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The Alestle

Alton - East St. Louis - Edwardsville



Caldwell powers SIUE to win
page 9

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Debate rises on tuition amid state troubles

ROSIE GITHINJI
Alestle Managing Editor

Tuition and fee rates since 2001 have, on average, been raised about 10 percent each year.

The proposed increase for this year was rejected at 9.9 percent during the last Board of Trustees meeting.

According to Budget Director Bill Winter, there are two sources of revenue for SIUE: tuition and state appropriations.

Public universities receive money from state appropriations, which subsidize the operating budget. This money helps keep tuition and fee costs down.

According to Winter, the tuition rates also depend on enrollment rates. If enrollment stays flat, the school receives the

same amount of money, if it goes down, there is less money and if it goes up, more money.

"We are not anywhere near a final budget, at this point," Winter said. "We have done a limited number of scenarios."

Winter works with the University Planning and Budget Committee to decide how the budget is developed.

"Vice chancellors come in with a list of initiatives they would like to have funding for," Winter said. "UPBC ranks those requests."

Any tuition and fee increases for SIUE will also apply for the School of Pharmacy and the School of Dental Medicine, according to Winter.

Student Body President Brandon Rahn said SG votes only on fee increases, not tuition.



Graphic by Michelle Beard/Alestle

University of Illinois increased its tuition and fees by 6.8 percent. Rahn said other Illinois universities will most

likely follow that example, and any increase will be around the same amount.

"They are so large, they set

a tone for the state," Rahn said. "It's natural for other universities to follow."

TUITION/pg.3



Photo by Sarasota Herald-Tribune

Paige St. John reacts to the news she won the Pulitzer, shown to her by her editor Matt Doig.

Alumna wins SIUE's first Pulitzer

AREN DOW
Alestle Editor in Chief

SIUE garnered its first Pulitzer Prize, after alumna Paige St. John won for Investigative Reporting.

St. John, who graduated from the university in 1986, won the 2011 award for examining the Florida insurance market through a series of articles, particularly for why hurricane insurance kept increasing and why insurance companies had canceled two million policies in the state. St. John reports for the Sarasota Herald-Tribune.

St. John is no stranger to

awards and said it was how she paid her way through SIUE.

"It was the college awards that paid my tuition," St. John said. "I had no scholarships and had no money. If not for the job at the Alestle and a series of awards, I would not have been able to complete my degree."

The award is the first Pulitzer for the Mass Communications Department, and something Department Chair Gary Hicks said he plans to commemorate within Dunham Hall.

"It's a remarkable honor for the department and something, even though it is her award based

upon her work, we can't help but feel a tremendous amount of pride," Hicks said. "We're a very special program here, and this is one affirmation of that."

Current mass communications professor Riley Maynard taught when St. John attended SIUE and remembered her ability to write incredibly well.

"I was the adviser for the Society of Professional Journalists and she won a national feature writing," Maynard said. "I remember she was very intelligent, and obviously a great writer. I was struck by her modesty."

PULITZER/pg.5

Taming Sin City

How an alum manages the public image of Vegas casinos

BRIAN BERNS
Alestle Reporter

Imagine hooking up a DVD player you brought from home so the Osbourne family can watch a training video. You and Jack Osborne are setting up the DVD player, Ozzy is yelling at Jack and Sharon is yelling at Ozzy.

To 2008 speech communication alumna Hannah Allen of Hamilton, helping the Osbournes is just another day in Las Vegas.

Allen is a public relations manager for Caesars Entertainment, which owns 10 resorts in Vegas.

Allen, 24, is the youngest public relations manager at Caesars Entertainment. Her success is not surprising to Speech Communication Department Chair Isaac Blankson.

"In class, she was one of my students I knew would do well professionally," Blankson said.

Allen was always very serious about her education, Blankson said. Her approach led Allen to finishing her degree in three years.

After graduation, Allen moved to Las Vegas to start her career.

"I moved to Vegas 10 days after I graduated and thought I was going to take a couple months off to get my grip on adulthood"

Allen said.

Starting her adventure, Allen looked at non-profit organizations.

"As I was looking, I kept in mind most people have non-profits on their resume, so for me, I wanted to find a non-profit that had room to grow," Allen said.

She was able to find a non-profit and be a part of their board of directors. It enabled her to network her resume to a director of Miss America and marketing director of the Nevada Ballet.

After her resume had been circulated through these people, Allen received a call from a public relations firm in Las Vegas, Kirvin Doak Communications.

"While I was there I worked with several different accounts such as night life and aerospace tourism and towards the end six of us did the public relations for opening a \$9 billion resort called CityCenter," Allen said.

A year out of college opening a resort, which had been years in the making, was a little bit overwhelming, but Allen said she realized has to do a sometimes overwhelming amount of work to get where you want to be.

"I kept telling myself while working 80-hour work weeks that to get where you want in your career you have to pay your dues." Allen said.

VEGAS/pg.4

Finding a more economical way to move

AJ SANSON
Alestle Reporter

As riding motorcycles becomes more popular during the warmer weather seasons, the Motorcycle Rider Program offers the chance to learn the ins and outs of motorcycles.

Those interested in obtaining a motorcycle license can further that goal right on SIUE's campus.

The Motorcycle Rider Program, based out of Carbondale, oversees the southern half of the state's motorcycle training courses from Quincy to Mattoon and all points south.

Assistant coordinator of the program, Jared Borrenpohl, said the course is intended to ensure safer roads for those who choose two wheels over four.

"Our main goal is safety, plain and simple," Borrenpohl said. "We want to help people avoid accidents while they're out there on the street."

Borrenpohl said the class comes in three different levels: beginner, intermediate and experienced. Classes are generally held during a Friday though Sunday period, with some night classes available throughout the week for those who work weekends.

Those interested in learning do not need much experience either.

"For the basic course, we only ask that you can ride a bicycle before the class," Borrenpohl said.

"We take it from there, from basic controls to shifting to turning and getting into more advanced skills like stopping and accident avoidance."

The 20-hour long course features both in-classroom work and riding 125-250cc motorcycles in the parking lots of SIUE in what is referred to as the "range."

The classes are free to join, but do require a \$20 deposit upon registration to assure the seat is filled. Once the course is completed, the participant receives the \$20 back unless they choose to donate it to the program. Borrenpohl said there are usually about 24 seats per class at SIUE, with walk-ups welcome to join in the place of those who do not show up, much like the first day of a new semester at SIUE.

Borrenpohl said motorcycle interest is generally high during the spring and summer months.

"People want to get into it for economical reasons," Borrenpohl said. "Many people think they can go from a car right to riding a motorcycle, but there are a lot of differences."

Senior business administration major Chris Arceneaux of Chicago took the class at SIUE over a weekend in July 2010. Arceneaux said after spending the majority of Saturday in the "range," it all comes down to the final day's test.

"You basically go in and display what you've learned in the range and take the written test," Arceneaux said. "If you pass, you



Photo courtesy of Jared Borrenpohl

The Motorcycle Rider Program trains riders how to start and ride the motorcycle through cones for \$20. The course grants riders a competency card which can be turned into the DMV for a license.

get to get your license without having to take the course at the DMV."

Arceneaux did not waste time after he passed the course to purchase his Kawasaki Ninja.

"After I passed, the next week I went out and bought my motorcycle," Arceneaux said. "It's more affordable to ride. I spend \$15 to fill my tank and I can ride around for about two weeks. I enjoy my bike and being outside when it's hot."

Junior criminal justice major Erik Cowick of Mt. Sterling took

the Motorcycle Rider Program course in Quincy back in 2007. Cowick, who rides a 2005 Harley Davidson Sportster, said he entered the program lacking basic knowledge of motorcycles.

"I learned so much in three days," Cowick said. "I went into the program knowing diddly-squat about motorcycles and left an expert. You learn every single detail that goes into riding a motorcycle."

Cowick said he has had his Harley out of storage and on the roads as much as he can lately with temperatures on the incline. He

also said the emotions felt while riding a motorcycle cannot be duplicated.

"Seventy miles per hour on an interstate is a feeling you cannot get in a car," Cowick said.

Anyone interested in signing up for the course or wishing to obtain additional information such as dates the course is taught at SIUE are urged to go to www.mrp.siuc.edu.

AJ Sanson can be reached at asanson@alestlelive.com or 650-3527.



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Fast food scheduled for summer facelift

KARI WILLIAMS
Alestle Opinion Editor

A change of taste will soon appear in Morris University Center as Pizza Hut and Taco Bell undergo expansions.

Pizza Hut is being expanded to include Wing Street and new equipment, according to Morris University Center Director Joseph Pearson.

"Most of the work is going on in the Pizza Hut area," Pearson said.

Additional changes are being made to make Pizza Hut and Taco Bell more efficient.

Taco Bell is undergoing cosmetic changes, Pearson said, and they are streamlining the food preparation line. Taco Bell will also have an expanded menu in the fall.

"We are adding some equipment so we can add more menu items [at Taco Bell]," Pearson said.

Pearson said the contract with Pizza Hut and Taco Bell was up last year and part of the renewal contract requires a facelift. The contracts are typically on a five-year schedule.

The SIU Board of Trustees approved \$550,000 for the project at their meeting last week and will award the bid in May. According to Pearson, they typically want to make sure they have enough money to get the project done, but the actual cost should be "quite a bit lower."

Pearson said he hopes the expansion is completed by the second week of August.



Photo by Rebecka Blake/Alestle

Taco Bell and Pizza Hut are expanding their menus and food prep areas to accommodate student traffic.

The expansion costs will not affect pricing at Pizza Hut or Taco Bell.

"Pricing is done totally separately," Pearson said. "There's a committee that meets once a year."

Pearson said the price increase at Taco Bell and Pizza Hut has been kept around 3 percent for the last five years.

"We're funding the project. There is reserve money set aside," Pearson said. "We know about every five years we're going to have to do a facelift."

Pearson said students like Taco Bell and Pizza Hut and they see an obvious demand for the product.

Freshman math science major Erica Metheney of Marissa said having Taco Bell and Pizza Hut is

a nice alternative to traditional cafeteria food.

"It's nice to have somewhere on campus that's not just typical food, like a little bit of fast food, something different," Metheney said.

Metheney said Taco Bell probably has everything she orders, but she has heard people say they would like to have cheesy potato bites on campus. As far as Pizza Hut goes, Metheney, who worked at the Freeburg Pizza Hut for two and a half years, said she is a big fan of Wing Street.

"I worked at a Pizza Hut for a long time...they make a lot of good things in Wing Street," Metheney said.

Wing Street, according to Metheney, has French fries, tater

tots, nacho fries and apple pies.

Senior marketing major Michele Bell of Edwardsville said she thinks the expansions might go over well, but she does not go there often.

"I like it," Bell said. "I don't get it very often, but every once in a while it's good."

Full-time staff will remain the same, and Pearson said they may hire additional student staff.

"As far as our plan so far, we'll maintain the level of staffing as far as full-time staff," Pearson said. "If there's a high demand, we may look at that. Any increase in staffing would be student staff."

Kari Williams can be reached at kwilliams@alestlelive.com or 650-3527.

TUITION from pg.1

According to Rahn, the administration must look into a number of things when deciding on tuition and fee increases, including the total cost of education, debt load and cost benefit analysis for the students.

"We have to ask the question, 'For the cost, are we providing the best value for that cost?'" Rahn said. "SIUE has some exceptional programs. We have to look at our students."

Senior business economics major Nolan Sharkey of Fairview Heights, who was elected student body president for next year, said he thinks the tuition increase should be kept at around 4 percent when he heard the recommendation would be around 9 percent, closer reflecting the rise of inflation.

"Even though I'm only president-elect, I stand behind everything [the BOT] and what Ed Hightower said," Sharkey said. "I wrote a letter to the board, speaking for my constituents for next year."

He said he looked at projected numbers and thought 9 percent was on the high side.

Sharkey also said he thought the fee increase was acceptable at 1.5 percent.

The vote on tuition and fee increases will be made at the May 12 board meeting.

Rosie Githinji can be reached at rgithinji@alestlelive.com or 650-3527.

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VEGAS from pg.1

Allen said she could never buy enough education for the experience she got opening the CityCenter.

Now one of Allen's responsibilities is to judge if a movie or television show should be affiliated with Caesars Entertainment.

Although it was before her time, Hannah could have decided if "The Hangover" should have been filmed at Caesars Palace.

"From square one, I look at the movie script and decide if the movie is something our company would want to be affiliated with," Allen said.

After talking with the director, Allen has to make sure the production is giving the resort the image Caesars wants to portray.

Vegas does have some boundaries, according to Allen.

"It is a little controversial. I mean we are Las Vegas," Allen said. "We are not on the far spectrum of conservative side by any means and there are some guidelines we have to follow, whether it is how a resort is filmed or the content being covered on the show,"

"There have been times where we have had to say no to shows because we felt we could not meet a common ground with how we want our resorts portrayed," Allen said.

Allen has received experience in the public relations field at SIUE and has been able to develop her skills in Las Vegas, but her Midwest ties have given her something education or a job



Photo courtesy of Hannah Allen

Hannah Allen, alongside actor Matt Damon, works the red carpet as a public manager for the Rio All-Suite Hotel & Casino for the 2010 Ante Up for Africa Poker Tournament.

cannot do.

"Coming from a town of 3,000 where everybody knows everybody and people were kind and polite, I always say the two priceless things in any job are common sense and manners," Allen said.

Whether she is dealing with a celebrity chef or a beginning journalist, Allen said she taps into her foundation by being polite and genuinely interested in everybody she comes into contact with.

"Those people are equally important and it is important I give them the same amount of attention," Allen said.

For students soon to graduate, Allen said Las Vegas is a diverse city and companies hire people straight out of college from all across the country.

"It is beneficial to not only graduates, but to companies in Las Vegas because each part of the country brings in a different viewpoint," Allen said.

Though the glitz and glam of being a public relations manager in Las Vegas is Allen's dream job, one of her goals for the future is to get involved with a non-profit organization that raises awareness for human trafficking or helps out orphanages.

"One thing that is a goal of mine is to be an ambassador for another country, but all that would be down the road," Allen said.

Senior speech communication major Jennifer Krizmanich of Warrensburg said she sees Allen as a person driven to be successful and said Allen's success gives her optimism.

"For me graduating soon, seeing someone in the program I'm graduating from be as successful as she is gives me a lot of hope," Krizmanich said.

Krizmanich and Blankson both agree Allen's natural personality has helped her get

where she is today.

"She is just naturally a nice person and being a public relations professional I think that helps her a lot," Krizmanich said.

Krizmanich, like Allen, is looking to connect with a non-profit organization someday and emails Allen periodically for advice.

Allen said the Midwest is typically more conservative than Las Vegas, so she might seem conservative due to her upbringing. Allen laughed at the thought of letting someone from the Midwest organize Sin City.

"Just think, they let a small town girl from Illinois make those decisions on what does or does not get filmed in one of the 10 resorts," Allen said.

Brian Berns can be reached at bberns@alestlive.com or 650-3527.

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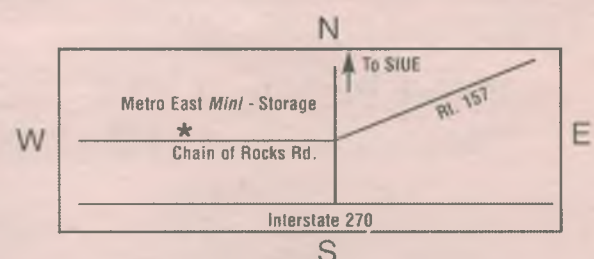
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PULITZER from pg.1

Beginning at SIUE

St. John was not always headed toward the world of print. Originally going into the latter half of the Arts and Sciences Department, taking many biology and pre-med courses. St. John said she was looking for an easy A to go along with the tougher science courses, finding Journalism 101.

Needing a way to pay for school, she found a job at the Alestle organizing the community calendar. But, where she first found the drive for her future came in the middle of class.

"About halfway through [Professor Rick] Wilber's class, a Rembrandt etching was stolen on campus and I thought 'Man, this is a story!'" St. John said. "I announced to the professor that I was going to skip class for a story and then ran out of the room. Later, the other students in the class told me Wilber turned to them and said he didn't know whether to flunk me or applaud."

St. John said the adrenaline rush she felt chasing the story propelled her to change majors, and she eventually worked her way up to editor in chief at the

"The Alestle ruined a perfectly good career in anthropology..."

-Paige St. John

Alestle.

"The Alestle ruined a perfectly good career in anthropology," St. John said.

Where St. John said her motivation and inspiration comes from is former mass communications professor Bill Ward.

"He continues to leave the single greatest impression on my life," St. John said. "He terrified us as students and fascinated us and we spent all of our time talking together about him."

St. John said they were so eager to receive Ward's approval, since it was hard to get, she and her fellow students broke a few rules to perfect their projects.

"He inspired us so much that as students we taught ourselves how to break into the mass comm

building on nights and on weekends so we could work on projects," St. John said.

Even though she is a reporter now, St. John said Ward forced her to learn photography, design, government and sports making her time at SIUE a complete experience.

"He always said reach where the fences are and then step on top of the fence," St. John said. "And that is the driving force for me, pushing as far as you can, and push more."

Citing that SIUE was the smallest accredited journalism program at the time, St. John said it allowed a closer relationship with both the professors and her fellow students.

"We still remain close. I have so many emails from fellow students in the years before and after us," St. John said. "We're like a fraternity, a secret society."

And St. John said despite its size, SIUE was still a prominent school within the journalism community.

"We had more awards from the Hearst competition than any other in the country so it spoke volumes," St. John said.

The winning piece

Just as tornado season hits the Midwest every year, hurricanes crash against Florida's coast yearly as well. Finding problems with how insurance companies handled their policies with Florida's citizens, St. John looked to open up and expose those issues within the insurance policies.

"It's also the critical safety net if there's a hurricane, and we average 2.5 hurricanes a year," St. John said. "We've gone, for some reason, five years without a storm. If we know there's one coming and the insurance companies can't pay, lives will be devastated."

She said she had worked on projects in the past, some up to six months, but nothing to this extent, which is currently two years and counting.

"It was a bottomless well, I thought maybe a year," St. John said. "There was no deadline, no expectation to be done at a certain time, and my executive editor said keep on digging. And then I was challenged to do the best I could do."

The project was completely St. John's, with the exception of editorial help. Since the amount of material was so massive, St. John said some stories were edited 25-

30 times to make sure they were clear and concise for readers.

A year into her research, St. John realized she was really on to something with the story, and it began to hit her how much work was left to do.

"That's what caused the panic attacks at night," St. John said. "I mean, because I'm looking, at that point, at something and thought, 'I can't do that.' I'd get up at 3 a.m. and start working on that damn database again."

As for the work still left, St. John said the issue of why solutions have not been successful is next.

"We have exposed a lot of problems that the state faces, but we have not addressed why the solutions continue to fail and what has happened to the proposed solutions and what's stopping someone from changing this," St. John said.

As for the future of investigative reporting, St. John said the future is bright.

"I think there are young people coming into journalism constantly and it's their dream to do investigative stuff," St. John said. "Print newspapers are suffering, but the online world is opening up and so there will always be a home for people who want to do this."

Aren Dow can be reached at adow@alestlelive.com or 650-3527.

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Photo by Rosie Githinji/Alestle

James Gunn visits his hometown with new movie 'Super'

MICHELLE BEARD / Alestle Photo Editor

On the surface, "Super" looks like just another quirky indie film. In a couple of ways, it is quite similar to "Kick-ass," but anyone who goes in expecting an average-hero flick is in for a surprise.

After Frank D'Arbo (Rainn Wilson, "The Office") loses his wife (Liv Tyler) when she runs away with drug dealer named Jacques (Kevin Bacon), he finds himself alone and depressed. TV's Bible superhero "The Holy Avenger" (Nathan Fillion) and a poke on the brain by God inspire Frank to don a red suit and adopt the name "The Crimson Bolt." Armed with a pipe wrench and the

desire to fight evil – or at least to get his wife back – he "single-wrenchedly" takes down petty drug dealers, child molesters and people who butt in line.

Soon, quirky comic book store clerk Libby (Ellen Page), who helps Frank "research" how to be a superhero, volunteers to be the Crimson Bolt's kid sidekick, "Boltie."

As much as I enjoyed "Super," there is no wondering why it is only in limited release. It definitely is not for everyone.

Writer-director James Gunn is a twisted genius. The St. Louis native made an appearance at the

Tivoli Theatre for a question and answer session and to introduce the 9:00 p.m. showing.

"It's funny and it's really dark," Gunn said on Friday night during a Q & A at Tivoli Theatre.

The movie is so uncomfortably offensive and violent, there is no other reaction but to laugh.

While "Super" has a plot, Gunn credits the movie for other reasons.

"I think this a character-drive movie with a lot of special effects," Gunn said. "It certainly isn't plot driven."

Wilson's role shared some

attributes with Dwight Schrute, but he is much less droid-like. Frank is almost pure emotion.

Page is absolutely psychotic in this movie and does it well. Libby is a lot like a screwed up Juno.

"I don't look back and cringe like almost everything else I do," Gunn said about this movie, compared to other films he produced under Troma. Troma is an independent production company, making movies such as "Tromeo and Juliet" and "Cannibal! The Musical."

Gunn wrote "Super" in 2002 between Scooby Doo movies.

"Jenna [Fischer] is the whole

reason this film exists," Gunn said. Jenna Fischer, Gunn's ex-wife and Pam on "The Office," recommended her co-star Rainn Wilson for the lead role in "Super."

"Super" was made in 24 days with \$1 million and is currently showing at the Tivoli Theatre in University City. It's available on Demand via "IFC in Theaters."

On the gore, Gunn said one thing.

"This is the result of hitting someone in the face," Gunn said.

★★★★☆

Michelle Beard can be reached at mbeard@alestlelive.com or 650-3531.

Re-enactment troupe brings a weekend of the Civil War to SIUE

Sutler Mike Watson participates in a Civil War re-enactment group, a 31-year hobby. 'I make stuff at home in my mail order business for re-enactors,' Watson said. 'I've been in a couple of movies.' Watson makes ammunition for the re-enactments.

'It's just something I had a passion for. When I got involved in re-enacting, people would ask, spectators would come along and they would ask, 'What does a paper cartridge look like?' And most people don't know how to make a proper cartridge. And so, what I did is I wanted my stuff to look like the original,' Watson said.

The Civil War re-enactment took place over the weekend at SIUE, between the parking lots and campus core. Tents, horses and weaponry were shown for students and public to view.



Photo by Michelle Beard/Alestle

War on the campus

'Scream 4'

slashes its way
into the hearts
of horror fans

...and its victims

ASHLEY SEERING / Alestle Reporter

After an 11-year hiatus, the sensational and horrifyingly hilarious "Scream" franchise is back with a cast of seasoned horror veterans as well as some fresh-faced rookies.

With the return of mastermind director Wes Craven and screenwriter Kevin Williamson, "Scream 4" sticks with the original quick-tongued dialogue of the first three films while adding some modern touches.

"Scream 4" begins with the return of heroine-turned-author Sydney Prescott (Neve Campbell) to Woodsboro, her hometown and the last stop on her book tour a decade after the last massacre. While in town, she reunites with fellow survivors Gale Weathers (Courtney Cox) and Dewey Riley (David Arquette), who are now married.

Along with reconnecting with her old friends, Sydney also visits her aunt Kate (Mary McDonnell) and her younger cousin Jill (Emma Roberts), who poses striking similarities to Sydney in the first film.

To round out the cast of potential victims/possible suspects, Jill's best friend Kirby (Hayden Panettiere), ex-boyfriend Trevor (Nico Tortorella), and nerdy horror film experts Charlie (Rory Culkin) and Robbie (Erik Knudsen) give the film a modern twist while holding on to the inventiveness of the original trilogy.

The joy of Sydney's return is short-lived, however, when the infamous

"Ghost Face" killer wreaks havoc over Woodsboro once again, leaving no one unharmed and everyone a suspect.

This film, like the first, visits the idea of the teenage party scene and how vulnerable it makes each potential victim. Other similar themes, such as Jill's mysterious boyfriend sneaking through her bedroom window, leave the audience wondering if "Scream 4" will have Jill fall victim to those closest to her, just like Sydney has for the past 10 years of her life.

I won't spoil the surprise, but I will say that "Scream 4" does not fail to provide the shocking ending that the original trilogy is famous for.

"Scream 4" left the audience glued to the screen with its fast-paced slasher scenes and the who-done-it guessing game. Witty dialogue and Sydney's heroism will keep you smiling inbetween moments of jumping out of your seat.

As a dedicated fan of the "Scream" movies, 11 years was definitely worth the wait. I thought the fourth installment might lack some of the originality and entertaining characters of the original trilogy, but that is simply not the case.

"Scream 4" is a much-needed reminder that the horror genre has not died off with its many victims, and is still very much alive.

★★★★★

Ashley Seering can be reached at aseering@alestleive.com or 650-3531.



Photo by Rebehka Blake/Alestle

Trying to avoid the splash of water, junior elementary education major Anne Marie Tenberge of Belleville is one of the few who showed to the water fight last Thursday. The event, which was advertised on Facebook as the 'Largest Water Fight to Ever Happen at SIUE,' was created by junior political science major Keenan Adams of Decatur and over 700 people RSVP'd as 'attending.'

splash fight standoff



Photo by Rebehka Blake/Alestle

Reloading with another bucket of water, freshman nursing major Rob Furman of Waynesville and freshman exercise and wellness major Brett Montgomery of Easton participate in a water fight last Thursday on the quad. More than 700 people marked 'attending' on the Facebook event, but only 20 showed up. A 'Part II' has been planned for April 28 at 3:30 p.m.

The Alestle

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All hard copy letters should be typed and double-spaced. Letters should be no longer than 500 words.

Please include phone number, signature, class rank and major.

We reserve the right to edit letters for grammar and content. However, care will be taken to ensure that the letter's message is not lost or altered.

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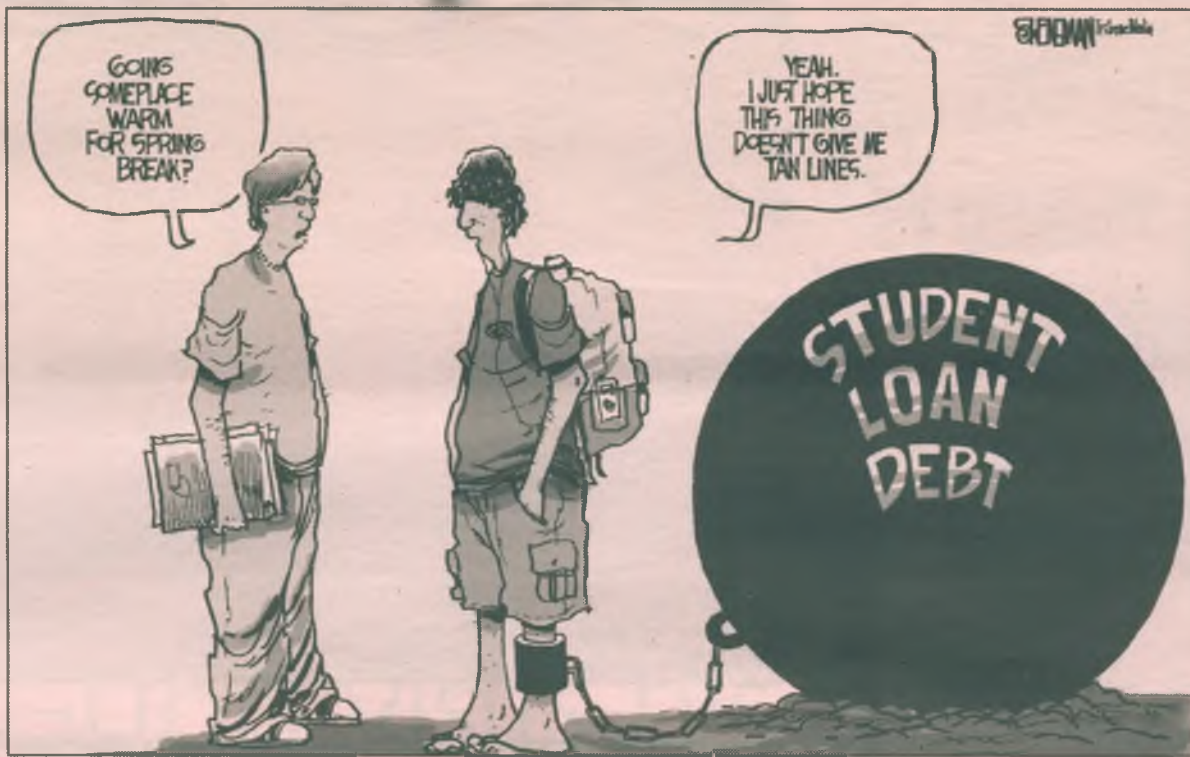
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Lobby day deserves more attention, attendance from students

The state of the economy in Illinois is making lobby day an annual event. And it seems like fewer students are making the trip to let the state know the money is needed.

On April 14, there were only about 20 students from SIUE in attendance at lobby day, and most of the students were those involved in planning it.



Rosie Githinji
Managing Editor

These numbers are not enough.

One of the main reasons for lobby day is to make legislators aware that the Monetary Award Program is something students need in order to pay for school.

Higher education is gaining more importance in today's job market and for many students it is the only way they will get a job that does not involve manual labor or flipping burgers.

While legislators are aware money to attend college is a problem for many, they need to be reminded on a regular basis just how important it is.

If the economy continues to get worse, then a college education will be only for the rich. It is getting more difficult to pay for a college education without going broke.

Federal and state monetary grants make it possible for many students to go to a four-year college. Without these grants, those below the poverty line would not be able to afford the cost of a bachelor's degree.

There are, of course, other options for money to pay for college such as loans and, for those who are lucky enough, parents who are willing to pay for an education.

But for many, this is not an option.

College is expensive. The majority of students graduating are doing so with large amounts of debt and many are finding it difficult to find a job to help pay those loans back.

From the president, to governors, to educators throughout the United States, those

considering a college education are told they will make more money with a high school diploma, but they could make more with a college degree. What they are not told is they may not be able to afford the degree that could help make their lives better.

If the government is telling us to go to college because it will make our lives better, it should be doing everything it can to make sure it is an achievable goal.

Students should not have to continue resorting to lobbying their governments in order to get the money they need to have a better life.

But they should also not think someone else is going to fight for them.

Students need to continue to lobby for the money they need so they can continue to go to college. At SIUE at least, the provost excused anyone who went to lobby day. There is no excuse for students to not attend.

Rosie Githinji is a senior mass communications major from Farina. She can be reached at rgithinji@alestlelive.com or 650-3524.

Advertising analysis invades privacy, could play on stereotypes

Digital facial recognition software in advertising: we've heard about it in Japan, but it has now moved to the United States.

New York City's newest startup company, Immersive Labs, has created a prototype of a system that allows advertisements to "anonymously analyze" their viewers. According to CNNMoney.com staff reporter Laurie Segall, "the software they attach to billboards tracks everything from viewers' demographic profiles—their age, gender, and estimated attention span—to how many people they're with and



Courtney Hill
Reporter

how long they spend viewing the ad."

Immersive Labs CEO Jason Sosa stated in the CNNMoney article consumers will benefit from this new technology.

"It takes away the noise," Sosa said. "You're going to get ads you actually want to see."

This entire venture is absolutely irresponsible and would prove to be a detriment to society for several reasons.

This software and its creators, albeit amazing, could be riddled in ulterior motives the public is not aware of and could creepily

escalate into something out of control. The "what if" factor is ever present in this context. It's creepy enough that my little Asus laptop uses facial recognition software for my log-in page, but that's another issue altogether.

According to CNNMoney's article, the software is capable of not only recognizing the facial features and demographics of a viewer to push products via artificial intelligence, but also storing that data for future use. That means your face (and your social life) is stored on a network where people can scrutinize it for advertising purposes — sounds a bit like Facebook for promotions.

Next thing you know, 45-year-old Jenny is bombarded with wrinkle cream ads when she's out on the town. It's harassment at its worst, reminiscent of a "Minority Report" lifestyle without the precognitives. A bit of a stretch? Possibly, but technology is advancing so quickly that it is becoming rather tough to see the forest through the robotic arms of commercialism wringing your neck and telling you to buy new shoes.

The demographic factor could pose a problem as well. The recognition software could eventually resort to looking for racial/ethnic qualities of viewers to advertise products. It could eventually recognize overweight consumers. Product promotions could become overtly stereotypical and even abusive. It's a risky move, especially if the

producers are banking on artificial intelligence for effective advertising.

We must also consider the proactive audience that exists in today's marketplace. The typical contemporary consumer has the opportunity to search for items or services that meet his or her wants, and anything that does not suit those interests falls by the wayside. This is known as "selective exposure" and boasts a world of active, yet fragmented individuals "looking out for number one." So, if Jessica wants to buy Jimmy Choos on the Net and follow a punk rock group on Twitter, she can without hesitation.

This is considered the "box" that she has created for herself. This is not necessarily the most advantageous lifestyle, for it cuts off information we may need to further understand our world. This form of advertising would only further fragment and discourage audience members to "think outside of the box" in terms of living and being open to new product lines.

There are many apparent pitfalls to this technological venture, which truly begs the question, "Has advertising gone too far to reach customers?" Based on this advancement, I believe it to be so.

Courtney Hill is a mass communications graduate student from Round Lake Beach. She can be reached at chill@alestlelive.com or 650-3524.

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Upcoming Cougar Events:

Friday, April 22 Baseball vs. Austin Peay - 6 p.m.
Saturday, April 22 Baseball vs. Austin Peay (DH) - 1 p.m. and 4 p.m.
Saturday, April 22 MW Track and Field - Gateway Classic - All Day

Sports

Questions or comments regarding this section?
 Contact Sports Editor Allan Lewis at
 650-3524 or sports@alestlelive.com.

Thursday, April 21, 2011

www.alestlelive.com

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Freshman Devin Caldwell hit a two-run homer in the eighth inning Tuesday to help SIUE to a 4-2 win against Indiana State.

Photos by Michelle Beard/Alestle

Caldwell's blast sparks Cougars

Late homer gives SIUE a 4-2 victory at SimmonsCooper

AJ SANSON
 Alestle Reporter

Before the storms hit Tuesday evening, the Cougars used some late-inning thunder to win their fifth straight, beating Indiana State 4-2.

Both Cougar runs were products of two-run home runs by second baseman James Vazquez and right fielder Devin Caldwell. With the victory, the Cougars' record is now 16-19 prior to Wednesday evening's game at Bradley, which was played after the Alestle's production deadline.

SIUE's offense first struck in the second inning after shortstop Chase Green, the only Cougar with two hits, singled to right field. He then advanced to second

after a groundout by Mike Swinnen. Vazquez took Sycamores' starter Josh Negele deep to left for his second home run of the season, extending his hitting streak to nine games.

"It was a low and inside changeup," Vazquez said. "I just waited back and drove it."

Head Coach Gary Collins said he feels Vazquez, the leadoff hitter, has the best approach at the plate, which Vazquez said sometimes includes giving himself up.

"My approach is always to hit the ball where it's pitched, basically," Vazquez said. "Even if that means if there's a guy on second base to sacrifice an at-bat just to get the guy over. That's my job as the leadoff hitter."

Vazquez added "it's always nice when the leadoff hitter can hit with some power."

Through the middle innings, both offenses traded zeros as the Cougars grounded into double plays to end the fourth and fifth innings. Sycamores' starter Negele was pulled after four innings and only 70 pitches.

Despite never recording a one-two-three inning, Cougar freshman starter Travis Felax went seven solid innings, allowing six hits and one earned run while walking three and striking out six in a no decision. He lowered his ERA to 2.68, good for second on the team. Felax pitched around a throwing error by third baseman Mike Swinnen followed by a walk in the sixth inning, retiring the

| | R | H | E |
|---|---|---|---|
|  | 2 | 7 | 1 |
|  | 4 | 7 | 1 |

next two batters he faced.

The lone run Felax surrendered came with two outs in the top of the seventh as Sycamores' right fielder Robby Ort homered to left to make it a 2-1 game.

"He's [Felax] impressed me," Collins said. "He isn't perfect yet, but he's giving us a good outing every time out there. He's been solid."

The Sycamores rallied to tie the game in the top of the eighth

BASEBALL/pg.11



Standings as of April 19

Softball

| | | |
|--------------------|-------|---------|
| Eastern Illinois | 32-8 | (19-2) |
| Jacksonville State | 31-11 | (16-3) |
| SIUE | 22-22 | (14-7) |
| UT Martin | 26-19 | (13-7) |
| Southeast Missouri | 20-24 | (14-10) |
| Morehead State | 18-27 | (9-12) |
| Tennessee Tech | 16-21 | (7-11) |
| Murray State | 14-23 | (7-13) |
| Eastern Kentucky | 21-22 | (8-15) |
| Austin Peay | 10-31 | (5-16) |
| Tennessee State | 10-39 | (4-20) |

Tuesday's games

Marshall 1, Morehead State 9
 Kentucky 7, Eastern Kentucky 0
 SIUC 10, SIUE 1
 Belmont 0, UT Martin 11
 Southeast Missouri 8, Eastern Illinois 4
 Belmont 2, UT Martin 8

Wednesday's games (Late)

Alabama State at Murray State (DH)
 Tennessee Tech at Jacksonville State (DH)

Baseball

| | | |
|--------------------|-------|-------|
| Southeast Missouri | 23-14 | (7-4) |
| Austin Peay | 18-18 | (7-4) |
| Jacksonville State | 24-13 | (7-5) |
| Tennessee Tech | 16-19 | (5-4) |
| Eastern Illinois | 12-21 | (6-5) |
| Eastern Kentucky | 14-23 | (6-6) |
| Murray State | 13-22 | (4-4) |
| UT Martin | 11-25 | (2-7) |
| Morehead State | 5-28 | (1-6) |
| SIUE* | 16-19 | |

Tuesday's games

Marshall 4, Eastern Kentucky 2
 SIU Carbondale 3, UT Martin 5
 SEMO 10, Arkansas State 7
 Tennessee Tech 9, Belmont 8
 SIUE 4, Indiana State 2
 Austin Peay 16, Lipscomb 15
 Evansville 8, Murray State 5

Wednesday's games (Late)

SIUE at Bradley
 2 other games scheduled

Friday's games

UT Martin at Eastern Kentucky (DH)
 Tenn. Tech at Morehead State (DH)
 Murray State at Eastern Illinois (DH)
 Jacksonville State at SEMO (DH)
 Austin Peay at SIUE (DH)

* - Team ineligible for postseason



Standings as of April 19

National League Central

| | | |
|--------------|------|-----|
| Cincinnati | 9-8 | -- |
| Milwaukee | 9-8 | -- |
| Chicago Cubs | 8-8 | 0.5 |
| St. Louis | 8-8 | 0.5 |
| Pittsburgh | 8-8 | 0.5 |
| Houston | 6-11 | 3.0 |

National League East

| | | |
|--------------|------|-----|
| Philadelphia | 10-6 | -- |
| Florida | 9-6 | 0.5 |
| Washington | 8-7 | 1.5 |
| Atlanta | 8-10 | 3.0 |
| NY Mets | 5-12 | 5.5 |

National League West

| | | |
|---------------|------|-----|
| Colorado | 12-5 | -- |
| San Francisco | 10-7 | 2.0 |
| Arizona | 7-8 | 4.0 |
| LA Dodgers | 8-10 | 4.5 |
| San Diego | 7-9 | 4.5 |

Cougars see win-streak snapped in Carbondale

JASON FRAZIER
 Alestle Reporter

SIU Carbondale won the battle of the sister schools and ended SIUE's seven-game winning streak Tuesday.

The Salukis pounded the Cougars 10-1 in just five innings in a makeup game from a postponement earlier in the season.

"I am very disappointed with the way we played," Montgomery said. "It's a loss, but it's not the first loss we have experienced this year."

The loss brought the Cougars to .500 on the season at 22-22.

Despite losing, SIUE did start the game on top. The Cougars scored an unearned run in the first inning when Kasey Schlafke drove in Lindsey Barron, who reached base on a fielding error by SIUC shortstop Haley Gorman.

The lead did not last though. SIUC pulled ahead of the Cougars in the bottom of the inning when senior pitcher Erika Taylor gave up a two-run homer to SIUC designated hitter Cristina Trapani.

Taylor did not exhibit the same command and presence on

SOFTBALL/pg.11



Photo by Rebecka Blake/Alestle

The SIUE softball team had its seven-game winning streak snapped Tuesday in Carbondale. SIUE lost to the Salukis 10-1 in five innings.

Fever pitch: Does Quattrocchi's girlfriend or teammate know him better?

AJ SANSON
Alestle Reporter

Dustin Quattrocchi has been one of the top relievers out of the bullpen this season for Head Coach Gary Collins with 31 innings pitched in 13 appearances to go with a 3-2 record and a 5.81 ERA. Let's see who knows him better: his girlfriend and Cougar softball ace Erika Taylor, who has 23 complete games to compliment her 15-12 record and 2.74 ERA, or his best friend and fellow hurler Josh Malin.



Quattrocchi



Taylor



Malin

- BIGGEST PET PEEVE?
- WORST HABIT?
- FAVORITE MOVIE?
- FAVORITE FOOD?
- FAVORITE BALLPLAYER?
- FAVORITE SPORT BESIDES BASEBALL?
- BEST PHYSICAL FEATURE?
- FAVORITE HOBBY?
- BIGGEST BASEBALL THRILL?
- WHO'S BETTER, YOU OR ERIKA?

I don't really have one, but I'd say bad drivers. I hate when people cut me off.

Annoying people.

Probably his roommates not cleaning up after themselves.

Staying up late. In the fall, we have 6 a.m. practices and I'm up until 2 a.m.

Procrastinating, waiting until the last minute to do homework?

Not studying, not getting work done on time.

I have a bunch, but I'd say "Out Cold."

That stupid snowboarding movie, "Out Cold!"

"Out Cold."

I like making food; I call them concoctions. Like, I mix rice with meat or something.

I'd say pasta.

Chinese food, but he should be majoring in culinary arts instead of construction.

No one is going to get this, but I always liked watching Randy Johnson.

Babe Ruth?

I'd say Nolan Ryan.

Hockey, I planned on playing here when I came to SIUE.

Hockey.

Hockey. He is a hockey nut.

Oh gosh, I always make jokes about my eyelashes; they're really long. Or my hairy chest

I'd say his eyes.

His eyes.

I can't do it too much now because of baseball, but riding any type of motorcycle.

Either golf or snowboarding.

Snowboarding. He talks about it all the time.

Probably beating Mizzou. That was big.

Beating Mizzou!

Getting a win at Mizzou; we were all excited about that.

I'd have to give it to her. She was athlete of the month.

He is. When my game's over, it's out of my mind. He is always thinking about it.

(Without hesitation) Erika. She kicks his ass in every aspect of the game.


The Verdict:

Taylor's answers on the first two questions are acceptable for half a point, while Malin's answer on the final question evened the score.


Taylor: 4
Malin: 4

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SOFTBALL
from pg. 9

the mound against SIUC as she has in recent outings as the Salukis were able to score in every inning except the second. Taylor allowed five earned runs in 3 2/3 innings.

"They are a very good team. They hit the ball well," Montgomery said. "You have to give them credit."

Defensively, the Cougars were unable to back Taylor's efforts in the circle. All five SIUC runs scored in the frame were

| | R | H | E |
|---|----------|----------|---|
|  10 | 9 | 1 | |
|  1 | 2 | 2 | |

hits, including her RBI single in the first, but the rest of the bats in the lineup were silenced by SIUC starting pitcher Daniel Glosson. She struck out four and did not allow an earned run.

Despite losing their overall winning streak, the Cougars still



Photo by Michelle Beard/Alestle
The SIUC softball team returns to Ohio Valley Conference action Friday when they travel to Tennessee Tech.

uncared. The Cougars committed two errors with two outs in the inning, leaving the Salukis with the bases loaded. SIUC second baseman Jayna Spivey made the Cougars pay, clearing them with a grand slam to clinch the game with a 10-1 mercy rule victory.

Taylor was a big reason for the Cougars' win streak. She was the winning pitcher in four of the seven victories. This was her first loss in almost two weeks.

SIUC's offense struggled as well, as Schlafke was the only Cougar to get a hit. She had two

have a seven-game winning streak against OVC opponents following the non-conference loss Tuesday.

"We just have to go back to work and focus on conference [play]," Montgomery said. "We will bounce back. We will get back to practice and get ready for Tennessee State."

The Cougars will look to start a new overall winning streak and continue their OVC streak this weekend at Tennessee State.

Jason Frazier can be reached at jfrazier@alestlelive.com or 650-3524.

BASEBALL
from pg. 9

as Cougars' closer Thad Hawkins gave up a lead off walk to Kyle Burnam, who advanced to second on a wild pitch. After advancing to third on a groundout, Burnam came around to score on a sacrifice fly by Tyler Wampler tying the game at two.

However, the lead only

Matecki followed by perfectly placing a fly ball halfway up the right field line for a double off reliever Reggie Hochstedler. The Sycamores then went to the bullpen again, this time for Chris Machado, whose second pitch nearly landed in South Roxana, thanks to Devin Caldwell.

"I wasn't coming up trying to hit a home run, obviously. I was just trying to get a pitch up

The home run extended Caldwell's team-high hitting streak to 14 games and gave him possession of the team lead in home runs with five. The two RBIs now give him a team-high 39 and it was the second time in three days Caldwell hit a two-run home run to give the Cougars a late lead they held onto to win.

Collins may have said it best about his freshman right fielder.

"There's only one word to describe that young man," Collins said. "He's clutch."

Hawkins retired the Sycamores in order in the ninth en route to his second victory of the season.

Caldwell said he embraces being the go-to guy in the lineup, despite just 35 collegiate games under his belt.

"It probably wasn't expected of a freshman to be the clutch hitter," Caldwell said. "I'm glad they all trust me when I'm up at the plate. I like being the clutch guy, a little pressure on me makes me concentrate more."

Vazquez said with the team on its second winning streak of five games, heads are held high.

"Confidence is way up for us," Vazquez said. "Starting pitching, hitting, even our bullpen. Things are coming together."

After Wednesday's game the Cougars return home to host a three-game series with Austin Peay beginning at 6 p.m. on Friday, followed by Saturday's doubleheader beginning at 1 p.m.

AJ Sanson can be reached at asanson@alestlelive.com or 650-3524.

"There's only one way to describe the young man [Caldwell]. He's clutch..."

-Gary Collins
baseball Head Coach



Photo by Jessica Moore/Alestle
Travis Felax pitched seven innings, allowing six hits and one earned run, improving to 3-2 on the year with his victory.

lasted three batters into the Cougars' half of the inning.

After Travis Becherer flew out to lead off the bottom of the inning, centerfielder Mitch

that I could drive," Caldwell said. "He ended up throwing a slider that didn't break as much. It was right in my wheelhouse and I just hammered it."

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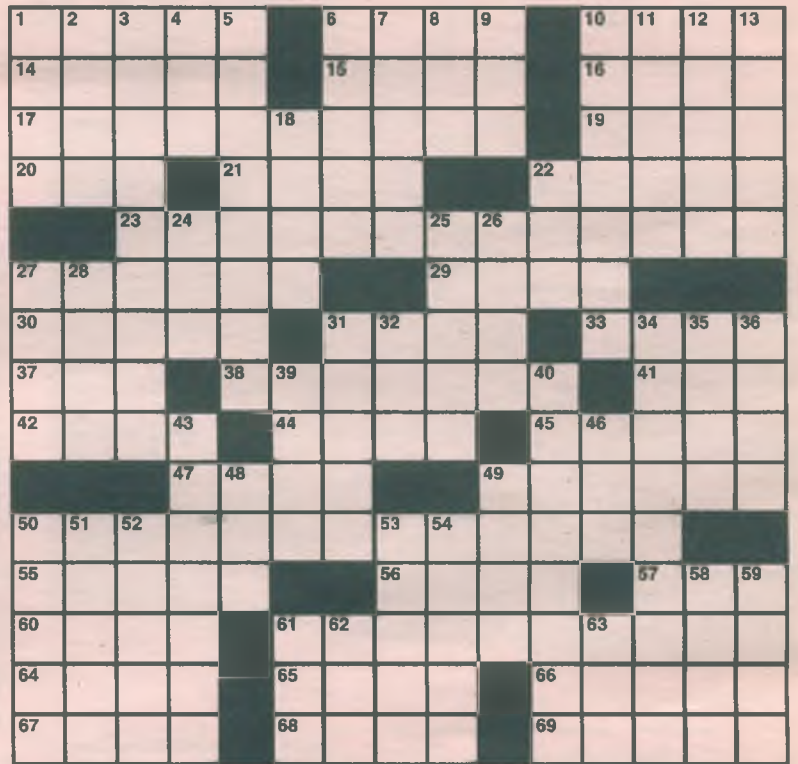
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Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Lewis

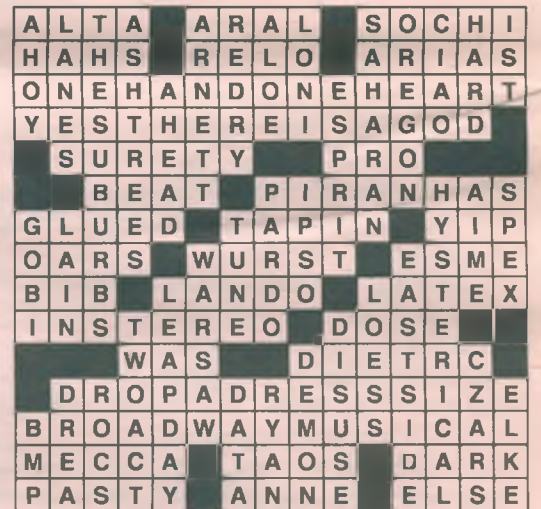
- ACROSS**
- Dissolves into a puddle
 - Firing range rounds
 - Dog buggler
 - Audibly astonished
 - Pastry served au rhum
 - Bee, to Andy
 - Exec's perk
 - Adriatic resort
 - Sixth sense letters
 - Tableland
 - Conestoga, e.g.
 - Tempts fate, in a way
 - God of manly beauty
 - Actor Diggs
 - "Saturday Night Fever" dance genre
 - Bogus plan
 - Actress Cheryl
 - Acolyte's suffix
 - One in an extra-large baby carriage, perhaps
 - Angus's greeting
 - Space Shuttle gp.
 - Feb. 14
 - Colorado resort
 - "Of ___ I Sing"
 - Mideast fleet
 - Second in a Sue Grafton series
 - One more time
 - "Trick" or "treat"
 - Horn for a Muppet named Zoot
 - Defame
 - Fairly spicy, as chili (and like this puzzle, literally, based on the ends of 17-, 23- and 50-Across)
 - Charged particles
 - Feathery wraps
 - Dance in a line
 - Layer of paint
 - Eyelid woe
 - Praise

- DOWN**
- Nutmeg spice
 - Boardroom clashers



By Donna S. Levin

- Streetlight supports
- 1/6 fl. oz.
- Musical with the song "The Holy Grail"
- Bottomless pit
- Avian chatterbox
- Wharton deg.
- Galley mover
- Pita filling
- "Super Mario" brother
- Biblical witch's home
- Do penance
- R&B artist with the 2006 #1 hit "So Sick"
- "For what reason?"
- Partnership letters
- Country with a da Vinci drawing on its one-euro coin
- Docile
- Score after deuce
- Galileo's birthplace
- Flip of a hit single
- IRS audit rep
- Barnes & Noble link?



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- Perpetrator
- Crime bosses
- Winnebago owner, briefly
- NFL ball carrier, often
- In the beginning
- Gp. that abducted Patty Hearst
- Sweetie
- Meanie
- Rudimentary
- Inuit home
- Sweat box?
- Sun danger
- Witherspoon of "Walk the Line"
- Jason's vessel
- Dec. holiday
- "Very funny" TV station
- In vogue
- '70s TV boss of Mary, Ted and Murray

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