, as well as how to handle in-house politics once you're the new office pet. His delivery is more believable than any prof or parental lecture. Due out in April.

### I Went to College for THIS?

Garrett Soden  
Peterson's (\$11.95)

If you're looking for a how-to manual for the job hunt, keep looking. This is a book for the gainfully employed. Explained are such processes as how to avoid screwing up, how to sound like you know what you're talking about and how to bail yourself out once you do inevitably screw up. Still, valuable in its own way.

### Major In Success

Patrick Combs  
Ten Speed Press (\$9.95)

Combs is the Susan Powter of the overachieving undergraduate set, and his book is filled with useful, if vaguely irritating, tips for success. The book's at its best when it gets specific regarding internship strategies, savings plans and reference resources for particular careers.

### The Official Slacker Handbook

Sarah Dunn  
Warner Books, Inc. (\$8.99)

This is a very funny, very smart, very astute manual combining the best anti-establishment elements of Abbie Hoffman's *Steal This Book* with the sort of smart-ass irony that makes us 20somethings so damn endearing. If nothing else, it lends the slacker lifestyle a sort of low-brow glamour that might make you feel a little better about yourself.

Percentage of students who doubt their ability to repay student loans, 1968: **8.4**  
Percentage of students who doubt their ability to repay student loans, 1994: **18.9**

Percentage of freshmen who participated in a demonstration in the past year: **37.4**  
Percentage of freshmen who drank beer in the past year: **59.3**

According to a 1993 study at Northwestern U., 58% of interns are eventually offered jobs with their host employers.

Percentage of college students who say it is more important to get a job that is:  
Financially rewarding: **49.9**  
Intellectually stimulating: **35.4**  
Socially responsible: **10.2**

Percentage of college students who say it is most important to have:  
The freedom to pursue outside interests: **34.7**  
A great job: **30.4**  
Family time: **28.3**

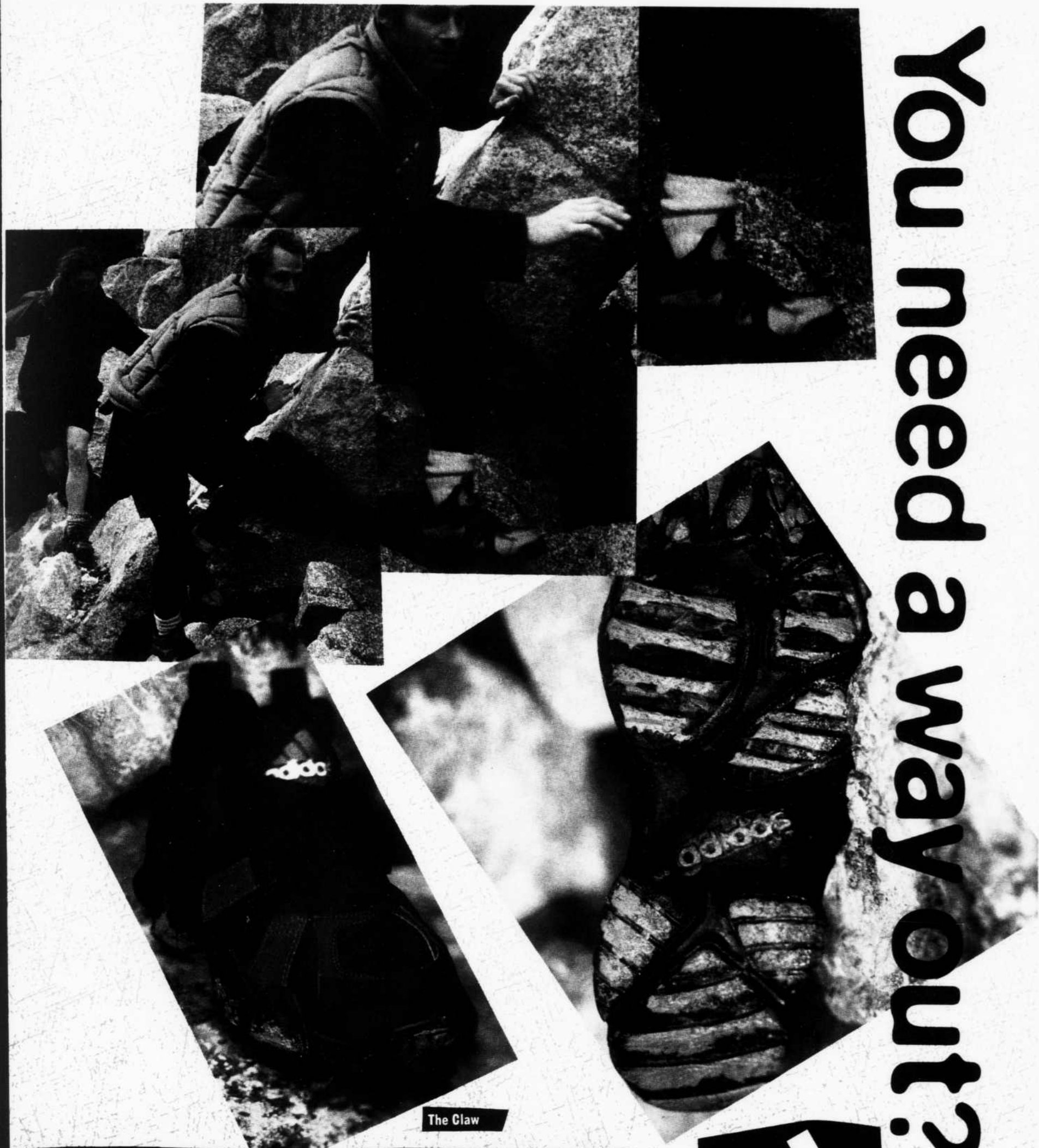
Total annual college graduate labor force entrants, 1984-1990: **1,118,000**  
Total annual job openings for college graduates, 1984-1990: **964,000**  
Total annual college graduate labor force entrants, 1990-2005 (projected): **1,320,000**  
Total annual job openings for college graduates, 1990-2005 (projected): **914,000**

Number of U.S. unemployment claimants, 1992: **11,026,601**  
Total U.S. 1992 unemployment benefits paid: **\$25,152,817,940**

Number of federal civilian employees, Defense Dept.: **941,606**  
Number of federal employees, general legislative accounting: **5,109**  
Number of federal employees, National Commission on AIDS Syndrome: **11**

Sources: *World Almanac and Book of Facts 1994*; *The American Freshman: National Norms for Fall 1994* (UCLA); *College Placement Council Salary Survey, September 1994*; *MasterCard International College Survey, September 1993*; Office of Employment Projections, Bureau of Labor Statistics; *Major In Success*, Patrick Combs

# You need a way out?



The Claw

DIE MARKE MIT DEN 3 STREIFEN / THE BRAND WITH THE 3 STRIPES /

LA MARQUE AUX 3 BANDES



# WELCOME TO THE RAT RACE

By Beth Mayall, Assistant Editor

## How six recent grads became big cheeses

**W**ant to give your parents a heart attack? Right after graduation, after the pictures are taken and the gifts opened, tell them that you won't be looking for a job after all. Wait for the shock to register, pry their fingers from your neck and tell them the real story: you want a *career*.

Still, you can't have a career without that first job. You've probably heard tons of advice on how to nail down that first one, but what really works? Take it from these grads, whose techniques just might help you get a job you actually like.

### Gimme a Break

Let's face facts. Blindly sending out stacks of résumés won't get you noticed by anyone but the Environmental Protection Agency — and that'll only be for wasting a small forest's worth of paper. The key? Be pushy. We're not suggesting that you hang from the twelfth floor washer's platform and bang on the C.E.O.'s window, but you might want to try the method of Matt O'Donnell, a gainfully employed U. of Delaware '94 grad.

While many students toured Key West over spring break, O'Donnell, a wannabe TV journalist, left his sunblock at home and blazed a trail on the East Coast, following up on résumés and audition tapes he'd sent to small-market TV stations.

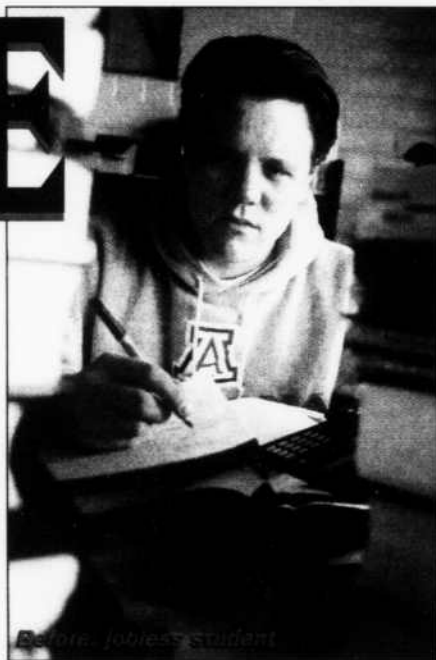
To actually get into the stations and meet the right people — and get ahead of the faceless résumés piled on personnel office desks — O'Donnell would call and mention he'd be in the area, then stop by if an invitation was offered. "If you sneak your way in and make an impression, they'll remember your face," he says.

In the end, O'Donnell racked up 17 interviews, and by graduation he'd landed a

job as the one-man reporter, photographer, editor and producer for the 11 o'clock news at WICZ, an NBC affiliate in Binghamton, N.Y.

### Butter — er, rather — Batter Up!

Networking. It's one of the buzz words forced down our little Gen X, 20something, post-Nirvana throats. But for Cara Bernosky, a '93 grad of



Before: jobless student



After: head honcho

Cliff Jette, U. of Arizona

Chatham College in Pennsylvania, the cliché paid off.

At 16, she responded to an ad that landed her a job handing out "team support stuff" at Pittsburgh's Three Rivers Stadium, home of the Pirates. Today, after six years of striking up connections with stadium co-workers, she's made the field of baseball her full-time job.

But there's more to networking than mere schmoozing, Bernosky says. It means demonstrating your competency to those around you, even when working conditions aren't the best. Like when you're a guest relations representative — a job, she recalls, at which "you get paid to be screamed at by drunk, rowdy fans."

On non-game days, she worked in the front office, which neighbored the public relations department. Through inter-office traffic, she ran into members of the PR team, became a PR intern, then met the marketing team. From there, it took just two more contacts to land a position — a *paid* position — with Major League Players Alumni Marketing.

"It was all the internships and meeting the right people that made the difference for me," she says. Ahh — it's good to know that *someone* in the baseball world is working.



Cara Bernosky suggests striking up connections.

### Voluntary Kindness

Sure you're busy. You can't work at the school paper because you're too busy with the band. And you can't join the band because you're too busy donating your time to the school paper. But would you volunteer if it could get you a job?

Psychology classes alone would not have prepared Kristen Blazewicz, a '94 grad from the U. of Delaware, for a career of helping patients with dementia, bipolar illnesses and schizophrenia.

That's why she hooked up with VOICE (Volunteer Organization Involved in Community Events), a group at the U. of Delaware that coordinates visits to Delaware State Hospital. One night a week for four years she visited the types of patients she hopes to treat one day.

"I joined VOICE because it was new exposure to my field — I'd never even been in



To get a job, Matt O'Donnell put the brakes on his spring break.

a mental hospital before," she says. "I wanted to see if I really enjoyed working with these patients — to see if I really wanted this for my career."

"I wasn't volunteering to get a job out of it — but I really liked the work."

When she heard about an opening for a psychology assistant at the end of her senior year, she applied, interviewed and got the job. Now she evaluates patients and runs the VOICE program, which involves coordinating activities for 10 to 15 male patients and seven to 22 student volunteers a week.

"I learned a lot in psychology classes, but getting in the field made me interested," she says. "I learned so much through volunteering in the hospital."



Work for free? Kristen Blazewicz did.

### Leap of Faith

Say you live in Hicktown, Ky., but long to be on Broadway. Or you want to be the next Jacques Cousteau but live in Dryville, Ariz. If your dream home — or dream career — is miles away, start packing. That's what Brian Livingston, a '93 grad from Indiana U., did when his hometown job didn't meet his expectations.

"I wasn't getting enough hours at work, and my lease was running out," he says. He decided to quit his job as a geotechnical engineer, split from his Indiana home and head out to Minnesota, where he'd worked at a canoe area two summers earlier.



Brian Livingston landed a job cleaning up the Mississippi River.

River. When a full-time position as a lab technician opened up with the company, Livingston landed it.

He's 10 hours from home and working with hazardous waste — and doesn't have a single regret.

### A Yen for Camouflage

You hit your 20s, outgrow the family-mini-van-to-Disneyland trips and realize that travel isn't free after all. And when the hospital visit for your twisted ankle saps up the money you had stashed for that Corvette, you see that (gasp!) health care actually costs money, too.

Rodger Martin, a '94 Washington State U. grad, might tell you a different story. After earning his associate's degree in criminal justice from Grossmont Community College in San Diego, he spent five years in the Air Force — including stints in Korea and England.

"It was a good opportunity to see areas of the world I wouldn't have seen otherwise," he says.

When he returned to the United States, Martin enrolled at WSU for his junior and senior year on a GI Bill. It was there, while in the ROTC program, that he filled out his dream careers and locations on, get this, an Air Force "dream sheet."

"The military wants to give you your top-choice assignment, and they don't want to move you unless you want to move," he says. "And the pay? It's a lot better than the reputation says."

In May, Martin will start training to become an intelligence officer. Starting

salary is \$24,000, and in four years, he'll be making \$40,000.

"Medical benefits in the military don't cost you a dime," Martin says. "My friend had a kid, and it would have cost \$3,000 or \$4,000 in the hospital. But it cost \$37, and that was for the meals she ate at the [military] hospital."

But the biggest perk of enlisting could be the option of changing your career halfway through your life and not losing any benefits.

"If you spent five or six years in, say, the fire department and decided you didn't want to do it anymore, you could become a pilot — or whatever you wanted to be." Hey, man, like the ad says: Be all that you can be.

### Campus Connections

Your spring break trip is nonrefundable. You hate baseball. You just don't have time to volunteer. You don't like Minnesota. And you look *horrible* in combat fatigues. That doesn't necessarily mean you're destined to be unemployed. In fact, you can just sit back and let employers come to you. Sound too good to be true? Ask Hillary Crane, a '94 graduate of California State U., Northridge, who interviewed with 10 accounting firms without ever leaving campus.

The career center set up an on-campus recruitment program, which brought accounting firms to Cal State. Her campus interviews led to four call-backs at the firms themselves. After her second call-back, she accepted a position with B.D.O. Seidman, a national accounting firm.

Here's the kicker: She had a definite offer seven months *before* graduation.

"It's not easy to find a job — it took quite a bit of effort," Crane says. "I would tell [students] to get involved in different activities, work and social, and to use the resources that are available on campus. If you just try to get a job after graduation through ads — cold turkey — it's difficult to do. Almost impossible."

Hey, Hillary, thanks for the support.

■ Rachel Eskenazi, *The Review*, U. of Delaware, contributed to this article

## Operation Résumé

"Stand out from the crowd, but not too much." "Don't list references, but if you don't, you're hiding something." Advice about the ultimate marketing ploy — your résumé — comes from every corner. Professors, parents and peers may inundate you with the perfect solutions for your job hunt, but sometimes just listening to yourself can render surprising results.

Take chicken man Patrick McGuire. He landed his first job at the *Baltimore Sun*. Not bad, considering he put a photo of himself dressed in a chicken suit on his "clucking" résumé. It began: *Patrick McGuire. Pronounced dead at birth, Nov. 6, 1848, in Syracuse, N.Y., but saved by an alert nurse who dunked me into tubs of hot and cold water.*

The *Sun* pecked up McGuire. The *Philadelphia Inquirer* also considered making him an offer. Jim Naughton, *Inquirer* executive editor in charge of hiring, says McGuire's approach was effective because he broke the yolk — um, rules.

"The whole point behind a résumé is not to get a job, it's to get an interview," McGuire says. "You have to answer the question: 'What can you do for us?' I've been cautioned all my life to be serious, but... by showing humor, you show that you are confident in yourself."

Figuring out just how creative you can get without going overboard on that multi-color, tri-fold flip calendar of your life is important. Gauge this by what you know about the company that will be receiving your golden egg.

For careers in creative or personality-

intensive occupations — advertising, graphic design, publishing — try a résumé with color or an unconventional design. However, if your sights are set on the corporate world, that cute stuff may not fly.

"Attention is the name of the game," says Amy Connelly, research manager for the employment consulting firm Johnson-Brown Associates. But she warns that there are two kinds of attention: good and bad.

**Good:** Skills listed in bold or italics. Sticking to one page and an objective that sells: *I hope to work like a dog for peanuts.*

**Bad:** Sloppy grammar, overcrowding and vague descriptions: *Advisory assistant supervisor to the chief.*

Several hundred drafts later, your résumé should be good to go. But where? These days, you can use the traditional postal route or take a high-tech approach.

Corporations, like Acumark Marketing in Waterford, Mich., will send your résumé to up to 10,000 potential employers' cyberstep via CD ROM, the Internet, video and more.

Acumark is also working on voice mail interviews of you talking about yourself and your skills. If employers wants to know more about you, they can select your recorded message. (*Press 1 for desperately seeking, 2 for great coffee-making skills.*)

One last piece of advice: There's no "right" way to do a résumé. Remember, what's on paper doesn't amount to a hill of beans if you don't have the skills to back it up.

■ Christian D. Berg, *York Dispatch*, Messiah College contributed to this article

# AFTER-SCHOOL SPECIAL

By Tricia Stephenson, *The Rocky Mountain Collegian*, Colorado State U.

## Life after college doesn't have to mean suit, tie and ulcer

Just because we're working toward a degree doesn't mean we're ready to settle into cozy careers and let the dust gather on our pension plans. At least, not yet. Rather than look for the security of mortgage payments, many of us take a month-to-month lease on life — and the job market.

We sniveling little 20somethings will tell you we're living by a "life's too short" axiom. Others say there's little choice for this generation.

"During a tight job market, more people opt for grad school or alternate routes, like temp jobs, internships and jobs they're overqualified for," says Sue Marshall, director of career planning and placement services at the U. of Oklahoma.

Steve Byrne, editor of "next," a GenX lifestyle page that appears in the Fort Wayne, Ind., *Journal Gazette*, also suspects that the economy is forcing a nontraditional approach to the job market.

"Are people doing it because they don't want to get caught up in the treadmill, or because they simply can't get on the treadmill?" he asks.

Whatever the reason, many of us are finding that alternative is the way to go.

### We'll make our own jobs, thank you very much

Horrified by the thought of working on a set schedule? Maybe it's the idea of making money for someone else. If so, you may want to join the growing number of graduates in the ranks of the self-employed.

According to Linda Harris at the Center for Entrepreneurship at Wichita State U., new businesses, from lawn care to bed and breakfasts, are springing up from the minds of college students and graduates everywhere.

"The last two jobs I had were more supervised than I liked," says Mark Head, a '92 Wichita State graduate. "They gave me the impetus to go out and try it on my own."

About four months after graduation, Head started a marketing business, Image Impact Inc. He creates corporate identity packages using his copywriting and graphic design expertise. "It's going well, but growth is a little slow," Head says.

Karla Gordon, another '92 Wichita State grad, started her business right after graduation.

Willing to take a risk and learn how to run a business as she went along, Gordon started Spirit Spot, a collegiate and Greek store, with the help of investors — including Mom and Dad — and a small bank loan.

"I basically did this to get experience," Gordon says. "I didn't know what I wanted to do, and [as a business owner] you have to do it all."

For Gordon, business ownership is just a stepping stone. She's also working on her MBA, and you can bet she's loaded with a lot more experience than most of her classmates. Once she sells her business and completes her graduate work, she plans to jump into the traditional job market.

Gordon and Head both say starting your own business takes a lot of foresight. Gordon suggests using professors as resources to help with business planning.

"[Business ownership] isn't the perfect answer. But you run up against that in any job," Head says. "If you really love what you do, [that's] enough to cover the downsides."

### Slacking

"I don't want to be normal," says Julie Brown, a '92 Colorado State U. graduate. "When I look at what everyone else is doing, I think they have boring lives."

After graduation, Brown opted for the cash-and-coast method of living rather than rushing into a career. She has waited tables at several restaurants and lived in a

VW bus to save money for backpacking trips.

"It's easy to get a house and pay rent and bills," Brown says about the traditional approach to adulthood. "It's daring to travel."

Brown's experiences backpacking around the Southwest for three months in '94 gave her an appreciation for a vagabond lifestyle. "I do want to get a real job, but I also want to take a month off next summer for backpacking," Brown says. "Am I going to be able to do that with a real job? I mean, isn't it real enough to wait tables?"

Brown represents a cross-section of our generation. There's a current rippling through many of us that's pulling us out of the mainstream. We're not just drifting; we're making a conscious choice to enjoy ourselves.

"We could sit there and spend our whole lives thinking of the future and what we're going to do and save our money for," Brown says. "But I want to be able to say, 'Yeah, my life was rich; it was dynamic.'"

### Internships — the official way to earn less

Maybe you're looking for a short-term commitment. Most likely you're looking for some viable experience and a chance to prove yourself as an employee. Internships may be the answer.

Melissa Bornhoft, employee relations coordinator at Colorado State U., says more companies nationwide are accepting interns. She says companies hire interns to check them out and see if they've made a good match before they offer a full-time position. Sound like *Love Connection*?

"We've had people tell us that they've applied for 25 to 30 [intern] positions before getting one," Bornhoft says. And if the employer's not smitten, get ready to look for another job in a year or less.

It took Justin Levy, a '93 graduate of California's U. of the Pacific, eight months of unpaid bliss to get a commitment from a Denver concert and promotions company. And it's still only part-time.

"You have to show people what you can do," Levy says. "I don't think internships are just a plus anymore. They're a necessity."

Levy believes that when you get out of college, you have to find a part-time job that pays the bills *and* do an internship. "It will eventually develop into something."

### Searching for the life of meaning

Some graduates still feel that there's something out there, beyond the walls of a classroom or office. But they no longer want to leech off of their parents and the American Way.

World Teach, a project run out of Harvard U., gives recent graduates the opportunity to travel *and* give something back. It places 340 to 350 volunteers a year in English-speaking schools in 11 countries.

"I knew I wanted to travel, but I wanted to travel in a way I could get to know the culture," says Amanda Hughen, a '91 graduate of Virginia's Washington & Lee U., about teaching in Costa Rica.

By not immediately locking herself into a job or grad school, Hughen was able to explore her options. Now she is in San Francisco, doing volunteer education and outreach coordination for an urban national park.

"If I'd stayed in the U.S., I would have turned to something that's not right for me."

Patrick McCabe, the program's director of admissions, says the programs, most of which are a two-year commitment, are an exercise in survival.

"People who come back from World Teach find that the sky's the limit."

### Title doesn't matter

We're called late bloomers, slackers even. But it's time to recognize that our alternative route to post-grad, adult life is working for us. Whether we're creating our own businesses or volunteering time for others, we're less worried about saving for our retirement than about living life right the first time.



Chad Harder, *The Minnesota Daily*, U. of Minnesota

Job options after graduation can make you flush with pride.

# MASTER'S OF THE UNIVERSITY

By Dan Stockman, *Western Herald*, Western Michigan U.

## Is grad school higher education, or just higher hibernation?

**G**raduating from school almost feels like a mistake. You take classes for four or five years, and suddenly — with no real buildup or counseling — you're shown to the door.

Considering the job market, it's no wonder more and more students are choosing to attend graduate or professional schools.

U.S. Department of Education figures show that in 1992, total graduate fall enrollment in the United States was 1,670,000 — up 13 percent from 1987 and up nearly 43 percent from 1969.

Are these growing numbers of students hiding from adult responsibility, or just trying to get smarter? For James "Fish" Christiansen, the answer is simple: He wants a better career than an undergraduate degree alone can deliver. "[Becoming] a teacher right out of school doesn't pay a heck of a lot," Fish says. After collecting a B.A. in history and a minor in anthropology this spring, he'll head for law school.

*In our U. Views student poll [see page 8], 60% of you said you'd rather go to grad school than get a job.*

In his sixth year at Western Michigan U., Fish is still working on an undergraduate degree — but don't tell him he's afraid of the real world. He's happily married, works full time as a child-care counselor and has two children, with a third on the way.

For Ginger Strand, graduate school at Princeton U. was a big change. "I wish I had been better prepared, but I think everyone feels that way," she says. "I expected it to be hard, and it was."

Strand says that during her first few years in graduate school she had no choice but to be "full-time dedicated." She says, "My first two years I did nothing else. No movies, nothing. It's not a glamorous life."

Part of the reason, Strand says, is the difference in what

you're expected to know. Rather than doling out busywork, professors show you a stack of books and assume you know everything in them — then ask you what it means. "It's a whole different ball game — suddenly you need to be an expert rather than just a smart kid."

### Bettering the odds?

According to Carl Williams, U. of Alabama's director for graduate recruitment and admissions, people with graduate degrees are better off in the job market. "Employers now are looking for that little something extra — especially since there are so many people with undergraduate degrees," Williams says.

A graduate degree can be helpful down the

line, too, Williams says. "When it comes time for promotions, [employers] tend to go with who has the most training. Students now understand that to be competitive in the workplace, they have to have a graduate degree."

Want proof that an investment in graduate school pays off? Williams points to the College Placement Council's Salary Survey, a look at the national average for beginning salary offers.

According to the CPC, the national average for yearly salaries in 1993 offered to applicants with a bachelor's degree in business administration is \$24,555. For an applicant with a master's in business administration, it's \$32,792.

Of course, not every career field shows such dramatic salary increases. But according to the CPC, most show a difference of at least a few thousand dollars. In an extreme example, applicants holding a bachelor's degree in marketing/management averaged \$25,361 for job offers, while those with a master's degree commanded up to \$53,500. On the other side of the coin, from September 1993 to January 1994, the CPC says there were only three such high-paying marketing/management jobs offered.

Williams also points out that the CPC Salary Survey does not indicate which fields job offers are in. This means that of the salaries included, some may not be related to the applicant's degree.

What about getting work experience before applying to grad school? Williams says it depends on the program and notes that some programs actually require it.

"Research shows that only one in 10 students who say they intend to go to graduate school actually does so if they don't go immediately," he says. "I always encourage students to go straight on to graduate school if they can."

### Learning pays off

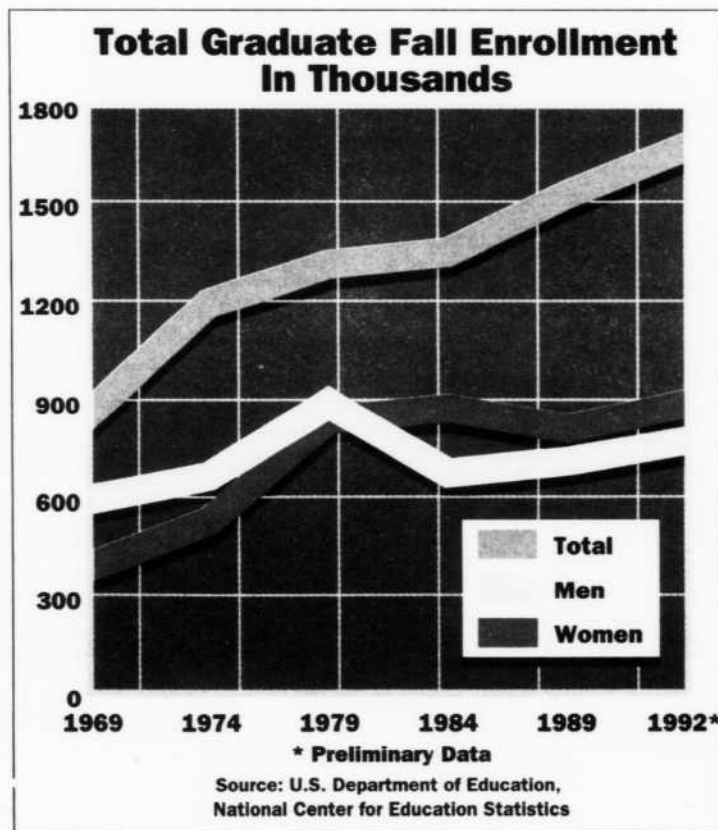
Still, many students take the undergrad-job-graduate school path. After graduating from Tufts U. in '91, David Hilbert tried the real world as a software engineer at the Jet Propulsion Laboratory, which worked on projects like the Galileo spacecraft.

"[Working] was cool and all, but I was just kind of uninspired," Hilbert says. So after three years at JPL, he started looking for a graduate school. He was accepted at Carnegie Mellon U. — which has one of the most prestigious software engineering programs in the nation — but turned it down to continue playing with his band, Ed's Too Short, in Pasadena, Calif., while studying in the graduate computer program at the U. of California, Irvine.

Having seen both, does Hilbert think grad school is a better choice than the real world? It depends on whether or not you're awarded an assistantship or fellowship, he says. These are deals in which a graduate school pays part or all of your tuition for teaching undergraduate classes, doing research or, if you have an embarrassingly high GPA, just attending class. "If you can get money for it, and you enjoy academics, it's great," Hilbert says. "They're paying you to learn."

They don't pay much, though, and that's one of the drawbacks of going back to school. The steady income from a "real" job usually stops. "I'm living like a student right now," says Hilbert, "and I didn't need to when I was [working] at JPL."

So which is it? In the real world you face — gasp — responsibility and stiff competition for jobs. Choose graduate school, and it's a few more years of Ramen dinners and all-nighters.



Shannon Gregory, Indiana Daily Student, Indiana U.

# CLASSIFIEDS

## SUMMER EMPLOYMENT

**Top quality Brother-Sister camps** in scenic Adirondacks seek counselors. Varied positions available. Contact: R. Gersten, 8 Colonial Ct., Armonk, NY 10504

**Summer Camp Staff** for Jewish teen overnight camp. Leadership development programming. General counselors, specialists, waterfront. Upstate NY. 1-800-970-2267

Summer Employment at **TRIPP LAKE CAMP**. Outstanding 8-week girls camp in MAINE. Instructors needed in Tennis, Swim, Boating, Arts, Land-sports, etc. Call 1-800-580-6999 for application.

**NORTHERN WISCONSIN RESORT**. Needs waitstaff, kitchen staff, housekeepers. Salary, room/board. **BOYD'S, FIFIELD, WISCONSIN 54524**

**Established co-ed camp in Mass.** Berkshires seeks **COUNSELORS/INSTRUCTORS** in all land and water sports. June 24-Aug. 21. Camp Watitoh, 28 Sammis Lane, White Plains, NY 10605 (914) 428-1894

**YELLOWSTONE NATIONAL PARK** — Hiring summer resort workers. TW Recreational Services, Yellowstone National Park, WY 82190 (307)344-5324. AA/EOE M/F/D/V Code 5445

**CAMP COUNSELORS WANTED** Boston Area. Top living conditions, fun and good pay. Call toll-free 1-800-836-6473

**Peer Counselors** needed at SuperCamp, an exciting academic and personal growth summer program for teens in CA, FL, MA, MI and TX. Salary, room/board. Provide own transportation. Call 1-800-527-5321.

**Top-quality co-ed camp.** 300 acres in New Hampshire's picturesque White Mountains. Needs experienced counselors, waterfront, sports, outdoor specialists. Staff from U.S. and 10 countries. Call 800-657-8282.

**CAMP TAKAJO** for Boys, on Long Lake, Naples, Maine. Picturesque location, exceptional facilities. Over 100 counselor positions in land sports, waterfront, outdoor skills, art/music/ drama, secretarial. June 20-August 20. Call: 1-800-409-CAMP.

**COUNSELORS** for Jewish cultural resident camps in MA and NH. June 20-August 20. Great Summer Opportunity. Contact: Cohen Foundation Camps, 30 Main Street, Ashland, MA 01721 (508) 881-1002.

## MONEY MAKING OPPORTUNITIES

**GET PAID FOR READING BOOKS!** \$100 per book. Send name, address to Calco Publishing (Dept. C-759), 500 So. Broad, Meriden, CT 06450.

**PAY BACK YOUR LOANS** by partnering with health care professionals across North America. 1-800-999-9551 ext. 486088.

**WANTED** — Individuals and student organizations interested in making serious money. Marketing telecommunication services. No inventory. No collections. P/T and F/T. Call 1-800-215-0388 PIN 7957 or Fax (910) 373-0378.

## NANNY SERVICES

**NANNIES Best Agency.** Best families in seaside Connecticut. Top salaries, benefits, room, board, airfare, Big Sister Network. Yearly positions. Care for Kids. 1-800-232-6264

**BOSTON NANNIES.** Experience scenic, historic New England. Excellent salary, benefits, friendship support. Year commitment. 1-800-456-2669

**NY/CT NANNIES:** Lovely suburban homes. Top salaries plus free room, board, airfare +. Local nanny group. 1 year commitment. Call Quality Care 1-800-99CARE 4.

## SUMMER HOUSING

### Summer Housing in New York City at New York University

- Apartment-style and traditional residences; single and double occupancy
- Housing available May 21-August 12

For information, call toll free

1-800-282-4NYU, ext.926



New York University is an affirmative action/equal opportunity institution.

## EMPLOYMENT SERVICES

### GET YOUR RESUMES OUT EARLY!!

Receive a list of complete addresses to employers and hiring agencies in any U.S. city. Send \$15.00, city and desired profession to: Direct Access, 3232 Cobb Pkwy., Suite 417, Atlanta, GA 30039

## EMPLOYMENT

### WORK IN LAS VEGAS

Earn up to **\$4000+/month** working in the casinos of the nation's fastest growing city!! No experience necessary. Find out why thousands are moving to Las Vegas, the world's most exciting city, each and every month. For more information and details send S.A.S.E. to: Job Hotline of Las Vegas, 4040 Pioneer Ave. Suite 201, Las Vegas, Nevada 89102.

**ALASKA SUMMER EMPLOYMENT** — Fishing Industry. Earn up to \$8,000+ in two months. Free transportation! Room and Board! Over 8,000 openings. No experience necessary. Call (206) 545-4155 ext. A98526

**CRUISE SHIPS HIRING!! EARN \$\$\$ + FREE WORLDWIDE TRAVEL!! SUMMER/PERMANENT POSITIONS AVAILABLE. NO EXPERIENCE NECESSARY. GUIDE. CALL (919) 929-4398 EXT. C 1001.**

*This Is No Ordinary Summer Work*

- Travel • Hard Work • Long Hours
- Invaluable Experience • Career Placement Assistance After Graduation

Average First-Year Summer Profit

# \$5766

For More Information Call The Southwestern Company at  
**1-800-424-6205**

**ALASKA SUMMER EMPLOYMENT.** EARN BIG \$\$\$ WORKING IN ALASKA'S FISHERIES INDUSTRY. STUDENTS NEEDED FOR BUSY SPRING/SUMMER SEASON. GUIDE. CALL (919) 929-4398 EXT. A 1001.

**CRUISE SHIPS HIRING**

Earn up to **\$2,000+ per month** working for Cruise Ships or Land-Tour Companies. World Travel (Hawaii, Mexico, the Caribbean, etc.). Seasonal and Full-Time employment available. No experience necessary. For more info call:

**(206)634-0468 ext.C98526**

# CONTESTS

## U. JERKY BOYS CONTEST see page 27!

## U. PHOTO CONTEST: Win \$1,000 Cash!



**All-Around Sports** "The Golden Domers" (sans rosaries) are all ears.  
**Kong-Hean Lee, U. of Notre Dame**



**Funniest Sights** Students at Oregon State U. really give for their art.  
**Richard Burdick, Oregon State U.**



**Road Trippin'** Jumping high in White Sands, NM.  
**Shu Goto, U. of Oklahoma**



**Campus Life** Defying gravity and having fun.  
**Bill Blackburn, Washington State U.**

U. is offering four \$1,000 cash grand prizes for the best photo entries submitted in four categories: **Campus Life**, **All-Around Sports** (from mud to varsity), **Funniest Sights** and **Road Trippin'**. **PLUS, for each entry published in U., we'll pay you at least \$25.**

Photos can be of anyone or anything on or off campus, from normal (whatever that is) to outrageous. For best results, keep the faces in focus and the background as light as possible. **Deadline for entries is March 15, 1995.**

At least one entry will be published in each issue of U. The Grand Prize winning entries will be featured in U.'s May 1995 issue in our third annual College Year in Review special section.

Send entries on color print or slide film labeled (gently) on the back with your name, school, address, phone number (school and permanent) and info on who, when, why, what and where the photo was taken. Include the names of the people in the picture if possible. Entries cannot be returned and become the property of U. **MAGAZINE.**

Mail entries to **U. MAGAZINE Photo Contest**, 1800 Century Park East, Suite 820, Los Angeles, CA 90067-1511.

**EARN \$1,500 WEEKLY** mailing our circulars...**GUARANTEED!**...Money NEVER stops!...**BEGIN NOW!**...**FREE** packet! MESA-S, Box 400, Cordova, TN 38018-4000

## BOOKS

### COLLEGE DAYZ PARTY HANDBOOK

101 mixed drinks, and the top 15 drinking games!  
Send \$5.25 to CMO, Box 211, Brighton, MI 48116

## CLOTHING

# BEER.

100% Cotton T-Shirt (L or XL) - Only \$10.95  
100% Cotton Embroidered Ball Cap - \$13.00  
Sweatshirt L, XL or XXL - \$16.95

Order NOW & Receive a FREE "BEER" Huggie!

(Please add \$3.50 S&H for first item \$1.00 for additional items)  
Wholesale inquiries encouraged

**1-800-731-BEER**

## FINANCIAL AID

### FREE FINANCIAL AID

**ATTENTION ALL COLLEGE STUDENTS!**  
Over \$6 Billion in FREE Financial Aid is now available from private sector grants & scholarships! All students are eligible regardless of grades, income, or parent's income. For more information, call Student Financial Services™.

**1-800-263-6495 EXTENSION F98523**

## STUDY GUIDES

Survive College Easily. Guaranteed effective advice for college and life. Send \$3 to Future Scholars Institute, 947 W. 30th Street #16, Los Angeles, CA 90007

## TRAVEL

### Contiki Holidays-Worldwide Vacations for 18-35 year olds

Europe including Italy, Spain, France, Germany, Britain, Greece, Egypt, New Zealand, Australia, Canada and even the good ole USA. For a free brochure call 1-800-CONTIKI, or see your local travel agent.

**STUDY ABROAD** in Southern France. Summer Semester, Year Programs. Contact FAE, 313 C Street NE, Washington, D.C. 20002.



**in**  
**ENTERTAINMENT**



**Rise  
and  
Shine**

Director **Spike Jonze**

is giving MTV a

wake-up call.

Chris Buck

IN ENTERTAINMENT: MORE THAN JUST A BIRD CAGE LINER

# Video Vigilante

## Director Spike Jonze wants his MTV

**S**pike Jonze doesn't enjoy talking about his success. Ask him about his friends or his art director and his voice fills with childhood sincerity. Ask him about filmmaking and he'll at least engage in a discussion.

But getting him to talk about the critical acclaim his work has received is a painful exercise; you can almost hear him squirm with shyness.

"You watch MTV and there'll be some videos that look the same," Jonze says in a voice that gets quieter with each word. "But then there are some people out there doing cool stuff. And [long pause] I don't think I'm on a [pause] different [pause] level than any of those people."

Quite a modest statement from the man who is almost single-handedly changing the face of music videos.

After being stuck in a swamp of uninspiring videos, MTV recently has become home to a new breed of video directors. Gone is the exaltation and inflation of artists' egos. Artistic, visual panache has given music video a shot of adrenaline and a swift kick in the groin just when it needed it most.

To say that this 25-year-old director leads the movement would be a gross understatement. In many respects, he *is* the movement. It is almost as if MTV uses other videos for the sole purpose of filling the air waves until it's time to show the next Jonze film.

Whether it's a quick game of "Where's Michael Stipe?" with R.E.M., a leisurely golf game in downtown Manhattan with the boys of Dinosaur Jr, a salute to cheesy '70s cop shows with the Beastie Boys or a *Happy Days* episode that features a Weezer performance, Jonze's videos are tattooed on the memories of video-heads.

What distinguishes him from other

directors is his refusal to be pinned down to any one technique. Some directors' styles can be read clearly even before the opening credits roll. In a Jonze video, though, the trademark is the *lack* of a trademark. His focus is undefined, shifting from one clip to the next.

"I try to do every video totally differently, because if it's a different idea, you should approach it in a totally different style," Jonze says. "I just think in terms of what's going to work best for this idea, not what *I* do best."

And what he does best is form a tight union between music and visuals, so that they appear to have been created simultaneously.

"My videos are loosely inspired by the songs," he says. "I'll put the song on repeat and listen to it a million times. Sometimes I'll be totally frustrated and won't have any ideas at all. Then I'll just be daydreaming, not even thinking about the video, and all of a sudden have a million ideas."

Jonze's introduction to the world of video direction came to him almost as suddenly as his inspirations.

After a stint of building BMX bicycles at the age of 13, the Washington, D.C., native began taking photos for biking magazines. In 1992, he got involved in producing a skateboarding video that caught the eyes and admiration of Sonic Youth's Thurston Moore and Kim Gordon.

They approached Jonze, who agreed to film some footage for the band's "100%" video. During production he was introduced to veteran director Tamra Davis, who gave him a crash course in directing music videos. Jonze decided he wanted to delve further into the field.

"I didn't know what would happen," he says, "but I knew anything *could* happen. And eventually cool things happened."

Those "cool things" developed into videos for The Breeders, Weezer, the

Beastie Boys and Dinosaur Jr, all of which landed in heavy rotation in MTV's Buzz Bin. Suddenly there was a new way of thinking about music videos. The musicians, once presented as deities, became sometimes unrecognizable actors in films where their music just happened to be the soundtrack.

"The bands I've been working with are really involved with what they do creatively," Jonze says. "I've also been lucky enough to work with really cool record labels. Take the Dinosaur Jr piece ['Feel the Pain']. Some record labels would have never let me do a piece like that. You can't recognize J Mascis that well. He looks kind of crazy and doesn't look like, well, a rock star. Same with the Beastie Boys' video ['Sabotage']."

It was the hilariously frenzied "Sabotage" clip that first earned Jonze recognition. Even after being snubbed at last year's MTV Video Music Awards by R.E.M.'s "Everybody Hurts," the "Sabotage" clip proved a favorite with fans, and it transformed Jonze into an underground icon.

What he did not foresee was the enormous amount of attention and respect he would receive. For the first time in music video his-

tory, a director was gaining popularity faster than some of the bands whose clips he had directed.

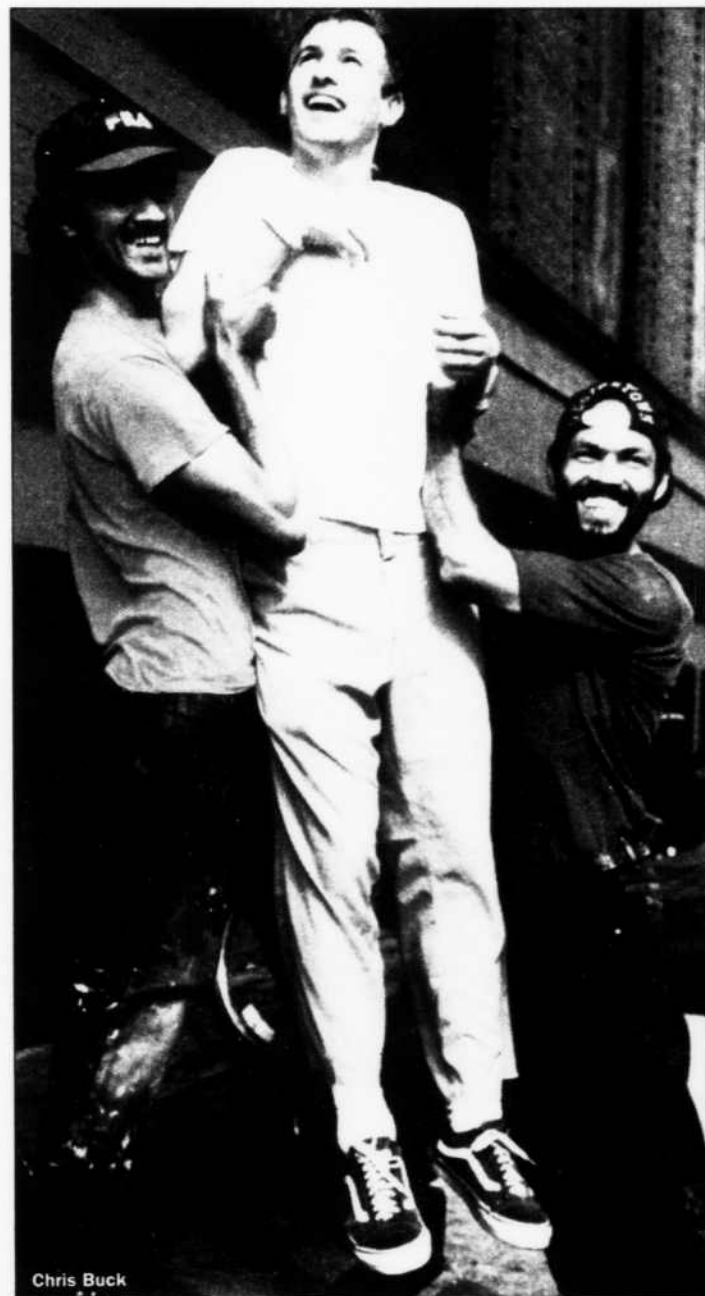
Jonze now sits in an unintentional — and unprecedented — position of power. He's able to give musicians what really counts in this era of rock and roll: heavy air play on MTV.

"I never expected [the attention]," he says. "It's cool because more people notice what you're doing. But I don't think it has anything to do with my work. It's silly to get caught up in, because it's totally irrelevant."

Despite his unparalleled success, Jonze appears unaffected, and fame seems to be far from his mind. He'd much rather talk about his favorite bands, the handmade book of photos a friend gave him for Christmas or his father's brief brush with fame.

"My dad was the original Fonzie when they first did a pilot [for *Happy Days*] in '77 or something," he says. "But he wasn't a very good Fonzie. They just didn't think he was cool enough."

*For the first time in music video history, a director was gaining popularity faster than some of the bands whose clips he had directed.*



Chris Buck

Some say that Jonze's videos are, well, uplifting.

## U. Jerky Boys Contest Entries

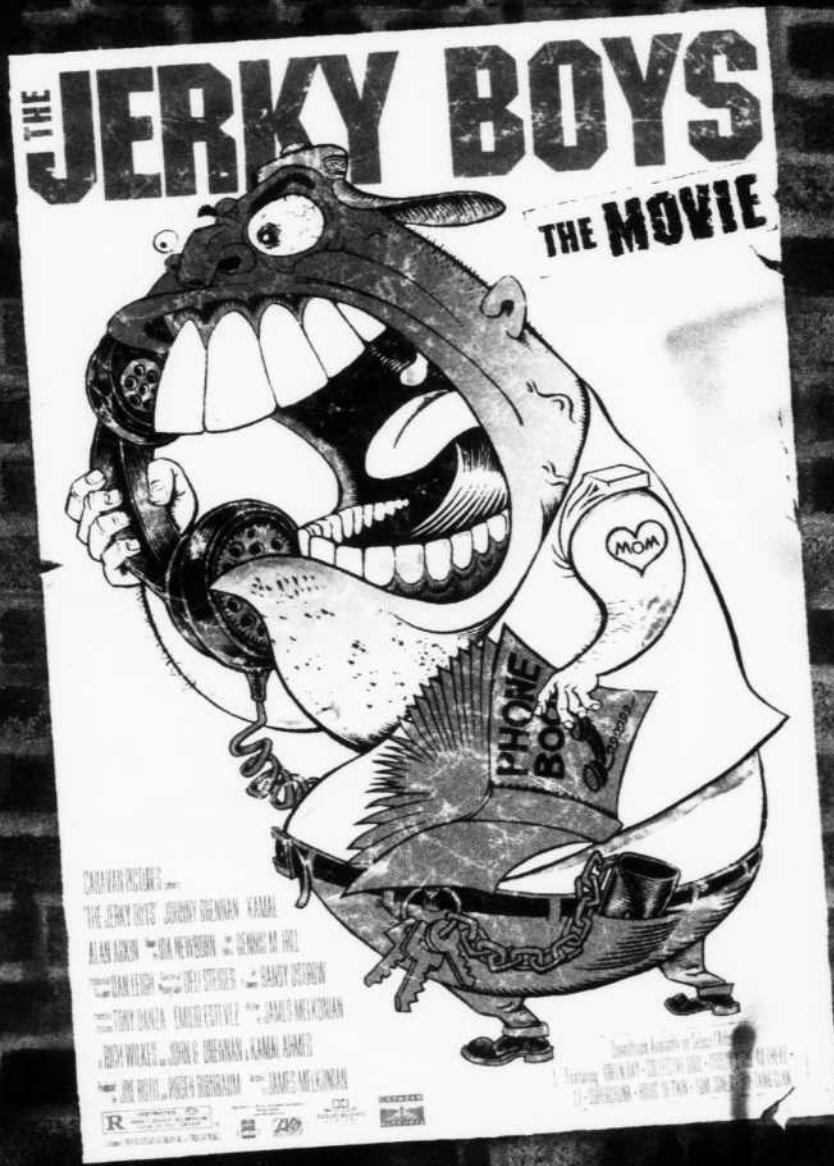
Keep those entries coming. Your Jerky Boys impersonations are great, but very hard to understand. Also, celebrities — from Clinton to Madonna — aren't the best targets. For best results, please speak slowly. Give your name, school and phone number first, then tell us **who the Jerky Boys should call next — and WHY.** **Deadline is midnight, February 28.**

Of the 7,000 entries received by January 30, here are some of the best — only those that are fit to print, of course. Some names and/or schools have been omitted to preserve anonymity.

A video store. Tell them you want to rent a horror movie and you can't remember the name. Describe it in detail. **Seth, U. of Florida** • Sol Rosenberg: Call a medical supply house and complain that they sold him a faulty colostomy bag. **Seth Olson, Kansas State U.** • A park ranger station. Your buddy is being attacked by a bear (ferocious growls and screams in the background) and the safety pamphlet they gave you doesn't cover it. **Jeremy Ray, Michigan State U.** • The girl whose boyfriend sent her 1,000 roses. Tell her you're the florist, that he charged the bill to her and she owes \$1,700. **U. of South Carolina** • An Orkin company. Tell them they sprayed your place and now your dog's growing another leg. **Scott, Ohio State U.** • The Salvation Army. Complain about your neighbors kicking and shootin' at you and the local cops won't come. They're the next biggest force and you want them to send out some troops to save you. **Jim, North Carolina State U.** • A car dealership. Say you want to buy a '95 Yugo. Insist on it. **Cal, U. of Albany** • A 1-900 psychic network and jerk them around. **Tim, Michigan State U.** • A Tae Kwon Do place. Tell them you live in the Bronx and you're tired of having your ass kicked. Can they send someone over? • Sy Sperling and the Hair Club for Men. Sol needs hair replacement on his chest, back and below the belt. **Donnie, U. of Florida** • The guys who brought a stuffed ostrich onto campus and told everybody they'd shot it in Tanzania. They were written up in the campus paper and national papers. **Ohio State U.** • A national executive search firm [name]. Tell them you want to send your resumé and get an executive job. **Damion Albert, U. of Miami** • Pepsi or Coke machine repair hot line. The machine is going crazy, change is flying out and hitting you, sparks are flying everywhere and your hand is stuck to the machine. • Frank Rizzo: Call any school library and raise hell about getting an overdue book notice. • The girl who freaked out and demanded a judicial review after somebody screamed "penis" during class. **Syracuse U.** • The Virgin Islands Tourism Bureau. You're interested in finding a virgin to marry. **Brad Chandler, Virginia Tech** • The professor at [name] College who got his Ph.D. from a correspondence school and also works as a paper boy for the Cleveland Plain Dealer. **Brian, Ohio State U.** • The Houston Semen Donor Health Clinic. Ask what's required to become a donor and how the extraction process works. **Art, U. of Houston** • A Dunkin' Donuts shop. Tell the manager you're a Dunkin' Donuts undercover agent (they really have 'em) and you're going to have his job because his store sells stale doughnuts and

# How Jerky Can U Be?

## WIN UP TO \$500 CASH PLUS PRIZES!



Call the  
**800-33-JERKY**  
Contest Line  
And Win!

Tell Us Who The  
Jerky Boys Should  
Call Next And Why.

Who's the dumbest, meanest, most annoying person you know? Geeks, freaks, rip off artists, coaches, homecoming queens, landlords, campus cops, profs, or the idiot who dumped you. The jerkier the better. Winners will be selected from the best, funniest, jerkier entries received by midnight, February 28, 1995.

- Grand Prize winner gets \$500 cash and a Jerky Boys T-shirt
- 10 Runners-up win \$100 cash and Jerky Boys T-shirts
- Top 100 entries win Jerky Boys T-shirt

Get Jerky And Win  
It's Your Call!

### Contest Rules and Regulations:

Call the U. Magazine (800) 33-JERKY contest line and tell us who you'd like the Jerky Boys to call next and WHY.

All entries must include YOUR name, school and phone number so winners can be notified. Phone lines are open 24 hours a day. One entry per phone call. There is no limit on the number of entries you can submit. Contest ends at midnight, February 28, 1995. U. will notify winners by phone by March 30, 1995.

## At Theatres Everywhere

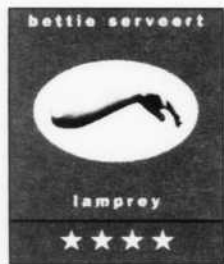
customer service is the worst. • Sol: A tanning salon. Complain about a bad rash and ask if they have genital insurance to cover your injury. **Francis, Michigan State U.** • Frank Rizzo: The manager of [name] video store. Tell him he rented a porn video to your kid, or your VCR blew up. **Nelson Ferrara, U.**

**of Wisconsin, Madison** • The UNC Traffic Office. They're always giving tickets. This is your chance to do something great for the United States and everyone at the U. of North Carolina, Charlotte. **Jonathan** • Sol: A jewelry store. Ask if they pierce genitalia. **Simon, Brooklyn College**

**PLUS:** Many great entries couldn't be published without blowing your cover. This category includes roommates, landlords, bosses, ex-boyfriends and girlfriends, R.A.s, towing services, registrars, deans, presidents, student government leaders, local restaurants, bars and pizza parlors.

### Bettie Serveert

Lamprey  
Atlantic



First of all, Bettie Serveert is not a "grunge" band, although every article on them says they are. They're Dutch, for crying out sideways.

*Lamprey* is a fine example of crafted, inspired indie pop — and every time you think the melodies are getting too sweet, guitarist Peter Visser busts out an angular guitar break. Watch for the first single, "Crutches," to hit heavy rotation at your local left-end-of-the-dial station. *Lamprey* is a formidable album in the fine tradition of good, unassuming college rock. You should buy it.

■ Eric Geyer, *The Daily Texan*, U. of Texas

### Juliana Hatfield

Only Everything  
Atlantic



On the other hand, you should not buy *Only Everything*. When Hatfield fronted Blake Babies, her quirky songs about sleeping and longing and bleeding seemed fresh.

Three solo albums later, the music is getting slower and louder, the lyrics are beginning to spoil and the net result is kinda lame. Go buy Blake Babies' *Earwig* instead. It's better.

■ Eric Geyer, *The Daily Texan*, U. of Texas

### Matthew Sweet

100% Fun  
Zoo Entertainment



Mediocrity doesn't have to pervade pop-structured music. Bands rehash verses, choruses and that happy-go-lucky sound — but not Matthew Sweet.

With his new release *100% Fun*, Sweet styles catchy melodies with dirty, guitar-driven tunes.

Enlisting the help of guitarists Richard Lloyd (Television) and Robert Quine (Lou Reed, Richard Hell), Sweet achieves a sound that squeals and crunches around

his clear vocals, especially noticeable in "Super Baby" and "Sick of Myself."

*100% Fun* is for fuzzy-pop fans who are tired of bubble gum that doesn't stick.

■ Aaron Cole, *Long Beach Union*, California State U., Long Beach

### Fun-da-mental

Seize the Time  
Mammoth Records



The days of Public Enemy and B.D.P. have passed — only a handful of political rap groups remain to challenge a new generation of West Coast gangstas.

To their credit, the British enclave Fun-da-mental aspire to revive the passion of Public Enemy's earlier polemics. Unfortunately, the group captures neither the melodic precision nor the lyrical frenzy of Chuck D and company.

What Fun-da-mental do best is convey the urgency of their concerns. The first single, "Dog Tribe," complements its lyrical rage with an assaultive scratch groove. It's also a healthy reminder that problems remain, whether in Long Beach or London.

■ Dennis Berman, *The Daily Pennsylvanian*, U. of Pennsylvania

### Sparks

Gratuitous Sax and Senseless Violins  
Logic Records



The original synth-pop duo are back. Twenty-four years after Mael brothers Russell and Ron released their first effort, they're still together, and it's a sure bet that prog-

eny like Erasure and the Pet Shop Boys would still be flipping burgers if it weren't for these techno trailblazers.

Instead of catering to the whims of a heavy-handed record label, Sparks recorded *Gratuitous Sax and Senseless Violins* on their own terms and their own time. What the duo have come up with is a glittery album of happy hummable tunes with clever lyrics, quirky titles ("I Thought I Told You to Wait in the Car," "Now That I Own the BBC") and mellifluous Giorgio Moroder-ish aerobic workouts that come off like matured Euro-disco wine.

So dust off that mirrored disco ball — Sparks are back.

■ Jeff Stratton, *The Metropolitan*, Metropolitan State College of Denver

**this is fort apache.** — Great stuff from The Lemonheads, Dinosaur Jr, Buffalo Tom and others crawled out of a dinky, Boston-ghetto recording studio and onto this MCA compilation. Buy it, even if only for the neat-o, save-the-Earth-type packaging.

**Jimi Hendrix, Band Of Gypsies** — Reissue of Jimi Hendrix's last official recording before his death. A limited number are being pressed on vinyl and released in the original packaging. C'mon, you remember vinyl. It's that black, shiny stuff.

**Portishead, Dummy** — Moody and atmospheric. *Dummy* is like the soundtrack to the weirdest, sexiest film-noir detective story never told. Scary music for frightened people.

**Bruce McCullough, Shame-Based Man** — Kid in the Hall McCullough takes your favorite *Kids* sketches and twists them into hilarious avant-garde, spoken-word bits. Includes "These Are the Daves I Know."

**Smooth Grooves: A Sensual Collection** — Sexy, steamy — this four-CD collection from Rhino Records came out just in time for that winter thaw. R&B at its best. Aretha, Marvin — need we say more?

**The Cucumbers, Where We Sleep Tonight** — A hungry band with a name pertaining to food. They're distant cousins to the cranberries and, of course, Belly. The music is delectably danceable and not too rich. *Burp.*

## Pocket Band

## Schroeder

Great Zen philosophers have said that happiness manifests itself in strange places. Little did they know that 20th century people would find theirs in golf carts, Wonderbras and, uh, Newark, Del.

"Happiness is the essence of **Schroeder**," says drummer Brian Erskine of the ever-happy Newark-based band. "Angst is too miserable for us, so we write beautiful pop songs that leave a big smile on your face."

But don't let the sugar coating turn your stomach the way the sound of Kathie Lee Gifford's voice makes that man convulse — or whatever that heinous incident was. Just take Schroeder and its first full-length album, *Moonboy*, at face value: solid music and clever pop tunes.

The quartet — Erskine, guitarist Nick DiMaria, bassist Michael Bolan and singer Larry DiMaio — met about four years ago at the U. of Delaware. Like most bands, it developed its sound by performing small shows around campus for local alternative hipsters. Since then, it's developed a prodigious following.

"Our musical attitude is the same as it was when we started three years ago," Erskine says. "It's positive and upbeat because we want our listeners to smile."

*Moonboy*, like the music of Stone Roses and Blur, is a melodic mix of up-tempo love songs that are neither girly nor overbearing.

The lead track, "Heavenly," is the quintessential Schroeder song, with its refrain: "I'm happy/I'm happy now." "Waste of Time" is a little darker than most of the others, but hey, even happiness comes in different shades.

"Too Beautiful" is the knot that ties the whole album together. It's quick, with the unmistakably Schroeder maxed-out psychedelic electric chorus on the 12-string guitar.

Schroeder is still shopping for a label. It came close to signing withTVT records, but the deal turned sour.

"I'm very satisfied with the direction the band is headed," Erskine says. "I mean, we've conquered Newark. What else is left? Europe?"

For more information on Schroeder, write: Zowie Records, 91 E. Cleveland Ave., Newark, DE 19711.

■ Tom Jarrett, West Chester U.

## Listen Up!

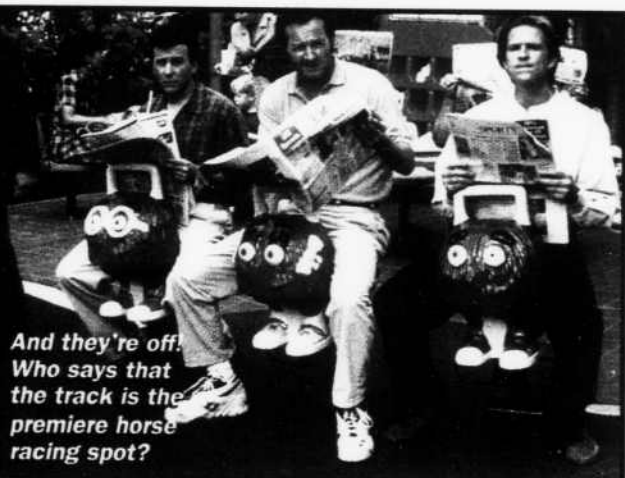
## U. Radio Chart

1. **Stone Roses**, *Love Spreads*, Geffen
2. **Soul Coughing**, *Ruby Vroom*, Slash/WB
3. **Jon Spencer Blues Explosion**, *Orange*, Matador
4. **Kitchens of Distinction**, *Cowboys & Aliens*, A&M
5. **New Radiant Storm King**, *August Revival*, Grass
6. **The The**, *I Saw the Light*, Sony
7. **Dead Hot Workshop**, *River Otis*, Seed
8. **18th Dye**, *Done*, Matador
9. **The Wedding Present**, *Watusi*, Island
10. **(tie) Laurie Anderson**, *Bright Red*, Warner Bros.  
**Mercy Rule**, *Providence*, Relativity

Chart solely based on college radio airplay. Contributing radio stations: WRFL, U. of Kentucky; WVUD-FM, U. of Delaware; KRNU, U. of Nebraska, Lincoln; WUVT, Virginia Tech; KUCB, U. of Colorado, Boulder; KUOM, U. of Minnesota; WCBN-FM, U. of Michigan; KUOI, U. of Idaho; WWVU-FM, West Virginia U.; KASR, Arizona State U.; KTRU-FM, Rice U.; KWVU, U. of Oregon; KLA, UCLA.

★★★★=Hamburglar ★★★★★=Grimace ★★★=Mayor McCheese  
★★=Fry Guys ★=Ronald McDonald

A pathological playboy, paranormal pressures, Pinhead's pop, police pranksters and a partridge in a pear tree prevail in this month's previews. Well, minus the foliage-seeking poultry. All the rest are real — we swear.



And they're off. Who says that the track is the premiere horse racing spot?

## Bad Boys

Columbia



With the ghosts of every identity-switching movie ever made not far behind, this action comedy stars comedian Martin Lawrence (*You So Crazy*) and rapper/TV star Will Smith (*Fresh Prince of Bel-Air*) as two police detectives who couldn't be more unlike: one's an earnest family man; the other's a swinging playboy. But they do have one thing in common — the need to solve a case involving a sexy witness. A mix-up forces the detectives to switch identities to find the culprit, allowing for plenty of fish-out-of-water antics.

## Hideaway

TriStar



From the deliciously demented mind of best-selling author Dean Koontz comes this psychological thriller about a man who is revived from death. But somewhere between death and life, he picks up this psychic link with a psychotic killer, and his wife and daughter (*The Crush*'s Alicia Silverstone) are placed in mortal danger. Don't you hate it when that happens?

## New Jersey Drive

Gramercy



Spike Lee executive-produced this drama about six teenage boys trying to deal

with the harsh reality of inner-city life. Their escape is through joyriding. Great. Except the cars aren't theirs. As their crimes get more serious, they are forced to deal with another harsh reality: inner-city law enforcement.

## The Scarlet Letter

Hollywood Pictures



Dem Moore stars as Hester Prynne in this big-budget adaptation of Hawthorne's classic tale of a woman who

is forced to wear a scarlet letter as a public sign of adultery. Moore has reportedly glammed-down for her role as a single mother in love in 17th century Boston. This can only mean that there won't be any gratuitous shots of her bare breasts like in her role in *Indecent Proposal*, which, to be fair, should've been nominated for best supporting performance.

## Party Girl

First Look



Mary (Parker) Posey, *Dazed and Confused* is a post-college wild girl with no clue and no rent money but a great shop-lifted

wardrobe. Her godmother pulls some strings to get her a gig working in the library. An ambitious falafel vendor gives her some perspective on life as she struggles to decide if partying and the Dewey Decimal system mix. This movie's so bizarre, it just may work.

■ By Jon Lupo, *Massachusetts Daily Collegian*, U. of Massachusetts

## Bye Bye Love

20th Century Fox

It's a ready-made sitcom — that's been done. Matthew Modine (*Short Cuts*), Paul Reiser (TV's *Mad About You*) and Randy Quaid (*The Paper*) play newly divorced dads trying to adjust to single life. Look for a little *Three Men and a Baby* crossed with *Parenthood* and *Kate & Allie* — in short, what Hollywood likes to call a "human comedy," which really means get ready for some sentiment. Janeane Garofalo (*Reality Bites*) and Eliza Dushku (*True Lies*) co-star.

elf) is pleased, since Brando seems more full of life than ever. The big issue may not be whether Depp's character is really Don Juan, but if the gargantuan Brando will start chewing on his co-stars and the scenery.

## A Walk in the Clouds

20th Century Fox



Keane Reeves must be doing something right. Despite his dubious screen presence (he always looks like he's trying to remember his next line),

Reeves continues to stumble into good, sometimes excellent movies. Reeves' latest, a romance with magic realism overtones, seems to continue this paradox. Directed by Alfonso Arau (*Like Water for Chocolate*), *Clouds* is about a young GI (Reeves) who agrees to pose as the husband of a beautiful Mexican woman to help her face her domineering, vineyard-owning father. Party on, señor.

## Lord of Illusions

MGM/UA



From the hell-raising man who brought you Pinhead comes *Lord of Illusions*. Clive Barker has magic up his sleeve for his latest supernatural thriller, which he wrote

and directed. This ain't the bunny-out-of-a-hat kind of magic — it turns black and sucks in Harry D'Amour (Scott Bakula of TV's *Quantum Leap*), a private detective. Probably safe to say that his life becomes hell, too.

## Dolores Claiborne

Castle Rock



It's another adaptation of a non-horror Stephen King novel. But this one has a horror hold-over — Kathy Bates,

that pig-loving angel of mercy from *Misery*. Bates plays a Maine woman accused of killing her rich employer. Jennifer Jason Leigh (*Mrs. Parker and the Vicious Circle*) is her journalist daughter, forced to confront her own troubled past. Tim Robbins and Morgan Freeman pulled off King's psychological drama *The Shawshank Redemption*. Let's see how the women fare.

## Don Juan DeMarco

New Line



Johnny Depp plays a quirky character (does he play any other kind?) who thinks he's the legendary lover

Don Juan. Enter a clinical psychiatrist on the eve of his retirement, played by Marlon Brando (last seen slipping tongue to Larry King). Brando thinks Depp is crazy but then finds himself transformed by Depp's charm. Brando's wife, played by Faye Dunaway (*The Temp*'s head Keebler

## On the Set

## French Exit

The best acting in the world takes place during party scenes, when a bunch of people who don't know each other and aren't having fun have to act like they know each other and are having fun.

Some great acting was going on on the set of *French Exit*, a romantic comedy starring Jonathan Silverman (*Weekend at Bernie's*) and Madchen Amick (*Twin Peaks: Fire Walk With Me*). A French exit is when you slip out of a party without announcing your departure. This strategically diverse group of extras, milling around a pool waiting for the take, probably wished they could have pulled a French exit. Pretending to have fun is long, hard work.

*French Exit* takes place during a series of hip Hollywood parties, so the extras' fake fun should be right on. In the movie, Silverman and Amick play two writers looking for real love in an artificial city.

Silverman's spirits weren't dampened by the fact that it has rained every day on the set. In fact, bad weather was occasionally worked into the script. (*Oh, look, it's still raining.*)

"Part of the film's satire is that we're poking fun at L.A. and its tragedies — the earthquakes, floods, fires and everything," Silverman says. "And we're having [floods] right now. Why not?"



# Work It On Out: The Interview Suit

**F**umbling with his gear, he fled to the end of the gravelly Degre footpath; for this was the end of the arduous years-long journey. He had made it out, at long last, out of the treacherous Gradknolls. Below, at his feet, the legendary chasms of Werk yawned, seemingly unspannable, impossible to cross.... — from *Jobland*, as yet unpublished

There are hundreds of unfinished *Jobland* adventure manuscripts stored in my closet. Although I dream of publishing, I dare not retrieve them from their murky lair.

For in the back of my closet dwells a creature. Damned with two arms, two tails and a 42-inch long cut, it's hot, scratchy, way too '91, and I've yet to find a tie that matches its plaidacity. The creature is my suit jacket, the woolly bully I don time and time again to journey across the city in search of a job. This is no ordinary jacket — it has somehow absorbed the "white lies" I've told while interviewing and has evolved into a wretched life of its own.

Becoming my utility belt, my magic lasso and my fortress of solitude, the jacket makes the proper first impressions and jettisons my true persona from the grave war room of the interview. As myself, I am not charming enough. I haven't enough experience. The coat knows this and makes all the right moves for me. It shakes hands or, rather, forces a sleeve upward to proffer the firm handshake that I, in my generational lack of *savoir-faire*, may have forgotten. It irritates my neck enough to prompt a grimace that, yes, well, sort of looks like a "can-do" grin to the working world.

Yes, I am the jacket's thrall, and, oh, the lies it makes me tell. "Yes, I can do that." Yes, yes, yes. Never say no. It is a coat of smarms now. I, the soon-to-be college grad, humbly bowing low to the employment lord, fall penitent at his feet as if to say, "I am sorry for having no experience."

Alas, the employment overlord cares not about my feeble excuses.

Indeed, with June bearing down on me like a dried-up pen on used carbon paper, the jacket is com-



Scott Magoon, *Northeastern News*, Northeastern U.

ing out to hang off my back like some symbiotic feeding (\*BURP\*) off the thousands of "liberties" I take in describing my heady job qualifications.

Finding a job is a crusade, a pilgrimage, a religious rite of passage. It's the "First Holy Commuting" to adult life. Our futures depend on this first job — or so we're led to believe — just as four years ago we were led to believe that our (our parents') school of choice would make a huge dent in the 5 mph bumper on the subcompact of life. Not quite, but the accident seems to be approaching head-on; it slithers toward us in the serpentine shape of unemployment lines.

It seems strangely appropriate that the jacket of lies hanging in my closet keeps me from becoming who I want to be.

Those "full mettle" jackets we doff after the interview could be shredded along with those cheat sheets of a résumé. That would show them. Maybe then I could do what I've wanted to do all along — go into my closet, grab those boxes in the back and publish my adventures of *Jobland*.

■ Scott Magoon, *Northeastern News*, Northeastern U.

## Poll Question

**What is your favorite type of music and band?**

[800] 68-BANDS  
682-2637  
EXT. 62



### Stampede!

Willow Cook, *California Aggie*, U. of California, Davis



# GIVE RACISM THE BOOT.



This message is from Timberland® but when it comes to racism and hatred it doesn't matter to us who makes your boots. Just pull them on, join hands with City Year™ and stand up to racial intolerance. As partners with City Year, the urban peace corps, we believe that one voice can make a huge difference. Theirs. Ours. Yours. If you agree, call 1-800-258-0855 for more information or to place your order for posters of this ad at \$5 or T-shirts at \$20. All proceeds go to City Year.

**Timberland** 

**Boots, shoes, clothing, wind, water, earth and sky.™**

# LIFE'S A BOOK. SKIP TO THE GOOD PARTS.

With NO annual fee  
and NATIONWIDE acceptance,  
you WON'T be able  
to put it DOWN.

