

The Ticker

The Student

Baruch College • The City University of New York

Vol. 70, Number 14

Information Now

April 9, 1997

Health Care Proposal Killed

By Dusan Stojkovic and José Rivera

The health care referendum will not be placed on the ballot in upcoming elections due to a lack of petition signatures. The Student Health Coalition of Baruch College, a committee composed of five students from the Bio-Med Society, proposed the referendum in a move to establish a student-funded health clinic at Baruch. The funding for such a facility would have come from a ten-dollar increase in student activity fees.

For this health care referendum to be placed on the ballot at least 1,500 signatures from day, evening and graduate students were needed. According to Mark Spergel, Assistant Director of Student Life, the Student Health Coalition failed to gather the required signatures and present the petition to the Student Governance Review Committee, even though it had obtained a two-week extension to do so. "In the end, the Coalition members basically told us it was a dead issue," said Spergel.

Each of the CUNY campuses, except Baruch, has some kind of student health care program. To date, the best health care models are offered at Brooklyn, Lehman and the College of Staten Island. The health care providers at these schools are supported by student activity fees.

In 1995, when Governor George E. Pataki's budget cuts hit Baruch College, the administration decided to cut back in student services. As a result, child care and health care funding were slashed.

Although the Coalition had extensively lobbied student governments, the position of the Day Session Student Government remained "pro-health care but anti-students paying for it," said David Kinzelberg, DSSG president. "There is no reason why students should have to pay for health care. Let the federal government pay for it, not us."

One factor which may well have contributed to the defeat of the health care referendum is the lack of information available to Baruch students. According to Spergel, although the Coalition worked very hard, they lacked the foot soldiers they needed to gather signatures. Greg Truszkowski, a sophomore majoring in Accounting, said, "I have not heard about it, but I am for it because students should have affordable health care."



Paola Marocchi

Volunteer assists fellow student in naturalization process.

Baruch Premier Naturalization Drive

By Ming Wong

More than 100 students took part in the first CUNY-wide Citizenship Drive at Baruch College after many students complained that the College did not provide sufficient services in assisting non-citizens with naturalization.

The drive took place on April 2 at the 7th floor Conference Center in the 25th Street building. The event was part of the CUNY Citizenship and Naturalization Project that is taking place throughout all the CUNY colleges and was sponsored by International Student Services with the help of Day Session Stu-

dent Government (DSSG) and Golden Key National Honor Society.

The College provided photographing, fingerprinting and legal consultation at no cost to students, as well as to students' friends and family members, provided they meet the requirements and had the proper documents.

"It's beneficial and convenient. I'm saving \$20 [for photography and fingerprinting fees] and everything gets done right here," said Kenny Chen, a freshman, and a native of

continued on page 3

New Caucus in PSC Promises Change

By Dusan Stojkovic

On March 27 Baruch's chapter of the Professional Staff Congress convened for a special session featuring a debate between the heads of the two opposing caucuses in the PSC's upcoming leadership elections.

For the first time since the City University Unity Caucus established itself as the oligarchy ruling over the PSC, a union representing faculty and administrative staff, this year's ballots will include candidates from another group, the so-called New Caucus.

The debate at Baruch's Conference Center in the 25th Street building was moderated by Dr. Barbara Lawrence,

the Associate Provost, and featured Dr. Irwin Polishook, the long-term leader of CUUC and PSC, and Steve London, an assistant professor of Political Science at Brooklyn College.

London opened his statement by lauding the leadership of Baruch's PSC chapter, which is chaired by

continued on page 3



Paola Marocchi

New Caucus leader Steve London (left) speaks at Baruch while Irwin Polishook (right) listens on.

City Hall Rally Draws Small Crowd

APR 11 1997

Baruch Lacks Representation

By Deirdre A. Hussey

On March 27th, Student Liberation Action Movement (SLAM) held a rally at City Hall to protest the proposed cuts to City University of New York and financial aid as well as a proposed tuition increase. Although SLAM was one of the main organizers of the March 1995 CUNY protest—one of the largest to date—that brought over 20,000 students, faculty members, parents and high school students to City Hall, less than 300 students gathered on City Hall on the 27th.

With representatives from most CUNY schools—save Baruch which lacked representation—the New School, the New Caucus of the Professional Staff Congress, New York University, labor leaders and student legal advisors, many subjects were covered from the budget crisis, to the history of CUNY, to the lack of affordable child care and students being forced to drop out of school due to welfare work assignments, and

continued on page 3

Contents

News.....	2
Editorial.....	4
Letters/Op-Eds.....	5
Business.....	9
Features.....	13
Arts.....	19
Sports.....	31

Next Issue: April 30
Ad Deadline: April 30

Ticker Takes

The Black and Hispanic Studies Dept. is sponsoring a lecture "Empowering Youth: Social Justice Issues in the Latino Community" on Thurs. April 10 from 12:30-2:30pm, in room 1557 at the 18th St. Bldg. Guest speaker will be Richie Perez.

FREE Legal Services sponsored by Evening Session Students Assembly. Appointments a Must on alternative Wed & Thurs. from 5:30-8pm. Call the ESSA office at 802-6794 or stop by in room 1537, 360 PAS.

SPEECH CONTEST: 6th Annual Spring Speech Festival will be held on Thurs, May 8, 12:30-2:15pm, rm 4 North, 17 Lex Ave. Topic for competition is: "The McDonald-ization of the World" Hundreds of dollars in cash prizes will be awarded for the top 3 winning presentations!

REGISTRATION WORKSHOP FOR LIBERAL ARTS' JUNIOR & SENIORS: Plan your program for next semester and survive registration! Registration Advisement Workshop will be held on Wed, April 30th, 17 Lex Ave, rm 1604, 9am-6pm. Refreshments will be served. Call 387-1360 to make an appt.

Santeria and Candomble African Religions in the Latino Community Panel Discussion and Musical Presentation on May 1, 12:30-2:30pm, room 1557 at the 18th St. Bldg.

Comic Strip Live: tickets are \$7.00 and admits two people. Purchase tickets at the Student Center 360 PAS, rm 1512 Monday-Friday from 9am-9pm Cash Only

Discount Movie Tickets can be purchased at the Student Center 360 PAS, rm 1512. Tickets are \$5 and valid for one year. 802-6770

SPRING FLING at CHELSEA PIERS: Rock Wall Climbing, Volleyball, Skating & more. All activities are FREE with your Baruch CUNYcard on Thurs, May 8, 12-3pm. Free Shuttle bus will be provided.

1492 - 500years and We Are Still Here sponsored by the Black and Hispanic Studies will be held on May 8, 12:30-2:30pm, room 1557, 18th St. Bldg.

CUNY BIG JOB FAIR invites the class of 1997 and recent alumni of CUNY on Wed, April 30, 11am-5pm (no entry after 4pm) at the Jacob K. Javits Convention Center (11th Av, bet. 34th & 35th St.) Note: Must register at your college career services/student affairs office. Appropriate attire required for admission. Bring at least 25 resumes for distribution. 80 employers hiring full-time employees.

FREE Tax Help: VITA will prepare Federal and State basic personal tax returns for moderate-low income taxpayers. Please bring all necessary papers. From March 1 to April 15 in rm1710, Tues-Thurs, 10am-8pm
Baruch College
360 Park Avenue South
Room 1710 New York, NY 10010
Tues Wed Thur 10AM - 8PM

Polish Site
Pilsudski Institute
180 2nd Ave. Btwn 11th and 12th St. (L Train to 1st Ave) Sat. 10AM-4PM

Brighton Beach Site
Shore Front YM/YWHA
of Brighton/Manhattan Beach
3300 Coney Island Avenue
Brooklyn, NY 11235
(Train G, D, B or Bus Q68, Q1)
Sundays 10AM-6PM

Brownsville, Brooklyn Site
Temple Beth Abschalom
1015 Winthrop Street
Btwn 91st. and 92nd St.
(Train #3 to Sutter Ave, Rutland Rd; Walk Down) Rutland Rd to 92nd St. and make left to Winthrop)
Sundays 11AM-5PM
Saint Matthews & Saint Timothy Church
26 W 84th Street, NY 10024
(Train C, B to 86th St. Walk 2 blocks down; Train #1 and #9, walk a few blocks)
Mon, Wed Fri 6-8PM

Flushing Site
First Baptist Church of Flushing
142-10 Sanford Avenue
Flushing, NY 11355
(Train #7 to Main St. last stop)
Friday 9AM-5PM
Saturday 9AM-5PM

Chinatown Site-CCC
The Chinese Community Center
60-62 Mott Street, NY 10013
2nd Floor Conference
Btwn Canal St. & Bayard St.
(Train #6, N, R to Canal St.; B, D, Q to Grand St.)
Sundays 10AM-5PM

Chinatown Site-CPC
Chinese-American Planning Council
480 Broadway, 2nd Floor
Btwn Broome St. and Grand St.,
Closer to Broome St. Fridays 11AM-5PM

Lower East Side Site
Hamilton Fish Park Branch Library
415 East Houston Street
Corner of E. Houston and Columbia St.
(Train #6 to 51st St. transfer for F to Delancy St.) Saturdays 1PM-5PM
If you would like to announce an event - at no charge - please type and leave in the Ticker mailbox in room 1512, 360PAS.

Continuing Studies Move Forward

By Birgitta Bridget Perezic

The School of Continuing Studies is a self-sufficient division of Baruch College that continues to offer innovative, non-credit courses despite drastic cutbacks in Baruch's budget, which inevitably leads to the slashing of funds for the school.

Continuing education students have the desire to learn, but no time for a degree. "Nobody in today's world can stop going to school. You have to constantly upgrade your skills, especially in the computer industry," said Thomas Cracovia, Director of Continuing Studies, "but you can't always go back to college to get degrees."

The School of Continuing Studies offers a variety of programs designed to meet the individual needs of a highly diverse student body. Programs currently being offered range from *Tumble Time*, a preschool recreational gymnastics program, to test preparation courses for standardized admission tests from the high school all the way to the graduate school levels, including the SAT, LSAT, GRE, GMAT, and MCAT exams.

SCS also offers various career-oriented courses. Some of these teach basic academic and business skills such as computer use, while others are certificate programs in specific career fields such as legal assistance, financial planning and computer programming. It is the only division of Baruch College that offers a certificate pro-

gram in Entertainment Business. It is also the only one certified by Microsoft in the Metropolitan area.

Despite Cracovia calling it "Market-driven" education orientation, however, the division has faced, and still faces serious problems. According to Cracovia, the previous administration didn't give the division enough support; and even though he states that "this has changed," students are often forced to take their classes in a variety of off-campus locations, because SCS is only assigned classrooms after the other divisions have received their assignments. "This creates a shortage of classrooms, and that is why we rent space at places such as the High School of The Future," said Cracovia, adding, "As in any bureaucracy, here too it is sometimes difficult to get things done."

Yet even this adversity has not discouraged the students or the administration—since its founding in 1973, the school has expanded steadily: in 1993, 713 courses and 26 certificate programs were available. By 1996, the numbers have nearly doubled, reaching 1248 courses and 36 certificate programs. The expansion is an ongoing process: for the Spring 1997 semester, a new course in Internet programming and a personal trainer certificate program were added. Meanwhile, the school plans to expand into the area of distance learning and offer classes by video conference. Currently, about 9,000 students are registered.

The school's continued expansion despite sharp cuts in its budget is attributable largely to its independence. Unlike the other divisions of Baruch College, SCS is highly self-sufficient: its administration carries out the school's own registration, counseling and grading processes apart from the rest of Baruch College, and 90% of SCS' income is tuition-generated. And even though the College Provost supervises the division, SCS runs its own programs, officiates its own functions and supports the College's policy decisions at its own discretion.

Cracovia explains that the classes are taught by academics as well as professionals currently working in the fields of study who "bring experience from the modern workplace into their course offerings." Said one student, "My professor has first-hand experience in the computer industry. I can learn a lot from him about the job as well as what will be expected of me in the future."

Classes are offered at different times to accommodate students' busy schedules. Registration is available through the Internet, and a student can register from anywhere in the world, so long as they have the inclination and the Internet access—a 500-page bulletin listing all the courses and programs currently being offered is available on the World Wide Web.

Write
For Ticker
News!!!
Call
802-6800

Write
For Ticker
News!!!
Call
802-6800

Professional Staff Congress Elections Debate

continued from the front page

Dr. Cecelia McCall of the English department, for its support. "We will continue to work together with this chapter; that is paramount," he pledged. The New Caucus has also been backed by the PSC local chapter chairs at Borough of Manhattan Community, Brooklyn, New York City Technical and Queens colleges.

London went on to attack the record of the union's current leadership. "Under the current leadership, we have seen nothing but failure: we have been without a contract for 14 months, CUNY is in a deep political crisis, tuition has risen dramatically, and there is rising segregation throughout the system based on race and class," said London, adding, "Polishook keeps telling us that things would be a lot worse without CUUC, but we're saying that things can be a lot better."

Throughout the debate, London often emphasized the role of the New Caucus as a fresh alternative to the worn ways of CUUC without actually elaborating on what his group would do differently if it came to power. "The New Caucus offers experienced people with new ideas who support proactive resistance, as opposed to the accommodation and defensive strategies CUUC employs," he said. "Your vote is going to be

crucial in terms of the life of this University."

Polishook began his statement by conceding, "The University is in a serious crisis. The choice in this election is clear: only CUUC can solve this crisis." He went on to explain, "The union will bring back the budget, and eliminate the changes in TAP [Tuition Assistance Program] proposed by Governor Pataki. This year, we expect to significantly ameliorate the provisions of Pataki's budget proposal that hurt CUNY. Last year, we wiped out all the cuts that were proposed from the final budget, without the active assistance of members of the New Caucus." Polishook maintained that the New Caucus members consistently failed to show up for a number of political action events, including lobbying sessions with State legislators in Albany. "Our opposition prefers to engage in highly questionable forms of action, such as the student protests that erupted in violence and resulted in arrests last Spring."

While devoting most of his discourse to criticizing the New Caucus for its lack of negotiating expertise and concrete vision, the CUUC leader also spent a great deal of time attacking CUNY Chancellor W. Ann Reynolds. "It is not long before we'll be looking for another Chancellor," he asserted, adding, "This is someone who's obstructed us and created a

problem for us on every step of the way."

According to Polishook, the New Caucus's leadership is making false promises that would be fiscally impossible to keep. "They've simply thrown caution to the wind. At their nominating convention, they proposed significant pay increases for adjuncts. Furthermore, the number one item on their agenda was parity pay for lecturers and professors. But how much does that bundle of money amount to," asked Polishook.

The CUUC leader also warned of London's frequent contrasts of working conditions for CUNY faculty to those of their SUNY and Rutgers counterparts. "Would any of you consider exchanging your pay schedules with theirs? If you take a close look at their negotiating records, you'll see that these are not places we want to copy," said Polishook alluding to the relatively lower pay rates of faculty at the two other public university systems.

But Marina Heung, a professor with the English department, later pointed out that such a pay rate comparison can be misleading. "If you get paid less in Binghamton or suburban New Jersey you may still have a better quality of life because of the higher costs of living in New York City." As to for whom she would vote, Heung said, "I'm still not sure. I wish I had

heard more about the issues in this election. Neither candidate really impressed me."

Peter Hitchcock, who also teaches at Baruch's English department, openly supports the New Caucus and is one of the candidates on its slate. "CUUC has done very little to improve working conditions for instructional staff. For one, classes are twice as big as they were a year ago," he said, insisting that there is a direct correlation between faculty satisfaction and how good the education with which they provide students will be. "What we call poor working conditions, students see as low quality of education," asserted Hitchcock.

For a number of observers, the overall tone of the debate came across as excessively antagonistic and harsh. On two occasions when questions were posed to him, London identified the audience members who asked them as non-Baruchians and alleged that Polishook had packed the audience with his backers. Directly after the debate, Chairperson McCall vehemently rebutted Polishook's claims that members of the New Caucus were not participating.

The general consensus among those eligible to vote who had not made up their minds before the debate was still a feeling of ambivalence. "I really don't know whom to support," said Alfred Friedland, Assistant Chair of the Mathematics department.

Citizenship Drive

continued from the front page

China. Besides waiving the costs involved in the process, the Citizenship Drive also saves a lot of time and hassle for students. Instead of going downtown to the Bureau of Naturalization Services and enduring a long and drawn-out procedure that usually takes hours, students simply showed up and got everything taken care of in less than half an hour.

"There are no lines here. The process outside takes longer and plus you have to make an appointment and go early in the morning," said Rebecca Hung, senior, who has been in the country for six years since moving from Venezuela.

Furthermore, the citizenship drive is seen by organizers as a method of increasing Baruch's political clout. Since many students at Baruch are not US citizens, they are ineligible to vote, and politicians do not hold their opinions and concerns in as high esteem as those of students at, say, New York University, or even SUNY colleges. By increasing the percentage of students who are eligible to vote, it is hoped that CUNY in general—and Baruch in particular—can establish itself as

a significant voting block.

"For the past couple of years, CUNY has been losing ground in the political arena. A good number of CUNY students are not citizens therefore they cannot vote. In a politician's eyes, you are nothing if you cannot vote," said Pearl Chen, Students Towards Educational Progress (STEP) candidate for DSSG president in the upcoming elections.

Booths were set up along the 7th floor. Students started out from the various stations to complete forms, get fingerprinted, photographed, and then collected the applications. Members of DSSG and Golden Key were on hand as volunteers to help assist the numerous students that showed up in the procedure.

"It was great. We had a good turnout, better than expected," said DSSG President David Kinzelberg. Students were glad that the College finally provided the service in the school because many are unable to take time out from their schedules to go through the lengthy process. Baruch will continue to have a citizenship drive every semester.

"It's too much pain to go out and get it done," said Pedro Robles, senior marketing student from Peru, and added, "I would not have gotten it done if it wasn't for this."

March 27th Rally

continued from front page

students being forced to drop out of school due to welfare work assignments, and Mayor Giuliani's recent comments about CUNY and Chancellor W. Ann Reynolds.

"Why does Mayor Giuliani think Ann Reynolds is a friend of CUNY," said Sarah Hussien. "She has cut programs and hired police force to stop students from protesting—when we are told to not speak out about the budget cuts, we are told to conform to their [the administration's] rules."

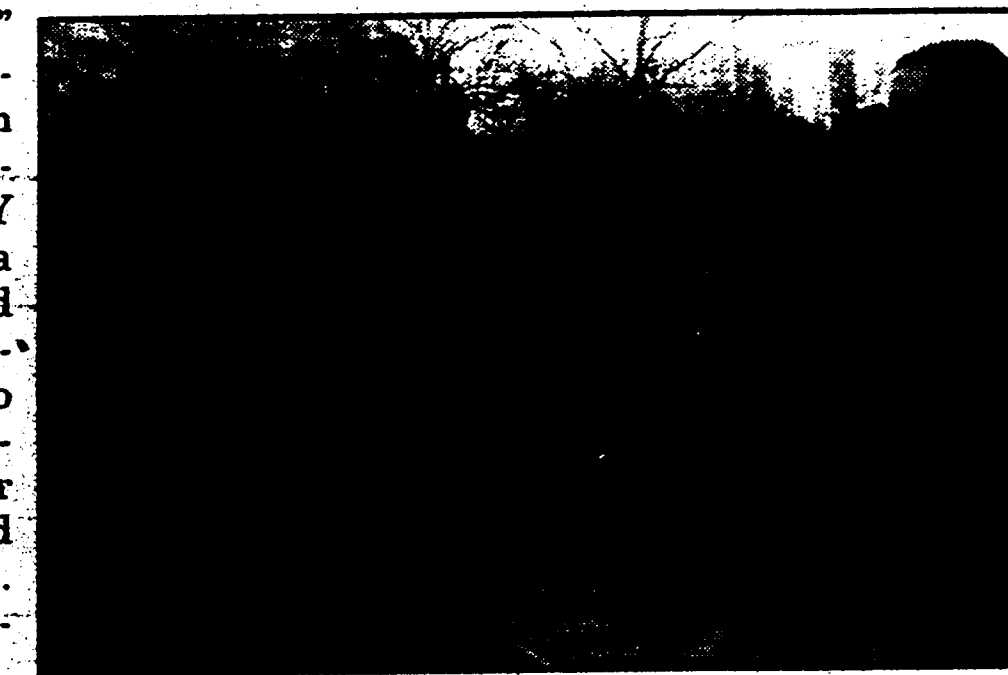
A recurring theme throughout the rally was police brutality and community action. Organizers attempted to draw CUNY issues into community context, and touch on other social issues that parallel CUNY situation.

"We need to take this back to our communities," said one student from Hunter College. "CUNY is not a vacuum and what is happening to CUNY is happening to poor people around the city. Unions, immi-

grants, welfare mothers trying to get an education, we are all in the same boat. We are all being scorned."

Police presence at the rally was strong, with officers surrounding City Hall Park, which was already barricaded. Officers stood shoulder to shoulder around the park, and officers with horses guarded the Brooklyn Bridge. Officers also were placed overlooking the rally—on the roof of JR Music World—where they took pictures of protesters.

"Police don't want a scene," said one officer who asked not to be identified. "These things have gotten out of hand in the past and we just don't want people taking over the [Brooklyn] bridge."



Julie Mae D'Onofrio

EDITORIALS

The Apathy of the Student Governments

On March 27th, a student run rally was held at City Hall to protest the expected cuts to CUNY's budget, and state financial aid. The rally only drew 300 people - Baruch representation was nil - but most CUNY campuses had at least one student government representative in attendance.

With student government elections scheduled for next month, the absence of current student government representatives and candidates for next semester's student governments is appalling. By not being in attendance, they are sending a message to the student body that a hike in tuition is good, and that students should just bite the bullet.

Controlling \$300,000 in students' activity fees, DSSG and ESSA have showed that they care not for the student population. By showing a little more gumption, they could have sent a positive message to the students that they are against the budget cuts, even if DSSG and ESSA did not agree with the platform their CUNY brethren were presenting.

Quote of the Fortnight

"It's beneficial and convenient."

—Freshman Kenny Chen
on the Citizenship Drive at Baruch

Ticker

Established in 1932

Joanne Guo
Editor-in-chief

Ira Michael Hersch
Managing editor

Deirdre Hussey
Dusan Stojkovic
News editors

Coby L. Herd
Exhale editor

Brennon Marciano
Features Editor

Edward Rodriguez
Manny Rodriguez
Arts editor

Victoria S. Harris
Hung Tran
Business Editors

Joseph M. Maldarelli
Ming Wong
Sports editor

Paola Marocchi
Photo editor

Marlon Layton
Ikenna Okoye
Copy editors

Yim Wong
Advertising manager

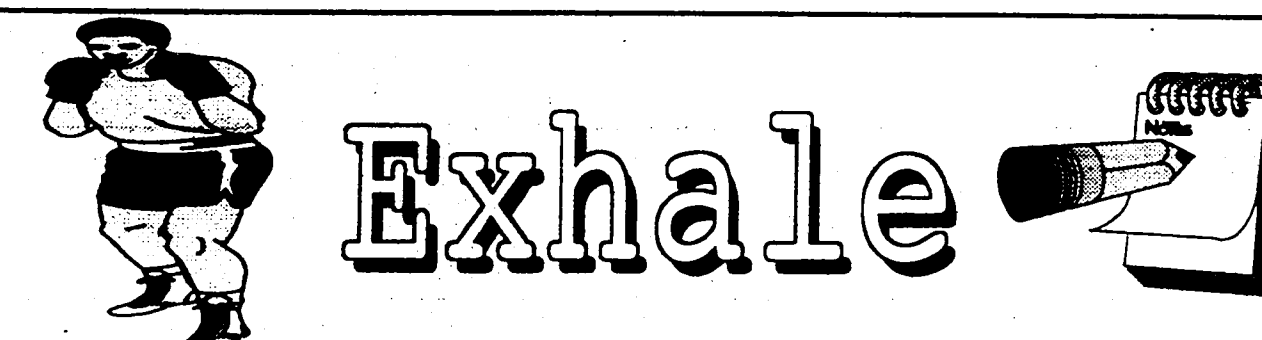
Madelyn Tavera
Office manager

Roslyn Bernstein
Alisa Solomon
Consultants

Staff Writers
Bradley Bailyn
Michele Gross
Ivanna Gabribaldi
Genna Kim
Nandel Palmer
David S. Ortiz
Juan Raposo
Andrew Scott
Zachary Schenker
Sergy Tabuteau

The Ticker is published bi-weekly, eight times a semester, by The Ticker editorial staff at 360 Park Ave. South, New York, NY 10010, Room 1522 (Internet E-Mail the_ticker@scsu.sites.baruch.cuny.edu). All work except printing is done by Baruch undergraduate and graduate students. All typed and signed contributions and letters are welcome, and should be mailed to the above address (or E-mail address).

Our office is open during regular school hours. Any display or advertising questions should be directed to the advertising manager or Managing Editor at the above address.



...a shot off of the left field fence,...

When Average Just Isn't Good Enough

By Pete Dupont

America's public school teachers are poorly prepared, their lesson plans are weak, and they're not teaching very well. So concludes the third International Mathematics and Science Study released earlier this month. So it's not the television, the parents or the junk food, stupid. It's the teachers and the schools.

The international comparisons in the study show that American students are not scoring very well in math and science. American students stand 28th out of 41 nations in math skills, and 17th in science. Unfortunately there is nothing new here, the same dismal performance

"Secretary of Education Richard Riley admits our students performance is average, and that average is much too low."

is recorded in every recent international study. But this time the seeds of educational progress may have been sown.

Secretary of Education Richard Riley admits our students' performance is average, and that "average is much too low." More likely to spur change are comparisons within the study that clearly show the huge mountain American public education has yet to climb. Japanese teachers are uniformly better trained and prepared than their peers in the United States.

Mathematics and science teaching in the United States lacks focus and coherence compared with other countries. American teachers, based on videotaped comparisons, are given no high grades for lesson content; 87 percent of them received low grades. Among Japanese teachers, 30 percent got high grades and 13 percent low grades.

The president of the National Academy of Sciences concluded: "We're spending the same hours teaching these things.... we're working as hard, but we haven't stressed curriculum, we haven't stressed teaching, we haven't stressed learning the way some other countries have."

Where's the money going? Then comes a stunning report from the New York City school system that suggests part of the problem: only 43 percent of the dollars spent on education actually reaches the classroom. Of the \$6,284 spent per pupil in regular education (costs for

special education students range much higher), \$746 goes to city-wide administration, another \$159 to district administration, \$485 is eaten up in the

"Japanese teachers are uniformly better trained and prepared than their peers in the United States."

principals offices, staff, and so forth. Less than half, \$2,721 is spent on the instruction of the student. If some of that overhead was spent training teachers, improving lesson plans, and developing a curriculum that works, our kids might not be 28th in the world in math.

A perceptive analysis by Checker Finn in The Weekly Standard, identifies another part of the problem: the very different goals and desires of the producers of education (teachers) and the consumers of education (parents and students). Regarding testing of students, says Finn, "Producers want it complex, infrequent, done by the school system itself, and above all to be sure that the results of the testing do not in any way impact the pay, perks, or tenure of the teachers or administrators. They don't even

want students' promotion to the next grade to be affected by testing."

"Consumers, on the other hand, want testing to be simple, linked to specific standards, conducted by trustworthy outside auditors, and routinely used for decisions about the fate of staff and students."

One area where teachers and parents do seem to agree, however, is the educational benefits of charter schools — independently-run schools using public funds, where teachers have autonomy and control over lesson plans, the way students are taught, and even how the school is run.

Consider Arizona, which passed a broad charter school law in 1994. Recent studies by

"Of the \$6284 spent per pupil in regular education, less than half, \$2721 is spent on the instruction of the student."

that state's Goldwater Institute highlight that both teachers and parents are happy with the new schools. Why? Teachers moved to the charter schools because of their sense of mission and their curriculum, and be-

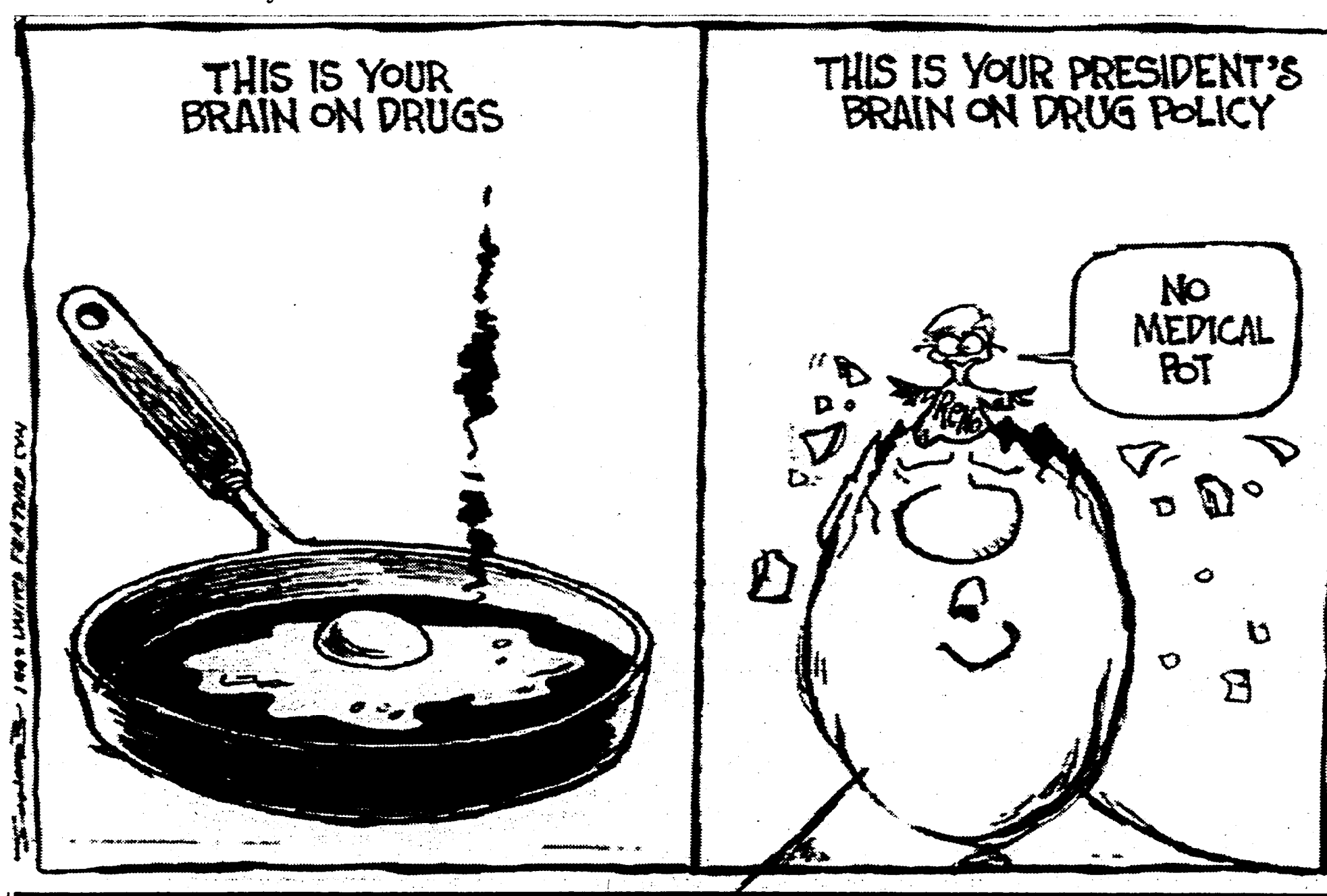
cause teachers can select texts and have computers in their classrooms. Parents are happy too, citing better curriculum, smaller class sizes, and better teacher "attitude."

Why, they sound almost Japanese in their approach. They seem to stress curriculum and teaching. They sound consumer-friendly. They probably even test students and explain the results to parents in understandable terms. In Arizona, parents are beginning to vote with their feet; after just two years, roughly 10% of the state's schools are charter schools.

One of the oldest admonitions in public policy is that when you are riding a dead horse, the first thing to do is dismount. For several decades America has been riding the dead horse of a vastly under-performing public school system. Educators have assured us that all is well. But as these reports show, it is not.

New facts are now on the table, attitudes are changing. Perhaps the dismounting has begun. If so, the children of the next century will be the better for it.

Pete du Pont is the Editor of IntellectualCapital.com. He is also a former Governor of Delaware. The Ticker receives an e-mail edition of intelcap.com weekly to cover issues that concern our readers vis-



Letters to the Editor:

Joanne Guo
Editor-in-Chief/The Ticker
March 20, 1997

Dear Ms. Guo,
Though I did not find a "letters to the editor" column in your paper, I feel that I must respond to the cartoon published on page 10 of the February 26 edition of The Ticker.

Perhaps, there are some contributors to the newspaper or members of its staff who need to be reminded that Baruch is a union shop. Most of the people who work at this college are union members. The Professional Staff Congress (PSC) represents faculty, HEOs and CLTs and DC 37 the clerical staff.

"When you [Mr. Herd] deride the teachers' unions, you are casting scorn upon all the people who work in this institution, and the labor movement in general."

The demographic profiles of CUNY and Baruch College students indicate that most are from working class families which probably rely on union membership to ensure a living wage, job security and benefits such as health insurance and pensions. When you deride the teachers' unions, you are casting scorn upon all the people who work in this institution, and the labor movement in general.

The union is the collective voice of its membership; and it is the responsibility of a union to bargain and secure from management the

best possible terms of employment. For instance, the eight hour day now taken for granted was won by the labor movement after a protracted struggle. Salary schedules, the size and furnishing of an office, the right to a reasonable workload, and the right to appeal and rebut unfair administrative decisions are contracted items. CUNY's PSC

We have always been in the forefront of the struggle to maintain low tuition or no tuition,

members have been working without a contract for almost two years, yet the cost of living continues to rise, and some would say conditions are deteriorating here as well as at most campuses. In spite of the intransigence of the University which has refused to settle, faculty and staff fulfill their professional obligations. We are here, serving the students and the college.

No one who lives in New York City doubts the severity of the problems of the public schools, yet it is myopic to blame organized labor for that problem. For that is what teachers and professors who work in public education are. We are organized labor, and this organized movement struggles continually with the governor and mayor of New York for appropriate funds for public education so that well trained professionals remain in the classroom, so that all students have access to current books, state of the art technology, a library that holds current materials and a physical environment conducive to optimum learning.

continued on page 7



Asian American Angst

By Kiro

In a society where stereotypes and prejudices run like wild fire, trying to find a place within your own ethnic culture is like to search the true meaning of love.

Most Asian-Americans have become outcasts or misfits within our own ethnic culture. We are perceived as ABC's (American Born Chinese), bananas, or worst twinkies! So I ask myself, why are we named after such phallic fruit? I wonder what Freud would say about this. Do we look insane to you? What if the bananas are ripe? I have been told all my life by friends and relatives (who were Asian too) that I wasn't really Chinese, and that I didn't act Chinese. I asked myself, what the bloody freaking hell does that mean? If I wasn't Chinese, then what am I? (Yes, I am on Prozac). A freak? A mutant (cool)?! And how in the universe, do you act Chinese? Is there a manual, video, cd-rom, or some class I could take on how to properly act Chinese? Please send me a copy, my fireplace is kind of hungry.

Let me ask the reader some questions: What if I was born on a plane that was passing over between the borders of China and Russia? What if I was born in outer space? What do you call British Asians? South American Asians? African Asians? Arctic Asians? Australian Asians? If we as Asians from any part of the world are going to be categorized, stereotyped, imprinted, and filed, then let's make it sounds more positive than negative! A phrase that

stands out, something with pizzazz, class, culture, that makes people wonder why you get hotdogs and only 10 buns when they go to the market!

Well smile people! There's a new phrase in town, and I hope it suits and defines every Asian person born in America and beyond. Whether you're Chinese, Indian, Persian, Indonesian, Filipino, Vietnamese, Malaysian, Japanese, or other Asians, I hope that this phrase brings unity to our kind of people, and brings a better understanding for the unknown future. More Asian Than Asian! This one phrase stands for our heritage and beyond. They say that a picture is worth a thousand words, well I think this phrase has an infinite number of definitions! For there is no really definite meaning to More Asian Than Asian, it depends solely on how each individual interprets it.

My hope is that with this little phrase I will help inspire people to think I more positively about themselves and others. It will help aid future generations to become more aware of their heritage, culture, family values, and within themselves.

So remember, we may not act or speak like other Asians, but some of our hearts and souls are in tuned to our true heritage. So if someone asks what are you? Simply smile and reply, "I'm more Asian than Asian!" And if they still don't get it, you tell them to talk to that green statue on Confucius Plaza.



Baruch English Professor Vents Against Our OP-ED Editor

A few years ago, some among us, the Concerned Faculty and Staff of CUNY, sued the governor and state legislature in an attempt to achieve equitable funding for CUNY students. Currently, the PSC and UFS (University Faculty Senate) are engaged in another lawsuit against CUNY's own Board of Trustees to ensure that academic decisions are made by those vested with that right, the faculty not administration.

We have always been in the forefront of the struggle to maintain low tuition or no tuition, to provide maximum financial aid to students, and to hold down class size. When we are not in the classroom or the research lab, pursuing scholarly activities and other professional responsibilities, and working with CUNY committees, you may find us in the state capital, Albany, lobbying the legislature, or at City Hall meeting with members of the City Council. We prepare testimony for hearings, rally, demonstrate, advocate, and in all ways support our students and institutions.

We are not the problem. The problem lies with politicians who try every year to balance the budget at the expense of public education and vital social services. The issue is too little money for CUNY and the public schools which results in too few instructors teaching too many students with too few resources.

Your readers should be part of this effort. They should be telephoning, calling, and visiting their legislators and demanding full TAP restitution and no increase in tuition in the same way that we are. The Ticker is an excellent vehicle for motivating readers to join with their natural allies - union members.

Sincerely
Dr. Cecelia McCall
PSC Chap. Chair

Mr. Herd Replies;

When I deride a union that honors complacency and continually adheres to the old-boy network of ethics, I am simply proposing change. I save the scorn I will surely cast for those who are more concerned about holding on to their jobs via conforming to the status-quo, rather than bucking an antiquated system that teaches our children the same "don't make waves" ethics as the educators.

The facts remain; our kids aren't learning and our educators are afraid to change the system. Any teacher who gives multiple choice tests (6-12) is not teaching, they are babysitting and doing a grave disservice to their charges.

Furthermore, I don't consider a college education in the same realm of public (K-12) education. For you to lend solidarity solely on the basis of union affiliation smacks of elitism. One so "pro-labor" might consider spending time in the trenches of the South Bronx to help guide your less fortunate brothers and sisters of the movement.

As per the Professional Staff Congress. A new caucus has had to form and rise up to challenge the "Old-Boy" network of the PSC because of the complacency within your own union when it comes to the BUDGET CUTS and the future of CUNY students.

Although I recognize that Dr. McCall is part of this new caucus, it still doesn't justify apathy, which the PSC Leadership for the past two years personifies by accepting the draconian cuts to the CUNY budget.

Alas, just like the rest of America, unions are the same self centered opportunists as the aristocracy which they seek to overthrow. They can "dish it out" but they can't take it.



YOUR TICKER IS SPONSORING A DEBATE OF DAY SESSION OF STUDENT GOVERNMENT CANDIDATES.

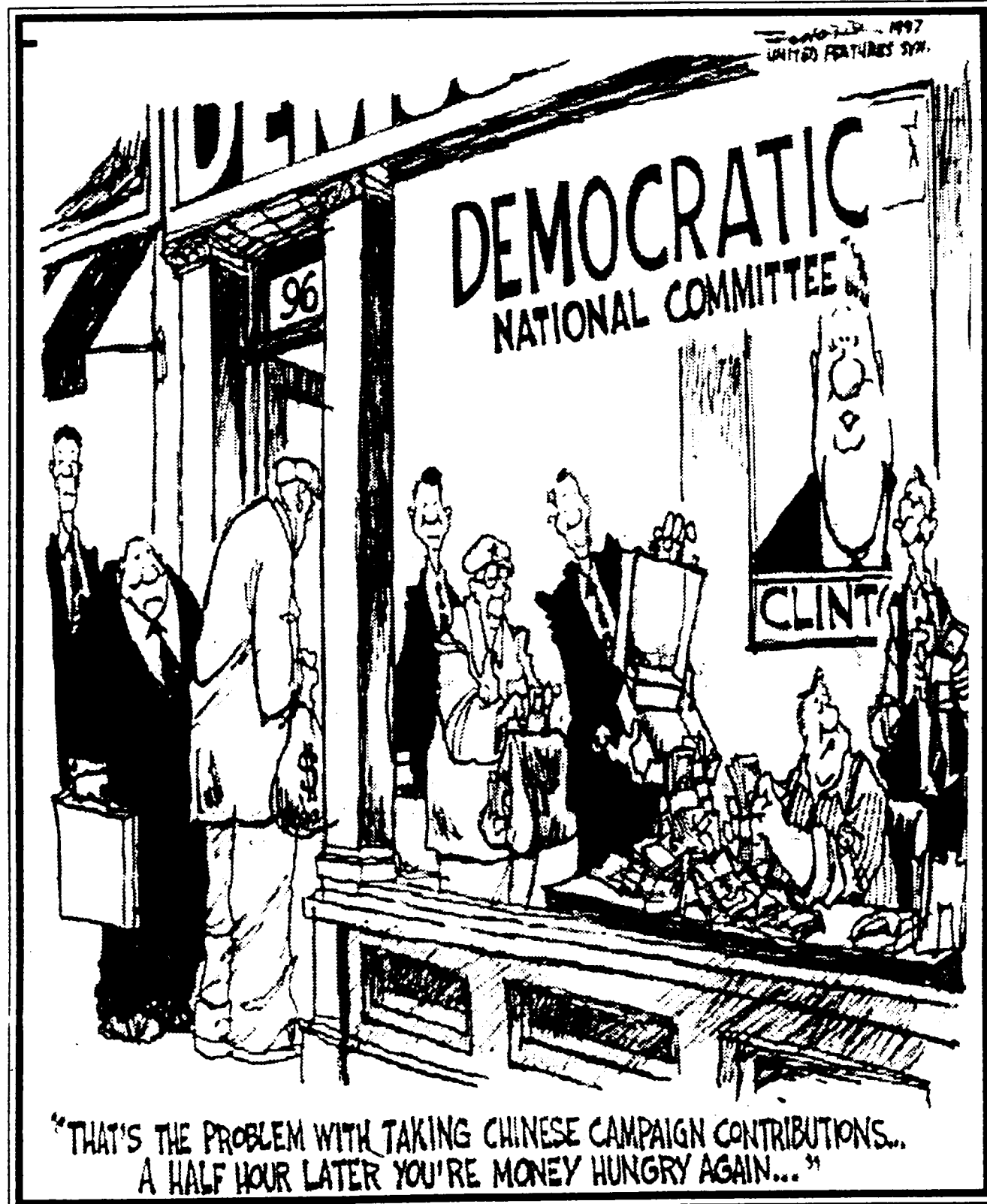
APRIL 17, 1997

**AT THE SKYLIGHT LOUNGE
23RD STREET BUILDING**

1225-215

COME AND ASK QUESTIONS!!!

WRITE FOR THE TICKER AND LET YOUR VOICE BE HEARD. YOU CAN MAKE A CHANGE!



The Ticker

The Students' Voice Since 1932
Baruch College - The City University of New York

SPONSORING THE 1997

DAY SESSION

STUDENT GOVERNMENT

DEBATE

BETWEEN THE STEP PARTY LEAD BY PEARL CHEN

AND

THE SPIRIT PARTY LEAD BY ILAN PERESS

THESE ARE THE CANDIDATES
WHO WILL REPRESENT YOU,
THE STUDENT BODY
FOR THE UPCOMING YEAR

ASK QUESTIONS TO YOUR CANDIDATES

THURSDAY, APRIL 17, 1997

THE SKYLIGHT LOUNGE

23rd STREET BUILDING 3RD FLOOR

12:30 PM - 2:15 PM

Business And The Economy

IN BRIEF...

Saving Money Early is Critical to Your Successful Financial Future

Tips on How to Avoid Common Financial Planning Mistakes

By Victoria Esposito Harris

Marsha Jones of all people should have had a nest egg—she is an employee benefits attorney. But, by her mid-30's, after working 12 years and earning more than a comfortable salary, Jones had almost no money put away for retirement. Millions of Americans share Jones' dilemma, and I am sure that many of you reading this article are in danger of, or at least worried about, finding yourselves in the same boat. And if you are not, you will be after you read this article. A University of Michigan study indicates that three out of four Americans in any decade are likely to be laid-off, get a disabling illness or change their marital status. The emotional distress these events can cause is not the only threat they pose. They are a serious financial threat as well. If such a disaster struck you tomorrow, would you be financially prepared?

At one time, a successful career was your ticket to financial independence. Just about everyone climbing the corporate ladder was guaranteed job security, steady salary increases and a comfortable retirement plan. However, this is not the case today. Short of winning the lottery or inheriting a large

sum of money from your relatives, your financial future and comfort rests in your own hands. In order to secure your successful financial future, it is critical that you start saving money as early as possible.

Now I am sure that many readers are thinking—I can barely meet my current expenses on the money I make, that alone think about savings. This is a common way of thinking. According to Ana Dismand in *Fear of Finance*, many people believe particularly those in their 20's, that there is no such thing as extra cash. However, if you are working, there is a such thing as extra cash for most people. In order to find it, you must make savings and investment a part of your basic monthly expenses. Turning your back on the chance to save now could mean fewer choices about the life you will lead later on. Are you willing to take that risk?

There are many financial errors you and I make every day that prevent us from saving money. These errors stem from a way of thinking about money that is so common and seemingly logical we don't even realize they are mistakes. Consider the following examples and proposed solutions:

continued on page 10

Classic rock groups are taking ground breaking steps to solidify their financial futures. Crosby Stills and Nash is following David Bowie's lead to secure future payments from music royalties. Bowie privately placed \$55 million in 10 year bonds with a 7.9% coupon with Prudential Insurance through Fahnestock. As these deals secure cash flow that has not yet been generated, investors have expressed concern about the maximum and minimum amounts a rock group will be able to generate and whether the artists following will continue. Promoters of these deals are relying on the fact that people listen to well-known artists after they are dead, particularly classic rockers.

counting know that under the pooling method for business combinations, the balance sheets of the two companies are merged. Acquiring companies prefer pooling because it allows the transfer of assets at less than fair value. The new rule is expected to make pooling treatment more difficult to obtain, which means the purchase method will have to be used. Under the purchase method, amounts in excess of the assets' fair values are amortized as goodwill. The goodwill charge drags down earnings and is the primary reason companies prefer pooling. International standards allow only 5 years for goodwill write-offs as compared to the US 40 year write-off period.

A number of electric utilities are looking to secure stranded costs to reclaim underperforming investments related to assets they are required to hold by regulators, such as nuclear plants. This allows utilities to sell the cash flows to investors in the form of asset-backed securities. By raising capital up front to support these stranded assets, companies are supposedly able to reduce rates to customers over the long run. GPU Energy, a Reading, Pennsylvania utility, plans to issue \$1 billion of securities backed by stranded assets, possibly including the infamous Three Mile Island facility. In order for the deal to move forward, approval must be obtained from the Public Utilities Commission. So far, Pennsylvania and California are the only two states to have passed laws which allow utilities to set aside a portion of customers regular utility bills to fund securitization programs.

Publix Super Markets Inc. has been sued by a group of black workers for alleged discrimination. This comes at the heels of a settlement of a discrimination lawsuit by a group of female employees. The union said that Publix refused to hire and promote black employees. They also said that the workplace was littered with "racial slurs and hostility." The spokesman for Publix denied the charges by saying "Harassment of any kind is an intolerable violation of company policy." Sixteen Publix employees were named as plaintiffs in the lawsuit, which was filed on behalf of 9,000 black Publix employees. The lawsuit was filed alleging that coding of employment applications according to race was used to screen employees. "When I asked for promotion to a management job, the manager laughed in my face," said Joan Robinson, who said that she worked as a Publix bagger for two years.

Robert Scott, head of Morgan Stanley's team overseeing the Dean Witter merger, suffered a heart attack last month while vacationing in the Caribbean. Steve Newhouse will be taking over the position until Mr. Scott recovers, until which time is unclear.

As part of FASB's goal to harmonize US accounting standards with international standards, it is planning to completely overhaul the pooling of interest rule for business combinations. Those of us who have taken Advanced Ac-

In an attempt to attract more drinkers of Samuel Adams beer, the Boston Beer Co. has announced a direct stock purchase plan to allow investors to buy its shares from the company and not pay brokerage fees. "Customers are more loyal and they spend more money if they own the company" said Alex Gregory, a company spokesman. "We prefer that our customers buy more Sam Adams beer with their newly available funds instead of paying commission to brokers," he added. Potential stock buyers can purchase the stock by making an initial investment of \$500-\$10,000 or

continued on page 10

The Lucrative Business of PORNOGRAPHY

By Hung Tran

For many years, the pornography industry has been a major source of revenue for the economy of many countries. In the United States, the industry is estimated to be worth over \$1 billion annually. In the United Kingdom, it is worth over \$500 million. In the Netherlands, it is worth over \$1 billion. In the United States, the industry is estimated to be worth over \$1 billion annually. In the United Kingdom, it is worth over \$500 million. In the Netherlands, it is worth over \$1 billion. In the United States, the industry is estimated to be worth over \$1 billion annually. In the United Kingdom, it is worth over \$500 million. In the Netherlands, it is worth over \$1 billion.

MORE IN BRIEF

continued from page 9

through monthly deductions as little as \$50 a month to a maximum of \$10,000 from a checking or savings account. Boston Beer hopes that the plan will boost their sales which have weakened due to competition from new entrants and "erratic sales".

Apple Computer recently released The Power Macintosh 6500 personal computer. This speedy machine, which features faster chips, more memory and disk space, will start at \$2,000 and go up to \$3,000. The 6500 replaces the Performa, a brand that was dropped last month to cut one-third of Apple's workforce and discontinue slow-selling products.

The Federal Trade Commission rejected a restructured \$4 billion merger of Home Depot and Staples Inc., even though they agreed to sell off 63 stores to competitor Office Max. The FTC argued that the merger would raise prices on office products across the country. They are scheduled to go to Federal District Court next week to block the merger. "Standing here in good faith, I don't think I see a settlement that will solve the problem posed by this merger," said William Baer, chief of the FTC bureau of competition. "What the commission did was great," said James Love, an economist with the project. The argument that the merger would increase the prices of office supplies was made by the Ralph Nader Consumer Project on Technology. The chief executives of Home Depot and Staples expressed their disappointment and called the decision of the FTC "absurd." The firms argue that the merger would actually lower prices for consumers because of the increase in efficiency.

According to the New York Public Interest Research Interest Group, about one-third of the 144 automated teller machines in New York are charging their customers additional fees. The state study, done in conjunction with the US Public Interest Research Group, also showed that New York banks actually did better than national banks.

The labor Department reported last month that employment and wage increases were responsible for deflating unemployment down to 5.2 percent. However, the report increased concerns that this could lead to a rise in inflation in the US.

Your Successful Financial Future...

continued from page 9

1. Assuming that your current financial status is permanent.

Objection: "I don't plan to stop working." Many people assume that they will always be able to earn a paycheck. They charge themselves up to the limit assuming that they will be able to at least make the minimum payments. But, what if, as I mentioned earlier, you are laid-off due to corporate downsizing or become disabled and cannot continue to work?

Solution: Avoid the temptation to raise your living standard each time you get a pay raise. Instead, earmark a portion of the money for savings. This will set a limit on your spending, making it easier to retrench in case of an emergency.

2. Misusing a Budget or Not Using One at All.

Objection: I tried budgeting before and it never works—budgeting for every little expenditure is burdensome and time-consuming.

Solution: Most people have tried to stick to a budget, but they fail because they structure it too rigidly and look at it as "This is what I am allowed to spend." A San Diego financial planner, Gina Wall, author of

"The Way to Invest," correctly states that the strain eventually gets to those who attempt to budget and they revert back to their old spending patterns. This is the same principle as with diets that are too strict, eventually you are going to breakdown and pig out.

Budgeting is a critical step in controlling spending. The right way to use a budget is for specific goals, like making a downpayment on a house or sending your children to school. Find an area in which you know you tend to overspend and budget that (my problem areas are clothes shopping and taxi cabs).

3. Waiting for the Right Time to Save.

Objection: "I'll catch up with my savings later."

Solution: This is one of the most expensive financial mistakes you can make. Why? Most of us, as students of accounting and finance, know about the time value of money. It is not just a theoretical principle that they teach us over and over again, it applies personally to each one of us. For example, between the ages of 25 and 35 you invest \$2,000 annually in an 8% tax deferred fund, by the time you are 65 you will have \$315,000, even if you

never save another dime. However, if you wait until you are 35 and start investing \$2,000 a year for the same 10 years in the same 8% tax deferred fund, you will only end up with \$245,000 at age 65, a whopping \$70,000 less than if you had started earlier. This example clearly demonstrates that time and interest compounding create wealth—the worst thing you can do is waste it.

Saving is a habit you need to acquire early—even if it is saving \$10 per month. Like the Nike ads say: Just do it. Even if you only save 1 or 2 percent of your salary, you will be surprised how much it can grow over time. You do not need a large amount of money to begin investing either. According to Morningstar, a source of information on mutual funds, there are approximately 1,300 funds which require initial investments of only \$100 to \$500.

Further, if your employer offers a 401(k) or other savings plan, you should not wait to begin contributing to it. In addition to being a painless way to save, 401(k) plans offer a tax break, since most contributions are made with pre-tax money. Thus, your earnings deposited into one of these plans will not

continued on page 11

The \$\$\$ Business of PORNOGRAPHY...

continued from page 9

by porn in video stores, long-distance carriers like AT&T, and cable companies like Time Warner and Telecommunications Inc.. Hotel chains such as the Marriott, Hyatt, and Holiday Inn are also reportedly earning millions of dollars each year supplying adult films to their guests. The hotels get a 20 percent share of the profits of pay-per-view adult movies ordered by their guests. Larger profits are being earned by companies that offer adult films in hotel chains. Last year, guests spent an estimated \$175 million on pornographic programs in their suites at hotel chains such as the Sheraton, Holiday Inn, and the Hilton.

About three quarters of the hard-core films made in the US come from Los Angeles County. Sound stages, editing facilities, and printing plants are neatly camouflaged in quiet, suburban, middle and working class communities in Southern California. Rival companies are targeting wholesalers and retailers to sell their products. Videotapes have lowered production costs so much that adult theaters are being forced out of business. Adult book stores have been on the decline and are supported mainly by their peep booths.

Write an
"In Brief" for the
Business Section!
Submit articles to
Room 1521, 360 PAS

Most of the revenues generated by hard-core videos are going to mainstream video stores. The unification of the retail video business has put tremendous pressure on independent retailers. They are forced to rent and sell hard-core videos to attract more customers. This was made possible by Blockbuster's refusal to carry adult videos on their selections. Popular Hollywood videos, such as *Pulp Fiction*, may cost the retailer in excess of \$60 per tape and rent for \$3 a night. In comparison, an X-rated video may cost only \$20 per tape and \$4 a night in rental fees. According to Paul Fishbein, editor of *Adult Video News*, there are approximately 25,000 adult video stores that rent and sell adult videos.

Since 1991, the number of new adult video releases has released to a staggering 500 percent. This is a direct result of low-cost video equipment used to make these releases. In 1978, approximately 100 hard-core films were produced at about \$350,000. In comparison, there were nearly 8,000 new releases last year, some costing only a few thousand dollars in production costs.

In 1996, pay-per-view adult movies turned in a revenue of \$150 million. Most of the profits was earned by major cable companies such as Time Warner, Cablevision Systems Corp. and Telecommunications Inc.. Cable Operators gained an additional 5 percent revenue from selling products that are advertised between programs.

As much as hard-core videocassettes were responsible for the in-

roduction of the VCR, pornography on CD-ROM and the Internet have made these new technologies widely acceptable. The availability of porn on the Internet has attracted millions of surfers to porn web sites. Playboy's Web site, a site which allows users free glimpses of the playmates, attracts about 5 million surfers a day. However, producers of pornography have been disappointed with their multimedia sales. The revenue being generated on the Internet is minuscule compared to video sales.

Despite efforts of the Reagan-Bush administration to regulate the partnership between the sex industry and long-distance carriers, telephone sex began to flourish in the 1980's. The average call lasts six to eight minutes and the charges range from 89 cents to \$4 a minute. Last year, Americans spent an estimated \$1 billion on telephone sex.

AT&T is a major carrier of telephone sex. In 1991, the FTC restricted calls made to numbers with a 900 prefix. However, no such restrictions apply to overseas calls. Telephone sex providers make financial arrangements with foreign phone companies re-routing calls to the Dominican Republic, Guyana, and Russia. Half of every dollar spent on international calls goes to the domestic phone company; phone sex providers and the foreign telephone company split the other half. Some phone-sex providers have started their own long-distance phone companies to cut the US carrier out of the deal.

According to the Rob Abner, pub-

continued on page 11

Your Successful Financial Future...

continued from page 10

be taxed until you withdraw the money. My best friend, Diane, worked for 7 years in a miserable job as a secretary for a French bank here in Manhattan. Day after day she sat with not a stitch of work trying to pretend she was busy. She wrote her screenplay and taught herself several new software programs. For the last few years, rumors spread that the bank was undergoing a major consolidation and would be laying off a substantial number of people. Despite the temptation to leave and find a more fulfilling job, Diane stayed put. Her perseverance paid off, as she ended up with a great severance package—6 months salary plus benefits. But the best part of it was that she got to take her 401(k) money—a \$160,000 lump sum payment. Not bad for a secretary. That money allowed her to take time off and successfully start her own successful business-computer software training. This sum would have been more like \$32,000 if she had contributed the maximum from the beginning.

4. Leaving your job before you are vested or entitled to your employers portion of your 401(k) plan.

In a 401(k) the employer matches a percentage of your contributions. In order to be eligible to receive the employer's portion, you must be employed for the number of years specified in the plan docu-

mentation. Another friend of mine was offered a job with a better salary and a nicer title, so she took it. The problem was that she was leaving her employer after 4 years and 9 months. By doing this, she forfeited the amount her employer contributed to her 401(k), to the tune of \$40,000.

The moral of the story—read the plan documents, contribute the maximum and stay put until you are entitled to walk away with your employer's portion of the contribution.

5. Fearing the Wrong Risk.

Objection: Look at the 1987 stock market crash—I am not risking my hard earned money like that.

Solution: According to the Financial Mentor, since 1926 stocks have returned 10% on average per year—more than double long-term government bonds and nearly triple the return on safer Treasury Bills.

Before you shun stocks, remember your goals as a retirement investor. You will always need some degree of risk that growth stocks provide. Otherwise, your returns will not keep ahead of the rising cost of living. There is no denying the fact that stocks can be risky, but not investing in them may be even riskier.

They key is that you need to make your money work for you, says Terry Savage, author of *Terry Savage's New Money Strategies for the 90's*. The first step in getting your money to work for you is to stop working

against yourself. Avoid action now and you are likely to find that you've got too little and it is too late.

You should not, however, expect to change your financial habits overnight. If you are not saving, it is time to put a modest plan into action—putting aside as little as \$5 to \$10 per month. A strategy I find effective is each time I get paid, I purchase a \$25 US Savings Bond. I don't miss the \$25 and I can't easily access the money. If you have put some money away, you should think about diversifying your portfolio by investing 10-15% in stocks gradually increasing it as you become more comfortable. Just getting started and figuring out what you need financially can give you a sense of control over your life—and that alone is worth a great deal.

In conclusion, I once saw a movie about a Japanese woman who worked as a revenue agent for the Japanese government. She was assigned to investigate a man involved in organized crime suspected of tax evasion. The two ended up falling in love. When she finally found that he indeed had the money, he said to her "Saving is like a cup of water—don't start drinking when the cup is half full, wait instead until the water is spilling over and lick only the water as it spills over to quench your thirst. This way, your cup will always be full."

PORNOGRAPHY...

continued from page 10

According to the Rob Abner, publisher of *Stripper Magazine*, a trade journal, the number of strip clubs in the United States doubled between 1987 and 1992. Today, there are 2,500 strip clubs nationwide with annual revenue earnings up to \$5 million. Strip dancers earn an estimated \$20,000 a week, doing four 20-minute shows each night. Dancers are now paid according to the credit they accumulate. Credits include appearances in hard-core films, on video box covers, and in men's-magazine photo spreads. Critics of the sex industry have long accused it of being "un-American", but pornography is surprisingly symbolic of what America represents. The elements of sex, money, and fortunes gained and lost are what America has assumed into its culture in the last two decades. Pornography has evolved from a subculture in the mid-20th century into a major trend in the 1990's.

GET INVOLVED IN
YOUR SCHOOL
NEWSPAPER.

WRITE FOR YOUR
BUSINESS SECTION.

CONTACT VICTORIA
AT 212-802-6800 OR
THE TICKET OFFICE

"An Affair to Remember"

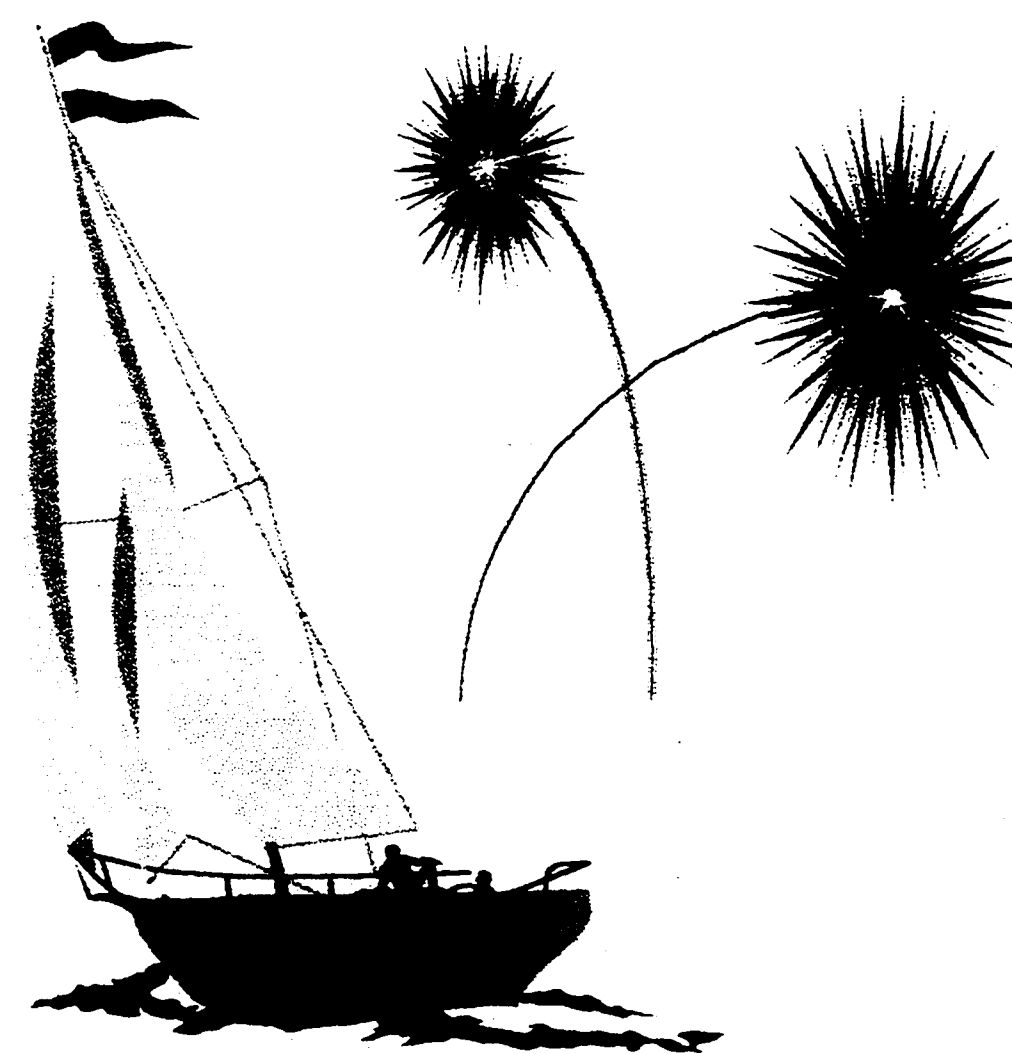
Day Session Student Government
Cordially invites the Graduating Class of 1997
on Thursday, June 5th, 1997
to Attend

The Senior Bash aboard
The Mystique Yacht
Pier 17, South Street Seaport
from 7:00 PM - 11:30 PM

and

The After Bash Party at
The Liberty Café
Pier 17, South Street Seaport, 3rd Floor
from 12:00 AM - 4:00 AM

includes Dinner, Dancing, and Gifts



Price: \$40 per Person

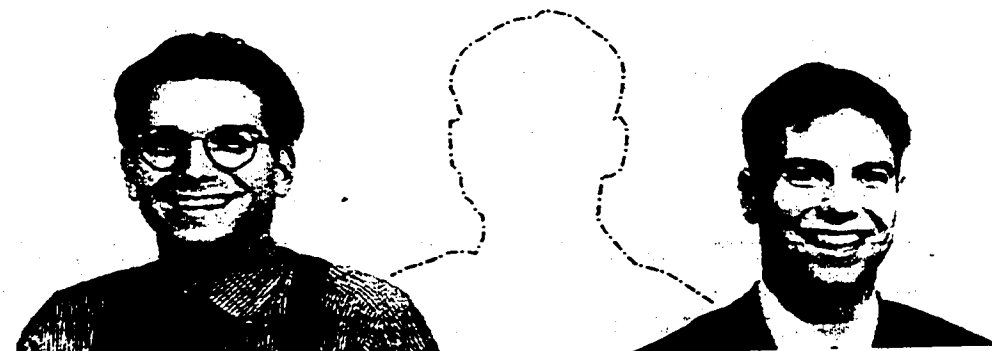
For Ticket information contact:

Day Session Student Government at
360 P.A.S., Room 1531
(212) 802 - 6790
or
Office of Student Life at
360 P.A.S., Room 1512
(212) 802 - 6770

Formal Attire Required



BECOME A STOCKBROKER AND PUT YOURSELF IN THE PICTURE.



MANY GAINES BERLAND STOCKBROKERS ARE EARNING 6 FIGURES. YOU CAN TOO!

Learn how to be a successful stockbroker from successful stockbrokers and, a year from now, the picture in this ad could be you. Gaines Berland is moving to larger quarters, so there's no better time to join the winning team.

Call Vince Mangone today at 516-496-8788.

- POTENTIAL SIX FIGURE INCOME • SALARY PLUS BONDS • EXCELLENT MEDICAL PLAN
- BE PAID WHILE YOU TRAIN • COMPREHENSIVE 3 MONTH PROGRAM LEADING TO PERMANENT STOCKBROKER POSITION
- PREP FOR SERIES 7 EXAM • NASSAU COUNTY LOCATION
- WORK SIDE-BY-SIDE WITH SUCCESSFUL BROKERS • RAPID PROMOTIONS • NO EXPERIENCE NECESSARY

"We do not hire brokers. We create brokers."

GAINES BERLAND

Gaines, Berland Inc.
Member NASD • SIPC

6900 Jericho Turnpike, Syosset, NY 11791

We are an equal opportunity employer.

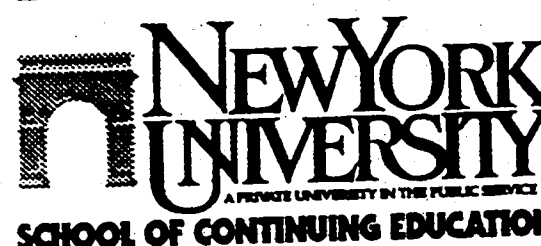
BE PREPARED! GMAT GRE LSAT

NYU Test-Prep provides focused, intensive training to get you ready for your exam. Classes are available year-round, usually beginning three to six weeks before each test.

FREE OPEN HOUSE:
Thurs., May 8, 6-8 p.m.
48 Cooper Square, Rm. 206

FOR MORE INFORMATION:

Phone: 212-998-7062
E-mail: scc.advise@nyu.edu



NYU is an affirmative action/equal opportunity institution. ©1997 NYU School of Continuing Education

EXCLUSIVELY for FACULTY and STAFF

Department of the Treasury
1040 U.S. Individual Income Tax Return
For the year Jan. 1-Dec. 31, 1996
Your first name and initial

PAIN.

Teachers Insurance and Annuity
College Retirement Equities Fund
730 Third Avenue
New York, NY 10017

APPLICATION FOR TIAA AND CREF SUPPLEMENTAL RETIREMENT ANNUITY CONTRACTS

Please type or print in ink and provide all information requested.

PAIN KILLER.

For fast relief from the nagging ache of taxes, we recommend TIAA-CREF SRAs. SRAs are tax-deferred annuities designed to help build additional assets—money that can help make the difference between living and living well after your working years are over.

Contributions to your SRAs are deducted from your salary on a pretax basis, so you pay less in taxes now. And since earnings on your SRAs are also tax deferred until you receive them

as retirement income, the money you don't send to Washington can work even harder for you. What else do SRAs offer? A full range of investment choices and the financial expertise of TIAA-CREF—America's largest retirement organization.

To find out more, stop by your benefits office or give us a call at 1 800 842-2888. We'll show you how SRAs can lower your taxes. Do it today—it couldn't hurt.

Visit us on the Internet at www.tiaa-cref.org



Ensuring the future for those who shape it.™

*Based on assets under management

TIAA-CREF products are distributed by TIAA-CREF Individual and Institutional Services, Inc. For more complete information, including charges and expenses, call 1-800-842-2888. ©1997 TIAA-CREF. All rights reserved. Read the prospectus carefully before you invest or send money. Date of first use: 2/97

If you are interested in placing an ad in *The Ticker*, please contact the ad manager at (212)802-6799 OR (212)802-6800

Go to Israel. The ticket's on us.



Israelbreak is once again providing 300* free round-trip plane tickets for students who participate in one of over 40 accredited Israel programs. Eligible candidates are Jewish undergraduate college students:

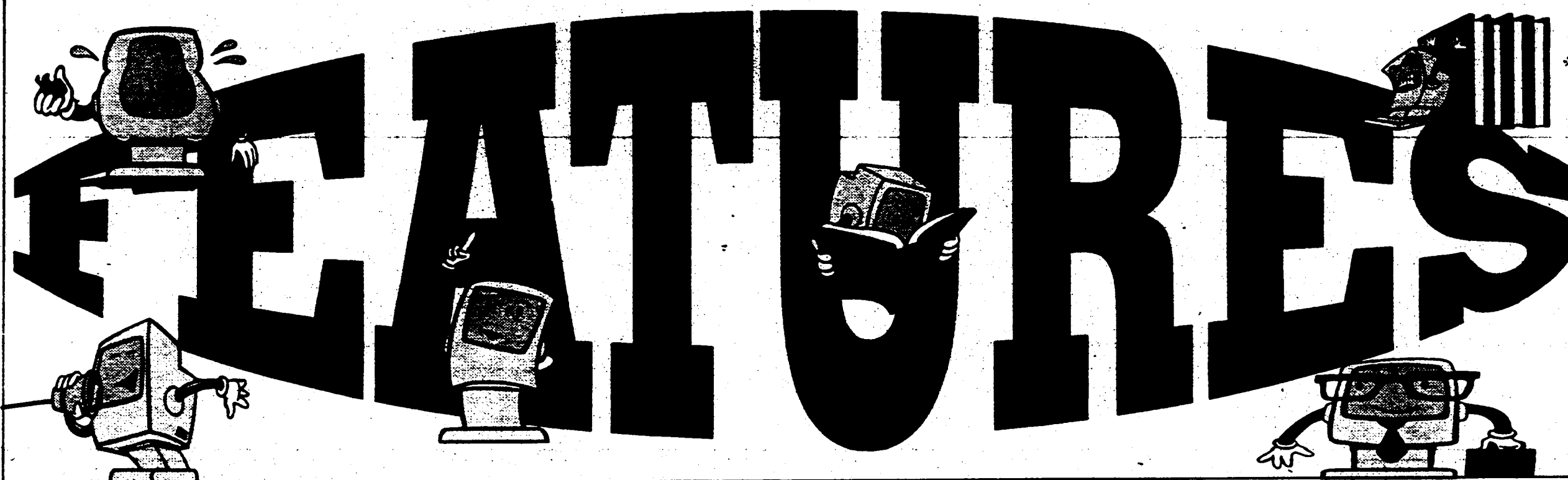
1. Who have never before been to Israel.
2. Go to college in one of New York City's five boroughs, Long Island or Westchester.

Simply stated, you pick the program you like, and we will pay for your ticket to go to Israel.

For an application and a listing of accredited programs, call Dave at The Israel Department at Hillel of New York 212-696-0248 or send us an e-mail at Israel.Hillel@jon.cuny.org

*Available to Jewish students only. Limited NEED BASED scholarships are also available. Israelbreak is under the auspices of Hillel of New York and is supported by the Israel Experience Committee of the Jewish Community Commission of UJA-Federation of New York and UJA.

THE ISRAEL DEPARTMENT AT HILLEL OF NEW YORK
381 PARK AVENUE SOUTH • NY, NY 10016
Tel: 212-696-0248 • Fax: 212-696-0249



CAREER TALK: FROM ACADEMIA TO THE REAL WORLD

By Frank Luo

"You want to be political, you work at a political organization. You want to be on Wall Street, you play their game," said Dr. Alan Lechner, associate professor in Baruch's Economics and Finance Department, at the April 3 installment of the Finance and Economics Society's Career Lectures series.

Considering the source -- a well-published Ph.D. in economics, who had in turn, taught in Brooklyn College's business program for 13 years, played a pivotal role in Merrill Lynch's International Research division out of London, acted as Director of Equity Research at Kidder, Peabody, and founded a consulting firm, Lechner Associates-- the advice is not to be taken lightly. Indeed, the skills stressed in the classroom, whether it be credit analysis, market theory, or financial accounting and auditing, are not at all everything that an employer looks for in a candidate. As Lechner states: "They're not hiring a college graduate because they want your knowledge. You don't know anything, and they know you don't know anything. They're hiring you so you can learn on the job. They're hiring you to 'fit in.' As Lechner sees it, the bulk of the technical knowledge you need to excel at a position can and will only be learned on the job. The theoretical and technical knowledge that a BBA provides you with is only a part of what you will be bringing to the employment situation, and a very minor part of the whole of the interactions you will ultimately be participating in within the context of your employment.

To which end, individuality must play second violin to the corporate culture. The way you wear your blue suits, conservative ties, and such accoutrements de rigueur can

and often do mean as much to a prospective employer as your GPA in a finance/economics double major. Chukuma Chukuma, president of the Finance and Economics Society, agrees:

The way you wear your blue suits, conservative ties, and such accoutrements de rigueur can and often do mean as much to a prospective employer as your GPA in a finance/economics double major.

"We're hiring you for your things. Understanding the corporate culture, that, more than anything else, is why we're holding this series of lectures. Feeling that Baruch students often become overwhelmed on the technical aspects of their education and neglect themselves literally to show their shoes, Chukuma capitalized on the connection he has made over several successful internships to bring his experience and insight to Wall Street's seasoned professionals to the Baruch student community. As Chukuma sees it, the purpose of the Society is "To link theory to practice... [Baruch] students need to know that it takes more than grades to show a prospective employer that you are as strong a candidate as someone from Harvard. We also want the students to see that graduates of Baruch can be and have been as successful as the alumni of any other school. You just need to know how to present what you have."

Dr. Lechner appears to believe much of the same. Relating an incident wherein his

knowledge of Mozart's date of death precipitated, of all things, a job offer from a big six accounting firm, he urges students to simply get the best education that you can. Don't worry about not getting into the one section of one course. Worry about the person you will be when you graduate" because that is what the employer will see in an interview. However, though Dr. Lechner does not put much stock in learning all that you need to know for the job in a BBA program, he stresses that it is essential to get certain things out of your education:

"You've got to have a plan. You've got to know what you want. If you walk in and ask for a job as a securities analyst, you've got to know what is it that a securities analyst does. The people interviewing you are pros. They will know if you're faking it. You have to let them know that you know what the job is about, and why you want to be doing what they need someone to be doing -- just do it in a manner that is appropriate to the culture of the prospective employment situation."

Yet, in the final analysis, Dr. Lechner urges the students to hold on to who they are. If you are bilingual, stress it. "The fact that English is not your native language is an asset that your prospective employer can use, and he gets it for free. If you are a member of a minority group, use it. If you're older than the average college graduate, turn that to your advantage. Don't see it as 'I'm old. Will you hire me anyway?' but as 'You're getting a more mature and capable individual, with work experience at the same money as an average college graduate. You're lucky to have me.'" Talk to people, get to know professors, be unique."

"It's how you decide to play it."

The series of lectures are to be held during club hours (12:30 - 2:45 PM, Thursday), at Room 640, PAS building.

The lecture series has been scheduled for each Thursday, up to the last week of classes. Scheduled to speak on Thursday, April 10, is Dr. Alan Lechner.

For further information, please drop in at a lecture. You can also contact Chukuma Chukuma, president of the Finance and Economics Society, at 212-982-8260, or Professor Frank Tansey, Lecturer at Baruch's Economics and Finance Department, and faculty advisor to the Finance and Economics Society, at 212-802-3656.

Everyone Has A Voice.
Use It. Write For Features

Cyberspace

By Paola Marocchi

The Problem Of PIRACY

By Bradley Bailyn

There has been much hype in the media lately concerning the abundance of copyrighted software which is made available for free to Internet users by unscrupulous individuals. Just on the way from Penn Station to Baruch, in fact, one can observe at least two signs on telephone booths paid for by Software Piracy Association (SPA.) This association also places ads in newspapers and computer magazines advising people on how to spot illegal software and report it.

How does software become "illegal?" According to American copyright law, a piece of software is like a book and may be used by only one person at any particular time.

If I buy a copy of Microsoft Excel, for example, and find it to be so wonderful that I copy the disks and give them to John and Mary, then Microsoft will lose two sales since John and Mary will no longer buy the product. This is effectively the same as John and Mary walking into CompUSA and stealing Excel off the shelf.

The act of using software which you did not buy is commonly called "software piracy" because the second user

fewer people.

You might say, "I am a poor college student and I need some software to learn and I will buy it when I can afford it." Software companies realize this and so they give large student discounts to anyone with a valid college ID who purchases their product through the school book store.

The main problem is not students, but corporations which pirate the software and then put it on ALL their computers.

cal sales. This raises the price for everybody because the software companies incur tremendous costs in producing their products and these costs must now be distributed amongst

all the computers. The next easiest way is if the boss goes to the store and legitimately purchases one copy and then just installs it on every computer in the office. If the boss cannot find an employee to give her what she needs and a particular software package is too costly to even buy once, she might go onto the Internet and "trade" for it.

Software "trading" on the Internet is the primary method of piracy and it involves the bartering of software. If John has Excel and Harry has Wordperfect, they might each copy the disks and exchange them. Now, for only the cost of a few floppy disks, both John and Harry now have both programs. It is a win/win situation. They both are robbing the companies that made the software.

Software piracy is a major issue in America as well as internationally and the federal government is beginning to crack down on those that conspire to make illegal software available through the Internet or other channels.

Criminals are forced to pay large fines and, in some cases, serve jail time for infringement of the copyright law. People are now starting to pirate movies and music CD's as Internet technology gets faster and it is time that something be done. The SPA's ad campaign is being followed up by computer-based sting operations and the FBI has a software piracy unit in it. As the war over censoring the Internet is debated in the Supreme Court, thousands of dollars worth of software is stolen every day and something must be done soon.



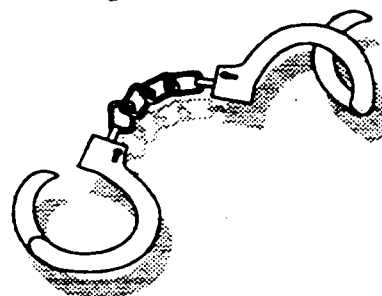
"According to the American copyright law, a piece of software is like a book and may be used by only one person at any particular time."

A company that wishes to use a certain product on all their computers must purchase a site license which gives them permission to utilize a large number of copies of an application. A site license can easily cost thousands of dollars and this is both why companies are tempted to pirate software and software companies are determined to stop piracy.

So now you may ask, "There are so many applications a company may need, where do they find someone to give them the first copy?" The answer is that it is not too difficult. The easiest way is if an employee has a copy at home and lends it to the person in charge of the office computers for evaluation. If the boss likes it, he just gives that employee a bonus so he keeps his mouth shut and then puts a copy on

"Software 'trading' on the Internet is the primary method of piracy and it involves the bartering of software."

of the software is taking software which does not belong to him and consequently robbing the software companies of criti-



Click. Click. Tutor!

By Paola Marocchi

In a college such as Baruch where there is not any one campus but four buildings to run to between classes, going to the library can be a pain in the neck! Thanks to the technological evolution, however, students do not ever need to set foot in the library again. Book reviews, magazines, newspapers, encyclopedias, and technical journals can all be found on the internet. The ultimate help available to wired college students, lies a keyboard away on American Online, one of the country's most popular online services.

The Academic Assistance Center (keyboard AAC) on AOL offers a va-

riety of services all students can benefit from. For instance, students looking for assistance in a specific subject can try "Teacherpager" (keyboard teacherpager.) This feature enables students to send out their questions to a group of teachers who specialize in

"The Academic Assistance Center (keyboard AAC) on AOL offers a variety of services all students can benefit from."

the subject of the question. Responses are generally received within 24-48 hours. Even better, students can get a response within 12 hours by posting their question in the message boards at keyboard KO HH. If time is press-

ing, however, instant information can be obtained in the live tutoring rooms. I myself paid a visit to the AAC literature room earlier this semester. I was reading non other than "Gulliver Travels" by Swift and needed some help deciding whether Swift was a misanthrope. Upon entering the room, I was prompted to type in my question. One of the teachers volunteering at the moment pointed me to keyboard barrons. Needless to say, I found what I was looking for.

The AAC teaching staff consists of certified educators or individuals with at least three years work experience in the professional field. These electronic tutors are volunteers who get only a free AOL account but say to truly enjoy teaching thus getting fulfillment out of helping students all over the country.

So, just how popular is this service?

On any given day in the AAC, there are around 140 students per hour per room between 6pm and midnight. Every day the cybertutors answer 230 questions posted on the message boards plus the many questions sent

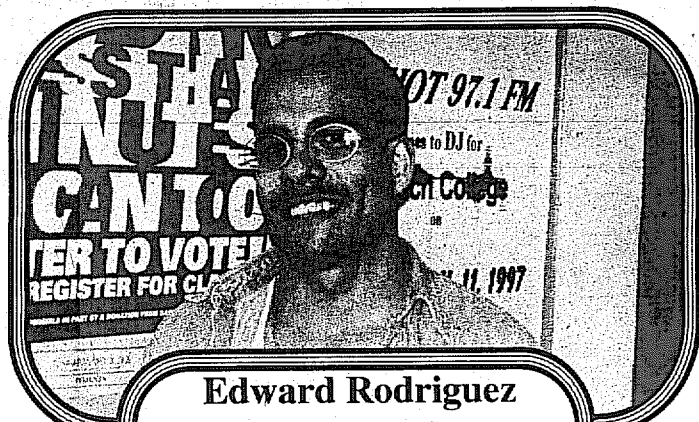
"The AAC teaching staff consists of certified educators or individuals with at least three years work experience in the professional field."

through teacherpager. A future plan is to add more multimedia including live chat audio. This feature will be specially helpful for foreign students who will not only learn some new word, but will have their cybertutor say it to them through their own computer. I feel I must warn ya'll that the tutors in AAC, unfortunately, will not answer your questions for you, but rather point you to sources of information. Sorry to say, cheating is not an option!

SPRING BREAK

What are you going to do for Spring Break?

Photos by Paola Marocchi



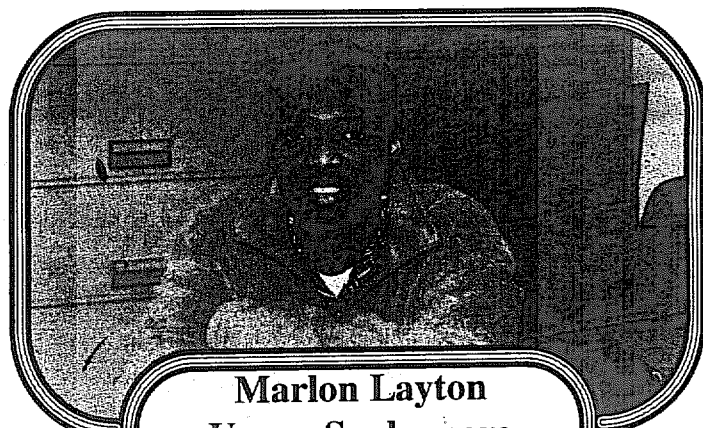
Edward Rodriguez
Upper Junior

"I'm going to keep writing tight sh*t to help the young fight the ones that keep them on the level that's minimal."



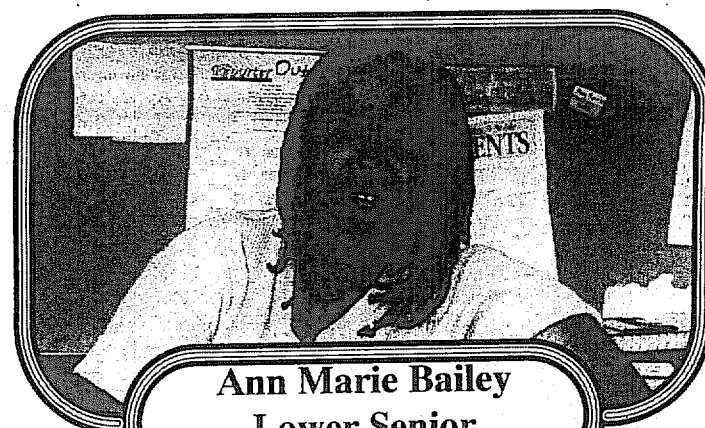
Isabelle Delalex
Lower Senior

"Cayman Islands here I come."



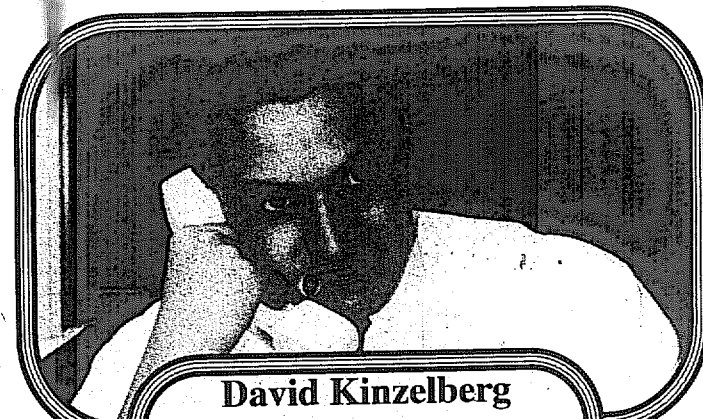
Marlon Layton
Upper Sophomore

"I'm gonna kick back and relax."



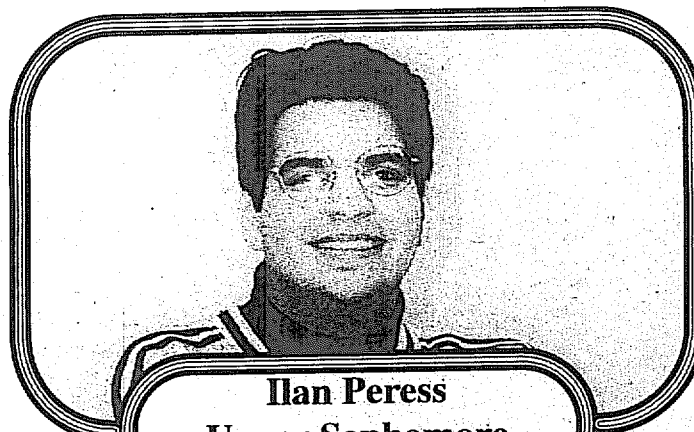
Ann Marie Bailey
Lower Senior

"It's too short to really do anything. Besides I have finals right around the corner. Who decided to have it soo late anyway?"



David Kinzelberg
Upper Senior

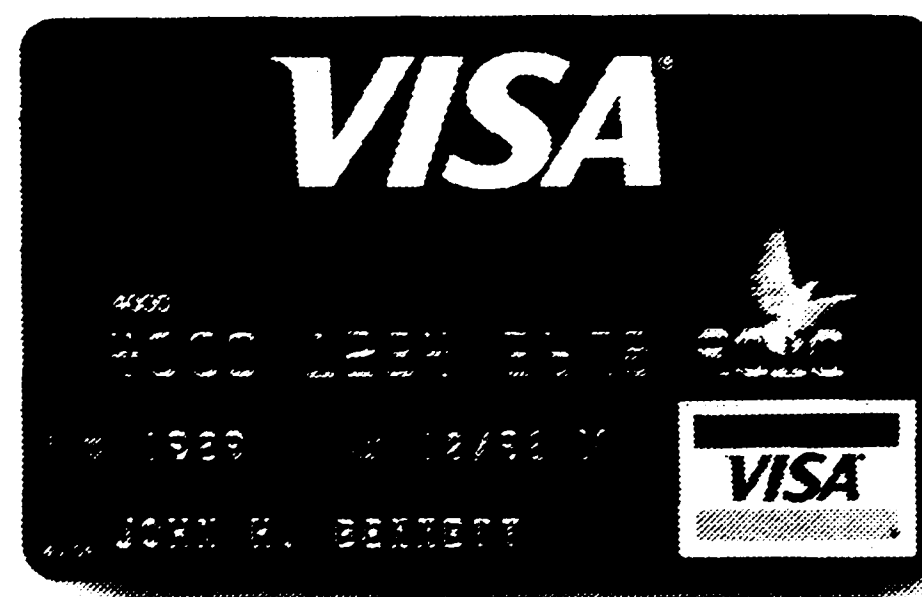
"It's a religious time for me."



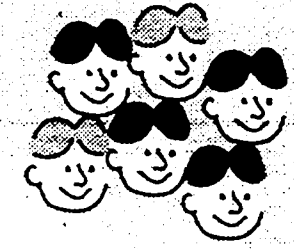
Ilan Peress
Upper Sophomore

"Have fun and prepare for my future presidency."

Because
all-nighters
aren't always
spent in
the library.



It's everywhere
you want to be.®



CLUB CORNER

A Brief Description of the Day Session Clubs



ASEDOM Association of Dominican Students

We at ASEDOM are a culturally based organization. We believe in preserving our heritage while exposing other ethnic groups to the historic background and customs of our Caribbean life. We are interested in meeting new people who are serious and dedicated to changing the Latino image to a more positive one while having tons of fun doing it.

If you would like to find out more, drop by room 1512 of the 360 PAS building and drop a note in the ASEDOM mail box. Leave your name and a telephone number where you can be reached.

PR.I.D.E.

We are an ever growing happy family, where you can meet people that are not just Puerto Rican but, of other nationalities. We're a place where you can feel welcome, where everyone looks out for everyone else. We'll help you out with school, friends, and family problems. We are a place to go to on a rainy day to talk, laugh, and relax from school and family stress. We throw parties, watch movies, learn new things about other people's cultures' including our own.

We meet in the 26th Street building in Room 1421 everyday, but mainly Tuesday and Thursday's during club hours.

THE SOCIETY FOR HUMAN RESOURCE MANAGEMENT (S.H.R.M.)

The Society for Human Resource Management, which is affiliated with the National Organization, provides Human Resource majors, and other interested students, with the opportunity to interact with faculty and professional practitioners in the Human Resource and other Business Management areas.

Professionals come in and give advice in areas such as resume writing, critiquing, and interviews, and also, giving insight into what prospective employers are looking for in job applications.

An important benefit of SHRM membership is the ability to regularly network with professionals, giving students the much needed contacts for entering the tough job market.

The S.H.R.M. meets on Thursdays during club hour, at 360 PAS, Room 1816.

BUSINESS TO BUSINESS

The Business to Business Marketing Society (BTB) is a club that enhances academic knowledge and brings the real world of industrial and commercial marketing to its members. Our main goal is to help members to be better prepared for associated career advancement, and to guide them toward the market activity of organizations who engage themselves in marketing to other business. BTB provides an arena where speakers are invited to talk on a variety of subjects, industry-marketing trends in Corporate America as well as counseling on careers in marketing.

BTB is an organization that promotes awareness and understanding about marketing activity with companies that sell goods and services primarily to other businesses and institutions, not the final consumer. If you are a student that would like to gain exposure to the many professionals engaged in industrial marketing, join us during club hours Room 839, 360 PAS. ALL ARE WELCOME.

INTERVARSITY CHRISTIAN FELLOWSHIP

The Purpose of the InterVarsity Christian Fellowship

1. To lead others to personal faith in Christ as Lord and Savior
2. To help Christians grow toward maturity in their Christian faith by study of the Bible, by prayer, and by Christian fellowship
3. To help students and faculty to discover God's role for them

THE FINANCE AND ECONOMICS SOCIETY

The Finance & Economics Society is open to all of those interested in the processes of the financial world. It provides students with an informative view of current change and the future trends in the rapidly evolving financial world via various functions such as lectures, symposiums, and field trips.

We meet in Room 640 / 26th Street Building

BETA ALPHA PSI

Membership in Beta Alpha Psi gives you an instant scholarly recognition. Beta Alpha Psi invites guest speakers who are recognized in their fields and who are decision makers in human resources departments at potential employers. The Big Six Accounting firms are focusing less on the campus interview and are putting far greater reliance on pre-identification. These firms have developed a hiring preference for members of Beta Alpha Psi. Therefore, we invite you to become a member of Beta Alpha Psi in order to leverage your participation in our society for your job search. Please look for our flyers posted on college bulletin boards for the meeting dates and room numbers. You do not have to be a member to attend the meetings.

BARUCH ACHIEVERS

The goal of our organization is to uplift students by providing them with valuable information about current issues that we feel is pertinent to them. The topics of our events range from surfing the Internet, dressing for an interview, to financial planning on an individual basis.

We hope that the activities we promote help to better prepare Baruch students for their future, as well as bring them closer together, in an environment where there is cultural diversity.

Meetings are Thursdays, Room 1862, 360 PAS from 12:35-2:20.

CHINESE CHRISTIAN FELLOWSHIP

Chinese Christian Fellowship believes that there is only one True God, the God of Israel. We believe in the infinitely perfect, sovereign, eternal Trinity of the Father, Son and Holy Spirit. We also believe that Jesus Christ was sent from Heaven to Earth to serve as a sacrifice on the cross for our sins. Believing and living by God's commandments will bring salvation. He will return to earth to establish His kingdom of righteousness and peace. We are here to spread the Gospel to the campus of Baruch College with an emphasis on the Chinese (American and overseas-born) students.

We meet every Thursday between 12:25 and 2:30pm

THE BIO-MED SOCIETY

We are future healthcare professionals and scientists who meet Thursdays during club hours in room 404 at the 23rd street building. We discuss current scientific issues and advances, watch educational videos, have visiting guest lecturers from prestigious institutions, give support to each other and have fun just being together. Please feel free to stop by and meet a new friend.

HILLEL OF NEW YORK AT BARUCH

Come and be apart of the Jewish Community at Baruch College. Meet new people, improve your networking skills, get religious information, have FUN!!! Please see Ellen Steigman in 360 PAS room 1511 or call at (212)802-6808 for more information

PHI ETA SIGMA NATIONAL FRESHMAN HONOR SOCIETY

Phi Eta Sigma is a national honor society for undergraduate men (freshman and sophomores). Our goal is to encourage and reward academic excellence among Baruch College students. Our activities include: workshops on different topics of interest (internships, management, resume enhancement and scholarships), visits to places of interest (UN, Unicef, etc.), participation in volunteer programs including New York Cares Day, Volunteers of America, and the Salvation Army. We hope to make the transition process into Baruch a pleasant one for freshmen by serving as a link between the activities carried out by the college and the students. JOIN US DURING CLUB HOURS (THURSDAYS IN ROOM 424; 26TH STREET BUILDING).

The officers of the chapter can be contacted through the Dean of Students office at 360 PAS room 1702, (212)802-6820

THE BARUCH ARCHERY CLUB

What is archery? You've seen it in the movies; the various Robin Hood films being the most memorable. It's been seen in the media types as simple as a comic book, and in events as grand as the Olympic games. And yet, most people only have a vague notion of just what the sport is all about.

So, why not drop by and check it out. We would be glad to teach and train anyone interested. We provide all the equipment and no experience is necessary.

For more information please go to the 6th floor gym at the 23rd street building.

All are welcome.

THE SOCIAL AND POLITICAL CLUB

S.A.P is one of Baruch's newest clubs founded in November of 1995. The goal of the club is to provide a forum for the discussion of Social and Political issues through the use of newsletters, speakers, debates and movies. Last semester the club was involved in numerous activities including a fund raising raffle drawing; support of a sexual Harassment workshop hosted by the Helpline office, participation in the D.S.S.G debate, the publication of two newsletters, and the hosting of a dance competition. This semester, the club will be working closely with the Political Science Department with the aim of building upon the achievements of the previous semester. We hope that you the Baruch Community will provide support as the club could make a useful contribution to the college.

THE ACCOUNTING SOCIETY

The Accounting Society gives students a chance to learn more about this major they have chosen or will choose to study during their stay at Baruch.

Upcoming events:
3/27 Expectations and preparations to enter the accounting profession
4/3 Use of new technology by Accountants
4/10 International Accounting

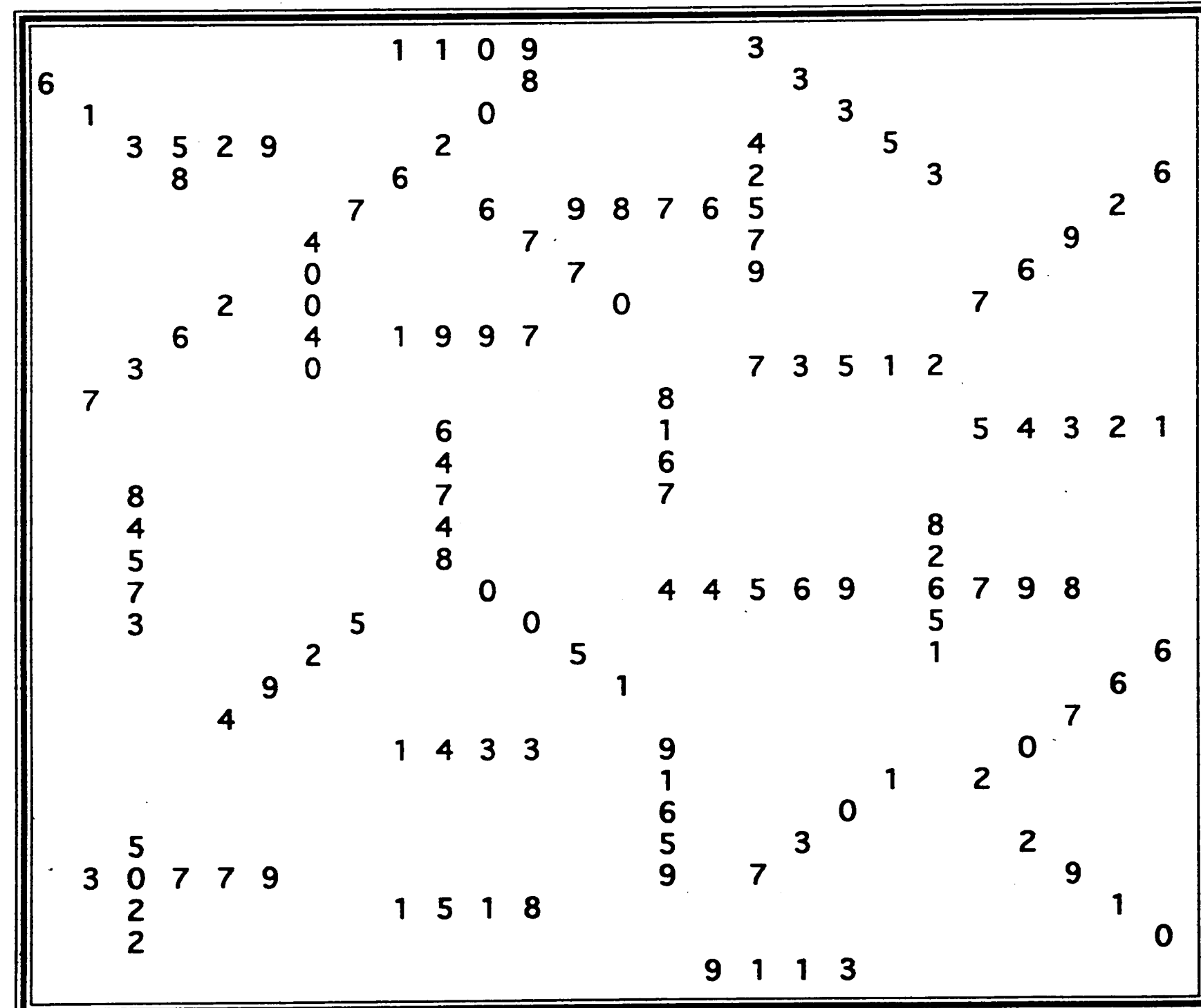
Maddy's Mind Teasers

Th Words

A H T E A T E Q O S R T O T H M S E U O R E T H S E
 T E R Q M H R C U Q S M H I Q U G M C M G H S U Q M
 H H S M O T H R C U R L S E C U R M Q W O E R L H B I T
 I A I C I O S W I S T O O T H G O E L O H C T I U H
 M Q T N S M T H R H I D L O E Q K M P W T L E R E W
 U A L M O A C A Q T L O T A L E C O F A G H G T F O M
 O R T H T U Q K O M H R G C T K L P Q T K C A H Q M
 I S H H H T K I U R O E Q O R O B K E P H Q I U K E L
 Q T W G E G H C T F H G K L G Q E T B Q B E K S E L T
 G H E O L M S Q K H M T H Y P I C M D N A L I A H T
 T E Q F L G A P A P Q I S T P W Q H T B S B C G M S
 K M K R O W M T U S W C P H R B A L B H B Q E F Q I
 I E M G T H F P I E T M A Q L T H U R S D A Y S C S
 R H L Q G R K S F C P E T I C H M I C M S W C H Q E R
 T I M T L P E W P T S W H C Q R G P R L T R T U L R
 Q W H I R H P E G I P E C T H W A B Q O H A H F H W
 H O R K T P O F Q M H T P O N S T A T W C I L Q C G T
 T H A N K F U L K W Q W M T H A I A T C S A B U H
 U C I S I C E S O H C I A H A G Q C O I K W F A O W
 Q M R Q H A M P T A T P E E H T M H T L A S Q L R A
 S O I P T H S Q W K H R C A I L S W E H P E G M H I
 R L S H P M P R C E I M P T M T H I C T A C T S T H
 Q M E K E T H I N K U T A E C G H F E W H P H W R G T
 W R U Q C I U A O T F H K R Q I L E A E U N L G Q T
 I Q S G O H R P S H T S R W A C S T O R I N P S I R W T
 S E M Q M L T H Q I G U L E I T P E O R T Q K H C U O
 S R C R E L H R K R M H C Q T U R P Q C I W T L A S G
 C I T S A I S U H T N E W C O E S A G E E H R I C H
 A R H L S H W E R A O S R E H T A F I T A U E Q E T
 Q T A H T E R A T H I T H O R H T R C H O R T H A H
 H T N O Y B T H N M Y B T M N Y H N T B D Y G N Y B
 N H D Y F G A N D G T A O H F T N G D H F N T H M O
 T Y M O Y T H F Y O H A Y G O M Y T H T G A D O H T

- Arthur
- birth
- enthusiastic
- ethnics
- father
- leather
- mathematics
- mother
- Othello
- panther
- path
- smooth
- sympathy
- Thailand
- thankful
- the
- theater
- theme
- Theodore
- thesis
- thick
- thin
- think
- throat
- through
- Thursday
- tooth
- twentieth

+
 Answer
 to last
 issue's
 Word Search



Arts & Entertainment

Interviewing *Inventing...*

the *Abbotts* stars Billy Crudup, Joanna Going and director Pat O'Connor.

By Manny Rodriguez

Over the course of a year, dozens upon dozens of movies come and go. We take for granted all the work and time that goes into putting a film together. Even in the lousy *Ratboy* (don't ever rent this movie) type movies, months of physically putting together the film are preceded by an endless amount of thought spent on taking the scattered thoughts that follow an idea and forming a story that can be written about. Even if you copied large amounts of your story from other films (*Independence Day*), their is still time and effort put into it that we don't see, can only hear about but never really feel it unless you're in it.

Inventing the Abbotts director Pat O'Connor elaborates on this aspect of film making: "The whole process of making a film is shaping it. It changes all the time, the scenes change all the time. When the actors are on the set, before they're on the set in rehearsals. So it's kind of structuring itself. The script is the backbone of the film. It's not the film. And so everybody embarks on a journey to make movies out of what the script involves and what it suggests so that everyday, in so many countless ways, what we do together to make the film hopefully results in something that is enriched by everyone's involvement in it. And it's often, you assess these things more by feeling rather than a kind of rational judgment."

In the world of art, sometimes your feeling is the only thing you have to guide you because rational judgment is telling you to go the opposite, undesirable but safe, direction. The long work that goes into putting films together is complicated by the long road most actors struggle through to attain success and work. "It's a very difficult occupation sometimes," says actor Billy Crudup. "And can be absolutely blissful then the floor falls out from under you because you don't know what you're doing next week. But that's a continuous process and I don't think you can ever be in a place where that stops. You just have to enjoy what you're doing."

"There's maybe a handful of people that maybe enjoy that feeling," interjects actress Joanna Going.

"And even then it's a precarious situation because they become consumed with remaining at that pinnacle." At this point, Crudup seems to be at that pinnacle or approaching it. He had a small



Inventing the Abbotts co-star Joanna Going.

Merie W. Wallace

part in last year's hit *Sleepers* and will star in the feature *Pre* about long distance runner Steve

in no less than five upcoming films. But it is their roles in *Inventing the Abbotts* that have brought them to

lishing of an accuracy concerning the period that this film takes place in?

O'Connor: Get a good production designer. And a lot of expert people and you go out looking at the locations very early on and keep looking around, looking around. You're with these people a long time, location manager, designer and his team—and eventually you find things and you see what you can do. You can see what's possible and what isn't in terms of cost. Cost is a big thing to the studios. And once you find that you start to work on it (the film). And you do sketches, photographs, drawings and go over it again. You might change your mind and go over it again. Then there is a difficulty in getting a release for the location. A whole lot of restriction by the town and cities regarding the using of a street. And you have to get around using those. So it's really a lot of good people with experience and talent and a lot of work and I take the credit. (Laughs)

Q: (my question) How did you two prepare for these roles?

Crudup: Well, I think it varies from project to project. And with this role for me, the most important thing for me was that I had a similar idea and vision about the character and the role that character seemed to be in the story and in the context of the whole family.

Once we all sort of collaborated and understood the point of view that we were taking for that, then it was mostly a matter of experimenting as much as you could with that. And throughout the process of rehearsals trying to find idiosyncrasy within those relationships. I would say it was more of internal preparation. Trying to understand the way this person thought about the world. Rather than basing it on someone who I've



The director of *Inventing the Abbotts*, Pat O'Connor.

Merie W. Wallace

Prefontaine later this year. Likewise, Going is going steadily towards the roads of success by establishing herself in *Inventing the Abbotts* with some quality character work and she will have parts

this interview session along with O'Connor in the overly hip confines of Planet Hollywood.

Q: (my question) How did you prepare for the setting and estab-

continued on page 26



"I can't stand a f*cking bitin' ass n*ggas..."
Raekwon w/ Ghostface Killah - "Shark N*ggas [Biters]"

"My man came over and said, 'Yo, we thought we heard you!' / Joke's on you! / You heard a bitin' ass crew..."
K-Solo w/ EPMD - "Knick Knack Patty Wack" (1989)

I have often stated that the commercialization of the arts, especially those by Latinos and Blacks, has consequently destroyed them. It has corrupted our arts and culture by making originality and innovation an illogical expense to finance. No industry would invest in any original artistic creation because this would entail unnecessary experimentation on the part of the investor.

The higher risk failure with original product (the contradictory synonym of art) is also magnified when it is done by the sector of the population (Latino and Black) whose interpretations and perspective views do not crossover into the U.S. mainstream.

With regards to hip hop music, the originality of the MC and the DJ/producer has suffered greatly. There are many levels that the MC and DJ/producer goes through in fully sacrificing his/her originality. It is in many cases, the inability of the listener to see the negative ramifications unoriginal hip hop music has on the genre, and Latino/Black youth as a whole.

An analysis of the various levels in the path of unoriginality and the quest for record sales can illuminate the suffering we must face 97 times a day. With slight variations they can apply to any of our previous musical genres. These specific levels outlined apply to the hip hop musician that is unoriginal purposely or is a created victim of it, thus he/she is no longer hip hop:

"At 10, you're f*cked..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

In order to introduce oneself into the

realm of musical creation, one must have the ideals and beliefs that allow their music to reflect hip hop principles. This value system is much more complex than the proposed ghetto reality by most artists because this often does not include the rules of artistic integrity present in hip hop.

Those that live by the ideology of ghetto reality are really quite limited to a sector of ghetto reality. The most commercialized limited ghetto reality thinking has been the drug dealer's reality. This reality is part of hip hop yet much of it contradicts hip hop and can misrepresent it. For example, it is clear that the pursuit of money is a necessary target of those that are hip hop however, the values that ultimately limit this pursuit are not always present in the ideology of the drug dealer.

In retrospect, the pursuit of money is an American ideal that hip hop rebels against. This, nevertheless, is very confusing because it puts the MC with this reality into a contradiction. Yet being hip hop is being able to recognize your contradictions and deal with them in a way that does not compromise the essence of your art.

So once the artist makes hip hop music, and isn't hip hop they're already fu...

"At 9, you sucked..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

This is the beginning of the wack musicians' career. He/she has constructed an image for themselves based on the excellent themes of other hip hop artists or themes that generally crossover into the mainstream (i.e. sex and violence over teenybopper tracks). This would include artists such as Jay Z who became a Mafia Don to match and Trakmasterz who say they make "music [that] isn't different from anybody else's... We just try to make ours a little bit more universal by giving it that commercial appeal." The fake have spoken and no one has listened.

"This is, and must be to prosper, the invisible level in the wack process for if we knew what went on would we call them hip hop? We do not see the endless scouting and countless marketing meetings by label staff to find and mold artists into the market they wish to sell to and conform to the tastes that match..."

"At 8, you're a sucker..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

This is the level where we are finally introduced to the wack artist who already has a well written biography (realness resume), and a set of theme(s) of limited content (gun guy, hoe girl, playa/pimp, Don Mafia, etc.). The key to succeeding at this level comes with the ability of the artist to justify his/herself. Lack of this ability results in having one's card pulled (i.e. Vanilla Ice). The epitome of these justifications are the responses Lil' Kim and Foxy Brown give to those who are not fooled by large breasts, open thighs and blank lyrics. They claim that they are empowering themselves, and women, by doing and saying whatever they want to. Unfortunately, the voluntary oppression we inflict upon ourselves, and the wishes of record label profiteers and chauvinistic, sex craved teens, empowers us to more disrespect, prejudice, and record sales. Nevertheless, every wack artist that justifies themselves needs a sucker to listen...

"At 7, a muthaf*cker..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

Here the artist is safe to swim in his/her own feces and enjoy the image crafted for them. They can employ many strategies that compromise their musical and artistic integrity, yet no one seems to notice. This may be so because they start with no artistic merit anyway. They can, for instance, use a dualistic approach to releasing

singles by making Hot 97's rotation with pimp tracks and Stretch and Bobbito with a rougher B-side. Many of the artists truly are victims as they feel totally vindicated of wackness through their justifications. These justifications are constantly positively reinforced by the artists' label executives who perpetuate that they're "down" with the artist. This is easily the most horrific level in hip hop music because millions of consumers are buying and...I just can't continue. It's sick...

"At 6, you're slack..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

The spell of cheap hooks and redundancy of wack lyrics eventually wear off first with the underground street hip hopper (the real). You think that maybe this wack artist may be making millions off the occasional (or so you thought) commercial tracks. You realize that all the songs on the radio had no content while the underground tracks made you feel alive. The underground tracks (only heard around midnight) guided you through the relation that someone was suffering the way you were. It is for this reason you continue to support this artist. You were glad that they blew up because it was your views and experiences that everyone was hearing. Your needs for change and expression were actually necessary, and most importantly—wanted.

This thinking lasts a long time, maybe the whole wack artists' career, despite the obvious doubt in our minds...

"At 5, you're just wack..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

KRS-One of Boogie Down Productions - "Ya' Slippin'"

continued on page 21

Anatomy Of A Playa

By Edward Rodriguez

An effective method in analyzing any cycle of musical destruction is by pulling out an artist in the middle of this cycle. We chose today's R&B a.k.a. Black pop and pulled out Kino Watson. A first listen and we see that—no. We do not skip to his tracks because that assumes that the music is what is being sold to us. On the contrary, a reflection of what today's ignorant youth dream of becoming someday is what is being sold. We start with the cover, in particular, his CD single "Game Recognize Game (Whatcha Want)." We analyze by the order by which the youthful Black consumer (male or female Black, ages 11-19) would see it. We first notice his clothes consisting of an oversized white Kangol tilted to the right to suggest he does not follow authority. His oversized sunglasses with a brownish orange frame blends with his skin color and background. The oversizing and coloring are done to hide his individuality so that the boy behind the Kangol and glasses can be any of the hopeful Black youth consumers one day. He also wears an oversized, white shirt that matches his Kangol. His simple matching is to impress the fact that he can finance a color coordinated wardrobe. His shirt is worn with his left shoulder exposed to show he is free with his body, and is a lover rather than the cheap, chicken hitter that he really is. The very thin gold chain exposed as a result is



Artist: Kino Watson
Single: Game Recognize Game (Whatcha Want)
Label: Columbia
Rating: 0

again done to reveal a feminine side that keeps him from hurting his ladies (However, in reality, he is a playa so the analyst should realize the dualistic trickery in this. This

hypocrisy will go unnoticed because it is a successful strategy that has allowed playas to survive uselessly on Earth for centuries). The ear-ring in the left ear also serves this

Sunset Style

continued from page 20

This is the stage we hope is the last of a wack artist. The true realization that this artist is totally Puffy—excuse me, wack. Everyone sees the gimmickry in their image, the mimicry in their lyrics, the clear imitation in their themes, the photocopying in their tracks and the dilution in their topics. Nothing is accepted and they rightfully fall off. Unfortunately, this imperfect world allows for very little of the wack to reach this stage and oddly enough, many pass this stage easily...

"At 4, you're lost..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

We only wish they were lost. In reality, they are back at the old marketing board once again. They are deciding an image for themselves that will be accepted. They are already considered wack by the real hip hop fans so they're only chance is to try to give the pop fan what they want out of rap. It has often been that the resurrection of a wack artist simply consists of a harder edge. Kris Kross is the perfect example here as there is nothing hip hop about them. Regard-

"At 2, you're an ass..."
KRS-One of Boogie Down Productions - "Ya' Slippin'"

same deceptive purpose. The need for more than one strategically placed jewelry accessory is done to offset Kino's unattractiveness. This was probably decided before the first Marketing meeting. In order to combat the prospective Black youth consumers that are male into calling Mr. Watson a hip hop poser, fairy, or New Jack pus—, he is equipped with a visible mustache and developing goatee suggesting manhood. All Kino must do is point his finger at the camera in a way that individually calls every future chicken

head female consumer to him (Remember that he is showing jewelry, in the form of rings, because this masculine gesture is very overbearing). His name becomes his insignia as the K, N, and O of Kino are in colors that contrast the overall scenic design. This is only done to catch the eyes of

continued on page 25

things we've been taught to value by the wrong people. There are more levels to the wack artist but none have to do with them anymore. They have to do with our own mentality. In the final retrospect of it all, we created the wack artist by supporting them. We supported them by not understanding hip hop and not being able to see an artist's ventures that contradicted their integrity. So the cycle continues and we hear the real hip hoppers repeat themselves in vain...

"My man came over and said, 'Yo, we thought we heard you!' / Joke's on you! / You heard a bitin' ass crew..."

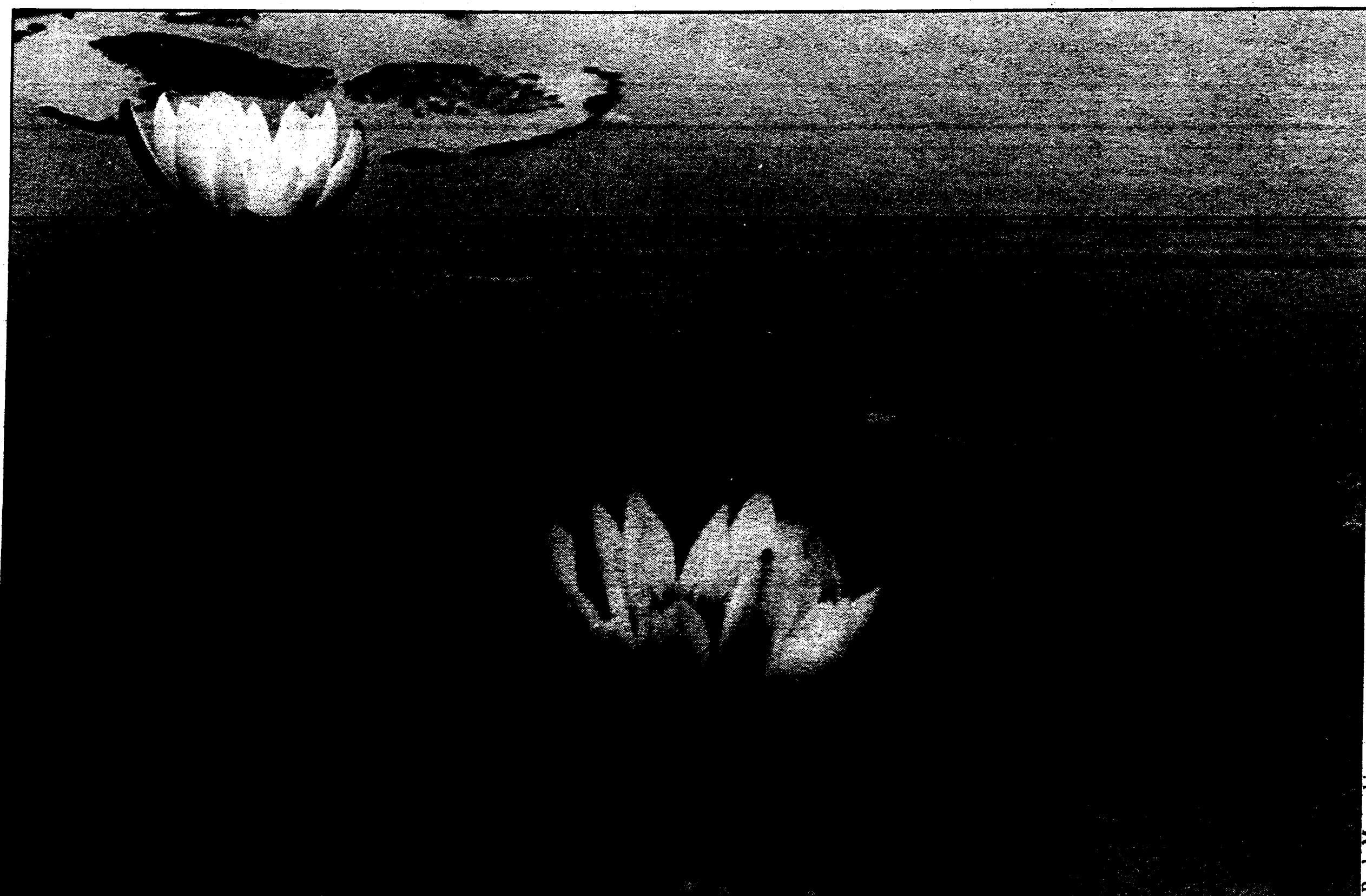
Black Thought of The Roots - "What They Do" (1996)

"Keep it real, get your own sh*t, man and be original..."
Ghostface Killah w/ Raekwon - "Shark Niggas [Biters]"

Who is hip hop? What is original hip hop?

Original hip hop is the piece made for me by Smo, a boricua that is hip hop. Thank you so much. Words cannot reflect my appreciation.

Translations



Paola Marocchi



Paola Marocchi



Paola Marocchi

Editors' Note:

We would like to thank Yvette Laureano, Paola Marocchi, Kiro - Invisible Samurai, Manuel Paredes, and DON JUAN de BARUCH a.k.a. Juan Raposo for contributing their excellent work. If you have already contributed work and it hasn't appeared in this section, don't worry. We will definitely use it in upcoming issues so please continue sending us your extraordinary art. Thank you.

P.S. We would like to apologize astronomically to Yvette Laureano for the monumental errors in her superb poem, *Only In My Dreams*. Please accept our apology in the form of a proper reprint.

Translations

Homelessness

Perched upon an angry anvil like a statue's shadow.
 Breathe in morning's cold hellfire air,
 Burns your lungs out.
 Exhale white smoke, something which can jade your eyes.
 While society's suffocating shadows render me invisible,
 I am not the only lost soul who can be
 Rendered translucent by the ignorance of human minds.
 They are society's deniful problem.
 Is your bed comfortable and warm?
 He only has a blanket of newspapers.
 The unseen lower class.
 Do you drink soda or beer?
 That's another family's income.
 They are the veterans who fought to
 preserve a backstabbing government.
 Does your dinner taste delightful?

another child is starving in the dark.
 The mentally challenged in which a misunderstood
 Society has shunned away.
 Complaining about the cold?
 Another human soul succumbs to an icy death.
 Why are we so distant from these people?
 Are we not the same intelligent yet
 blindsided creatures known as human beings?
 As these images of poverty and a bureaucratic
 donkey of a government,
 I have seen more caring and tenderness
 in the non-homo-sapien world,
 and that is a sad shame.
 So STEP back and take a stand!

-KIRO - Invisible Samurai

Only In My Dreams It Seems So Real

While asleep I see things which appear to be far
 A whisper past my hearing slightly beyond
 I feel something or someone but I do not know why
 As I walk faster to avoid I see it at the corner of my eye
 (Only in my dreams it seems so real)

I hear a sound and I nosily walk to it
 Seeing colors, black and white I simply can't resist
 The sound becomes clearer and I decide to stand still
 But then I stray unknowingly because it's not my will
 (Only in my dreams it seems so real)

As I'm tossing and turning a face appears
 It's not someone I recognize I began to feel fear
 I run, try to hide and my hands are sweated and tightened
 The light from afar I take in but I'm also frightened
 (Only in my dreams it seems so real)

Come to me a deepened voice states
 I squint and squint to try and place his face
 The light is too bright but I dare to go on
 Gleaming eyes, white hair comes into view
 He speaks with softness and with news so true
 (Only in my dreams it seems so real)

He says "You are my child sorrowful, lonely and scared
 And whatever you decide or maybe do"
 "Remember," he says "You'll remain with me and I'll always love
 you"
 (Only in my dreams it seems so real)

I began to awake not wanting to
 I must see the face, his voice is so new
 I try to stay asleep a bit longer and as I do
 He touches me and it gives me such warmth through and through
 (Only in my dreams it seems so real)

I start to recognize him but only in songs and words from abroad
 He says "You know who I am and I am your one and only loving
 God"
 (Only in my dreams it seems so real)

Volume I
 Born 12/14/96

-Yvette Laureano

El Primero

Era tiempo frio y de tristeza
 Cuando te vi llorando
 Era tiempo de noche despues de cerbeza
 Cuando te oí en la madrugada.
 Pensabas en la preocupación
 y yo soñaba por la invención.

La nieve caía
 cubriendote como nube
 Y esa colcha de lagrimas las cargabas
 Porque el frio te mandaba
 y luego Pa arastrabas
 con el peso de tus tormentadas.

Desnudas estabas.
 Y así andabas
 Sobre el camino de la indirección.
 Y allí pasabas
 cuando perdida entrabas
 sobre la pantalla de mi corazón.

Tu herrida era mia
 tu preocupación tambien me afligia
 La tristesa que te seguia
 Yo bien la conocia
 y las flechas que te mordian
 a mi ! me daban vida.

Cuando senti que tu mano tenia
 Las fuentes hundidas de tu corazón
 cricieron como grandes ojos para el amor.
 La sol de tus lagrimas frias
 Gustosas eran como sazón
 Para mi lengua de mantequilla.

La noche ya no estaba fria
 y ya no estabas llorando.
 El dia brillaba con tu sonria
 y yo me senti bailando.
 Luego me dijestes que la vida entendias
 y yo me pense que estabas cantando.
 Hasta que me dijestes que a mi me querias
 Cuando a mi horro me desperte soñando.

-Manuel Paredes

LIFE'S OUTLOOK !!

FOOL !! LOSER !! NERD !!
 These are the sounds that Johnny hears every day
 of his life. Just like today, they have the same tone
 of voice as when he first heard them : **LOUD,**
ANGRY VOICES !! Johnny just wished, as he
 walked through the hallways of life, that he could
 repel these voices from his side forever. But, poor
 Johnny, doesn't have the strength to do this. As the
 days, even months, went by, he just seemed to be
 getting weaker and weaker. One day, a kind, gentle
 girl named Joanna met Johnny on his sad-trodden
 path-of life and, after a while, became good friends
 with him. "Finally, someone who cares !!!" was
 Johnny's reply to this miracle of hope and soon after,
 Johnny "mustered up" enough strength to destroy the
 same voices that have been tormenting him all this
 time. In the end, Johnny was able to find strength
 to overcome his greatest fears and, in the process,
 gain a lifelong friend.

-DON JUAN de BARUCH

P.S. — On the road of life, you'll always encounter
 discrimination of some kind, whether in society or in
 your own school. Remember, that we all have some
 strength, some "force" inside of us that enables us to
 conquer our worst fears. "Remember, the force will be
 with you always." (STAR WARS). **THE FORCE IS IN
 ALL OF US !!**

*** Conference on Technology and Emerging Markets ***

Date: Tuesday, April 22, 1997

Time: 6:00 pm - 9:00 pm

Location: Fordham University at Lincoln Center, New York City
133 West 60th Street
Lowenstein Building, 12th Floor

*How will technology change emerging markets?
What is the cross-cultural impact of technology?*

The expanding use of technology in developing countries is generating new opportunities and raising many new questions: How will cultural barriers affect the successful use of technology? Which are the important new markets? How can the financial sector benefit from the global economy?

In this conference, experts in several areas will address these questions and present new perspectives on key issues related with technology and emerging markets.

Space is limited! Register now!

RSVP: Call Metro International at (212) 431-1195

or e-mail: fsc4@columbia.edu (click here)


Please feel free to make any suggestions regarding issues you might be interested in, you will also have the opportunity to ask the speakers questions the day of the conference!

THE ACCOUNTING SOCIETY

The Accounting society gives students a chance to learn more about this major that they have chosen or will choose to study during their stay at Baruch.

UPCOMING EVENTS :

- 4/10 Developing Leadership Skills
- 4/17 Spring Banquet



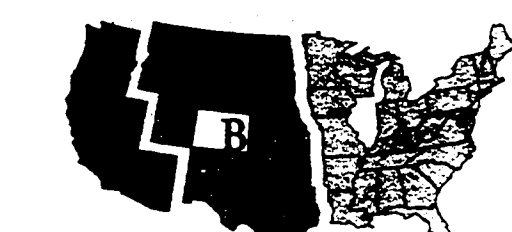
Great Weekend Escapes for as low as \$109

from MasterCard and United Airlines!

Take Off For The Weekend With United Airlines And Return The Following Monday Or Tuesday To Get Substantial Savings When You Use Your MasterCard® Card.

Weekender Zone Fare Certificate

Promo Code: AV0027
Ticket Designator: AV0027
Travel Complete: June 6, 1997



Use Your MasterCard® Card For Great Savings On United Airlines.

To make reservations, call United at 1-800-241-6502 or your travel professional. Please reference Weekender Zone Fare Certificate AV0027.

Roundtrip Rates	
Within Zone A or B	\$129 roundtrip
Between Zone A & Zone B	\$189 roundtrip
Between Zone A & Zone C	\$269 roundtrip
Between Zone B & Zone C	\$189 roundtrip
Within Zone C	\$109 roundtrip

Not valid for travel to/from IL/CO/AK/HI.

Agency Ticketing Instructions: See S*PMA/AV0027 for detailed information

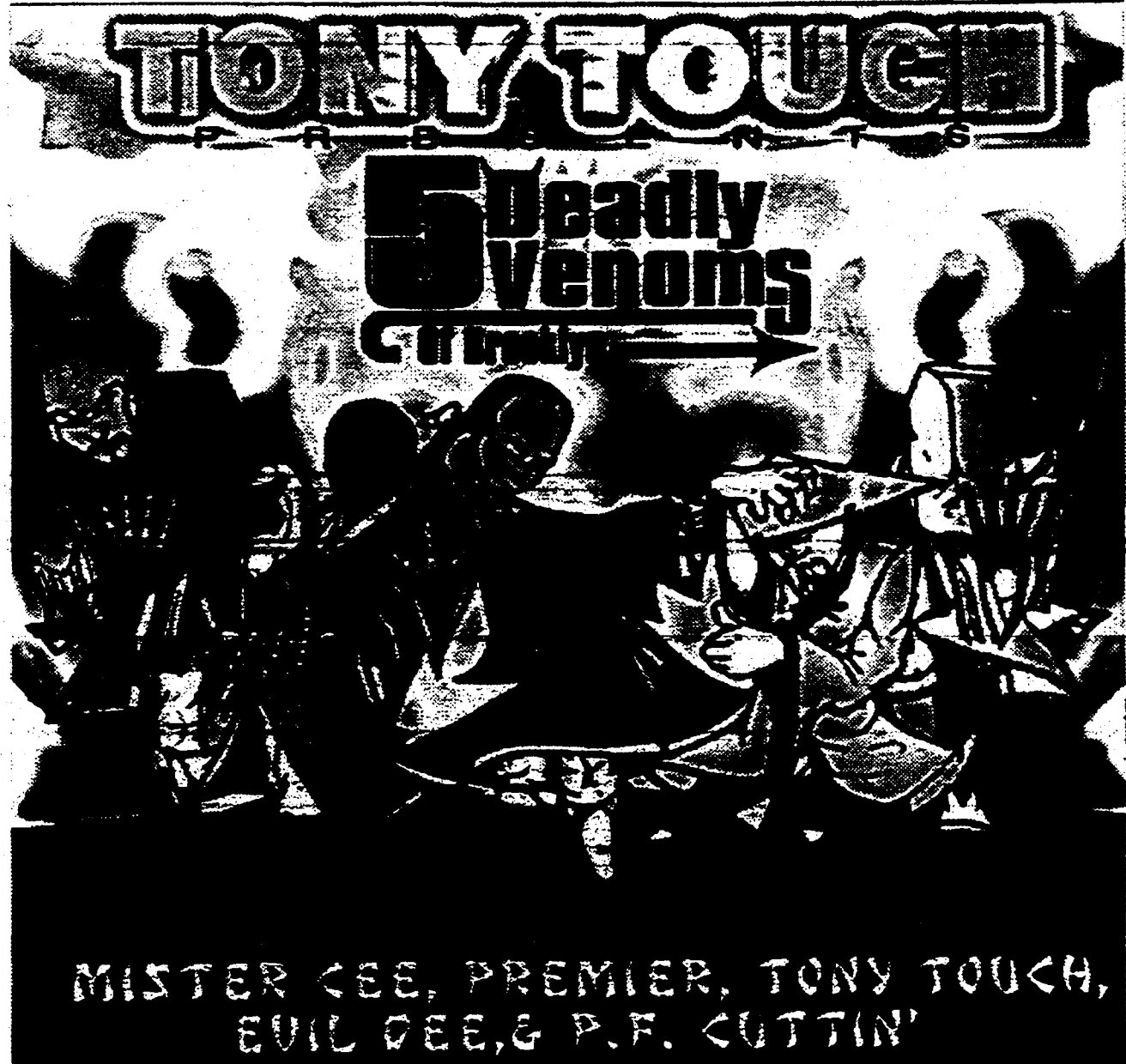
- Treat as Type 'A' Discount Certificate
-Use Fare Basis Code: **VE14NSTD**
VE14NSTD (zones A-C)
-Use Ticket Designator: **AV0027**
-Endorsement Box: **VALID UA ONLY/Non-Ref/No Itin Changes**
- Refer to ARC Industry Agents' Handbook, section 6.0 for details.
- Failure to comply with promotion guidelines could result in debit memo.

UAL AT/ACTO Ticketing Instructions: See S*PMQ/AV0027

Evening Session Student Assembly's FREE LEGAL SERVICES ARE BACK!

To sign up for an appointment, you must call the E.S.S.A. office @ (212)802-6794 or stop by in room 1537. Appointments can be made for alternate Wednesdays and Thursdays from 5:30 - 8:00PM

Critic's Corner



A flyer for the 5 Deadly Venoms.

Artist: Tony Touch
Album: 5 Deadly Venoms
Label: Independent
Rating: ●●●●●

The evolution of the N.Y.C. mix tape has transformed it greatly what it is currently. The creation of the rap music industry is probably the most significant cause of change to the goal and purpose of the mix tape. With many artist shining at labels and others going platinum the mix tape must have certain elements to compete with the industry products (hip hop or rap/R&B), and additional elements to surpass it. *5 Deadly Venoms* contains all of these factors and succeeds. Firstly, it has an excellent theme and a classic gimmick that relies on talent. Their gimmick consists of compiling 5 of the best DJs in Brooklyn and hip hop. They blend together with the Shaolin theme of 5 students (The Lizard—PF Cuttin, The Toad—Mister Cee, The Snake—Tony Touch, The Scorpion—DJ Premier, The Centipede—Evil Dee), and actually do come with varying styles that make them decipherable. PF Cuttin and DJ Evil Dee present us with underground acts, known and unknown, as the bookends of this mix tape.

PF Cuttin clearly starts the tape lovely by showing the most skills from superb scratching to blending. Evil Dee gives us work from many up and coming Brooklyn artists, yet many end up generic between tracks from Jeru the Damaja (*"Me Not The Paper"*), and M.O.P. (*"Downtown Swinger '96"*). Evil Dee does well on the call and response, but too often becomes the only screamer on this tape much like the annoying DJ Clue. The middle of this tape starts with Mister Cee who gives us his famous Mr. Cee Blends of R&B lyrics with hip hop breakbeats. Although these blends never really mix (breakbeats were not meant to be sung over), they do give Mr. Cee's efforts stylistic quality. Tony Touch rounds out the end of Side A and the beginning of Side B with some freestyles. With Sunz of Man, Steele of Da Cocoa Brovas, Guru, Jeru, Channel Live, and Freddie Fox all freestyling on great instrumental tracks, this becomes a true highlight of a mix tape with many achievements worthy of mention. Premier also gives us a twist with an old school mix that shows he not only has crates to sample but crates to play. Overall, these 5 DJs represent hip hop excellently and not just Brooklyn. -Edward Rodriguez

Artist: Dogma
Album: Feeding the Future
Label: Rush Associated/Mercury
Rating: ●●● 1/2 ●

I don't think Dogma truly reaches their full potential on their new release *Feeding the Future*. The album caught my attention with it's introduction; someone apparently flipping through the television late one night, catching glimpses of everything from home shopping to new age relaxation. Unfortunately, with the first few tracks, the band does not fulfill my expectations. It's not that they're bad, it just that Dogma sounds like any other hard rock band out there. They don't offer anything new to really challenge my senses and force me to take notice. *Feeding the Future* does have its moments though, thanks for the most part to Sean Carmody's catchy bass playing on *"Anyone at All"* and *"Reasons."* And the band certainly redeems itself with the last four songs. *"Too Many People,"* registering just under two minutes, reminds me somewhat of Green Day, only heavier. *"Seven Miles Per Second"* is a viable rock track, and lyrically strong; it would probably make a good single. And *"Unsaid,"* an acoustic ballad, makes for a perfect end to this album. Overall, this effort from Dogma is rather average. If they can develop their skills, and create their own sound, I see no reason why their next effort shouldn't be something to look forward to. -Syed A. Bokhari

Artist: Redd Kross
Album: Show World
Label: Quicksilver/Mercury
Rating: ●●●●●

In a day and age when music is so damn complicated, Redd Kross offers us something we haven't heard in a long while: straight, good old-fashioned rock'n'roll. While artists like David Bowie (50 year-old men and jungle beats DO NOT mix) try so hard to jump the bandwagon for the latest sound, Redd Kross stays true to what they do, and sound great doing it. If I hadn't found out that they'd been around since 1981, I would have sworn I was listening to a bunch of teenagers. Singer Jeffrey McDonald sounds rather boyish, but his voice compliments the band's sound quite well, along with his brother Steve's background harmonies. Apparently, halfway through the making of *Show World*, keyboardist Gere Fennely departed, and it's a good thing too, because it keeps Redd Kross from sounding too much like The Rentals, as they do on *"Stoned."* A '70's influence is quite apparent, not only in the band's attire, but throughout the entire album; from the fast-paced *"Pretty Please Me,"* to the soulful anthem *"Girl God,"* to the laidback grooves of *"Follow the Leader."* *Show World* is quite a diverse record, and is a testament to what rock-n-roll should be; straightforward and simple. A combination of strong songwriting and performance quality make Redd Kross a band to be reckoned with. -Syed A. Bokhari

The Diversity of Arts & Entertainment deserve a diversity of writers and artists.

Write for ARTS & ENTERTAINMENT NOW!

Call the Ticker at 802-6800. Ask for Manny or Edward.

ANATOMY OF A PLAYA

continued from page 21

hardcore hip hop fans who are drawn to any graffiti-like colors on their way to the rap section. The I in Kino is a silhouette of a baggy clothed, Kangol wearing playa looking down in retrospection. This enhances his cool and makes the possibility of becoming a playa very easy for the male consumer with no individual identity of his own. This playa symbol and persona is a crossover caricature that was immediately copied from copier Alfonso

Hunter and first created from an unknown sellout decades ago. The title of the track, *"Game Recognize Game (Whatcha Want)"* tells us Kino is a playa that delivers and demands respect. Please, would-be analyst, do not disrupt the process with fits of laughter. The CD contains the three versions to appeal to unsuspecting youth. While all are produced by Jermaine Dupri of So So Def, they are all slightly different. The album version is a weak pop track with uninspiring piano that will become part of a debut album filled

with fillers (The consumer will have purchased the album for months before this realization). For the radio, the remixes are used. The properly named, So So Def Radio Remix, uses a sample that every pop fan in the United States has—Stevie Wonder's *"That Girl"* giving the track an unknown familiarity to young fans and eventually hooking them through confusion. The second remix, So So Def Radio Rap Remix, has Duggi using tactics that others have used to crossover. He uses strategies employed to per-

fection by Puffy Combs by babbling ebocationally-constructed slang giving Kino a vibe that he actually has crew behind him. His lyrics reflect his playa ideology as he does not ask for skins. He focuses instead on "game recognize game so I recognize you want something" so just give it to him. In summary of all this analysis, Kino is the world's greatest gift to women, so if you don't want him, it's your loss. Comical to the untargeted consumer but they've probably already sold you something you wish you could be.

Interviewing *Inventing...*

Continued from page 19

seen before or who I might have met or read about. I felt, specifically about the time, that everything I really needed to know about the time and place and the town was given to me in the script. So I didn't feel a necessity to read a lot of history books or research magazines. I felt like the designers did a wonderful job of making that real. So it was just up to me to embrace it and make it my own reality.

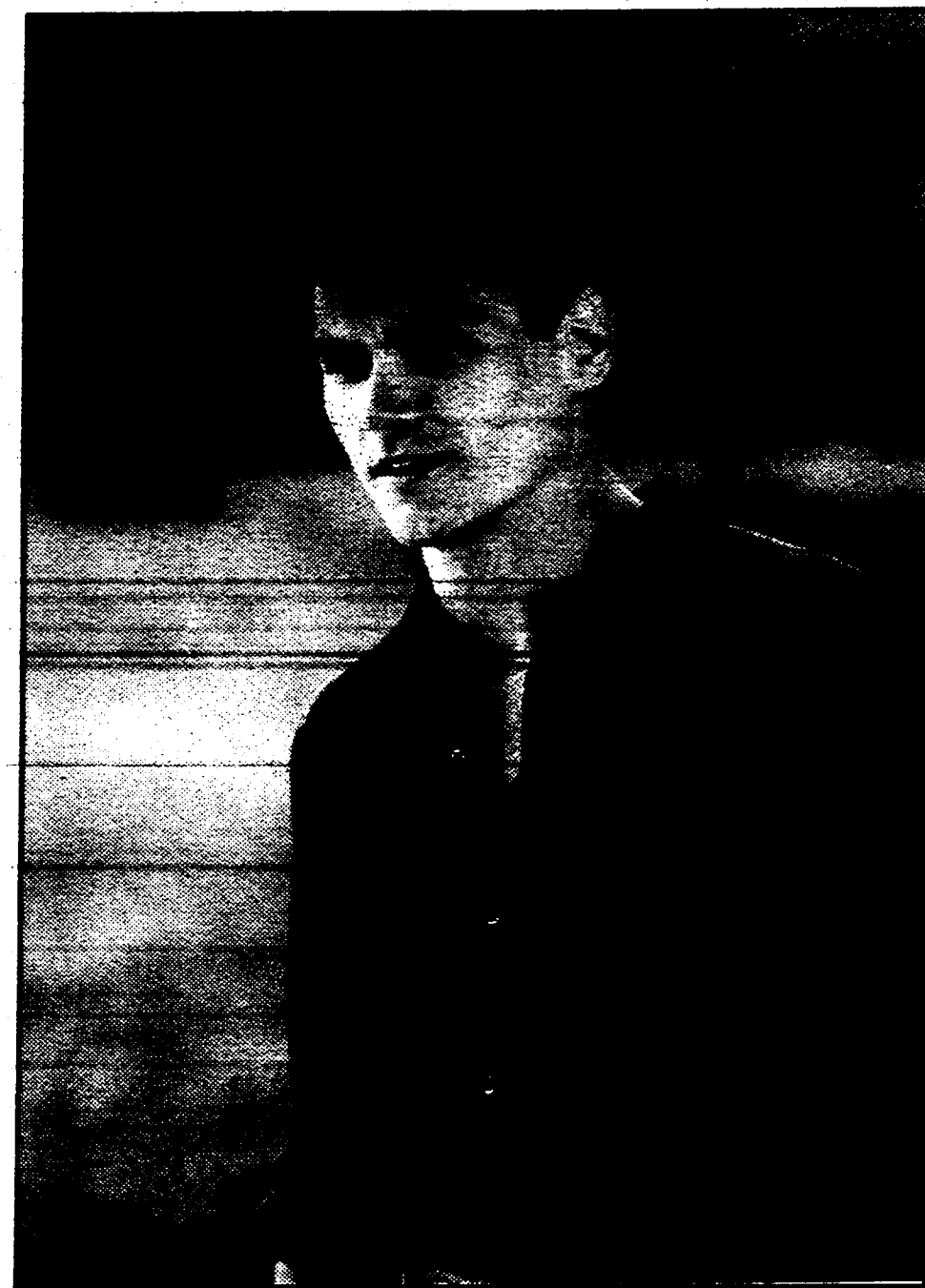
Going: My research focused on what I thought a teenage girl or 19 year old girl, this particular person would be interested in during that time. I looked at a lot of magazines, fashion magazines and cosmetics advertisements to find out what she would be influenced by. This particular person is not politically aware. Her role was pretty small so I didn't feel like it was a role I had to do a lot of reading about the '50's for. This was a character piece and we were involved in relationships and it was more about working about between us what was going to happen in the scenes and the arc of these relationships.

Inventing the Abbotts clearly belongs in the category of films where the people behind the scenes actually put thought and work to create something original. The creative process does not always result in something you can be proud of but this collaboration, though flawed, is a highly entertaining, character driven story with young stars that exude an intelligence and sensibility

ity that relates to today's youth despite the story taking place in the '50's.

Going: I found the use of the '50's in the movie subtle because it's not a movie about the '50's. I don't think we were presenting this age in America. The story happens to be set in the '50's and it serves the story well in that we, in general, tend to look at the '50's as this glossy time of purity; goody goody, sitting around and we peel back and see what's underneath. The period serves the story as opposed to trying to portray the period.

Crudup: I thought it was really important once I had a chance to talk to Pat—that someone was making a film about the '50's that didn't have to deal with the clichés and icons we've come to know about in the '50's. And so, in that way I feel like somebody who didn't live in America in the '50's might have a less clouded vision of the way it could be and therefore the complexities of the time we might not normally see about that time had a better chance of being realized.



Merie W. Wallace

Inventing the Abbotts co-star Billy Crudup.

formance of this film is key. When asked about his prediction of the reaction audiences will have for the film, Crudup honestly stated he could not accurately forecast audience's reactions despite his confidence in the final cut. But is was Going who expressed an actor's ultimate feelings toward the box office: "When you're famous enough to open a big budget movie, if you didn't make \$30 million on the first week-

end, you're still a failure. It's outrageous what the standards become even when you are a famous movie star. You still get that first Monday to face."

Though *Going* isn't a big movie star yet, the performance of the film will not be an indicator of the time and quality placed on this project from all its members.

Smilla's Sense Of Style

By Manny Rodriguez

Throughout screen history, there has been one member of society that has been relegated to the perennial sidekick. Along the way, they have established themselves as a group that can do as much and many times more than their opposites, but still are stuck with a lack of quality leading roles and stereotyping despite the supposed political correctness and sensitivities of the '90s. I'm talking about women and I'm sick and tired of seeing them being saved from villains by muscle bound freaks and playing lovable prostitutes. It's time for more roles like Frances McDormand's Oscar winning Marge Gunderson in *Fargo* where women can explore the different emotions and sides of

womanhood and humanity without stooping to the pathetic levels men (and even other women) would like to continue seeing on screen. Smilla's Sense of Snow is another step in the right direction.

Briefly, the story revolves around the death of a small Inuit boy in Copenhagen. When a friend of the boy's, Smilla, discovers that the boy was murdered she begins to investigate and subsequently become entangled in a highly sticky situation. The story is complicated by a mysterious tenant (played by Gabriel Byrne) who helps Smilla in her quest for justice.

As a thriller, this film is adequate. It provides interesting and tense filled situations throughout the film that won't

surpass the best thrillers of our time but satisfy with the help of our love for our lead character, Smilla. She is a half-Inuit mathematician who is an expert on snow. She is a gorgeous woman who is a wonderful dresser (my sister, who has good taste, loved her wardrobe), enormously intelligent and has a sharp tongue which reflects her cynical nature. She is brutally honest and will do anything to find out what happened to her young friend. Her aggressive nature makes her admirable to women and sexy to men and carries this film.

It also helps that this wonderful character is portrayed by one of Hollywood's brightest young stars, Julia Armond. Her quality work in *Legends Of The*

Fall and *Sabrina* was a foreshadowing of what she could do. She impresses us with her tremendous presence on screen. She has a charisma and strength that is so rare in even many of today's hottest stars. In the future, hopefully, we will see her in more lead roles. The remainder of the cast is equally strong. Byrne, Richard Harris, the great Vanessa Redgrave and Robert Loggia provide steady support for Ormond and complete this film.

Not watching *Smilla's Sense of Snow* would be depriving yourself of a wonderful character study, good thriller, fine acting, effective direction by Bille August and Julia Ormond. Don't miss out!

*We need writers, artists, poets, critics, etc.
Give us your arts & culture. REPRESENT!
Call Manny or Edward at (212) 802-6800.
CALL NOW!*

The Weissman Center for International Business

MITSUI & COMPANY (USA)
LUNCH-TIME FORUM

HONG KONG, CHINA & TAIWAN: WHAT NOW?

WAYNE TAM (MBA '84)
President, UAD Group

DR. FRANK KEHL
President, United States-China Exchanges

Tuesday, April 15, 1997
12:15-1:45 PM
Room 1200 - 360 Park Avenue South
(Sandwiches & Drinks Served)

THE ACCOUNTING SOCIETY
BETA ALPHA PHI
NABA

INVITE YOU TO THE SPRING BANQUET

THURSDAY APRIL 17, 1997

TIME: 11:30AM - 2:00PM

7TH FLOOR CONFERENCE CENTER

25TH STREET BUILDING

ALL ARE WELCOME!

REFRESHMENTS WILL BE SERVED!

BUSINESS ATTIRE REQUIRED!

The Department of Fine & Performing Arts
presents

THE SPRING 1997
CONSULTANCY SERIES
ON BUSINESS AND THE ARTS

FEATURING TALKS BY:

LAURA RINALDI '92
DIRECTOR, A&R DEPARTMENT
HOLA RECORDINGS
THURSDAY, APRIL 10, 1997
12:30 p.m. room 1202, 23rd St.

MICHAEL ROYCE '90
DEPUTY DIRECTOR
&
NEW YORK COUNCIL ON THE ARTS
THURSDAY, MAY 1, 1997
12:30 p.m. room 1202, 23rd St.

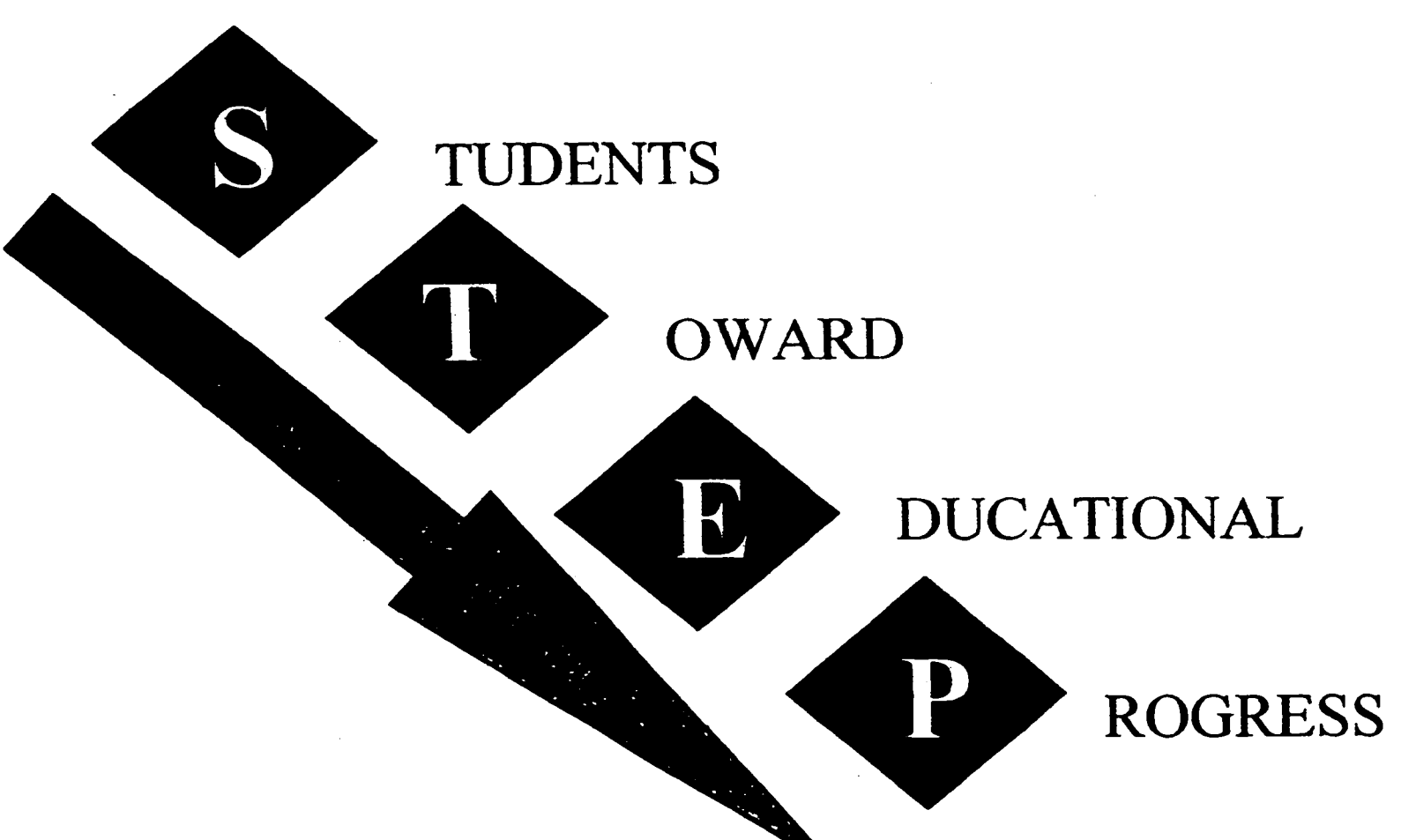
A COMPLIMENTARY LUNCH WILL BE SERVED AT EACH EVENT.

FOR MORE INFORMATION ON ARTS PROGRAMS CONTACT THE
FPA OFFICE AT ROOM 1209, 23rd St. ph 212-387-1330

These programs are sponsored by an Intellectual Enrichment Grant from the
Baruch College Fund and by the Department of Fine & Performing Arts

SPIRIT

Email Questions: vote_spirit@hotmail.com



STUDENT ELECTIONS
MAY 5th -MAY 8th

- Stopping the budget cuts and tuition increases
- Increasing the awareness of elected officials on CUNY students
- Increasing the representation of students on schoolwide committees
- Pressuring the administration for stricter guideline for hiring professors
- Being part of the development process at site B
- Bringing more companies to Baruch College for recruitment
- Decreasing credit evaluation time for transfer students
- Improving communication between student government, clubs, & students
- Lowering price for textbooks at bookstore
- Fighting the present scheduling grid for fewer Friday classes
- Strengthening Liberal Arts, particularly Asian, Black, & Hispanic Studies
- Building better relations between local businesses and Baruch College
- Improving the quality of student support services at Baruch College

SPRING FLING

at
CHELSEA PIERS

SPORTS & ENTERTAINMENT COMPLEX
 23rd STREET & THE HUDSON RIVER

- Climb a Rock Wall!
 - Conquer the Balance Beam.
 - Spike a Volleyball.
 - Score a Goal!
 - Skate 'til you Drop!
- All activities FREE with your BARUCH CUNYCard!!

Thursday, May 8
12 noon to 3 PM
 Shuttle Buses will be provided.

Sponsored by the Office of Student Life, Student Activities Center,
 Day Session Student Government, The Ticker
 & various Day Session Student Clubs & Orgs.
 To become a sponsor, contact the Office of Student Life.

SPEECH CONTEST

The 6th Annual Spring Speech Festival

will be held on Thursday, May 8th, 12:30-2:15
in room 4 North, 17 Lexington Ave

**HUNDREDS OF DOLLARS IN CASH
PRIZES
WILL BE AWARDED FOR THE TOP 3
WINNING PRESENTATIONS!!**

The topic for this extemporaneous public speaking competition is:

“The McDonald-ization Of The World”

McDonald's has revolutionized the food industry worldwide and established a standard for successful franchise management and marketing practices in other industries. It is also recognized as the international symbol of American cultural, economic, and political hegemony.

for information and to apply contact:
Mark Spergel, Office of Student Life,
room 1512, 360 PAS, or call 802-6776

4/8/97

Janet M.,
Happy 23rd Birthday!!!
Your Pals

Classified

TERM PAPERS/THESES/GRADUATE SCHOOL PROJECTS

Line-by-line editing. In-depth evaluation of
content & format flaws & clarity. Grammar,
sentence structure, etc. \$20/hr. 212/679-4706.

Are you interested in earning extra income in your spare time?
This is a great network marketing opportunity for everyone! If you
are interested, please call Pauline for more details at(718) 437-3907.

EUROPE \$175

Within USA \$79 - \$129

Caribb.\Mexico \$199.r/t. Cheap Fares Worldwide!!!!

http://www.airhitch.org

AIRHITCH @212-864-2000

* \$200-\$500 WEEKLY *

Mailing phone cards. No experience necessary.
For more information send a self-addressed stamped envelope to:
Global Communication, P.O. Box 5679, Hollywood, FL 33083

HELP WANTED

Men/Women earn \$480 weekly assembling circuit boards/electronic
components at home. Experience unnecessary, will train.
Immediate openings your local area. Call 1-520-680-7891 EXT C200

Planning to attend the 1997 Commencement Exercises



If you have not received your
**Commencement
Information Packet**
in the mail,

Deadline for Filing is
Monday, April 14, 1997

GRADUATION ELIGIBILITY:

You must file an
APPLICATION FOR DEGREE form
with the Registrar's Office in your final semester
in order to be eligible to graduate and to be
included in the commencement program.

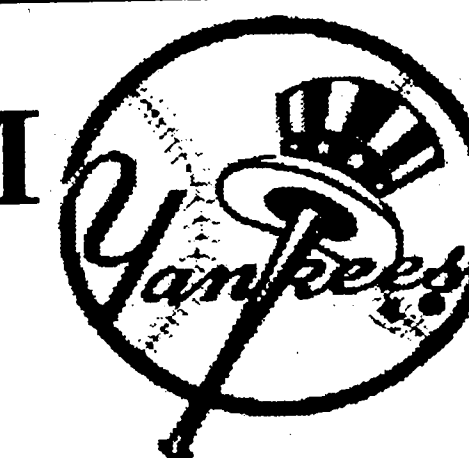
Contact:

Baruch College
Student
Life

© 1997 cea grafk



WHO'S THE BEST TEAM IN NEW YORK?



By Ming Wong

Baseball season has finally arrived. Like all the previous seasons, nothing has changed much. Players' salaries have gone up, ticket prices have gone up, the Mets still are living in their championship days of 10 years ago, and Cal Ripken is still playing. However, this year there is inter-league play.

The Mets versus the Yankees, the 7 train versus the 4 train, Queens versus The Bronx, however you want to see it. These crosstown rivals will duke it out this summer in a three game series at Yankee Stadium.

On paper, it should be no contest, like Cecil Fielder versus Kate Moss in a hot dog eating contest. Nonetheless, it will be interesting to see which New York team wants the bragging rights to the back pages of the newspapers.

Pitching: A definite no-brainer. David Cone, Andy Pettitte, David Wells, Dwight Gooden, and Kenny Rogers against the Mets' Pete Harnisch (if he ever gets some sleep), Bobby Jones, Mark Clark, Dave Mlicki, and what other nobody they have to offer. Even if the Mets do get their Generation K (for kayoed) pitchers back, it still is a glaring

weakness. Let's not forget the bullpen, the Yanks have Jeff Nelson, David Weathers, Graeme Lloyd and Mariano Rivera while the Mets have John Franco and company, namely Ricardo Jordan, Toby Borland, Greg McMichael, andI forget, and this is with John Wetteland gone. Imagine if he would have stayed.

ADVANTAGE: Yankees, by a landslide.

Hitting: This is the area where both teams stand the most evenly. The Mets top five of Lance Johnson, John Olerud, Bernard Gilkey, Todd Hundley, and Carlos Baerga (provided he find his old stroke) compares favorably with the Yankees' Bernie Williams, Cecil Fielder, Paul O'Neill, Tino Martinez, and Derek Jeter. The Mets seem to have more speed. Johnson could easily swipe 50 bases while Gilkey can be a legitimate 30/30 threat. If Olerud continues his hot start and Baerga can find his, then the Mets match up well against Williams, Martinez, and Jeter's consistency, and Cecil's power. The rest of the lineup for both teams have holes. The Mets have inexperienced bats while the Yanks have aged ones.

ADVANTAGE: Pick 'em
Defense: Another standstill. The

Mets have a decent middle with Johnson at center, Hundley behind the plate, and Rey Ordonez and Carlos Baerga as the double play tandem. The Yankees have a gold-glover in Williams in center, a strong defensive catcher, Joe Giraldi, and Jeter and Mariano Duncan in the middle infield. Both teams have suspect second basemen but the Mets have a wizard at short with Ordonez. He routinely makes SportsCenter with his highlight plays but has to cut down on making everything more spectacular than necessary. Martinez and Olerud are about even at first. Do not mistake them for Don Mattingly or Keith Hernandez but they will make the plays. Boggs is excellent at third but has started to show slower reflexes with age. Butch Huskey and Eguardo Alfonzo are both a notch below. The Mets have a dependable glove in the rest of the outfield in Gilkey and Alex Ochoa/ Carl Everett. Ochoa and Everett have cannon arms, much like Paul O'Neill's old arm in rightfield. Leftfield is an adventure for the Yankees with Darryl Strawberry.

ADVANTAGE: You tell me.
Bench/ Intangibles: Let's see...the Yankees have Mark Whiten, Tim Raines (DL) Charlie

Hayes, and Pat Kelly. The Mets have, depending on the platoon situations, Ochoa, Alfonzo, Huskey, Everett, and Manny Alexander. This is not even fair. The Yankees have a much deeper team, with better bats, gloves and leadership on the bench. This gives Yankee Manager Joe Torre more options at the end of the game and just gives Met skipper Bobby Valentine more headaches.

Management/ Leadership: Joe Torre finally won the big one last season after like, 2000 games or so. He is the perfect fit for the Yanks. With a team full of veterans, Torre's laid back style works well with the veteran team that has enough leadership and should know what to do by now. On the other hand, Bobby Valentine is like the wise-guy uncle that comes visiting for the summer. You like him at first, he makes you laugh, he becomes your buddy, lets you have a good time, but by the end of the summer, you cannot stand him anymore and he is gone by August.

ADVANTAGE: Not Bobby Valentine.
PREDICTION: The Mets will sneak away with at least one game, two if some of the Yankees decide to join the Heaven's Gate cult.

SHOW YOUR SCHOOL SPIRIT

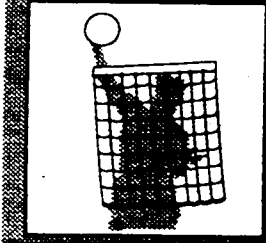
COME SUPPORT
YOUR STATESMEN
IN HOME GAMES

Seeking Prospective
Editors and Writers
for Sports Section

If you are interested,
drop by the Ticker office
or call 802-6800
to speak to an editor

TICKER SPORTS

Home Of The Statesmen



Week 6

CUNYAC

Overall

	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>STREAK</u>
1. CCNY	12	0	1.000	14	1	.933	Won 14
2. Hunter	9	3	.750	11	13	.458	Lost 1
3. York	6	6	.500	12	14	.461	Won 1
4. Brooklyn	6	6	.500	9	14	.391	Won 2
5. John Jay	4	8	.333	5	20	.200	Lost 3
6. Lehman	3	9	.250	8	17	.320	Lost 2
7. Baruch	2	10	.167	3	13	.188	Lost 6



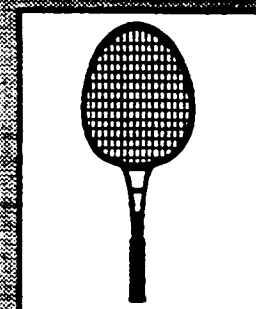
CUNYAC Men's Baseball Standings

Week 3

CUNYAC

Overall

	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>STREAK</u>
1. John Jay	2	0	1.000	9	3	.750	Lost 1
2. Staten Island	2	0	1.000	10	6	.625	Won 4
3. Lehman	2	2	.500	5	5	.500	Won 2
4. Baruch	0	4	.000	1	8	.111	Lost 4



Week 2

CUNYAC

Overall

	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>WON</u>	<u>LOST</u>	<u>PCT.</u>	<u>STREAK</u>
1. Brooklyn	2	0	1.000	2	1	.667	Won 2
2. Staten Island	1	0	1.000	1	1	.500	Won 1
3. York	0	0	.000	1	0	1.000	Won 1
4. Baruch	0	0	.000	2	2	.500	Lost 1
5. Hunter	0	0	.000	1	2	.333	Won 1
6. CCNY	0	1	.000	1	1	.500	Lost 1
7. Lehman	0	1	.000	0	2	.000	Lost 2
8. John Jay	0	1	.000	0	5	.000	Lost 5

Last Week's Results

Jersey City 6, John Jay 3
Baruch 7, Mt. St. Vincent 2
Baruch 6, Jersey City 3
 West Connecticut 7, John Jay 2
 Brooklyn 6, CCNY 3

New Paltz 9, John Jay 0
 Hunter 6, Manhattanville 3
 New Paltz 9, Hunter 0
 Pamapo 8, John Jay 1
 Pratt 5, **Baruch** 4

**Subway
 Series
 Preview**
 Page 31

**CUNYAC
 Men's
 Volleyball
 Schedule**
 Page 31