**Memorial wall dedicated to U.S. Armed Forces**

BY JARED SMITH
NEWS EDITOR

A new memorial to honor the U.S. Armed Forces was erected at the UR Medical Center on Tuesday Jan. 31. The wall was commissioned by Philip Saunders, a local entrepreneur and philanthropist.

The memorial was erected in the eponymous Saunders Research Building. After Saunders’ significant contribution to URMC, the building was named in his honor.

His single 2011 donation of $10 million, directed towards neurosurgery research, was one of the largest gifts that URMC has ever received. Saunders made it clear that his contributions to URMC, and the research conducted in the Saunders Research Building, are intended to honor the Armed Forces.

The building was designed in the hopes of creating a model of sustained philanthropy and scientific collaboration. Research in the building focuses primarily on clinical work that includes a range of fields ranging from neurological disorders, cancer, and pediatric diseases.

At the building’s grand opening in 2011, URMC CEO Bradford Berk spoke of its purpose. “This facility was created with the understanding that the future of medicine will be driven by institutions that assemble the teams and create the environment necessary to follow through on discoveries and make them relevant in terms of improving health,” Berk said.

Yolanda Moses awarded Frederick Douglass Medal for work on race

**President Diversity Award winners named**

BY SARAH TEITELMAN
COPY EDITOR

The Teen Health and Success Partnership (THSP) and professor of biochemistry and biophysics Lynne Maquat, were honored as the 2013 Presidential Diversity Award recipients on Thursday Jan. 17.

The recipients and additional nominees were recognized at a reception with UR president Joel Seligman at the Witmer House.

Seligman said in a statement that “the Presidential Diversity Awards recognize individuals who make a difference in strengthening our national commitment to greater opportunity and respect for all those who live among us.”

Both winners were chosen for their commitment to helping under-represented minority students achieve their academic goals.

Headed by director Suzanne Pietrowski, THSP creates employment opportunities at UR for urban high schoolers who are at risk of dropping out.

Maquat was honored for her work with the UR Graduate Women in Science initiative, which provides mentoring for amateur female scientists.

According to Seligman, the purpose of the awards is to recognize faculty, staff, students, units, departments, or teams that “demonstrate a commitment to diversity and inclusion through recruitment and retention efforts, teaching, research, multicultural programming.”

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**Anthropologist Yolanda Moses was received the award for her work exploring the biological similarities between races. The Feb. 6 award ceremony was followed by a panel discussion, pictured above.**

**Members of the Teen Health and Success Partnership shake hands with UR President Joel Seligman at the award ceremony on Jan. 17.**

**By Leah Bulleti
Senior Staff**

It was the question that struck Director of the Frederick Douglass Institute for African and African-American Studies Cilas Kemedijo: “RACE: Are We So Different?”

As it turned out, the woman behind the exhibit, anthropologist Yolanda Moses, stood out.

Moses is currently an anthropology professor at the University of California at Riverside. She was officially presented with the Frederick Douglass Medal on Feb. 6. The award ceremony was followed by a panel discussion.

The award is sponsored by the Frederick Douglass Institute and has been given to six scholars since its inception in 2008.

“If the question gets asked and is addressed, then we can make progress toward making the campus more tolerant and welcoming,” Kemedijo said. “Our hope is that Moses would contribute to a better understanding of race and diversity and get the campus community asking the question.”

Prior to awarding Moses the medal, UR President Joel Seligman highlighted the importance of diversity and the timeliness of the exhibit. “The notion of diversity as an ultimate test of the ability to welcome people different from us, to proceed in an atmosphere of mutual respect, the determination to try to empathize with people whose life experiences are very different from ours — I think that is among the highest aspirations of this University,” he said.

Seligman said that he wanted to bring good news to the city of Rochester in terms of notable progress in addressing race.

“Human convergence is very much in the air at [UR],” Seligman said.

Noting that the medal is the highest award given by the University for work pertaining to matters of diversity, Seligman complimented Moses, saying that she is “uniquely prepared to address the wide range of different experiences.”

**Yolanda Moses awarded Frederick Douglass Medal for work on race**

**SARAH TEITELMAN STAFF PHOTOGRAPHER**

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UR STUDENTS IN A LEAGUE OF THEIR OWN. PLAY FOR CHARITY

The Computer Science Building hosted a League of Legends LAN party on Saturday. The event was organized by the Computer Science undergraduate Council, and Pi Delta Psi. Entrance fees were donated to Big Brothers Big Sisters.

SWEATSHOP WORKERS SPEAK OUT

Honduran and Haitian sweatshop workers will speak about their experience working for Gilman, a major contracting company for Adidas.

IMMIGRANTS IN AMERICA FILM SERIES: 9500 LIBERTY

The film focuses on the issue of racial profiling in the context of a recent Virginia law. Following the film there will be a panel discussion.

SUMMER IN ROCHESTER FAIR

11 A.M. – 1 P.M., HIRST LOUNGE, WILSON COMMONS

Summer Immersion Student Activities will be hosting the event to provide information for students planning on spending the summer in Rochester.

INTERCULTURAL CENTER FOCUS GROUP

4 - 5 P.M., ROOM 2-141, DEWEY HALL

The first in a series of focus groups discussing the new Intercultural Center on campus. Contact icc@rochester.edu for more information.

HUMAINTIES TALK: THE MATERIAL WORLD

8 – 9 P.M., KELLIES-BROWN ROOM, RUSH HINES LIBRARY

Curator of Collections for the International Quilt Study Center and Museum at the University of Nebraska Carolyn Ducey is the first speaker in the series.

OCEANIC SECRETS REVEALED

2 – 3 P.M., ROOM 2-110D, DEWEY HALL

This sustainability seminar will feature findings about the recent Deepwater Horizon Disaster, presented by Associate Professor of Earth and Environmental Sciences John Kesler.

BOB MARLEY MEMORIAL EXPO

6 – 9 P.M., HIRST LOUNGE, WILSON COMMONS

Sponsored by the Student Organization for Caribbean Awareness, this fourth-annual event will include music, food, performances, and games.

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FUTURE OF ROCHESTER FAIR

The fair will be held on the River Campus on Sept. 8. The fair will feature live music, food vendors, and local art.

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Eric Fredericksen appointed vice president of online learning initiatives

BY ANGELA REMUS
NEWS EDITOR

Eric Fredericksen was appointed vice president of online learning at UR on Feb. 5, an initiative led by Dean of the Hajim School of Engineering and Applied Sciences and interim senior vice president for research Robert Clark.

In this new role, Fredericksen will be responsible for supporting faculty in the development of curriculum for online courses. He will also coordinate research to evaluate software and technologies that facilitate online learning.

“My hope is to take a very collaborative approach with academic leaders across the University and a thoughtful and respectful model of support with our faculty,” Fredericksen said.

Clark emphasized the scope of online learning.

“The deployment of new technologies for online learning is not synonymous with ‘distance learning,’” he said. “While technology can provide mechanisms for us to reach students far from campus, it can also be used to facilitate learning on campus for our residential students.”

Several pilot programs will explore the use of technology for online learning.

“Fredericksen’s appointment provides a mechanism for UR to coordinate and learn from efforts across campus in all of our collective schools,” Clark said. “Expansion of the effort will depend upon the outcomes of our initial pilot studies.”

Fredericksen has had extensive experience in the field, making him the perfect candidate for the position.

He has worked for UR since 2005 as associate vice provost for University Information Technology. He also works as a visiting assistant professor for educational leadership at the Warner School of Education.

Fredericksen is highly involved in online education development and has received the Sloan Award for Excellence in Institution-Wide Online Education and the EDUCAUSE Award for Systemic Progress in Teaching and Learning.

He has also taught online graduate school courses at the University of Albany, where he received his M.A. in curriculum development.

“[Fredericksen’s] background and prior experience make him a perfect choice to serve in this newly established role at [UR],” Clark said in a press release.

“Effective use of technology in the classroom to facilitate online learning initiatives for residential students as well as those at a distance is an essential focus for Rochester and our peer institutions. Having leadership devoted to this endeavor is critical to providing support for faculty in this rapidly evolving domain.”

Fredericksen also has an M.B.A. from the William E. Simon School of Business Administration and a doctorate from the Warner School of Education.

The online learning domain has been expanding at UR, as illustrated by the November 2012 decision to join the Semester Online consortium of nine peer institutions exploring the use of for-credit online courses.

According to UR President Joel Seligman’s January-February article in the Rochester Review, online learning also plays a large role at the School of Nursing, where “approximately 41 percent of all nursing course credits are offered online.” These online courses account for 26 percent of the School of Nursing’s tuition revenue, or $3.9 million.

“Eric’s appointment comes at a pivotal time,” Clark added. “There are many initiatives underway on campus here and on campuses across the U.S. focused on everything from massive open online courses to custom professional degree programs. His appointment further demonstrates the University’s commitment to be a part of the national conversation in the evolution of technology for learning initiatives.”

Remus is member of the class of 2016.

URMC granted $4.65 million for primary care residents

BY GREG FOX
CONTRIBUTING WRITER

URMC Medical Center (URMC) recently received a $4.65 million grant from the New York State Department of Health to fund the expansion of a training program for primary care residents.

The grant will provide residents with more exposure to patient-centered medical home models, a comprehensive care model that tries to incorporate medical officials from all areas in order to better coordinate patient care.

According to a URMC press release, the grant will be used to “increase the number of hours spent by primary care residents in practices that care for Medicaid patients, including their participation in quality improvement initiatives.”

The $4.65 million grant is part of the $250 million Hospital Medical Home Demonstration Program funded by the Centers for Medicare and Medicaid Services (CMS). The project aims to increase knowledge about the medical home model. With more experience, there will potentially be a smoother transition from outpatient training sites to patient-centered medical homes.

The hope of using medical homes lies in its ability to regulate patient populations by “improving access to care, offering more preventive services, tracking and providing outreach to non-adherent patients, and developing outcome measures,” said the URMC statement.

Eventually, these patient-centered medical home models will strive to better coordinate care. This model is similar to the Accountable Care Organizations (ACO), another patient-centered health delivery system involving multiple providers.

The current U.S. medical system lacks this focus on prevention and long-term care to treat serious and prevalent diseases such as cancer.

ACOs have become fairly popular due to their focus on quality and preventive medicine, even receiving support from the Medicare Shared Savings Program through the aforementioned CMS.

“We are not equipped as a health delivery system to deal with the two-thirds of cancer that is caused by patient behavior,” New York State Commissioner of Health Nirav R. Shah said. “We have to be held accountable...to preventing the disease in the first place.”

Shah’s presentation was entitled, “Academic Medical Centers, and the Reshaping of Health Care in New York State” and sponsored by the Medical Center Board.

Quick Quad Access: Pathway Re-Opens as Construction Concludes

After a series of delays, the walkway between Internet Technology Services and Douglass Dining Center re-opened on Friday, Feb. 1. The path will remain open for the duration of the school year and finishing touches will be completed in the spring.

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DIVERSITY FROM PAGE 1
cultural competency, commu-
nity outreach activities, or other initiatives.”

This year’s winners were cho-
en from among eight nominees
who were recommended by
their respective departments

and colleagues. The Presidential Diversity
award, which was created in
2009, includes a $2,500 prize.
Individual award winners
receive half of the money and
designate the other half to sup-
port the budget of a program or
department of their choice. Team award winners also
have the option to designate
the entire $2,500 prize to the
program or department of their
choice.

Tetelman is a member of
the class of 2014.

Saunders clinical research aims to limit
PTSD cases resulting from head trauma

DEDICATE FROM PAGE 1
UR President Joel Seligman
emphasized that point, stating
that “this building positions
URMC at the forefront of a
national movement to break
down the barriers between the
lab and the lives of people.”

While the building is home
to research in a variety of fields,
there is significant work that focuses on common veteran
issues.

With substantial improve-
ments to soldiers’ body armor
and armored vehicles, there has
been an increase in the number of
head injuries for returning
soldiers. Soldiers with newer
equipment are surviving blasts
that would typically kill them,
leaving them with devastating
consequences.

Associate professor of emer-
gency medicine at URMC
Jeffrey J. Bazarian has been
investigating the link between
hidden head injuries suffered in
combat and PTSD.

In a 2012 study, Bazarian
proposed that even brain in-
juries so subtle that they can
only be detected through an
ultra-sensitive imaging test
can predispose soldiers to the
possibility of PTSD.

This building po-
sitions the URMC
at the forefront of a
national movement
to break down the
barriers between the
lab and the lives of
people.*

- UR President Joel Seligman

Clinical trials are working
towards improving the qual-
ity of protection of ‘soldiers’
helmets to prevent these sorts
of head injuries while soldiers
are in combat. The research is based on a
study with the UR’s men’s foot-
ball team, involving the placing
of sensors in the helmets of the
players. The sensor record
information on the force of
tackles. Brain scans are taken
before and after the season to
observe any observable differ-
ences.

Ultimately, Saunders’ hopes
that his contributions will
lead towards continuing the
work at his namesake and the
rest of URMC, creating safer
products, chiefly focusing on
protecting soldiers. The focus
of these products will be to
limit head trauma in an ef-
tort to minimize any spikes
in PTSD.

With close ties to those in
the military, Saunders’ desire
is that his gift in some way reflect
the appreciation that he holds
for the Armed Forces.

Smith is a member of
the class of 2014.

Exhibit spotlights race

RACE FROM PAGE 1
"race perspectives" targeted through
the RACE exhibit.

"Like Frederick Douglass, Yo-
landa Moses has spent a sensational
career seeking to understand the
rationalizations that buttress racial
discrimination in the United States
and abroad,” Seligman said.

Moses said that three years
of work went into the exhibit.

"I stand in front of dozens of people,
explained, "as it takes a village
to raise a child, it took a whole
community of interest[ed] and
dedicated people to put this project

The idea was to find a way
to change the national conversation
on race such that it was engaging
rather than off-putting.

"We know how to talk to each
other in academic jargon, but
how do we engage the public in
a discussion where everyone brought
something to the table to talk
about — that was our challenge," Moses said.

The traveling exhibit will be
at the Rochester Museum and
Science Center until late April.

The exhibit’s interactive historical
artifacts, graphics, and multimedia
make it the first nationally travel-
ing exhibit to ‘sell the stories of
race from biological, cultural,
and historical points of view,’” according
to its website. Kemedishi continued
her advocacy.

"She combines excellence in
scholarship with an acute aware-
ness of its impact on society.
Her scholarship and professional
leadership are a great testimony to
the tradition of social activism that
has shaped the development of the
field of African-American studies,”
she said.

Moses’ current work focuses on
the study of diversity and change
in universities across the U.S., India,
Europe, and South Africa, while
much of her prior work focused on
gender and class disparities more
specific to various societies.

"Racism is the fundamental
mechanism of the justification
of unjustifiable white privilege in
America,” professor of anthropol-
ogy at the College of William
and Mary and panelist Michael Blakey said.

"Natural explanations for rac-
ism displaced ideological ones,”
he said of anthropology replacing
slavey’s justification of race. “We
continue to struggle with these
bio-deterministic ideas.”

“We can’t call racism by its name,
there is no progress.”

Douglass: “If there is no struggle,
there is no progress.”

"We need to talk about racism,
the obvious existence of racism goes
unchallenged,” Blakey said. “We
don’t live in a post-racial society,
we live in a state of denial.”

Action for a Better Community
in Rochester CEO James Norman,
also a panelist, said that he believes
social justice is bound to economic
and political justice and means a
world where there is recognition
that “something has to be done to
reconcile past injustices.”

Norman summed up the reason
he believes in the pursuit of social
justice with a quote from Frederick
Douglass: “If there is no struggle,
there is no progress.”

Bulletin is a member of
the class of 2013.

The Office of Alumni Relations presents...

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Before celebrating this Valentine’s Day with your sweetheart, ...
SHOW YOUR LOVE FOR ROCHESTER!

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Stop by the Gowen Room to record an ‘I love
Rochester because…” video and receive other
giveaways!!

SPIRIT WEEK 2013
Co-sponsored by
the 2016 Class Council

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The Presidential Diversity Award recipients promote minority interests

Award recipients promote minority interests

*Courtesy of Rochester EdU

A memorial honoring members of the U.S. Armed Forces was unveiled at URMC’s Saunders Research Building on Monday, Jan. 31.
The super(saturated) bowl

DOUG BRADY FEATURES EDITOR

This was not just a regular game. This game was so important that it had its own media week. Sportswriters, cameramen, and our nation’s spotlight all converged in Louisiana for the forty-seventh Super Bowl this past Sunday. In response, America made sure that no stone was left unturned for this magnificent occasion.

The Super Bowl stands as a symbol of America on steroids. In fact, the America that I love is the one that is on steroids. That’s why I love the Super Bowl.

This year’s Super Bowl was the biggest one to date. It included top artists like Jennifer Hudson, Alicia Keys, and Beyoncé as well as a moving performance from the Sandy Hook Elementary School choir. Let’s have the Hall of Fame inductees ceremoniously perform the coin toss—all seven of them. Did I mention Beyoncé? This was not a regular game. There were intermittent top-40 concert performances in the pre-game show. This was a spectacle to unite America. I was one with my country.

The saturation of the Super Bowl began weeks before the first whistle blew. Cue the human interest inquiries. It is a shame that the commentators cannot wait to see what next year’s Super Bowl will be like. What's more American than that? Cue the anticipation.

Will it be like. What’s more American cannot wait to see what next year’s Super Bowl will be like. What’s more American than that? Cue the anticipation.

The saturation of the Super Bowl in Louisiana for the forty-seventh Super Bowl was submitted as a capital budget request. Pending the approval, the plan would involve the allocation of a maximum of $86,000 to the completion of the project.

More specifically, the proposal involves the construction of a triangular area of green space with three elm trees and a sitting wall that would fill part of the bricked plaza area between Meliora Hall and Rush Rivers Library.

While Meliora Plaza, as it is now, is indeed “dead space” as the Students’ Association Senate pointed out when it endorsed the proposal, it does not seem that such an expensive construction plan is warranted. Granted, the anticipated cost of the project is $64,000, with extra money requested to cover any unanticipated costs or errors in estimation, but it still seems like a ridiculously large sum.

It seems that there are numerous other ways that Meliora Plaza could be revitalized without such a tremendous cost. If the goal of the plaza is to encourage students to use the space more, a similar effect might be achieved by bringing in more seating options: additional benches or picnic tables, for example, that are more inviting than the garish, blue, solar-powered one occupying the space now. If the goal of the proposal is to make the space more visually appealing, perhaps sculptures could be added.

As the budget request is considered, we hope that those reviewing the proposal consider these points. Meliora plaza should be renovated, but cost-effectively.

Oasis project overrated

A proposal for the construction of a park-like “oasis” in the plaza adjacent to Meliora Hall was submitted as a capital budget request. Pending the approval, the plan would involve the allocation of a maximum of $86,000 to the completion of the project.

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Bike lanes pave safer roads

UR prides itself as an ostensibly bicycle-friendly campus, but its lack of bicycle lanes is frustrating to say the least.

Adding bicycle lanes will make UR safer for both cyclists and drivers. Cyclists are part of a still burgeoning community, and their street presence alone may not be enough to prevent accidents. Student drivers who are from cities not as bicycle-friendly may not be accustomed to actively checking their blind spots for cyclists — adding bicycle lanes would largely minimize this hazard.

Bicycle lanes will also encourage commuters to make the switch from car to bike. Many student drivers who cycle at home do not do so here, simply because they are apprehensive about the lack of bicycle lanes and, to a greater extent, the lack of a robust cycling community. To combat this fear however, UR ought to mitigate one of the largest pitfalls for bicyclists-to-be.

“Shoulders are often narrow, so cars come within inches of cyclists when the minimum safe passing distance is three feet,” UR Cycling Business Manager and sophomore Jordan Oroshiba said. “Cyclists in these narrow shoulders are in more danger than when they use their legal right to use the driving lane.”

UR has already established itself as a pro-bike school with the City Cycles program, numerous bike racks, and bike storage facilities. Adding bicycle lanes to the roads within and near the University is the next natural step — one that will become increasingly inevitable as UR rides into a more bicycle-friendly future.

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**Education: to each his own type of education**

**BY JASON RUSSELL**

Do you remember when you were a kid and teachers explained that while some people are naturally good at math, others learn best orally? As it turns out, the differences don’t stop there. Some people like working in small groups, some prefer to learn alone, and some require more structured, lecture-style settings. Some like to work in laboratories while others prefer classroom settings. There are hundreds of different combinations that motivate people to learn, which shows that every person is different. However, our education system largely remains a one-size-fits-all model.

Typically, all students live in the same geographic area and are sent to the same school, which probably forces the children to learn the same curriculum. For some students, this system assumes that students will learn the same content at the same rate in the same way. This misconception produces inconsistent results when it comes to low parent satisfaction. Students and their families need to be able to choose the type of education they receive. Some families may be forced to enroll their child in a different school because they lack the financial means to afford their children a better education. We have a moral obligation to provide an education for all students so they are able to choose a different school. Even in higher-ranked schools, there are still students who may not flourish for whatever reason, and they too deserve better options.

There is a whole world of choices across the country that focuses on the available education options and pushes to expand them.

**United we stand against bullying**

**BY ADAM ONDO**

Richard Blanco’s “One is a Poem” is a poem of unity and a statement against prejudice. The first line, “One sun rose on us today,” echoes this sentiment. Blanco, who was chosen to write this for President Barack Obama’s second inauguration, spoke of prejudice, having grown up as the gay son of Cuban parents who wanted to “exile” him to the island’s registered. Unfortunately for the day he dreams of is still far away because bullying has only grown worse in recent decades. A 2002 study from the National Health and Nutrition Examination Survey III reported that 12 percent of gay men reported suicide attempts, with 70 percent of this group under the age of 25. The study found that if the respondent faced repeated anti-gay harassment before the age of 17, he is 52 percent more likely to attempt suicide than men who did not.

Another study, based on surveys conducted by the Monitoring the Future in 2008 involving 32,000 Oregon eleventh graders, found that LGBT students were more likely to engage in a variety of problem behaviors. Students who identified as gay, lesbian, bisexual, or questioning were more likely to smoke, to drink alcohol, and to use tobacco products. LGBT students were also more likely to engage in frequent fights, to cheat, to skip school, and to smoke marijuana. In this yearbook, complaints when an article supporting the rights of atheists was shot down, much to the chagrin of the ACLU and atheist students. Yoakley, who was chosen to write this for the class of 2014.

**Music: in the ears of the beholder**

**BY DAN LUCAS**

Imagine you’re at a five-star restaurant. You’ve ordered a steak, and it’s cooked to perfection. It just might be the best steak you’ve ever eaten. As you head out the door, your friend mentions that this restaurant uses a microwave to cook all its food. You’re shocked and say, “A microwave? What a rip off! I’m never coming back here.” You were just served a jaw-dropping dinner, and now you’re complaining. It’s an analogy, but this is how we’re treating music, and we need to stop.

What sets music apart from other modes of expression is the same characteristic that encourages snobbishness; an unconscious appreciation for music. This causes those of us who study or create music to assume that the general population, with their undiscerning ears, are unable to grasp the nuances that motivates them to learn and teach their goals.

Russell is a member of the class of 2013.

Students aren’t the only ones who are targeted by school officials. In May of 2012, English teacher James Yoakley was reassigned from Lenoir City High School to Lenoir City Middle School, in what some have labeled a retaliatory move, after Yoakley stood up for gay and atheist students. Yoakley, who was chosen to write this for the class of 2013, is the first step toward uniting our base individuals.

**Lucas is a member of the class of 2014**

If you remember when you were a kid and teachers explained that while some people are naturally good at math, others learn best orally? As it turns out, the differences don’t stop there. Some people like working in small groups, some prefer to learn alone, and some require more structured, lecture-style settings. Some like to work in laboratories while others prefer classroom settings. There are hundreds of different combinations that motivate people to learn, which shows that every person is different. However, our education system largely remains a one-size-fits-all model.

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There is a whole world of choices across the country that focuses on the available education options and pushes to expand them.

**National School Choice Week** currently in its third year, is exploring nearly 400 events to over 3,500.

During an education reform discussion, the audience was shocked and say, “A microwave? What a rip off! I’m never coming back here.” You were just served a jaw-dropping dinner, and now you’re complaining. It’s an analogy, but this is how we’re treating music, and we need to stop.

What sets music apart from other modes of expression is the same characteristic that encourages snobbishness; an unconscious appreciation for music. This causes those of us who study or create music to assume that the general population, with their undiscerning ears, are unable to grasp the nuances that motivates them to learn and teach their goals.

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Senior Heather Winegrad applied regular decision to UR, the most selective school on her college list. She wasn’t even sure she would be accepted — waitlisted, maybe.

But when she saw a big envelope chock full ‘o future waiting for her, she knew she was in.

And she was. Kind of. Sort of. Maybe. Right?

The letter inside informed Winegrad that she’d been accepted to UR. But it also contained a twist.

January admission.

“I was just horribly confused by the whole thing,” she remembered.

January admits typically apply to the University as high school seniors for admission into that fall’s freshman class but, upon receiving their acceptance letter, are informed that they can enroll only that spring.

“They’re regular applicants who don’t quite make the cut to be in that initial fall cohort but have something to bring to the table starting in the spring,” according to Dean of Admissions and Financial Aid Jonathan Burdick.

While January admission may offer some unexpected benefits, there are oft-ignored effects of being a January admit which warrant discussion.
UR named Tree Campus USA, highlights environmental efforts

BY SADIE RICHARDSON
CONTRIBUTING WRITER

In 2011, UR joined a new movement — the Arbor Day Foundation’s Tree Campus USA program — becoming one of less than 100 schools nationwide that have been awarded this title. Likewise, the University became the sixth member from New York, being officially recognized on campus, UR continues to strive for bold marketing strategies. Like Monster.com, Apple burst onto the scene with a commercial titled “1984.” Directed by Ridley Scott, the ad refers to George Orwell’s novel of the same name, in which the future is ruled by Big Brother. The introduction of a new sustainability minor, the promotion of composting in Danforth Dining Center, and the EcoRep Program offered to freshmen to incorporate environmental sustainability into everyday dormitory life. Currently there are numerous campaigns across various student groups to improve sustainability. The latest environmental initiative is a proposed ban on plastic water bottles for the River Campus, “Team Green,” which is spearheading the initiative, consists of a group of five students employed by Dining Services to assist with sustainability efforts as well as to serve as liaisons between the student body and dining services. This plastic water bottle ban will be discussed Thursday, Feb. 7, in the Grown Room at 6:00 p.m. Students are encouraged to attend to provide dialogue on the issue at hand.

Additional reporting by Doug Brady. Richardson is a member of the class of 2015.

WANTED: TRENDY ADVERTISEMENTS FOR FOOTBALL’S BIGGEST GAME

BY DOUG BRADY
FEATURES EDITOR

Commercials. Most people could live without them. However, once a year, Americans celebrate the nuisance of advertisements: the Super Bowl. The Super Bowl is perennially one of the most watched television events in the United States, with the 2012 game surpassing the M*A*S*H series finale as number one in this category. The excitement and buzz associated with the game brings with them the lucrative opportunity to advertise. Ever since the Super Bowl exploded onto the scene in 1967, companies have been competing for these precious commercial spots. Viewing and dissecting Super Bowl commercials has now become as important as the game itself. These ads, given the number of potential consumers watching them, require ingenuity. On top of the limited time to catch customers, the humor and ridiculousness are exacerbated by the absurd cost of airtime — $3.84 million per 30-second spot. The GoDaddy.com commercials of recent years have epitomized these characteristics, with hints in the commercials of risqué material of celebrities on the website. As entertaining as the E-Trade baby is, the humor can cloud communication with the customer. “Does the humor take away from what they are selling?” William E. Simon School of Business Administration Executive Professor of Marketing George Cook asked.

While the humor is engaging, Cook has different criteria for an effective ad. “It is like ‘beauty’ as the old saying goes: it is in the eyes of the beholder. In terms of Super Bowl ads, it depends on how the viewers assess it,” he explained. “It has to be creative, motivating, engaging, innovative, entertaining, and a message that draws the viewer into the ad.” This criteria seems to be a tall order, but a successful advertising campaign can truly establish a company. In 1999, Monster.com, a then unknown website, aired a commercial titled, “When I Grow Up,” in which a series of children recited morbid truths about the working world. It ended with the slogan “there’s a better job out there.” This ad led to a spike in traffic on the site, thereby making it the household name in job searching it is today. The importance of this advertising space to companies, despite the price, provides a forum

UR OPINION

“What is your ‘Spirit’ alcoholic beverage?”

Samantha Levin ‘16
“Red wine.”

Ian Baranowski ‘16
“Smirnoff.”

Annie Zhou ‘14
“Tequila.”

Brendan Knight ‘16
“Jägerbomb.”

Natalie Santacesarfa ‘16
“White wine.”

Amit Jhaveri ’13
“Appletini.”

“Red wine.”

“Smirnoff.”

“Tequila.”

“Jägerbomb.”

“White wine.”

“Appletini.”

PAGE 8 / campusTimes.org
FEATURES / THURSDAY, FEBRUARY 7, 2013
Super Bowl advertisements spark conversation among viewers

The Big Brother. The company called alarms of the danger of having such a powerful tool, proclaiming that this year’s 2014 won’t be like ‘84. Big Brother in the commercial represents IBM.

Cook went on to explain that the Super Bowl advertisements are perfect for new product introductions. He claimed the super bowl ad is selected to highlight the value, key messages, and competitive advertising. The Super Bowl commercials are also perfect for the business community as the ad is broadcast during the Super Bowl in January. The ad is broadcast during the Super Bowl to over 100 million viewers.

Recently, the proliferation of social media has opened yet another avenue for these commercial. In contrast with the ‘84 ad, which aired only once during the Super Bowl, and never again, the ads of today can be viewed beforehand. Anxious fans no longer have to wait for the big game and can now watch the ads of their favorite teams on YouTube. However, the ad has the possibility of disappointing before it even airs. It can spoil the surprise, effectively killing any excitement.

“Pre-announcements can build up hype, but if the ad isn’t seen as dynamic, innovative, or inspiring, I don’t think the sneak peeks work.” Cook said in an interview with the New York Times. “There may not be so much ‘wow’ or positive bounce.”

This year, Pepsi pre-released its ad of a Minnesota man speaking in a Jamaican accent. The ad angered many, who viewed it as insensitive. The publicity that arises from these early releases spreads quickly through the internet, perhaps bringing into question whether any press is necessarily good press. The other ads of 2013 shocked, pleased, and amused their audience. Cook said that overall, they were “underwhelming,” but “enjoyable and entertaining.”

The consumers are after the surprise and intrigue of the Super Bowl commercials. The driving forces behind those two car ads are quite evident: shots of families, communities, and most importantly, U.S. servicemen and women returning home for Jeep are juxtaposed against the romantic. Both emotional and hardheaded farmer for Dodge. When brand names connect to those sorts of images, people react, especially men.

Students had mixed feelings regarding the commercials. Both car ads were much longer than the usual Super Bowl ad spots, bothering sophomore Joe Bailey.

“Two minutes is too long. It’s a waste of time and money,” he said. While he was a proponent of ‘The Next Big Thing’ commercial with Seth Rogen and Paul Rudd, he shared Cook’s underwhelmed feeling overall.

There were a few good ones, but nothing really stood out,” he said. Despite all the commotion about Super Bowl commercials, some students did not even watch them.

“The game was good, and there was Beyoncé of course, but I got the commercials during every break,” junior Adriana Natali said.

Ready is a member of the class of 2015.

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Other Options

Locations in
Batavia
Victor
Canandaigua
Coming Soon
Avon
Brighton
Henrietta
Brockport
Penfield
Dansville
Webster
Geneva
Other Locations throughout
New York and Florida at zoomtan.com
January admission, alternative route for UR undergraduates

Hygge: (noun of Danish origin) A complete absence of anything annoying, irritating, or emotionally pestering.

Bakku-shan: (noun of Japanese origin) A girl who looks pretty from behind but ugly from the front.

Zalatvci: (verb of Polish origin) The use of friends, bribes, personal charm, or connections to get something done.

ADMIT FROM PAGE 7
Janu-why?

Every year, due to a larger number of applicants who choose to study abroad in the spring semester and those who graduate early or late, there are roughly 500-1000 fewer students enrolled at UR in the spring than there are in the fall. In Jan. 2006, in order to fill these spots, the University began accepting a small group of students to begin their freshman year in the spring.

The number of students who choose to accept January admission has increased over the past three years. From 2011 to 2013, the number of students who chose to accept offers of admission for the January semester rose from 14 to 25, according to UR's Assistant Dean of Undergraduate Admissions Mark Wells.

A rough start

But what happens once these students get to UR?

"Everyone's scared to go to college, but it's really scary moving in when you're already close-knit when she arrived — reality is, she misses her family and her roommates — she felt left out at first but ultimately enjoyed the sense of community.

Although January admits usually find their place at UR eventually, there is still some discontent about the ease of acclimation.

"I think there's a lot of room for improvement," senior Jay Ricciardi, also a January admittance.

The acceptance letter January admits receive has been tweaked over the years, according to Burdick, based on questions directed to the Office of Admissions. Winegrad was impressed with some student holes.

Even though UR won't be able to eliminate the "shock factor," she says, the letter could provide more information that is not available anywhere else — what deferred admission is for.

Winegrad explains that this is especially important because there is scant information about January admission on UR's website. In fact, each 'accept' for January admittance only brings up one mildly relevant piece of information. "Deferred admission" turns up similar results — that is to say, nothing useful.

Ricciardi feels it would be helpful to mention the possibility of January admission in the application process because most people who receive the offer don't even realize it's an option.

"It was a bit difficult, but I'm getting used to it," freshman Jack Yu says. Yu started a Facebook page for this year's January admittance, which he said helped him get to know people.

Many January admittance have academic concerns as well.

"Absolutely," Ricciardi responded when asked if he had any problems transferring credits he earned at Worcester Polytechnic Institute (WPI) before coming to UR.

Due to this delay, he is still technically a member of the Class of 2014, not 2013. A problem considering he is about to start the second semester of his senior year.

"I mean, I'm graduating in May," he said. "That's happening. I hope they realize that.

If January admittance don't earn college credits in the fall semester of their freshman year, they can overload once at UR or take courses during the summer to catch up and graduate in seven semesters. Those who choose to stay for the full eight are put directly in the graduation year of the next incoming class. This means that there are no shades of gray in the classification system, and these students are put at an unfair advantage when going through basic motions like registering for classes (they have to register as a freshman three times), or enrolling the housing lottery (twice as a freshman).

Most people who receive the offer [for January admission] don't even realize it's an option.

It also becomes an issue of identity.

"I've learned that 'class-year identification' is very important to some of our students, more so than I had realized," UR's Director of the College Center for Academic Advising Marcy Kraus said.

Something different

Being shipped out to UR, some students choose to take classes at another school, some decide to work, and others think more outside the box — or the country.

Winegrad was off to Italy as a first semester freshman, participating in UR's study abroad program in Arezzo.

"It was terrifying," she remembers. "Leaving my parents at the airport was really difficult." She cites her freshman hall as integral to her acclimation at UR.

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Winegrad was off to Italy as a first semester freshman, participating in UR's study abroad program in Arezzo.

"It was terrifying," she remembered. "Leaving my parents at the airport was really difficult." Winegrad feels the program was essential to her success at UR.

"I feel like I hadn't gone on the Italy program and still had deferred admission, I would not have been as comfortable," she said, noting that the people she met on the program became her first friends at UR.

Ricciardi stayed a bit closer to home during his first semester, taking classes at WPI, but still put a deposit down at UR in case he changed his mind.

Turns out he planned well.

WPI is geared more toward engineering, but Ricciardi quickly realized that he wanted to go down a different path. He's now a double major in English and film and media studies.

Since he'd already been the new kid on one school, coming to UR was like a fresh start to a fresh start.

Feds

Middlebury College, in Middlebury, Vt., also accepts students for a deferred start. The difference between Middlebury's program and UR's couldn't be starker though.

Middlebury actively encourages students to choose February admission. The college began accepting incoming freshmen, nicknamed "Feds," to fill spots in on-campus housing, like UR. In 2006, the program was made completely voluntary and Middlebury currently enrolls 90 to 100 freshmen each year.

"The Feb program at Middlebury is, I think, distinctive," Middlebury's Director of Admissions Greg Bucksde said. "It's been around for decades."

The main difference between Middlebury's program and January admission at UR is the sense of community that exists among Feds.

"There was a lot of crying," Jordan McKinley, a member of Middlebury's Class of 2014.5 (yes, you read that right), said of the day she received her acceptance letter, adding that the decision made her "seriously consider going to a different school."

But she didn't. Thank goodness.

"From the moment I stepped on the Middlebury campus, I've not only not regretted coming here, I have been so happy that I didn't come in September," she said.

UR President Joel Seligman, according to Burdick, has inquired about the possibility of expanding the January entrance pool, similarly to Middlebury, but as of right now there are no plans to do so.

Mixed feelings

January admission is certainly not something to be ashamed of.

"Many [January admits] end up being some of our most successful students," Burdick said.

And yet, some students are torn.

"I'd feel like I missed out on quite a bit by being a January, but I am not unhappy about anything," Ricciardi said of his college experience.

Freshman Christina Cheng wishes she could have started in the fall simply because it would have been easier to be on the same footing as everyone else, but she is ultimately happy with her decision to attend UR.

Despite any difficulties, Winegrad is proud to have escaped the quintessential first- day-of-college narrative, which she calls a "com- mon" story.

"I've got something completely new," she said. "I've got something completely different."

Golden is a member of the class of 2013 and a January admit.

THINGS YOU SHOULD KNOW THIS WEEK

**THIS DAY IN HISTORY: FEB. 7**

1964: The Beatles arrive for the first time on American shores in New York City.

1984: Navy Captain Bruce McCandless II becomes the first man to fly untethered in space after he successfully returned the space shuttle Challenger to Earth.

2002: President George W. Bush announces his plan to fund "faith-based initiatives," suggesting that the government does not interfere with or discriminate against faith-based programs in the nation.

**OVERHEARD AT UR**

"Ugh, there's no more Chobani!? What has come of this world!?"

— Overheard in the Pit

**OTHER WORDLY**

Hygge: (noun of Danish origin) A complete absence of anything annoying, irritating, or emotionally pestering.

Bakku-shan: (noun of Japanese origin) A girl who looks pretty from behind but ugly from the front.

Zalatvci: (verb of Polish origin) The use of friends, bribes, personal charm, or connections to get something done.
Ramblings of a devoted fourth floor pooper

BY DAVID WEINBERG
CONTRIBUTING WRITER

I feel as though I must apologize to the anthropology department. I must apologize for the smell. You see, I exclusively poop in the men’s bathroom on the fourth floor of Lattimore, where the anthropology professors reside. Although I try to poop there as often as my schedule permits me to, it only smells if I have had breakfast and lunch in Douglass. But I do hope that the anthropology department does consider this a formal apology.

There are several reasons that the fourth floor men’s bathroom is my safe haven. For starters, there is never anyone else in there. I do not know if I have stumbled into some kind of Narnia shit station, but inside, no one else seems to exist. When I walk through my anthropological wardrobe, I find myself in a stall of solidarity.

And personally, I think nothing is better than pooping alone. Of course it is nice to change the pace and get some stall-to-stall discussion going, but during a busy day, those few moments of peaceful pooping are delightful.

When I am alone in the bathroom, I do not feel the pressure to muffle my laughter as I check up on my main bro, @TheTweetOfGod, and our favorite superhero, @Drunk_Hulk.

Alone in my stall, I am able to think aloud about how I would look with Zooey Deschanel bangs or what my life would be like if I had accepted Ryan Gosling’s offer and gone on tour with his small but serious ukulele band.

But I digress. Another reason that my bathroom is superior is that it is a secret I share with the anthropology department. You have no idea how cool it is to share a secret with an anthropologist. If you did not know already, anthropology is the study of humanity and analyzing trends through the study of different cultures. Their job is to share the secrets of humanity with the world! They have so much power, yet they choose to keep our beautiful bathroom a secret.

Lastly, I am free to do as I please. There is no judgment if I bring out a book or even my computer if I want to respond to a few emails. Honestly, the bathroom is the perfect place to get work done. The window is cracked enough to let in a gentle breeze, and as humans descend from animals, I am most comfortable when not wearing pants. I can get all my readings for the week done while my cheeks are planted to the cold, white porcelain that is my throne.

Now that I have shared my greatest secret, I trust you readers not to abuse it. Find your own great place to poo! Email me for some recommendations and we can find a spot that fits your needs best. But leave my bathroom — the lion, the shit, and the wardrobe — to me and the professionals of the fourth floor of Lattimore.

Weinberg is a member of the class of 2015.
Nick Offerman offers genuine advice with comedy, life, music

BY ANTOINETTE ESCE
EDITOR-IN-CHIEF

There’s probably nothing more American than a shirtless, hairy amateur guitarist charging people money to listen to him rant and tell crazy sex stories. Though in some live lessons and an American flag shirt that puts Betsy Ross to shame, and you’ve got the gist of Nick Offerman’s comedy show, “American Ham.”

Best known for his lead role as Ron Swanson on NBC’s “Parks and Recreation,” Offerman entertained a nearly full Strong Auditorium last Saturday, Feb. 2, with tales of wit, wisdom, and woodworking.

Part stand-up, part autobiographical monologue, Offerman’s show was not the typical solo comedy act. “There won’t be a quiz,” he said after walking onto stage sans shirt, guitar strapped across his bare chest. “But life is a pop quiz. So you might want to pay attention.”

As he slowly donned and buttoned his boisterously patriotic shirt, he requested that no videos be taken, explaining that live shows and theatre have to be experienced in person. “You’ll go back and look at [the video], and it will crumble to ashes in your hand,” he explained. He may have been joking, but his metaphor was piercingly true. The whole show was spent in laughter, yet also in thought.

He continued his opening with frequent references to the upcoming “dry material,” insisting that the funny part of the show was already over. Expertly delayed, the real start and substance of the show, his “10 tips for a prosperous life,” was a blend of scripted performance, traditional stand-up, and delightfully inappropriate acoustic songs. When the time eventually came, the first of his ten tips set the playful serious mood perfectly: “Love,” he said. “In romantic love.”

The next 10 minutes involved anecdotes about his wife and authentic descriptions of his view on love, ending with a dirty song about rainbows. Each segment ranged in length and content; some tips, such as “eat red meat,” needed only to be stated before moving on to the next.

Additional wisdom, like “go outside. Remain and ‘use intoxicants,’” made the show an artful mix of funny, self-indulgent rants and completely candid personal experiences. His voice was surprisingly good, and his simple songs complemented his performance without overshadowing it.

“What seems like about two years of training is more like 20,” Offerman said of his guitar playing in a post-show interview. Above all, his genuine honesty shone through, especially during his performance of a homemade Johnny Cash spoof entitled “I Stay Offline.” It took him a few tries to get through the song, but, if anything, the struggle added to the performance and his call to find some tangible hobbies. “Have some whiskey, weed, or wine, and stay offline,” he sang.

For Offerman, staying offline has always meant an enthusiasm for woodworking. What started out as basic tool work on the farm, woodworking swiftly became a passion. “I accidentally kept getting better and better,” he said in the same interview.

The woodworking came in handy for building sets and paying the bills during the start of his career in Chicago, after attending the University of Illinois at Urbana-Champaign (UIUC).

“I wasn’t even a decent actor until my first year in Chicago,” he said. “Thankfully, I could build scenery.”

Offerman got a late start to theatre from his small hometown in rural Illinois. With few examples to follow, it was a difficult process.

“I didn’t know you could go from where I was to theatre,” he said. “All of my school counselors had no idea; no one had ever gone into the arts. They suggested agricultural law.”

His first real exposure to careers of the stage was meeting some theatre students while accompanying his high-school girlfriend to a dance audition at UIUC.

“It took a good amount of

 condom for pity.”

Like many of the performers, Lipkind, Sheppeck, and freshman David Libby, who performed “I’m with You” by Avril Lavigne, accompanied themselves with guitar. Others enlisted the help of friends. McCormack was accompanied by Hassin on the piano, and junior Michael Nagelberg’s performance of Elton John’s “Your Song” was complemented by junior Josey Topolski’s violin.

Performers ranged from serious to silly. Abubakare’s performance was filled with energy as she moved with the swells of the music. At the other end of the spectrum were juniors Jake Arthur and Andy Brink a.k.a. Brother Bear’s performance of “Minnie the Moocher” by Cab Calloway, which turned into something of a comedy routine. They joked about themselves throughout the performance, requesting that the audience grant them a third place spot in the awards, claiming that “first is for the talented, second is for the pretty… and third is for pity.”

Judges offered commentary after each piece. Dunn filled the role of the sweet, endearing judge, Hanson offered musical commentary, and Burns pronounced hitting, scatting, but admittedly witty remarks about the performers. After one performance, Burns humorously declared, “Some people bring happiness wherever they go; some people bring happiness when they go.”

For every facetious comment Burns made, Dunn made up for it by showering performers with compliments, announcing how a song “made [her] heart melt” or was “just beautiful.”

UR Idol offered the chance for talented musicians to demonstrate their skills and perform for an audience in a fun, casual setting. Both performers and audience members enjoyed the combination of humor and music that was the trademark of the event.

At the end of all the performances, deviating from his characteristic style, Burns summed up UR Idol: “This has been a fun night. We’ve had a lot of talent here.”

Remus is a member of the class of 2016.

Nick Offerman entertains a packed Strong Auditorium while performing his comedy show, “American Ham” on Feb. 2. His act was a combination of jokes, heartfelt advice, simple music, and elaborate personal anecdotes.
Dancers sweep away Strong, battle for title of top step team

BY JONAH JENG
A&E EDITOR

On Saturday, Feb. 2, UR lost Strong Auditorium to a rhythmic invasion. The stage shook, the air rang, and the building — though just shy of a full house — pulsed. Fresh faces mixed with UR students, uniting in the metropolitan, rowdy art of step dancing flung on the stage for the University’s tenth annual Step Show: “Step Up or Step Aside,” a celebration of unity and diversity sponsored by the Black Students’ Union. The show was a spike of groovy exuberance that, for two-and-a-half hours, bathed the campus scene in a wave of dullness from the campus scene.

Though the audience had to wait an awkward attempt at stirring up the crowd ("Rochester we steppin’!") before it cleared out and the lights dimmed. It was finally time to step.

First up was UR’s own all-female step team Xclusive, clad in black shirts and camouflage fatigue shorts. The theme was military, and the drill sergeant was Sergeant Big Booy, apparently a common name among the hip-hop persuasion. In becoming with their style, the ladies in Xclusive kept their faces straight and their movements sharply aggressive, chopping and stamping with fierce resolve. What began a simple, orderly arrangement quickly progressed into more complex and staggered rhythms which, coupled with the austere costuming, amounted to a striking visual style. At times, individual members took turns leading off dance sequences, giving the impression of a wholesome team dynamic.

The G-SteppeRS of SUNY Geneseo took stepping in a wildly different direction, infusing the conventional hip-hop swagger with an almost Broadway theatricality. The steppers were not so much dancers in a regimented routine as characters in a story production. Fairy-tale idyll and rustic garb manifested a Dickensian world upon the stage, and the choreography evoked a lineup of song and dance numbers. And yet, through it all, the G-Steppers never lost sight of stepping, and their technique boasted both poise and precision. One particularly impressive formation set the stage.

Eastman production of “Orlando” sells out

Amour (2012)
Michael Haneke’s “Amour” is different from everything else I have seen this year. Unlike some other recent films, it does not have genre-defining special effects, terrorists, or Wild West shootouts. Rather, it’s a deep, well-executed, and unique exploration of life, reality, and death that is achieved through a minimalist style and the emotional force of its characters.

The film focuses on an elderly French couple, Anne (Emmanuelle Riva) and her husband, Jean-Louis (Jean-Louis Trintignant), who are staying with Dorinda, a shepherdess who happens to be in love with Medoro. The sorcerer, Zoroastro, weaves in and out of the way.

Upon entering the opera studio, audience members were awed by the set which took up most of the room. Shows in the opera studio are usually done with a small cast and minimal sets, but this one included doors, turntables, a tree with lights, and various small compartments. This large set left very little room for the instrumentalists in the orchestra; the horns played from backstage, and the other instrumentalists were placed behind this set. This added to the intimacy of the space, making the audience members feel even more a part of the story.

The beautiful costumes were somewhat based on the movie, “The Prestige.” According to the program, director Alisson Morris saw striking similarities between the film and the opera. Certain scenes from the show were especially memorable. One of these was the scene in which Dorinda finds out that Angelica and Medoro are lovers instead of siblings as they had originally told her. Medoro, played by senior Nadia Fayad, was extremely expressive with her facial expressions as well as with her singing.

The G-Steppers chose a sorcerer who was comical and captivating, accompanied by his lovely assistant played by sophomore Beth Pilyon. Junior Paulina Szwarc was beautiful and graceful through the entire show, and Caroline O’Dwyer was gallant and strong as the brave, eponymous Orlando. The lineups were beautiful and as amusing as amusing can be. This particular cast performed the show twice this weekend. The other cast, which also performed two shows, included performances by Anthony Baron, junior Joel Dyson, sophomore Stephanie Kim, Sophic Fedderson, and Tracy Chang.

Eastman has a long history of fantastic operas, and “Orlando” was no exception. Eastman is now gearing up for its spring opera, “Street Scene,” which will include many returning cast members from “Orlando.”

Sanguinetti is a member of the class of 2013.

Oscar Talk

Django Unchained (2012)
Quentin Tarantino lives to rock the boat. Watch out, he nearly tips the damn thing over with “Django Unchained,” a pastiche of ’60s spaghetti westerns and ’70s blaxploitation that tackles America’s former love affair with slavery. Backed with a soundtrack featuring Rick Ross, John Legend, and, of course, Ennio Morricone, the film is less a reboot and more of an homage to Sergio Corbucci’s original “Django.”

Set in the antebellum South, the movie follows its eponymous hero (Jamie Foxx), Quinn Blackburn as the sorcerer was corny and captivating, accompanied by his lovely assistant played by sophomore Beth Pilyon. Junior Paulina Szwarc was beautiful and graceful through the entire show, and Caroline O’Dwyer was gallant and strong as the brave, eponymous Orlando. The lineups were beautiful and as amusing as amusing can be. This particular cast performed the show twice this weekend. The other cast, which also performed two shows, included performances by Anthony Baron, junior Joel Dyson, sophomore Stephanie Kim, Sophic Fedderson, and Tracy Chang.

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Sanguinetti is a member of the class of 2013.
All-American comedian sheds wisdom, inspires with humble life story

My audition struck (Schur), and he wrote my name on a yellow post-it note and stuck it to his computer,” Offerman explained. The post-it note was still there three years later when Schur created “Parks and Recreation” with Greg Daniels. Schur wanted Offerman in the show. It took five months to convince NBC to give him the part.

“This Christmas, [Schur] found that post-it note and gave it to me framed,” Offerman said. “It’s the greatest thing ever.”

Whatever Schur saw in Offerman was definitely there at his UR performance. He deftly showed the humor in reality and the reality in humor. At times, his material bordered on whiny, but the same feeling of heartfelt advice was constant. It was like a comedic version of Randy Paunch’s “Last Lecture” but with way more penis jokes.

At the end of the planned show, Offerman answered questions from the audience, responding to such inquiries as, “What endangered species would you most like to eat?” (His answer was that he would eat whichever species there was only one of, by the way). He also revealed that he calls it “pop” and not “soda,” polling the audience for additional feedback. Also, his favorite scotch is Lagavulin, just like Ron Swanson, in case you were wondering.

“Amy Poehler and I saw the show at the Upright Citizens Brigade Theatre in Los Angeles where he auditioned for the part of Michael Scott on ‘The Office.’ Although he didn’t get the part, something about his audition caught the attention of Mike Schur, the creator of ‘Parks and Recreation.’

The show is an extension of Ron Swanson’s (played by Offerman) philosophy: Eat whatever species there was only one of, by the way.”

“We did straight theatre, even though we were supposed to be funny,” he said.

After college and a stint acting in Chicago, Offerman moved to Los Angeles where he auditioned for the part of Michael Scott on NBC’s “The Office.” Although he didn’t get the part, something about his audition caught the attention of Mike Schur, the eventual co-creator of “Parks and Recreation.”

Regional step crews take battle to UR stage

After graduating, the Pearls and the other troupes went on to find the perfect costume that fit their theme. The Pearls had a theme of “Men-Indulgence’s performance could easily be described as, ‘What are you going to do with your life?” The Pearls were looking to promote their upcoming show, “American Ham.”

Buffalo State’s Xquizit Moverz came next, dressed in mock- formal, purple bow ties and matching black uniforms. The Pearls were impressed and invested the most in artistic presentation; the group’s showmanship was appropriate and eerie. Their performance felt somewhat uninspired, but they were one of the only teams that went for the title. With a theme of Men-Indulgence, their performance was both entertaining and thought-provoking, due mainly to Offerman’s stage presence and relaxed demeanor.

“A lot of my show is riffing,” he said afterward. “I’ll get a notion and say, ‘I’m going to talk about this.’ I frequently laugh at my own material because I enjoy it. And some of it’s absurd. I don’t think comedians plan that out.”

Euce is a member of the class of 2013.
Lights from Page 16 would serve better in a scene from “The Three Stooges.” Both teams left for halftime with prospects looking dismal for the 49ers as the Ravens marched to a 21-6 lead. However, all was not lost, as San Francisco was given more than enough time to evaluate their play and assess strategies to exploit holes in a seemingly unyielding Ravens defense. Following halftime, the Superdome experienced a power outage. After a 34-minute game delay, the outcome of the stoppage became quite apparent as the game’s momentum shifted sides to the 49ers. Duel-threat quarterback Colin Kaepernick used both his accurate arm and speed on the turf to chip away at the Ravens’ defense. Frank Gore, who had 110 yards on 19 carries in the game, displayed unmatched instinct in picking his holes and fighting his way through the Ravens defensive line. The outcome was a third quarter that saw the 49ers come back to put 17 points on the board.

The game reached a late climax in which the Ravens were able to claim the Vince Lombardi trophy due to a single point. Baltimore Ravens safety Ed Reed holds the Vince Lombardi trophy after a 34-31 win. The Ravens repeatedly made defensive efforts to block entrance to the end zone from first in goal, all the way to a fourth-down effort that sailed over Michael Crabtree. After gaining possession, the Ravens were able to eliminate enough clock to ensure their championship, partly due to a surprise intentional safety that set the final score at 34-31.

Superbowl XLVII will be remembered as the game in which brothers faced off on the sidelines and a power outage left fans eager for action to resume. However, it will also be recalled as a closely fought game that left many nails remaining unburned. The Ravens demonstrated that strong defenses build championship teams, and Baltimore will remain a dominant force in the AFC. But for now, fans whose teams did not make the playoffs can look forward to the next big football event: the 2013 NFL draft.

Colman is a member of the class of 2015.

What are your individual goals for the remainder of the season? Not to foul out of anymore games.

Team goals? To win a national championship, like every year, but first we have to beat Chicago this Friday.

Woodworth is a member of the class of 2015.

Men and women’s track and field bring home a win at SUNY Brockport invitational

Men’s and women’s track and field teams hope to compete nationally in Barlow. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8 as they approach postseason competition. Their next competition will be on Feb. 8.
**SPORTS**

Track and field brings the heat, places high at meet

**BY KARLI COZEN**

The UR men’s and women’s indoor track and field teams had a strong showing in the SUNY Brockport Invitational, with the men ranking second of 13 teams and the women finishing fourth among 12 teams on Saturday, Feb. 2.

For the men, many UR athletes had strong finishings and it was truly a well-outscored title by a mere half point.

The key to this meet was the incredible depth of UR’s team. Sophomore Max Sims, sophomore Ethan Pacheck, and freshman Moubacar Diallo were the Yellowjackets’ three individual first-place finishers for the night. Sims claimed the win in the 500m run with a time of 1:22.07 and Pacheck earned second place with a time of 2:34.91. Diallo had the only individual win of the field events. He finished first in the triple jump and currently ranks tenth in the nation with a distance of 14.28 meters.

In addition to these three Yellowjacket wins, there were many other strong performances throughout the meet. Both the 4-by-200 meter relay team, including Sims, junior Eugene Delong, junior Brian Barker, and freshman Chris D’Antona all had strong, point-scoring performances in the 5,000 meter race.

On the women’s side one competitor there were six top-three finishers for the Lady Jackets which helped contribute to their solid all around fourth-place standing.

The highest scoring finish came from sophomore Kathryn Woodworth, who won the 5,000 meter run with a time of 19:42.62.

Second place finishes of the night included the 4-by-200-meter relay team consisting of junior Chris D’Antona, sophomore Ethan Pacheck, and freshman Jeffrey Hrebenach, and freshman Alyssa Arre, and freshman O’Hanlon, junior Marquis Turner, and senior Andrew Keene, fresh- man Mintesint Kassu, and freshman Jeremy Hassert earned second place with times of 1:33.05 and 3:29.52 respectively.

Senior Dan Hamilton, Pacheck, and sophomore Mark Rollins all brought in points in the 3,000 meter while senior James Rindfuss, junior David Delong, junior Brian Barker, and freshman Chris D’Antona all had strong, point-scoring performances in the 5,000 meter race.

**NYU ends ‘Jackets’ unbeaten season, UR bounces back**

**BY BEN SHAPIRO**

Facing one of their most difficult weekends of the year, the UR men’s basketball team came away splitting a pair of away matchups with New York University and Brandeis University last weekend.

On Friday, Feb. 1, the ‘Jackets brought their number-one ranked squad to NYU to take on the Violets. Fighting hard but eventually falling 65-61, ending their winning streak of 18 games. Against Brandeis on Sunday, Feb. 3, UR rebounded nicely from their first loss of the season, defeating the Judges 66-59 for their second straight win over the UAA Conference rivals.

Against NYU, the ‘Jackets struggled against the tight defense of their opponents, who made it a priority to stop Rochester’s top scorer, senior John DiBartolomeo. A smothering defense limited DiBartolomeo to just 12 points, his second lowest point total of the season. Despite a 6-0 lead to start the game, NYU responded with a 19-3 run. NYU’s Ryan Tana led the way for the home team with 18 points, including four three-pointers, while Kyle Stockmal followed closely with 17. In addition to DiBartolomeo’s 12 points, junior Nate Vernon put up 11 of his own, nine of which came from three-point field goals.

Coming off their first loss of the season, UR responded remarkably well against Brandeis, a team that put up a great fight against the ‘Jackets at the Palestra only a week prior.

DiBartolomeo knocked in 22 points, none more crucial than a three-pointer at the shot clock expiring. The shut the put visitors up by eight and thwarted a Brandeis comeback. Leading the charge for Brandeis was Gabriel Motron, who scored 17 points. Alex Stoye made 15 as well and nine rebounds. With their win, UR takes a two-game lead at the top of the UAA Conference standings, with Brandeis and Washington University at St. Louis trailing behind. The ‘Jackets look to remain atop the conference rankings as they spend another weekend on the road. With only five games remaining in the regular season, Rochester will surely be looking to gain momentum as it enters the much anticipated postsea- son in March.

Schoepf is a member of the class of 2016.

Ravens world champions, Superbowl doesn’t disappoint in close game

**BY KEVIN COLMAN**

**CONTRIBUTING WRITER**

The National Football League (NFL) surged on a wave of excitement across the nation as Superbowl XLVII commenced to the ringing of pizza-place phones Sunday, Feb. 3. Football fans, donned in their favorite team jerseys, huddled around the tele- vision while a dramatic game unfolded between the Baltimore Ravens and the San Francisco 49ers. Two brothers, Jim and John Harbaugh, faced off on the sidelines and coached the 49ers and the Ravens respectively, remaining firm until the game’s dying minutes.

As the teams took the field, there was a sense that fans were in for a memo- rable game. The Ravens were fresh from redeem- ing themselves against an agonizing loss to the New England Patriots, the same opponent they faced in the AFC Championship a sea- son ago. This season, the AFC Championship win against the Patriots excited Ravens linebacker Terrell Suggs, who walked off the field shouting, “Have fun at the pro-bowl!”

Suggs’ confidence was indeed warranted, as the Ravens initiated the game with a formidable effort and an evident stride in their step. Joe Flacco delivered a pinpoint pass to Anquan Boldin early in the first quarter for a quick touchdown. There was back-and-forth play for while, and the 49ers managed to chip in a 36-yard field goal towards the end of the first quarter.

The second quarter consisted of sheer domi- nation on the part of the Ravens, whose de- termined defensive play led to disproportionate ball possession and many missed opportunities for the offense to score the red zone. The effect was two touchdown passes threaded by Joe Flacco, including a 50-yarder to Jacoby Jones in which the 49ers secondary performed an outstanding read on the ball that

SEE LIGHTS PAGE 15

SEE TIME PAGE 15

Women’s Basketball

Feb. 1: New York University 57-54 (W)

Feb. 3: Brandeis University 49-62 (L)

Feb. 1-3: Over the course of one weekend, UR women’s basketball had some ups and downs. Against New York University, UR was back on the court on Feb. 1, Senior Amy Woods had a career high of 16 rebounds. Two days later, however, on Sunday, Feb. 3, the ‘Jackets lost to Brandeis University 49-62, ending UR’s winning streak.

Men’s Basketball

Feb. 1: New York University 51-65 (L)

Feb. 3: Brandeis University 66-59 (W)

Feb. 1-3: The men’s record opposing women’s with a devastating loss on Friday, Feb. 1 to New York University, 51-65, and a de- termined rally to win against Brandeis University 66-59. Senior John DiBartolomeo came back from an aggressive defense by NYU, aimed at taking him out of the game on Friday, to become a threat against Brandeis on Sunday.

**THIS WEEK’S RESULTS**

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**Women’s Track and Field**

Feb. 2: Fourth of 12

Feb. 2: UR finished in fourth place out of 12 teams at the SUNY Brockport Invitational on Saturday, Feb. 2. Sophomore Kathryn Woodworth finished first in the 5,000 meter, junior Becky Galasso, freshman Em- ily VanDerburgh and the 4-by-200-meter relay team qualified for the ECAC championships.

**Men’s Track and Field**

Feb. 2: Second of 13

Feb. 2: Men’s indoor track and field came in second place out of 13 teams at the SUNY Brockport Invitational. Sophomores Max Sims and Ethan Pacheck won the 5,000 meter and 1,000 meter runs, respectively. After this weekend Fresh- man Boubacar Diallo was named Men’s Field Athlete of the Week.