

# The Ticker

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VOLUME 78, ISSUE 1

For the Students and the Community

September 7, 2000

## Suicidal Leap From Fire Tower

By Franck Mongbe  
Senior Staff Writer

On the evening of August 14<sup>th</sup>, 28 years old Asian female Man Lam plunged to her death from the 19 floor of the 360 PAS building. Lam became the third Baruch student in the past 18 months to become a suicide victim.

"Her body was discovered on the next day by a student who went out to smoke on the fire tower," said security Lieutenant McAndrew, referring to Staircase C. She explains that it is a fire escape on the side of the building. Unlike most fire escapes this one does not have ladders conveniently placed between each staircase, so a special effort was necessary in order to get to the 19 floor.

"It's usually used by the faculty members and some students aware of its existence," said Carl Aylman, Director of the Student Life Office. "The doors leading to the fire staircase are supposed to remain open at all time of the week according to the law," he continued.

Many students did not find the news surprising given Baruch's recent history of suicides. However, they still expressed many concerns and a general disapproval with such a method of coping with difficulties.

"I think it's foolish for her to end her life in order to escape her problems, there are much better solutions to difficult situations than to choose suicide," said Elaine Wong, a junior.

Some Baruch students believe that

the rise in standards is creating too much stress. "It's tough to juggle work, your personal life, and school work. Recently teachers and school seem to be giving more work and it has been tougher than in past semester," said Jessie Schmidt.

Contrary to the opinions of most students, the motives for the suicide were not academically grounded. "As far as we know, she did not have any academic problem. In fact, all three suicides victims were academically decent," Aylman stressed.

According to McAndrew, these suicides are more of a copycat effect. "[People tend to] choose Baruch because it's a location of convenience" said Lt. McAndrew. She also stated that students with suicidal tendencies living on the ground floor in their apartment building will pick Baruch as a place to commit suicide because they know people have successfully killed themselves here.

"The Counseling Center has been seeing a lot of troubled students or students who wanted to talk," said Aylman. He added that the two counselors working there are solidly booked through out the entire semester, and that an issue of having more than two licensed counselors is still pending.

The sudden rise in suicide in Baruch College has prompted Mindy Hersh, Deputy Director of the Counseling Center, to take action. According to Hersh, they are trying to educate and train the public here at Baruch about the symptoms of depression and suicide, hopefully



View from the 19th floor fire escape of the 360 PAS building. On August 14th Baruch student Man Lam jumped from this fire escape, known by staff and faculty as the "fire tower." Lam had easy access to the site because the door leading to it remains open at all times. (Photo/Hubert Reyes)

leading to a successful detection of those symptoms among friends or even family members. Eventually, all the different programs will be publicized during the semester.

"There are lots of resources to help students [who are] psychologically or academically troubled at Baruch.

What's critical is to know how to use them," noted Aylman.

The death of Lam has definitely left a lot of students wondering why she committed suicide.

Lam, a senior at Baruch College, interrupted her studies in the summer of 1999 for an extended leave of

absence and came back to register for the fall 2000, when she decided to take her life two weeks prior to the beginning of class. She is outlived by her family who was vacationing in China when she tragically took her life.

## Suicide Awareness First priority for Counseling Center

Deputy Director and Doctor of Psychology Mindy Hersh has seen more than 40 students come into the Center recently seeking help with these various issues, but not many have come in response to the suicide. This can be attributed to the fact that the suicide took place before classes started, and so many students have not been aware of it. As student awareness of the suicide has increased, more have come in to talk about it.

Hersh agrees that barring the windows and nailing them shut is not the answer to the problem. She instead advocates a more proactive and educational grassroots approach.

"We've done a lot of outreach since the last two incidents," said Hersh.

A town meeting was held for the faculty and staff in order to voice their concerns. Department meetings were also held to train faculty

on the procedures of the Signs of Suicide (SOS) program. The program is designed to teach students, faculty, and staff about suicide, and how to intervene when they suspect that someone they know may be at risk.

"This year, we decided to combine [our SOS program] with the National Depression Screening Day, which is in its 10<sup>th</sup> year," said Hersh. "And we are working hard to publicize the event."

"We're really trying to destigmatize this idea of depression and make it ok to seek help," noted Hersh. She points out that there's a stigma about going to counseling, with people feeling embarrassed for various reasons. "Either it seems that they're weak, or their families wouldn't approve of it. Counseling is really not a big deal though. Many people have gone through it, and found it to be very beneficial and worth it."

Hersh believes that there are much healthier ways to deal with problems than resorting to suicide.

"Suicide is a permanent answer to a temporary problem, the temporary problem usually being feeling hopeless and depressed that tomorrow won't be different," said Hersh. "If people seek help, they can often find solution," she continued.

The reaction of the staff has been one of disbelief. "It's really a shock to have this happen, again and again - when somebody is determined, they find a way to succeed."

With suicide being the third leading cause of death among people ages 15-20 years old, there is reason to be worried. "Hopefully something positive will come from all of this though," said Hersh optimistically. Many Baruchians share her sentiments and hope that suicide will no longer plague the Baruch community.



Mindy Hersh, Deputy Director of the Counseling Center at a meeting with a new counselor. This year Hersh hopes to increase student awareness about suicide with the hopes of preventing any further incidents. (Photo/Hubert Reyes)

By Adam Ostaszewski  
News Editor

The Counseling Center has made itself more available to students in the wake of the recent suicide. The Center, found on the 17<sup>th</sup> floor of the 360 PAS building, has scheduled various programs

geared toward suicide awareness and prevention.

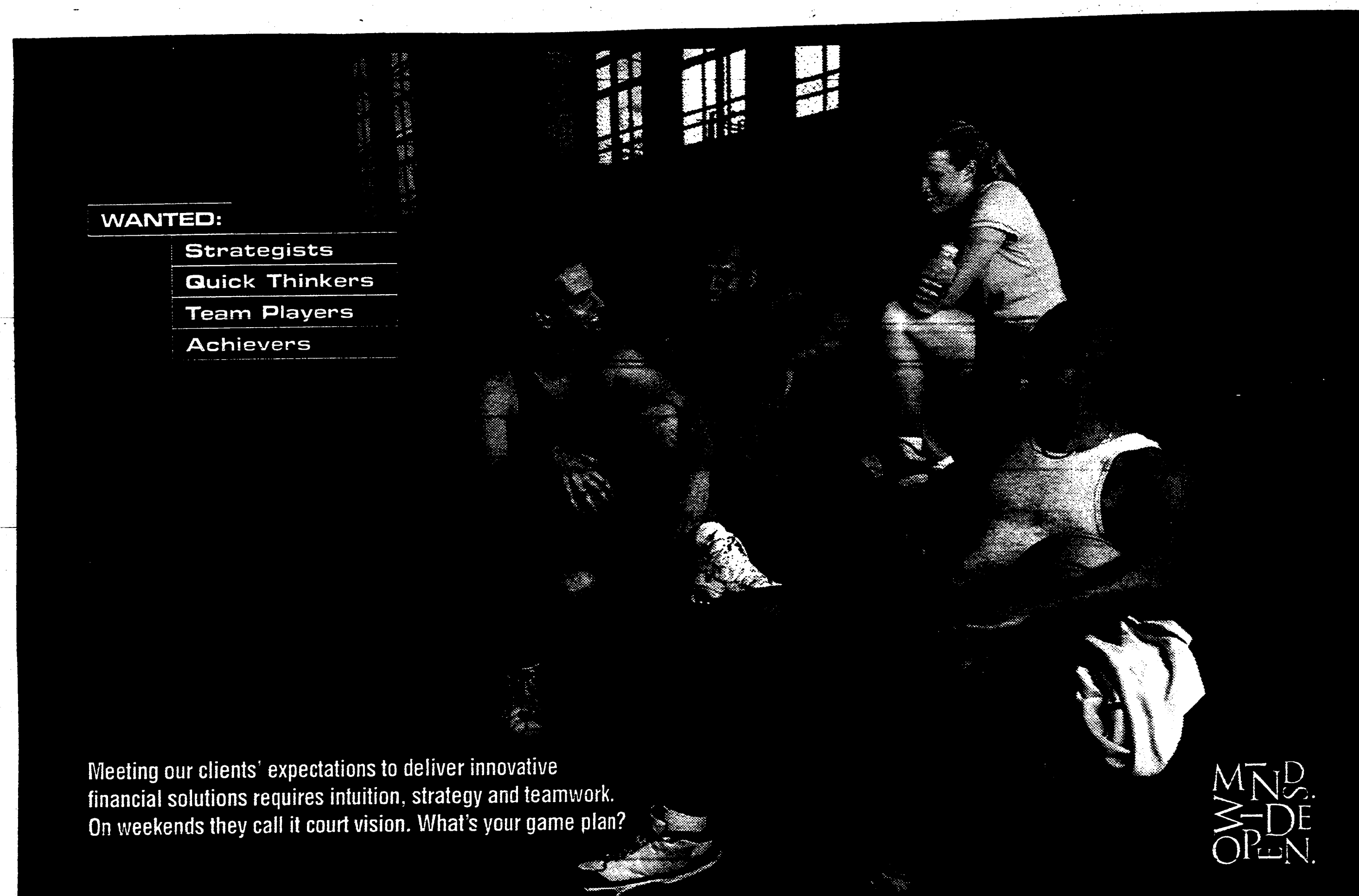
The Counseling Center deals with all sorts of issues, including everything from academic difficulties to time management to relationships, family issues, problems at work, sexual orientation, and sexual harassment, among other things.

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Wrap up on summer PC  
Expo  
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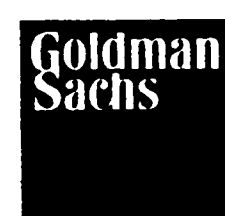
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## New International Students get a Helping Hand

By Winnie Chin  
Contributing Writer

On August 17, Golden Key at Baruch sponsored a New International Student Orientation Program at the 25th Street building Conference Center. The International Student Orientation Program was developed by Golden Key a few years ago. With the support of the International Student Services Center, this program has now evolved into a regular part of international students' integration into Baruch. Golden Key continues to play a significant role at each orientation by holding a Student Panel discussion, where new students are given the opportunity to hear personal experiences from current students. The ethnic diversity of Baruch was reflected at the orientation with four student panelists from Romania, China, Trinidad, and India. They discussed issues pertinent to international students, such as tackling English as a second language, as well as universal student issues such as participating in extracurricular activities.



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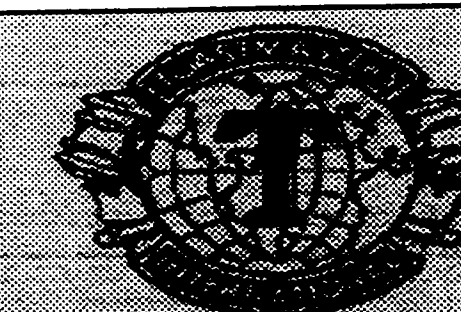
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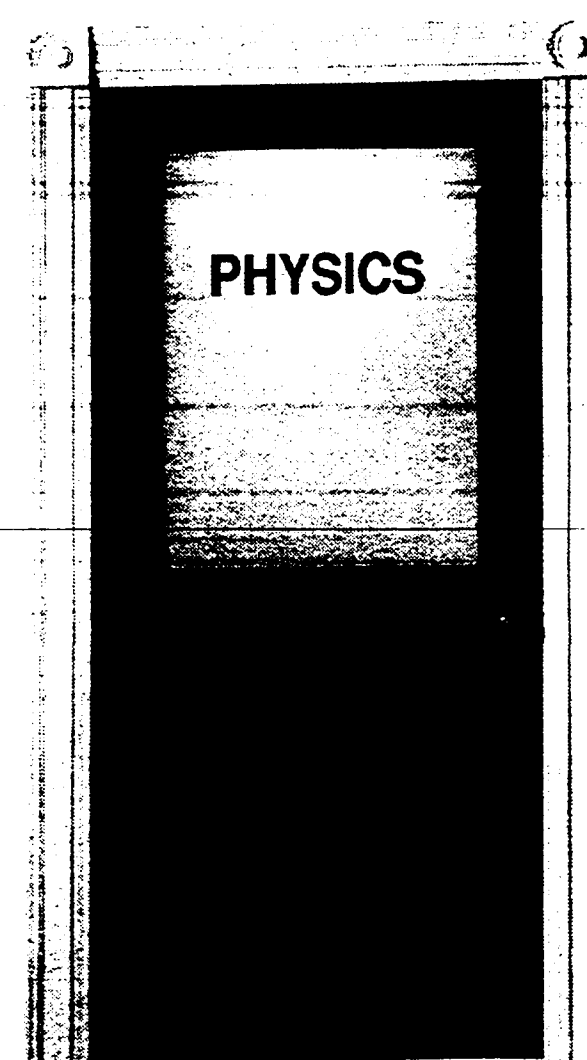
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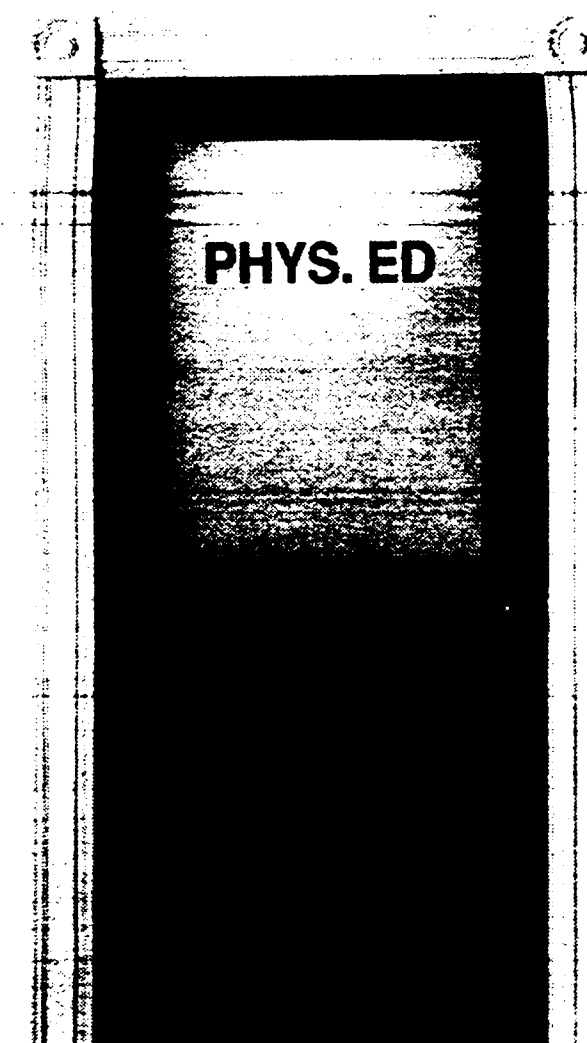
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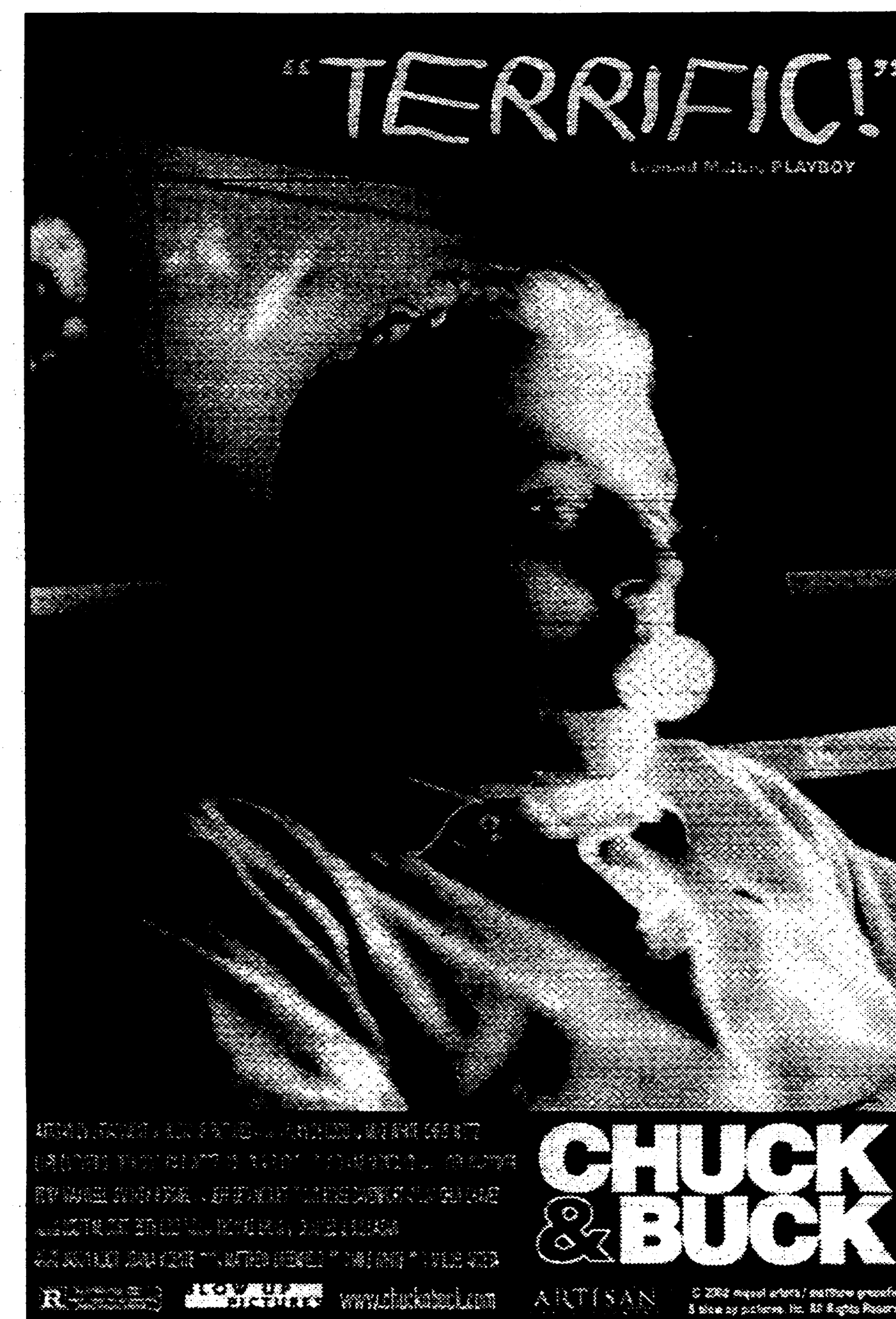
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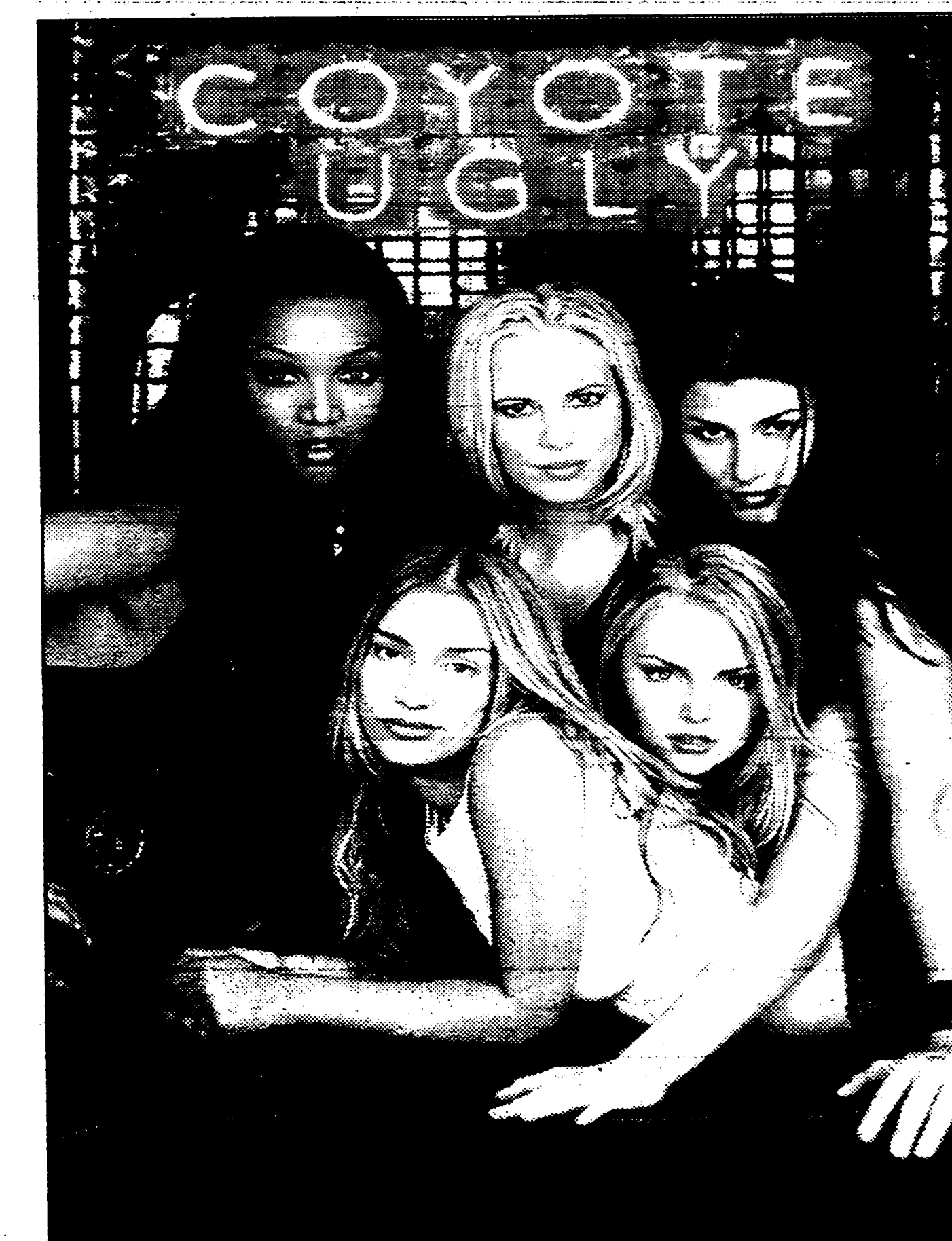
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# Features

## Baruch Women Attended Summer Seminar

By Kin Ping Koo

The third annual Charitable Giving Seminar for Women luncheon, sponsored by the College Advancement Office, was held on June 14th for alumni, students, and trustees.

The importance of this women only seminar was explained by Kathleen M. Pesille of the Pesille Financial Group, saying, "Today's women actually do everything, from raising a family to being involved in financial planning". As a student, Pesille was one of the few women who could be found taking a finance course, "but now, 60% of [finance] courses comprise of women," she said.

Lunch was followed by a slide show on the importance of charitable giving. Pesille provided an indepth and thorough explanation of replacement trusts.

Attendee Norma Keller of the class of '46 said, "I really had no idea there were so many options." It is never too early to start planning your finances. Becky Chacko, '00, found the "tax benefits when donating to a charity very informative".

Also in attendance was Sheila Stone, curator of art exhibits and co-provider of the Sheila and Harvey Stone scholarship for international business students at Baruch. She, along with the other guests, were also taken on a tour of Baruch prior to the luncheon. Alumni had an opportunity to peruse the changes during a tour given by Adrienne Yorinks as she led alumni and trustees to the new Zabotnik Center and the Sidney Mishkin Gallery, where her exhibition, Textile Art by Adrienne Yorinks: A Journey from Australia to Zimbabwe was being displayed.

## Golden Key Promotes Junior Achievement

By Jennifer Ding

The Baruch chapter of Golden Key has been presented with great opportunity as well as a challenge to direct a project on our campus, which will benefit both our students and the students of the New York City public schools.

Cuny chancellor Matthew Goldstein and Junior Achievement of New York (JANY) have committed their respective institutions to ensuring that all New York city students are successfully prepared to prosper in the 21st century workforce.

Baruch College has eagerly volunteered to help accomplish this goal by promoting JANY on its campus and encouraging Junior Achievement of New York has been providing children with opportunities to enhance their lives for over 70 years. It is the oldest and largest organization linking the business community to the students of New York City and Long Island. Business and college volunteers teach the Junior Achievement economics and work-force readiness curriculum, which is tailored to students in kindergarten through 12th grade. Volunteers conduct their classes during the school day, once a week, with each visit lasting for one 45 minute period. Last year 5,000 volunteers inspired 200,000 students to value education, the free market economy, and themselves. By the year 2005, JANY hopes to reach 325,000 students. We hope that this figure will be exceeded through the efforts of Golden Key and Baruch College. For more information, please contact Moah Don, Treasurer of Golden Key at [ggie624@hotmail.com](mailto:ggie624@hotmail.com) or call the Dean of Students office at (212) 802-6820.



By Dr. Kiro

Kiro's Paper Radio...iz...Back!

Dr. Kiro: Hello every 1! Yeah I'm back. Yes I've technically graduated already! Why am I still writing for the paper? Well, anything to help my friends out. And according to my friends this was one of the columns every 1 reads a lot.

Ok! Let's go to our first email question!

Bushman: recently my girl friend has wanted me to go down on her during our most intimate moments together. But here's the problem, she possesses this pungent odor below her and it makes me very nauseous while I am in the "Y zone". I don't have the courage to tell her this.

Please help me!!!! A man can only take so much seafood!

Chocolate Lover: Dear Bushman, I understand your dilemma because I fear that my lover will have the same problem with me. For that very reason I take extra care of my genitalia. In order to help your situation I would say the best thing for you to do is to seem very romantic and affectionate to your girlfriend while allowing her to keep her dignity. The best way for you to do that is to start off by taking a shower with her, or giving her a bath. Take your girlfriend in your arms and while kissing her deeply, take off every article of her clothing, piece by piece, slowly and carefully... then take off yours. Then walk or carry her (depending on her weight) to the bathroom and then run the shower. When the temperature of the water is satisfactory let her step in to the tub and then follow her. Let her

## Legends of Kiro

The Tommy  
(A Baruch Urban Legend)  
By: kiro21@yahoo.com



Where do I begin this tale?  
Perhaps from tail to end?  
Just like the jack-arse I'm gonna describe.  
A little english pun never hurts.  
The Tommy is a boogie man in which all mother's warn their daughters about.  
But the Tommy is almost as irresistible as the forbidden fruit of Eve.  
I sit hear upon my table with a bored textbook and a smiling fork.

To my right, a young woman infected by the Tommy plague.  
If not to speak of the devil himself, guess who walks in?  
After parking his Acura, he slithers in like a wretched slug.  
Jet black hair slicked back by the poisonous mucous in his hideous salivating cankerous mouth.  
Eyes of Cubic ziconne diamonds which only sparkle in dead light.

A tongue of composed of fool's gold.  
A xerox face of someone whom he pretends to be.  
And hands dipped in fictitious hemlock spanish fly.

He sees his new found prey.  
She stands up all flustered and breathless.  
He gropely embraces her.  
Fresh leech wounds appear from the scarf which drapes over her neck.  
Her hand touches his cold flesh.  
There is no warmth in his heart, only frozen lust.

He has had his fill of flesh from her.  
He has suckled enough monetary blood from her veins.

She is now an empty husk to him.  
There is no more to conquer.  
The game is at an end...

Her eyes fill with tears,  
as he pronounces his resignation.  
More lies.

Less truths.  
she asks herself from within  
Upon how could this happen to her.  
He stands and begins to grab his coat  
And everything goes slow motion.  
The sub text begins at the bottom of your imaginary screen...

Why are woman attracted to scum like this?  
Most times they already know

stand under the shower and get soaked from head to toe while , kissing and caressing her. Then take a bar of soap in your hand and rub it until it lathers. Then lather and rub it all over her body, slowly, still paying attention to each body part. Once you get to her vagina tell her to put her leg up on the side of the tub. This way you can clean the area properly while massaging the clitoris to get her extremely aroused. When you are doing this, be careful not to put your finger too far up in her because the soap could cause a slight burning sensation, even if she doesn't have any infections. After you are done with this, if you did it right she should be very turned on. Put her back under the running water to wash off the soap, and when you put your hands between her legs to wash the soap from her crotch tell her you want to make sure all of the soap is gone. Then you can bend down on both knees and get to work. Hopefully she will catch on and continue to

the outcome yet they still play the game?  
Do bruises and face smacks in public a turn on?  
Or just part of the ritual of being in a "relationship"?  
Flirt = get hurt  
Is that part of the cosmic equation?  
No this is not a trick question.  
I guess the answer lies within your own judgment.  
If you a type of person who is attracted to festering maggots protruding from every orifice of a human body, then GO FOR IT!  
(That's what you'd be in literal terms).  
If you cannot see through the smoke and mirrors this person has built.  
Consult other references and friends.  
Before you get sucked into a pit of piranhas.  
Do your homework.  
Listen to your intuitions.  
Ok, instant re-play time.  
As the frick ascends to his next play ground.  
This knight plummets his iron fist-fu upon the smiling fork which impales it self quite happily upon a wailing jack arse.  
Too bad I accidentally dropped mah fork in hot sauce.  
Profanities and tantrums are thrown in  
Only to be greeted by "the people's finger".  
More static and noise.  
His car, a second extension to his body.  
Plant a special forces puck mine on the hood of the car.  
Something explodes.  
Someone cries and sobs.  
Someone gets kicked in the small groin area by a very sharp Payless shoe.  
The poetic Kiro walks away all giddy with smiles...

wash herself properly.

Dr. Kiro: Wow, thanks choco-lover for the great long response! First of all hygiene is also based on what you eat. If you eat a lot of tuna and clams, well let's just say that these foods produce bad orders which can affect a body both male and female! Try not to eat spicy foods too much such as garlic ... Also cleanliness is important very too.  
As you can see Choco-lover has provided a great detailed response of how important fore-play can be in any type of relationship. Hey she made even bathroom ettique sound romantic. And every guy out there should learn from the comment given above.

S...t...time...for...more...spicy...questions...from...your...fellow...Baruch...Students!



# Rage Within the Machine

*The industrial machine known as Baruch College starts to gear up for another busy year. It slowly shifts into its first gear--giving its new components time to adjust while at the same time older, well worned components continue to run at full speed. The progression of time causes many of the worn gears to oxidize. The shackles of time begin to slow down what is already wearing down. The lack of service causes the cogs to push harder--to put more effort into running the machine. The machine slides into the second gear and then the third gear--the rusty pieces weakening, their actions becoming more erratic.*

*The machine pushes harder,*

*The cog spins faster,*

*The machine pushes harder,*

*The cog spins faster,*

*The machine shifts into fourth gear,*

*The cog struggles,*

*The machine pushes harder still,*

*The cog struggles,*

*The machine pushes harder,*

*The cog...*

*Snaps.*

*It flies out of control, smashing against the insides of the mechanical beast but doing little damage. It rattles inside until it finally comes to a stop at the floor of the cold, unfeeling juggernaut.*

*The fallen cog goes unnoticed. A new cog replaces it, ready and willing to pick up where its fallen comrade had left off. Service is given to other cogs in danger of suffering the same chemical fate but the lubricant is temporary and once again the rust builds.*

*The machine shifts into fifth gear,*

*The cogs spin faster.*

## Quote of the Week:

**"Suicide is a permanent answer to a temporary problem, the temporary problem is usually feeling hopeless and depressed that tomorrow won't be different."**

— **Mindy Hersh, Psy.D.**  
Deputy Director, Counseling Center

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# A WORD ABOUT COMMUNITY

## A SELF-CRITIQUE OF BROOKLYN'S COMMUNITY FEEDING PROGRAM

"Some people talk a lot about communism, but the people can't understand and progress to the stage of communism right away or because of abstract arguments. They say you got to crawl before you can walk. And the Black Panther Party, as the vanguard party, thought that the Breakfast for Children programs was the best technique of crawling that any vanguard party could follow. And we got a whole lot of folks that's going to be walking. And then a whole lot of folks that's going to be running." Fred Hampton, Chicago Chapter of the Black Panther Party

By Orlando Green sun\_god7@hotmail.com

The Peoples' Community Feeding Program, in Brooklyn's Bed-Stuy, was run by two young revolutionary grassroots formations, Forever In Struggle Together (FIST) and the Malcolm X Grassroots Movement (MXGM). The BI-weekly program took place on alternate Sundays at Brooklyn's Slave Theater. Approximately 150 meals are shared on these days. Although we ran the program for three years, serious contradictions developed that will help us on how we'll be successful in the future with these "serve the people" or "survival" programs. It is important for both the organizers and community to critically examine these efforts together. By doing this, we insure that our people will be moving ahead in the most successful of methods possible to achieve freedom and self-determination.

Before we go on, let's briefly touch into several points as to why survival programs are important components for movements coming out of our communities: 1) as we create a new society we need to meet the needs of our people, 2) we need to keep the oppressors and their reactionaries from co-opting the struggle by doing such programs to pacify our communities, 3) it shows us how to run our own communities without the state, 4) we provide assistance for organizers that get involved too, 5) keeps our communities "afloat" until the revolution, 6) the political education of our communities (and activist) increases with our interaction with them. They get to understand the FIST and Malcolm X Grassroots Movement programs through direct interaction and not in an abstract way.

The use of community programs, to build peoples' power, has its origins in Maoist strategy. The Chinese Revolution, under the leadership of Chairman Mao Tse-Tung, had very important features that inspired many revolutionary and national liberation struggles around the world. One of the key methods towards successful and meaningful struggle is the adoption of community programs as it's outlined in Mao's "Be Concerned with the Well-Being of the Masses" speech in 1934. In this important speech, Mao lays out that

everybody concerned with revolutionary struggle must investigate the needs of the community and struggle to meet those needs to develop the masses' commitment to the struggle.

Both FIST and the Malcolm X Grassroots Movement recognized that the feeding program should evolve into something that will provide more than just food every two weeks. While we acknowledged the need for struggling against hunger in our underdeveloped communities, both groups were committed to the building of structures that would have a protracted effect on the people to develop revolution and self-sufficiency. There were plans to add parts to the feeding that dealt with homelessness, jobs, and drug and alcohol addictions too.

Additionally, the feeding program could have functioned as a forum in which politics relevant to the community would be openly discussed. Why does hunger and economic underdevelopment in our community resemble the statistics of third world countries? We intended to distribute forms of political education that would have contributed important information to the community. Aside from just feeding a segment of the community, there was a principled intention of connecting the issue of hunger to white state capitalism and how it connects with other issues like police brutality, welfare and economic strangulation.

## CRITIQUE OF OUR EFFORT AND SURVIVAL PROGRAMS IN GENERAL

What is the relevance of these programs when they are done by groups professing to have nationalist or revolutionary politics? Depending on the political objective, or practice, of the organizer, these programs can either sharpen the revolutionary consciousness of the people or end up pacifying and halting the peoples' revolutionary spirit. Community programs by both the reformist and the government act only to halt the political development of the masses of people by confusing us that America is "alright." The former is done unintentionally and the latter is done for that purpose. This can be seen with the history of the survival programs of the Black Panther Party and other grassroots organizations when they tried to advance the political level of the Black community by meeting these needs. The white ruling class and the government met this effort with counterintelligence programs like COINTELPRO and reactionary community programs to pull community support from the radical-based survival programs.

All of a sudden, the free breakfast program of the Panthers was challenged and replaced by the government. The state would provide meals for Black youth and try to confuse the development of their collective consciousness. State funding was made available to some non-profit organizations to replace left-wing intentioned community programs with liberal fascist initiatives.

The organizers of a "serve the people" program have to develop strategy that allows for them to exist, remain revolutionary, keep them from becoming reformist and useless to the long-term struggle. The organizers and the community have to be weary of the problems of 1) the limited resources that keep the program from running, 2) that the service doesn't fall into the trap of not raising the political consciousness of both the community that it serves and the organizers, 3) how to qualitatively have the community take part in their own survival by sharing with them the responsibility of

developing forms of socialist and community building oriented programs. These are only some of the questions and contradictions that have developed out of our three-year experiment. More challenging issues will arise as we advance the qualitative effect of these programs.

The feeding program effort failed to achieve an integrative relationship with the Black community of Central Brooklyn, where it was based. Although it was discussed, and efforts were made...the young collectives did not achieve the necessary component of acquiring food donations and substantial community volunteers that were not part of the organizations. Very few individuals contributed from the community and maintained a stable relationship with the program. In the past, survival programs by the Black Panther Party would acquire donated resources from local community food markets. We failed to acquire community volunteers from collectives from that community. The churches, temples and masjids were not actively supportive of our program. Among diverse reasons, there were cultural and ideological differences that did not allow activist to connect with these institutions. In other words...we did not try hard enough to develop a qualitative relationship with the community, connecting them to the program.

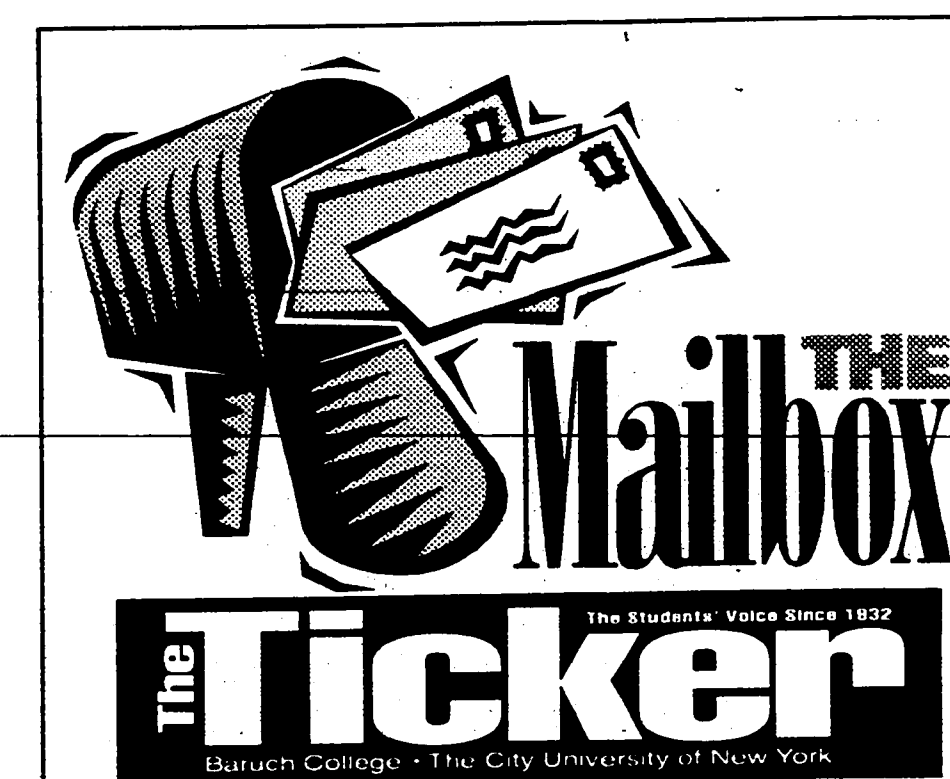
The feeding program itself ran in contradiction with church services on Sundays. With a majority of the religious community being Christian, it was almost impossible to compete with "God." Religious institutions are not the only community collectives to work with, but they have historically been important in producing social movements in Black America. Even an atheist organization like the Black Panther Party had their first survival program out of St. Augustine's Church in Oakland, California.

## ALL POWER THRU THE PEOPLE!

If you remember what Fred Hampton said, "the people can't understand and progress to the stage of communism right away or because of abstract arguments." This is clear. The programs show our people how a communal, or socialist-oriented, society would operate in practice. This is what the proper community program can achieve in this stage of white supremacy and capitalism. Huey P. Newton said that the people learn through observation and participation. Through enough successful actions by the organizers, the Black community will observe communal behavior and become inspired to act in a similar matter. When the community participates in these successful actions and programs too, they will become personally and collectively empowered. This will lead them to a higher level of revolutionary consciousness that will propel the entire community forward.

In light of this understanding, certain things did not happen. The decision-making component of the feeding program was not integrative with the community. For FIST, the integration of the community into the work is important. This is expressed in the organization's "mission clarification" where it expresses what they believe in. They state that they believe in, "The existence of democratic structures and institutions where the masses of our people actively participate in all decision-making processes of resource distribution and governance." The participation of the community in decision and planning would have raised the level of impact that the program had. This would have integrated the people into the revolutionary process and sped up the development of both the program and the communities' indigenous leadership.

There is qualitative difference between revolutionaries coming into a community to "meet the needs of the people" and revolutionaries developing methods of freedom WITH the people. Because of these things, I personally felt that the political development, commitment and discipline of the organizers were affected. Because the politics and program



was not heightened, it became just a "feeding program." It became somewhat COUNTER-REVOLUTIONARY. The activist energy became "sapped" and the political components remained underdeveloped. Activist became dis-empowered. This was symptomatic in the latest behaviors of the collectives and the further lack of information sharing. Methods of work became compromised. Micro-management became a bigger issue than political development. Both the management and politics are intertwined.

## HOW DO WE SERVE THE MASSES TODAY?

In the future we have to also question the type of community programs that we choose to undertake. We must be conscious that we consider developing new and relevant programs with the current landscape and situation in mind. The relevance of some programs in the past was heightened because nobody was doing it. A free breakfast program today has less impact for revolutionary organizations because the state does them in almost all inner city public schools. Almost all the past survival programs are still relevant today, but with the state providing many of these needs to politically halt resistance movements, the need for a new discussion on implementing strategy needs to be done.

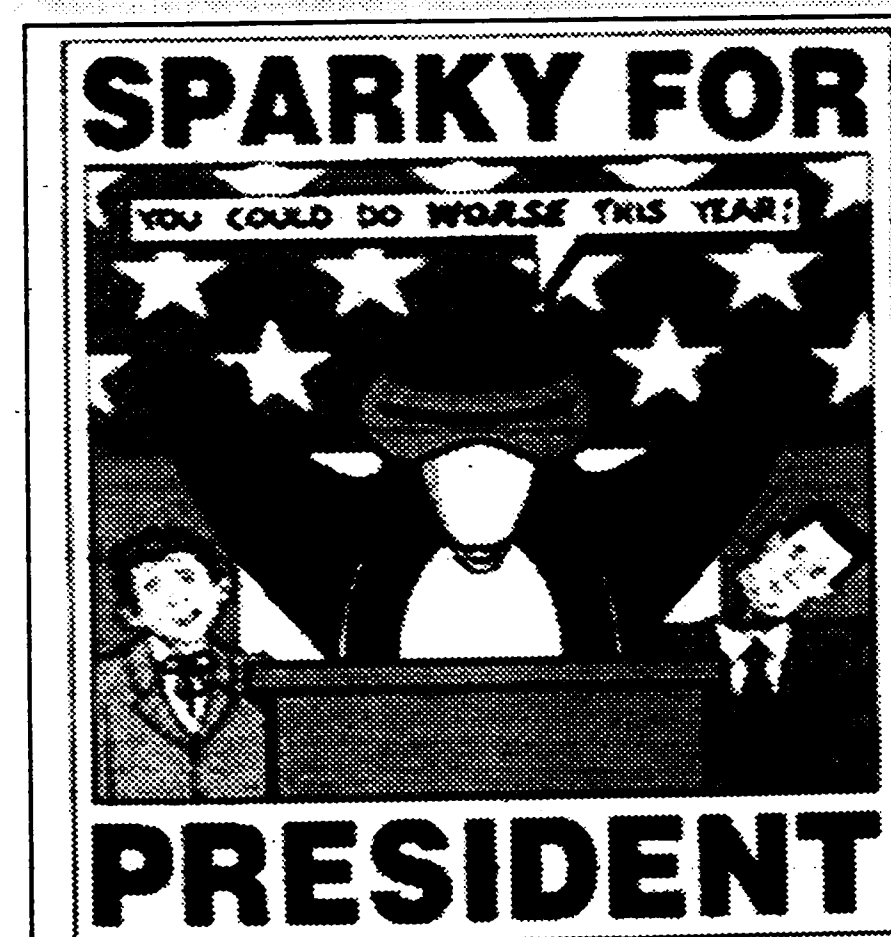
The community is currently underdeveloped in both material conditions AND consciousness. Some survival programs that could deal with concrete conditions would entail food co-ops, health clinics, child care, drug rehabilitation, sickle cell anemia testing, computer literacy, police watches and legal education. The community could also consider consciousness-raising survival programs like peoples' newspapers, activist training schools, gang unit programs, inter-cultural relations, spiritual development, and liberation summer schools. As the investigation of our communities goes further, the programs that are needed will present themselves. Needs and answers for both underdeveloped material conditions and mental consciousness will arise.

The questions concerning the "serve the people" programs will go on until the actual violent upheaval of capitalism and white supremacy. These programs will show Black people how to be self sufficient without being dependent on the white "mother country." These acts of resistance are important for developing a revolution or a national liberation struggle. We can only struggle to answer each dilemma as they appear to us with purified hearts. With that I have to ask the community of Bed-Stuy to forgive our inexperience. There is no excuse for us not to have produced a better effort for our people...that we love.

## E-mail the Op-Eds Editor at:

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## THE PULPIT: THE CARTOON OF POLITICS



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# BUSINESS & Technology

## Biz Briefs Latest Tech Advances Come to Javits Center's Summer PC Expo

Sources: BBC, The New York Times  
Euro falls against the Dollar

The European currency has fallen to yet another record low against the U.S. dollar. The euro is now at \$0.8597 in London in comparison to its previous close of \$0.8670, which was already a low point. Gov. Eddie George, Bank of England, jumped to the aid of the dropping currency when he said that European central bankers believed that they should intervene.

### Newspaper Wars Heat Up

Free, on-line newspapers have forced traditional newspapers to reconsider their means. In trying to compete with interactive news, the *New York Post* has lowered its price of the paper from \$0.50 to \$0.25 a copy, which increased sales by 30 percent after just one week. *The Daily News* is also jumping on the bandwagon by offering a free afternoon issue of the paper, called *The Daily News Express*. The afternoon issue competes with the on-line papers as well as the *Post*.

### Entertainment Websites Faltering

Industry analysts are warning that the once-strong website entertainment industry may be coming to a halt. A major problem appears to be the lack of ability to sell enough advertising space to cover the high costs of operating an exclusively entertainment website.

### Small Bookstores Fight Back

An association representing small bookstores announced that independent bookstores are bouncing back after years of struggling to compete with larger, chain bookstores. However, small bookstores' total share of the market continued to fall in 1999 down from 16.6 percent to 15.2 percent.

By Kin Ping Koo  
Senior Staff Writer

How do you keep an idiot in suspense? By dangling a cheesy promotional item, that's how.

At the PC Expo, held at the Jacob Javits Center June 26-June 29, hundreds of people flocked to see, supposedly, the latest in technological advances. Which were the most popular booths? The ones that provided giveaways, naturally.

It's not easy getting people to listen to you talk about your new product amidst the hustle and bustle of the convention floors, especially if your product is similar to others. It all comes down to the promotional giveaways. It's all in the marketing.

Some of the information sessions, such as from this year's King of the Floor Hewlett Packard, did not even make much of an effort to dispense information. People lined up to receive what looked like a handheld device but turned out to be a mini tools torch kit. Rather than having people sit through a video and speech demo as the majority of the other com-



Adam Kessler, from Palm, speaks at the PC expo.

panies did, Hewlett Packard walked Expo purveyors through a little corridor of screens. Of course, hardly anyone was paying attention. Everyone rushed through, eager to get the freebie distributed at the end of the tour.

Everywhere you turned, people were scurrying to exhibits with freebies. At the lowest PC Expo admission fee of \$95, for exhibits

only, it is understandable that people want to get their money's worth. But the trinkets that were distributed weren't worth anything near \$95. The stock market must have scared the companies, because promotional items were sparse and fairly dismal.

A few companies managed to show some marketing creativity. I have to give several companies awards for their marketing efforts: Best use of clients: CEO Ravi Salem of SalemGlobal leveraged the product of his premier client, David's Cookies and handed out chocolate-chip cookies. Salem overcame its dismal locale, way in boonville, to attract a sizable audience.

Best attention getter: Closer to the main entrance, Novell held the most popular information sessions with their take of ABC's money maker, with "Who Wants to Win More than a T-shirt?" I knew somebody was going to do it. Each session I saw was jam packed with fervent people. Four participants were randomly chosen every hour to sit in the hot seat. The participants received a brown leather bomber jacket and answered questions for hats, keychain watches, gift certificates and a GPS system.

Best Giveaway: Sceptre They had the best promotional giveaway, in my eyes. They gave away adorable stuffed kimono dragons, symbolic for king, as Sceptre is "King of the Monitor Industry". These little guys generated a lot of attention wherever I went. Not only are they incredibly cute, but they giggle when squeezed. Dragons that giggle? Well, let's just say I finally understand the Tickle-Me-Elmo craze. They would have walked away with the Clio had they been more open with their info sessions. The sessions were irregular and infrequent. In fact, there were only 6 chairs there, so most people weren't even sure anything was being held. I went back three times before I caught a session.

Most Creative: Some companies opted not to spend the millions it could take to rent out booth space at the Javits center. Opera web browser provided the media with free limousine service to anywhere in New York City, one of the more creative ways of generating publicity. Opera is actually 3rd, albeit a dis-

and rented out Pier 60 to display their latest technological advances. The Senior Vice President of Marketing displayed Nvidia's twin view technology, where items can be dragged from one monitor to another. They also showed a sample of the 3D technology processors that will be used on the highly anticipated Xbox, which promises the most realistic gaming experience yet, coming out in 2001. Cocktails were served before the session, a full spread of Japanese, Chinese, and Italian food was served afterwards, and guests were chauffeured back.

## The Ticker Invades PC Expo 2000

By Jon Minners  
Senior Staff Writer

This year, the 2000 edition of the annual PC Expo was held at the Jacob Javits Center in Manhattan. The event gives an opportunity for computer hardware, software, retail outlets, and magazine companies to exhibit their latest merchandise for the media and viewing public.

Everyone from AOL to Sony and PC Computing were on hand for this spectacular event that left many people in awe, while many people seemed rather impressed by this event. I felt that this event paled in comparison to last year's.

Last year, the event featured the major debut of the Digital Subscriber Line (DSL), a new high speed Internet access that allowed people to stay online 24-7 and talk on the phone while you surfed the web. The other big news included a high tech new notepad from IBM and Lotus' new business software using AOL's IM technology. New flat-screen technology was on everyone's lips.

This year, things didn't seem so interesting. The emphasis seemed to be placed on continu-

ing last year's showing of the DSL technology, introducing new innovative techniques for putting the web on wireless phones, and showcasing much more smaller, compact, computer systems. They took out all the things that were not needed and made the computer tower pretty small in the process. While this is all good, it still didn't hold the flavor of last year's event. Still, some companies put on excellent showings of their latest goods that will have an impact on how we do business in Wall Street, Hollywood and our homes. This page will showcase the companies that were at the event and what they have to offer in the next year.

Flashcom, located in Huntington Beach, California, is one of the top DSL providers in the country. Currently, the company has been using the advantage of an exclusive focus on DSL to bring customers the service at faster and often times cheaper prices (Around \$39.95 - \$49.95 a month depending on the area, and \$79.95 a month for advanced needs). Working together with various companies like Bell Atlantic, AT&T, and Texas Instruments, Flashcom is moving up fast in the DSL world.

How does this affect you? Well, not only do you get on the Internet faster, but with a special promotional agreement with MP3.com, Flashcom is making it easier to download music faster. Barring any rulings on certain lawsuits, you should be able to download music faster than ever thanks to Flashcom's service.

DSL stands for Digital Subscriber Line. What DSL does is allow for high-speed Internet access that works over everyday phone lines. This means that you can talk to your friends about your day, while surfing the web on one phone line. The connection is always on and that means no more dials or dropped connections we all encountered on AOL and Worldnet. Everything becomes quicker with DSL and of course, that includes music. I have seen the speed of DSL, and trust me, it is awesome.

With the recent controversy over MP3's, it seems everyone is starting to download music and it can take forever on a 56k modem. What is forever on a 56k modem is instantaneous on DSL.

The idea behind this promotional agreement is to educate customers about the advantages to downloading music with a DSL service. The DSL service from Flashcom can download

music 100 times faster than a regular dialup connection. Visitors to MP3.com's web site when using Flashcom's service can stream audio files and experience high quality fidelity sound.

In a statement released by Richard Rasmus, President and CEO of Flashcom, he talks of the recent agreement saying, "We are pleased to enter into this agreement with MP3.com's services, which are well suited to take advantage of Flashcom's high-speed DSL service offerings. This relationship will further enhance our customers' Internet experience."

The combination of one of the top DSL services and the hottest music site on the Internet will surely be a happy marriage benefiting all Internet users. To find out if your area is accessible for DSL, call up your local phone company or contact Flashcom at 1-877-Flashcom or visit them at their website at [www.flashcom.com](http://www.flashcom.com). There you can find out more information about Flashcom's technology. Of course, you could get there quicker with DSL.



# This Week



Week of **September 18** to **September 22**

## Monday, September 18, 2000

Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	11:00 AM - 12:00 PM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	1:30 PM - 2:30 PM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	4:00 PM - 5:00 PM

## Tuesday, September 19, 2000

Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	11:30 AM - 12:30 PM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	2:30 PM - 3:30 PM

## Wednesday, September 20, 2000

Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	10:00 AM - 11:00 AM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	1:30 PM - 2:30 PM

## Thursday, September 21, 2000

Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	10:30 AM - 11:30 AM
Voter Reistration / MTV Chose or Lose Hillel	Room 1422 (360 PAS)	12:30 PM - 2:30 PM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	3:30 PM - 4:30 PM

## Friday, September 22, 2000

Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	11:00 AM - 12:00 PM
Officer Training Workshop Office of Student Life	Room 1539 (360 PAS)	2:00 PM - 3:00 PM

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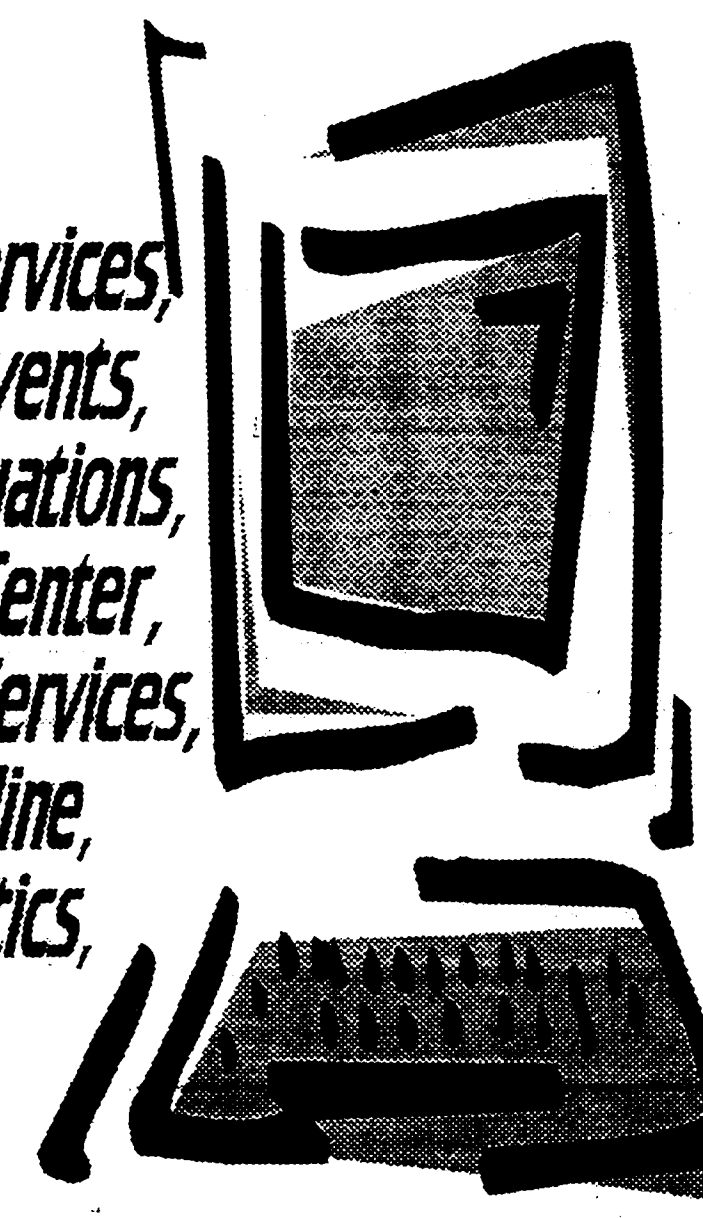
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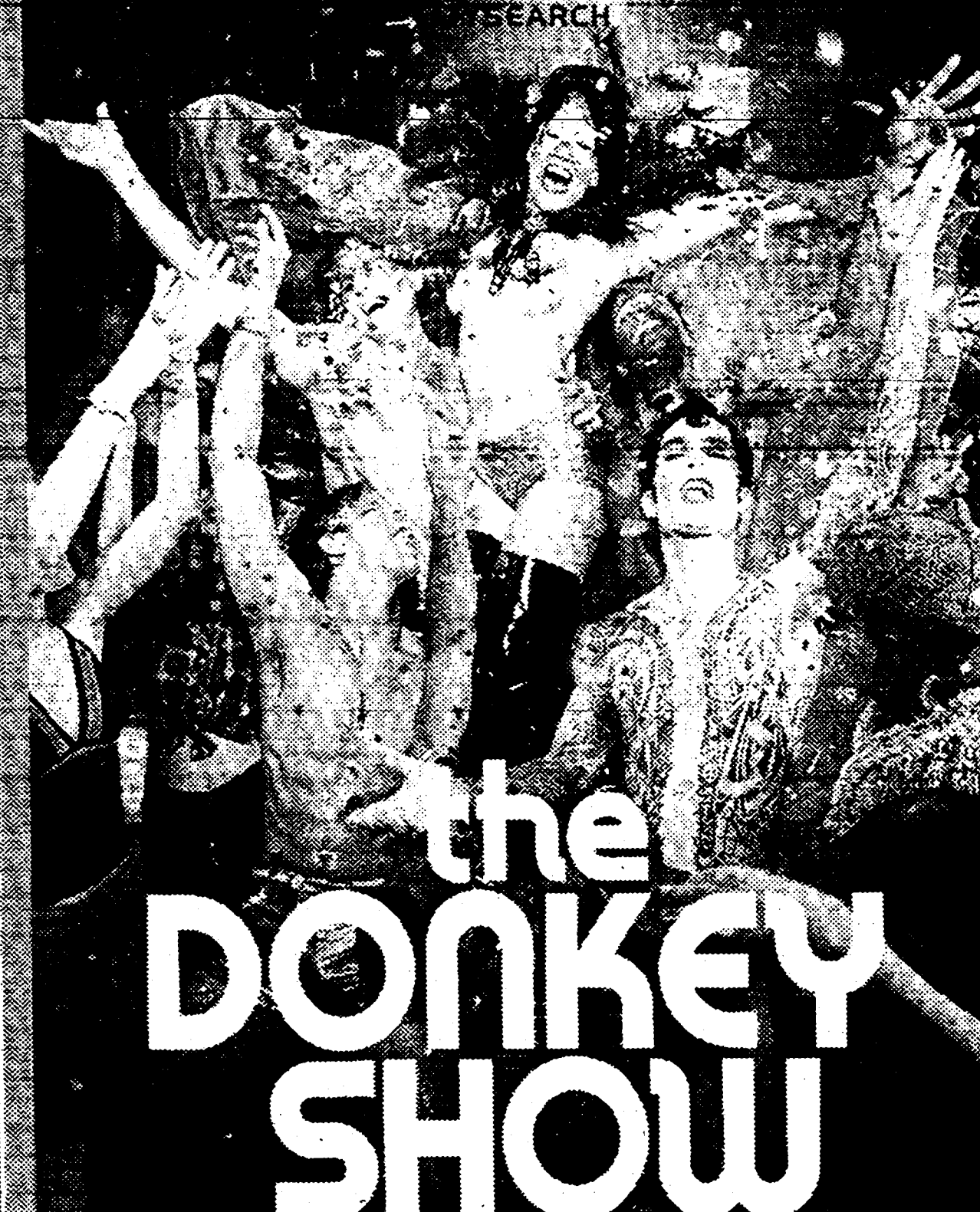
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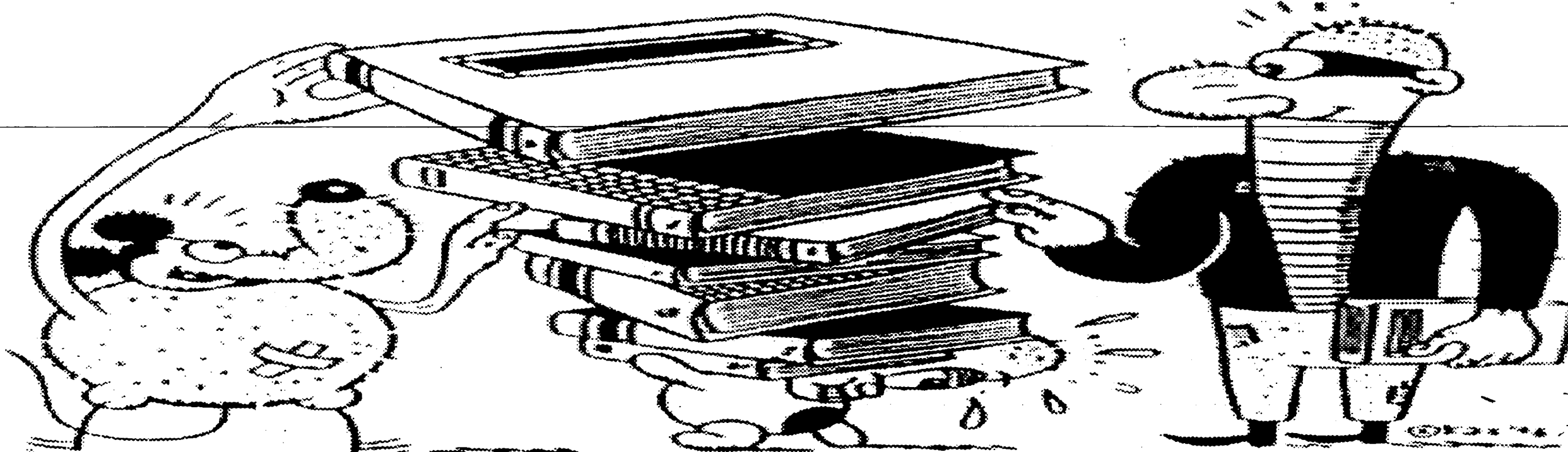
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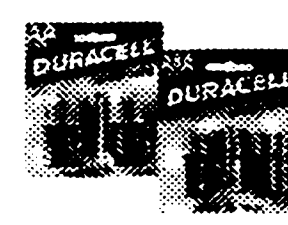
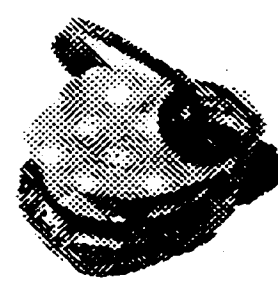
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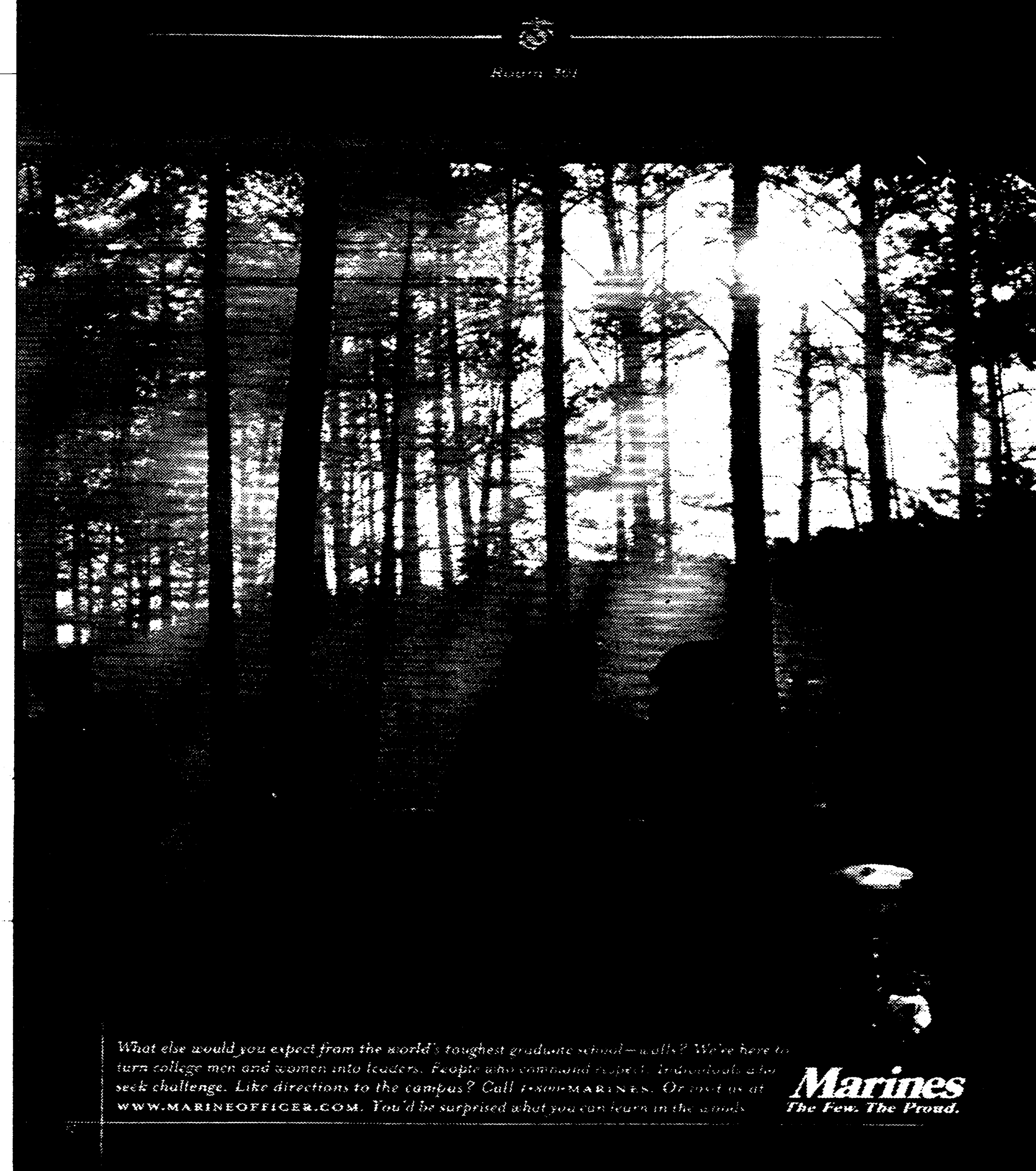
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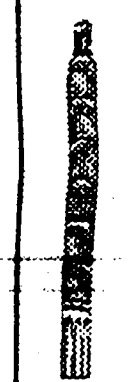
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For more information, please contact:



Dr. Richard Brody  
Study Abroad Coordinator



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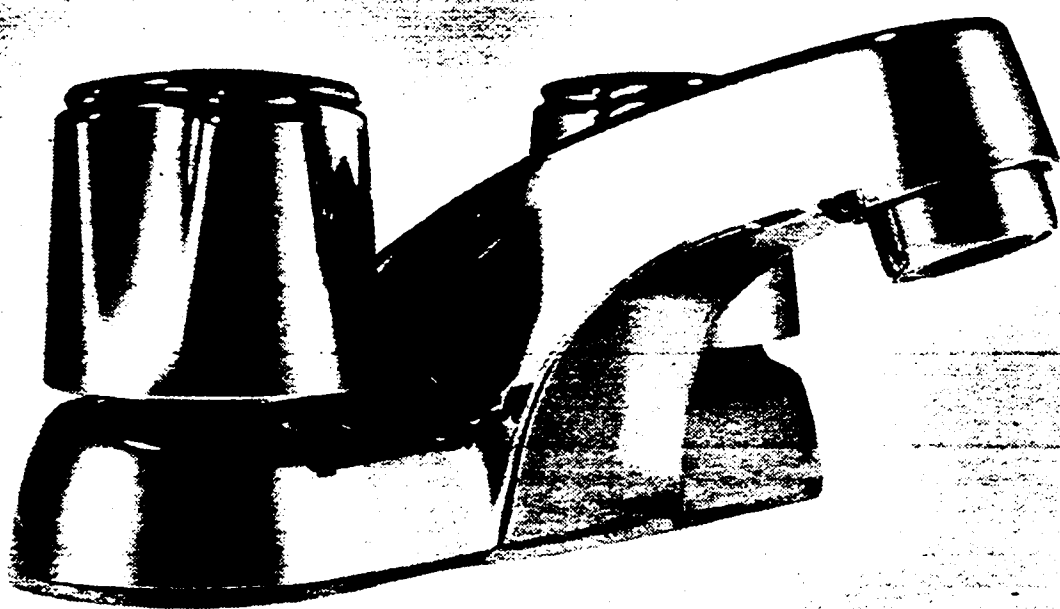
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