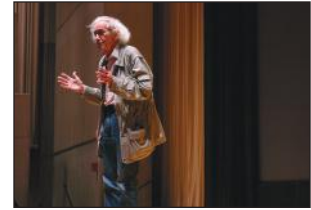




STUDENTS RALLY FOR
INAUGURAL DAY OF
SERVICE
A-5

CONTROVERSIAL
CHRISTO DISCUSSES
UNIQUE ART DESIGN
B-1



Investiture Ceremony welcomes Virginia Horvath as SUNY Fredonia president

Jenn Suhr comes home to celebrate Olympic gold



KENNETH AXFORD
Special to The Leader

For much of the day on Saturday, it seemed as though inclement weather might force the cancellation of the highly anticipated first stop in Jenn Suhr's Gold Medal Tour in Fredonia's own Barker Commons. An unexpected squall of rain showers hovered over the area well into the afternoon, inhibiting the construction of the local Olympian's mobile pole vaulting apparatus.

Local volunteers persevered in spite of the wind and rain, working from as early as 7 a.m. to prepare for the show's debut. Members of Suhr's team worked hurriedly to keep the approach platform dry with the aid of leaf blowers. To the great relief of all those involved, the clouds finally broke just an hour before the exhibition's scheduled start of 5 p.m.

Even before the last raindrops had fallen, spectators began lining up along Church Street, eagerly awaiting Suhr's arrival. Many of them came well equipped to support the local celebrity, sporting signs and shirts adorned with the olympian's name and photograph. By the time the event began, the street was packed with onlookers from all over Western New York.

The show consisted of a pole vaulting exhibition in which seven star pole vaulters from all over the state were invited to compete against Jenn Suhr. These competitors ranged from high school students to more established athletes who had competed at collegiate and professional levels.

SARAH SADLER/PHOTO EDITOR

VIRGINIA SCHAEFER HORVATH SPOKE OF HER PLANS FOR THE FUTURE OF FREDONIA ON FRIDAY AT THE INVESTITURE.

JENNIFER PETERS
Special to The Leader

Having someone that you feel is very personable and cares about each individual student is what the student body needs in a president.

On Friday at 2 p.m. in King Concert Hall, the Investiture

Ceremony of Dr. Virginia Schaefer Horvath as the president of SUNY Fredonia occurred. With Dr. Horvath as the new president, Fredonia students are guaranteed to be in good hands.

Dr. Horvath became Fredonia's thirteenth president on July 1, 2012. Prior to her presidency, she was the Vice President for Academic Affairs for seven years at Fredonia.

See full story on page A-2

See full story on page A-2

Kilbourne reveals the shocking truth of advertising

CHRISTINA STOCK
Editor in Chief

As a pioneer in advertising research, Dr. Jean Kilbourne went from being a smoker and a professional model to uncovering the corruption of the advertising industry.

Her research on the objectification of women is the first of its kind, and is followed by an array of social research on a variety of topics.

Today the studies of women in advertising have become more extensive and widespread, but in the days of Kilbourne's modeling career this concept was not generally accepted.

"It was difficult because I had to convince people that

this was a serious issue. Everyone thought that advertising was too trivial too matter, and that it wasn't worth studying ... The idea that the image of women in advertising had some impact on violence against women, for example, was really radical," explained Kilbourne, "My radical ideas are now quite mainstream, but it was difficult in the beginning."

Named one of the most popular college speakers by *The New York Times*, Fredonia was honored to have her as the keynote speaker for the 2012-13 Convocation series, "A Time for Change: Shifting Paradigms, Creating Possibilities."

Kilbourne's lecture titled, "Deadly Persuasion: The Power of Advertising," blended her research, cunning observations and personal experience to show students the

danger of certain types of advertising.

She began studying this topic in the late 1960s for several reasons. She had been involved in the women's movement and had an interest in media, but what surprisingly jumpstarted her research was her experience as a model.

"In those days there was no language like 'objectification' or 'alienation' to describe modeling and how I felt, but it was a very alienating work," said Kilbourne as she reflecting on her work as a model, "And yet, it was very seductive and very compelling, and it was high-paid when there were very few opportunities for women."

See full story on page A-3

Investiture Ceremony: Continued from A-1

Horvath graduated from Buffalo Seminary and currently serves on the board of trustees for the school as well as for the Lake Erie Regional Health System of New York. Dr. Horvath also received her BA in English from SUNY Buffalo and an MA and Ph.D. in English from Kent University.

At the Investiture Ceremony, alumni, professors, students and even previous president, Dennis L. Hefner, came in support of Dr. Horvath. After Eric Wilbon, Class of 2014, beautifully sang the national anthem, Nathan Kropp, director of the Fredonia Newman Center, began the ceremony.

"For all that [Dr. Horvath's] already done and for all that she will do, let us be thankful," said Kropp.

Before the Inaugural Address of Dr. Horvath

began, alumni, friends and family shared with the audience how unique and talented Dr. Horvath is.

"I have never seen [Dr. Horvath] settle with just 'good enough,'" said Emily Davey, Dr. Horvath's oldest daughter. "[She] strive[s] to see the world as openly as possible."

Dr. Horvath then received her presidential medallion and chain of office. University presidents wear the chain on special occasions, like for that of ceremonies, as their symbol of authority and leadership to the university. The chain has the university seal encompassed by a laurel wreath that is suspended with links engraved with the names and dates of previous presidents.

Horvath said that she frequently gets the question

of "Why be the president?"

"I'm truly honored and thrilled to be Fredonia's thirteenth president because it really is such a great place," said Dr. Horvath, "I am committed to working with Fredonia's faculty and staff."

Feeling that this campus is "home" or a "belonging" for most of the students, Horvath sees students interacting in the dining halls and working together, and cites that as a prime example of what makes a university come together.

Horvath also loves the creativity of students on this campus. "Being attentive to the way students learn best is both in and out of the classroom," she said. "Keep students at the center of what we do."

Jenn Suhr's Gold Medal Tour kicks off in Barker Commons: Continued from A-1

All of them displayed impressive shows of strength and agility.

The audience was afforded a rare opportunity to see the careful preparation that goes into each jump in a competitive pole vaulting match.

Prior to the competition, the athletes spent the better part of an hour acquainting themselves with the runway, practicing calisthenics, and going through the motions of a proper pole vault. The focus and attention to detail was striking. In contrast, their equipment was somewhat more rudimentary. Specifically their poles, which consisted of little more than a length of fiberglass tubing and a few rolls of hockey tape, were not up to par. Evidently, pole vaulting is a sport which relies more heavily on technique than technology.

The competition began with the bar set at three meters. Though it is as high as a professional basketball hoop, this is apparently a relatively modest height for an Olympic pole vaulter. To the delight of the crowd, Suhr and a number of the other vaulters cleared the bar with ease. The bar was then raised by increments with each athlete allowed three attempts to complete a jump at each height. Near the end of the show, Suhr succeeded in completing the highest jump in the world this year at a height of 4.83 meters. She also very nearly broke a national record by attempting to jump a height of 5 meters.

It was an exciting event for athletes and audience alike. The competitors seemed at ease in the context of a small town exhibition, even in the presence of an olympic gold medalist. In between rounds they tossed shirts and hats commemorating the event to the crowd. Audience members reacted enthusiastically, cheering and clapping as the competitors approached each jump. Unfortunately, this will very likely be the first and last time we see a pole vaulting competition right in the heart of town.

Suhr was born Jenn Stuczynski to residents of Fredonia and spent much of her time growing up here. She attended Fredonia High School and participated in a number of sports throughout her academic career. During the competition in Barker Commons, she wore her high school's colors

of black and orange. Her parents are well known throughout the community as the owners and operators of the Fredonia Food Mart.

Her pole vaulting career began in 2004, just four years prior to her first Olympics in Beijing where she took home the silver medal. This year, she returned to the summer Olympics in London to win the gold in a

dramatic victory against Cuba's Yarisley Silva and the Russian pole vaulting legend Yelena Isinbayeva. In addition, she has broken numerous national and world records over the course of her remarkable career. She is currently the number one pole vaulter in the world and is widely regarded as one of the best pole vaulters to have ever competed in the sport.

If you missed out on this show and would like another opportunity to see Suhr compete, her gold medal tour will continue this week at locations throughout the region. On Sept. 28 she will compete at her alma mater, Roberts Wesleyan College, in Rochester. Then, on Sept. 30, another competition will be held at the Buffalo Bills Fieldhouse in Orchard Park.



SARAH SADLER/PHOTO EDITOR

ON SATURDAY IN BARKER COMMONS, JENN SUHR VAULTED FOR THE FREDONIA COMMUNITY TO SEE.

Kilbourne uncovers the corruption of advertising:

Continued from A-1



MINJU KIM/STAFF PHOTOGRAPHER

DR. JEAN KILBOURNE PRESENTED HER RESEARCH ON ADVERTISING AND ITS EFFECTS ON AUDIENCES AS THE KEYNOTE SPEAKER OF THE 2012-13 CONVOCATION SERIES.

In the social climate of the 60s, even with a bachelor's degree in English from Wellesley College, she still had to go to secretarial school in order to get a job. Kilbourne said, "I could be a secretary, I could be a waitress, or I could be a model."

As many women likely felt at that time, Kilbourne was being punished for her gender. Her career opportunities and social opportunities were limited, and her research has fought to uncover the marketing that perpetuates the unfair treatment of women.

Today we're living in what Kilbourne calls a "toxic cultural environment – an environment that surrounds us with unhealthy images and that constantly sacrifices our health and our sense of well-being for the sake of profit."

The keynote presentation cited that the average American is exposed to 3,000 ads per day and will spend two years of his/her life watching television commercials. Today, advertising is everywhere and marketers continue to come up with new techniques to research and reach their target markets.

"The Internet is wonderful in many ways but it's also a huge advertising medium, especially the social media sites ..." Kilbourne explained, "Marketers are able to reach us in a way that was unimaginable before."

Kilbourne's cynicism, wit and knowledgeable humor played into her entire lecture, as her sidebar comments kept the audience chuckling. She had a way of playing into Americans' weaknesses as consumers and as skeptics. She pointed out that most Americans feel "personally exempt from the influence of advertising," but that this is simply not the case.

To prove her point, Kilbourne quoted Rance Crain, Editor-in-Chief of Advertising Age. This major advertising industry reporter said, "Only 8 percent of an ad's message is seen by the conscious mind. The rest is worked and reworked deep within the recesses of your brain."

Students were shown that no matter how many

times they have seen a particular advertisement or logo, these images are stored in their subconscious and continue to be processed. The subconscious and cumulative nature of advertising plays into Kilbourne's main message – that nobody is exempt from the effects of advertising.

"Wherever I go, what I hear more than anything else is 'Oh, I don't pay attention to ads, I just tune them out. They have no effect on me,'" said Kilbourne, "Now I hear this most often from people wearing Abercrombie t-shirts, but that's another story."

"Before attending Jean Kilbourne's convocation speech, I had no idea of the full potential that advertising had on its viewers," said freshman psychology major, Sean Patrick, "Now I look at ads in a totally different way; it's scary to think of advertising's future."

Kilbourne explained that the advertisers are in the business of creating addiction and have to attract young people, because most addictions start early. She notes ads like Newport, that show teens "Alive with passion" rather than "Dead with cancer." She talks about advertisements for wine coolers and sweeter drinks that try to get young people to make the transition from soft drinks to alcohol. She covered an array of topics including alcohol and tobacco advertising, objectification of women and the effect of advertising on young children.

Kilbourne's talk may have left some feeling hopeless about the current state of marketing, but luckily it's methods and discussions like hers that inform audiences and eliminate the blind consumerism and influence of advertising on today's youth. She cites media literacy programs and education an effective way to combat the bad choices promoted within modern advertising.



MINJU KIM/STAFF PHOTOGRAPHER
KILBOURNE WARNED THE AUDIENCE OF THE SUBCONSCIOUS EFFECTS OF ADVERTISING, REPORTING THAT THE AVERAGE AMERICAN IS EXPOSED TO 3,000 ADS PER DAY.

"Now we're not robots, we're not brainwashed, and certainly I'm not saying we are. But you can't grow up in America, or anywhere in the developed world these days, without being influenced by advertising," Kilbourne said, "Its influence is quick, it's cumulative and, for the most part, it's subconscious."

Whether students agree or disagree with the points made by Kilbourne against the advertising industry, her lecture and discussion was presented in an effort to bring these marketing methods to our attention and minimize the effects that advertising has on us.

Kilbourne said, "One of the goals of my work is to bring these subconscious messages out in the open, to make them conscious, because doing that reduces their power and gives the power back to us."

FOR A MORE DETAILED DISCUSSION OF DR. KILBOURNE'S LECTURE,
SEE EDITORIAL ON A-6

CHECK OUT JEANKILBOURNE.COM
FOR AN EXTENSIVE RESOURCE LIST AND THE FULL BIO/HONORS & AWARDS OF DR. KILBOURNE



POLICE BLOTTERS

UNIVERSITY

September 15, 2012

9:18 p.m. Benjamin M. Jackson, 21, was observed urinating by the Williams Center bus stop. He was issued an appearance ticket for violation of sewer ordinance.

11:21 p.m. Marijuana was found in an unclaimed backpack in Chautauqua Hall. It was later found to belong to Michael LaClair, 19, who was arrested on Sept. 19 and issued an appearance ticket for unlawful possession of marijuana.

11:23 p.m. Officers responded to an intoxicated male in McGinnies 336. The victim was transported to Brooks Memorial Hospital and a report was filed.

September 16, 2012

1:57 a.m. Officers responded to a report of an intoxicated female in Nixon Hall. She was transported to Brooks Memorial Hospital and a report was filed.

3:30 a.m. Officers responded to a report of an intoxicated male in Chautauqua Hall. He was transported to Brooks Memorial Hospital and a report was filed.

September 19, 2012

2:04 a.m. Officers responded to a report of a female feeling faint in Nixon Hall. She was transported to Brooks Memorial Hospital and a report was filed.

September 21, 2012

4:55 p.m. An unknown substance was thrown on the exterior windows of Hendrix Hall. A report was filed.

11:50 p.m. A jacket and cell phone were found in Fenton Hall. A report was filed.

September 22, 2012

2:09 a.m. Officers responded to a report of an intoxicated male in Grissom Hall. He was transported to Brooks Memorial Hospital and a report was filed.

September 23, 2012

3:45 a.m. An iPhone was found on the escort bus. A report was filed.

FREDONIA

September 20, 2012

4:54 a.m. Officers received a call regarding a suspicion person(s) in a common hallway outside 30 Central Ave. Officers arrived and found Victoria G. Welch, 19, appearing intoxicated. She began to empty her pockets for the officers, revealing a lighter and bag containing a green leafy

substance in her left front pocket. Welch immediately placed both items back in her pocket, claiming she was only in possession of a lighter. She was found to be in possession of 2.1 grams of marijuana and was arrested and issued an appearance ticket for unlawful possession of marijuana.

September 21, 2012

11:51 p.m. An officer on patrol observed Aaron M. Cole, 21, walking north on Cushing St. with an open can of Joose. Cole was stopped for violation of open container and was also found to be in possession of 6.3 grams of marijuana in two separate bags. Cole was issued appearance tickets for unlawful possession of marijuana and open container.

11:58 p.m. While on a separate stop, officers observed Wilfredo Flores, 22, on Central Ave. Flores' music emanating from his vehicle could be heard approximately 100 feet away, and was therefore pulled over and issued an appearance ticket for disorderly conduct - loud and unreasonable noise.

September 22, 2012

1:03 a.m. Officers on foot patrol in front of 26 Water St. observed Corey T. Short, 21, strike another man multiple times with a closed hand after an argument. Short was arrested and issued an appearance ticket for disorderly conduct. Short was also found to have a pending warrant for his arrest in Jamestown on charges of larceny. Short was transferred to Jamestown Police Department.

2:15 a.m. Joshua Ricotta, 18, and Larry Sheldon, 22, were seen fighting in West Barker Commons by an officer. Both Ricotta and Sheldon were placed under arrest and issued tickets for disorderly conduct.

September 23, 2012

12:12 a.m. Officers on foot patrol witnessed numerous students get off the campus bus by the Park Place apartments. Joshua R. Hayes was observed exiting the bus with an open 12 oz. can of Labatt's Blue Light in his hand. As officers approached Hayes, he attempted to hide the can in his waistband. The can was still visible above his belt line and he was issued an appearance ticket for violation of open container.

12:42 a.m. Officers observed Emily J. Barrett, 17, urinating in the west municipal parking lot. She could not provide identification, but was found to be in possession of a friend's license, which was confiscated. Barrett was issued an appearance ticket for violation of sewer ordinance.

1:52 a.m. Officers were called to 43 Water St. where, reportedly, there was a fight in the parking lot behind Sunny's. It was later found out that Lance C. Ellis had been driven to the lot in a pickup truck, exited the vehicle and punched another male. Charges were pressed and Ellis was arrested for harassment in the second degree.

All information printed in The Leader's police blotter is a matter of open public record. No retractions or corrections will be made unless a factual error is shown. Anyone who is cleared of charges has the right to have so printed. It is the responsibility of the accused to provide notice and proof of the dropped charges.

TANNING BEDS CAN BE LIKE ASKING 4 SKIN CANCER

TANNING BEDS emit UV RAYS THAT CAN CAUSE SKIN CANCER, DEADLY MELANOMA, UGLY, WRINKLED SKIN & GROSS AGE SPOTS. CURRENT ESTIMATES R THAT 1 IN 5 AMERICANS WILL DEVELOP SKIN CANCER DURING THEIR LIFETIME. OMG!

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Community benefits from students' Day of Service



SARAH SADLER/PHOTO EDITOR
VOLUNTEERS, ANALISYA RAMOS AND GRACIELA REY PAINTING A CHALK-BOARD WALL AT THE CAMPUS AND COMMUNITY CHILDREN'S CENTER.



SARAH SADLER/PHOTO EDITOR
VOLUNTEER FOR THE DAY OF SERVICE PLAYING BINGO WITH A RESIDENT AT THE THE ST. COLUMBAN'S ON THE LAKE RETIREMENT HOME.



SARAH SADLER/PHOTO EDITOR
EARLY CHILDHOOD MAJORS AND PROFESSORS VOLUNTEERED AT THE CAMPUS AND COMMUNITY CHILDREN'S CENTER ON SATURDAY DURING THE DAY OF SERVICE.



SARAH SADLER/PHOTO EDITOR
KYELA VAUGHN AND MONIQUE WRIGHT HELPING OUT AT THE CAMPUS AND COMMUNITY CHILDREN'S CENTER DURING THE DAY OF SERVICE.



SARAH SADLER/PHOTO EDITOR
VOLUNTEERS FOR THE DAY OF SERVICE MAKING TRAILS IN FOREVER WILD.

OPINION

Wednesday September 26, 2012

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EDITORIAL

Is advertising the art of manipulation?

Convocation speaker, Dr. Kilbourne pioneered the field of women in advertising

Kilbourne has worked from the inside out to corrupt the advertising industry, starting as a model and using her experience to move audiences worldwide. Her years of smoking led her to research the tobacco industry, just as her time as a model launched her interest in the study of women in advertising, and she spreads this message worldwide as renowned speaker and researcher.

"It [modeling] did leave me with a life-long interest in the power of the image and who wins and who loses," said Kilbourne, "And even as a young women I certainly understood that this would be a short lived thing, and that there was a lot of contempt for women who didn't measure up to the ideal, which of course is all of us as we age."

Kilbourne drew upon her own experience and showed shameless images of women in advertising to prove to students how unrealistic these images can be. When asked to further discuss the changes in the media's portrayal of women, the first aspect that Kilbourne brought up was how Photoshop has transformed the landscape of modeling and advertising.

"It used to be that they [advertisers] would use doubles. You'd see one woman's face and another woman's hands, this sort of thing. Now they can completely transform the model using Photoshop ... This creates an image that's completely artificial and constructed, but it's the image against which real women and girl measure ourselves. It has a tremendous impact on self-esteem."

Kilbourne told the concert hall,

"Cindy Crawford, the super-model once said, 'I wish I looked like Cindy Crawford.' Because she couldn't possibly, nobody could."

She even told the audience a shocking fact – that Julia Roberts had to use a body double in *Pretty Woman* for any scenes where to female character was partially clothed. This information surprised many students and audience members, and proved that even famous actresses or models are scrutinized for their appearance.

As the research on this continues,

some countries are actually requiring that Photoshopped photos to be labeled and that models reach a minimum body mass index .

Kilbourne Reminds us of complimentary cigarettes on airplanes

The social climate, in terms of alcohol and tobacco, was very different when Kilbourne was growing up. Over 50 percent of Americans smoked, which meant everyone from teens to parents to teachers. Smoking was permitted in public places, and even indoors on airplanes and in restaurants. At that time there were no warning labels on cigarettes, and no health information at all had been published on cigarette consumption. The industry had known for decades about the severity of nicotine addiction, and that tobacco kills over 50 percent of users, but this information was being suppressed.

"I made my decision, 'my choice,' to smoke when I was thirteen," Kilbourne said, "in a climate in which there was virtually no information."

As a smoker, she became interested in the psychological aspects of addiction. From here, Kilbourne was inspired to research the toxic effects of these substances and spread the information to other consumers that may not realize how they're being manipulated by the industry.

"It struck me that the kinds of things that were bring done for prevention in schools, which wasn't much in the 70s, was mostly showing kids diseased lungs and stuff, and I just knew that wasn't going to make a single bit of difference to any kid, it's just not going to matter. But I thought what would matter would be showing them how they're being manipulated by a very powerful industry," Kilbourne said, "That was my big insight then, that the prevention program should really help kids to deconstruct the ads and understand that they're being manipulated ... Because most teenagers are anti-authoritarian, which I'm still all for, but they mistake what the real authorities are. The real authorities are Anheuser Busch and Philip Morris, so I thought, let's educate them about that."

To illustrate this point, Kilbourne revealed perhaps the most surprising quote thus far:

Tobacco executive, RJ Reynolds, laughed when asked if he smoked cigarettes and answered, "We reserve that

right for the young, the poor, the black and the stupid."

Even though the tobacco industry continues to flourish, Kilbourne points out the strides that have been made in terms of education and regulation. "If somebody had said to me that 25 years from now there will be no smoking at all on airplanes, no smoking in bars in New York and pubs in Dublin and sidewalk cafes in Paris, I wouldn't believe it," she said, "So, it's been a sea change in attitude."

How to read through the manipulation

Kilbourne attributes the "sea change" in tobacco legislation to grassroots citizen activism and "taking a public health approach to smoking – taking the focus off the smoker and putting it on the environment, the tobacco industry, the advertiser and the price of cigarettes."

She also encourages consumers to look at the laws about tobacco and alcohol are fighting against.

"If you want to know what's going to work to reduce consumption of alcohol or tobacco, particularly among young people, you look at what the alcohol and tobacco industries are fighting hardest against," said Kilbourne.


Among these methods to reduce consumption, she notes restrictions on advertising, taxes on alcohol and graphic labels on tobacco products.

Kilbourne points out the flaws in advertising to children and other target audiences, and shows how they blatantly mislead young consumers, whether they realize it or not.

For audio clips from the Convocation faculty panel and more quotes from Dr. Kilbourne's presentation visit our blog at


FredoniaLeader.org

"What do you think President Horvath's first order of business should be?"



Claire Lunderman
sophomore liberal arts

"It would be cool if she got multicultural affairs more involved and gave them a bigger voice, because diversity is so prominent now especially with the international students."



Dave Quiñones
senior theater

"There needs to be an open-line of communication between the student body and administration."

From the desk of...

SARAH SADLER
PHOTO EDITOR



In this crazy world, we all have our hobbies or interests that keep us as close to sane as possible. As photo editor, it's easy to say that I love taking pictures and list a few reasons why. However, photography is so much more than something I love to do. It's my piece of my mind, my way of looking at the world and, most importantly, my reminder of home.

From my earliest memories, I can't pick out a moment where there wasn't some kind of camera in my life. My mom was always the one taking pictures, solidifying moments I was too young to remember. While I have 30,000 photos in my iPhoto album, my mom has close to that in organizer bins for her film prints. From newborn to almost grown-up, I've been captured in every bit of the word by my mom. Whether it be a birthday or a holiday, my mom always had her camera at the ready, anticipating the moment. I can remember waiting for the thick envelopes full of prints from Mystic Photo Lab to arrive in the mail. My family and I would sit at the kitchen table and flip through hundreds of pictures, picking out our favorites to frame. Our house is

full of the moments my mom captured of our family over the years and I wouldn't have it any other way.

Around the age of seven, I can remember trying out my mom's Minolta film camera and feeling like I was on top of the world. We were at Cranberry Lake in the Adirondack's and, believe me, I went picture-taking crazy. After getting the film developed, it was clear that I had no idea what I was doing. Nevertheless, my mom encouraged me to keep trying and I would start to see improvement. It's funny to think about now, but she still has my first roll of film prints sitting in one of those countless organizer bins.

Throughout middle and high school, my interest and skill in photography grew. I started to become a little version of my mom. I was the one taking pictures of friends and family gatherings, while my mom started to make more appearances in the pictures themselves (This is the moment when my overwhelming collection of photos began). As a graphic designer, my mom has a very artistic eye for pictures. In high school, she would help spark my imagination for various photo projects. She inspired me to look at the world in a different light, helping me to see things that I might not have noticed before.

When college entered the picture, I ventured into a completely different world. A place where my mom isn't photographing or helping anymore, a place where I had to stand on my own. There were and still are times that I grow frustrated, but she is always one to pull my focus back and see the bigger picture. My mom has always been my biggest supporter and greatest inspiration. I can't think her enough for capturing all those years, but most of all, for helping me find my way in this crazy world. Wherever I may be, I know for certain that because of the love of my mom, I've found a passion that will forever be part of who I am.



MY MOM AND I REUNITED ON MY BIRTHDAY AT EERIE LAKE IN DUNKIRK.



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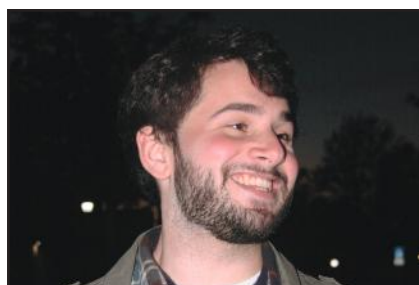


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Julie Ticco
senior early childhood education

"To build a relationship with the students, much in the way that President Hefner had done."



Keith Spinner
freshman business

"It would be nice to see more programs dedicated to those students who don't necessarily want to go out and party every weekend. I would just enjoy seeing more organized activities for having fun."



Matt Perloff
sophomore English

"I feel like there should be more attention given to making life on campus more comfortable. In the dorms, I feel like the furniture is really old and maybe something could even be done to brighten up the quads."

Photo Page



"BUTTERFLY" BY BRITTANY GILBERT/SPECIAL TO THE LEADER



"RHODE ISLAND" BY CHELSEA DRAKE/ASSISTANT REVERB EDITOR

IF YOU HAVE PHOTOS FOR THE PAGE, PLEASE SUBMIT THEM TO OUR
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Covering the earth in a fabric of creativity



MELISSA RECHIN/STAFF WRITER

WORLD-RENOWNED ARTIST CHRISTO SHARES HIS STORIES OF HIS PAST PROJECTS IN KING CONCERT HALL ON TUESDAY.

MELISSA RECHIN
Staff Writer

There is much truth in the phrase “go big, or go home” for artist Christo, who stunned the Fredonia community this past Tuesday evening with his presentation of world-renowned art installations. Art minds from all over Western New York came to King Concert Hall just to witness Christo prove that the impossible may just be possible.

Christo, who has been producing internationally celebrated works of art for over 50 years, awed eager audience members with not only the sheer size of his remarkable installations but also their beauty spanning from culture to culture. Many may recognize Christo as the man to create fabric installations stretching miles and miles across the Rocky Mountains or the hills of Japan, yet Christo revealed a booming personality even larger than his installations.

“I never really knew who Christo was as a person, I only knew him through his work. Instead of the vague distant understanding, I know I have gained a much better appreciation for both him and himself as an artist,” recalled Stephanie Kahn, senior jewelry design student currently studying at Buffalo State.

“I loved how open and personable he was as not just as artist, but as an idol,” said another Buffalo State senior, Francesca D’Angelo.

Despite his insecurity in the language barrier, Bulgarian-born Christo was successful in connecting with audience members not only through his art, but also through wit, humor and blistering sarcasm. “He was incredibly inspirational, wise and surprisingly

witty, something I never expected at first,” said sophomore photography major, Gabbie Lee.

Christo’s presentation took the audience on a journey through time along the rivers and mountains of countries such as Japan, Germany, France and the United States. “We only go where people like our art!” explained Christo, reminiscing on the 22 outdoor sculptures he and his wife, Jeanne Claude, created in the past 50 years. “We rent spaces, that’s what we do. We borrow a space and create a gentle disturbance for just a few days.”

Ranging from a 20-mile long span of blue umbrellas, each 20-feet tall, cascading over the mountains of Japan, to elegant 16-foot “gates” covering 23 miles of paths throughout Central Park, Christo has literally covered this earth with his fabric of creativity.



MELISSA RECHIN/STAFF WRITER

ARTIST CHRISTO ANSWERS THE AUDIENCE’S QUESTIONS OF ART, INSPIRATION AND CULTURE.

Now this fabric isn’t just unrolled and effortlessly draped across these areas of land; each sculpture takes extensive planning and persuasion to even find a location. On average, these installations require at least three years to complete, if they are to be completed at all. The most difficult task of beginning one of these projects is “renting” the land on which the sculpture will be cultivated, not to mention the cost of doing so. Christo and his wife never accepted donations or collections for their work, the only funds they have for these installations came from the profits of selling their personal paintings, drawings and sculptures. As Christo said, “these sculptures are for the human population to enjoy for only a short time. They are not at all for profit.”

Currently, Christo has been in the process of completing two separate installations, one spanning across a river in Colorado and another in Sri Lanka. The first, “Over the River,” is a 40-mile span of silver, translucent fabric panels draped across the Arkansas River. The second project, “The Mastaba,” is very different from Christo’s previously mentioned project and is an almost pyramid-like structure made from 410 thousand iron barrels. This sculpture, designed as a 2-4-3 proportioned triangle, will measure 500 feet across, 1000-feet high and 750-feet deep.

With his remarkable and seemingly impossible installations, this brilliant and witty little man has been successful in connecting our creative human minds to culture, environment and each other. Just as Christo said, “The artist is not a profession, it is a way of living. Enjoy it!”

Ethos Fall Sound Festival kicks off with Mivos



MICHAEL LEBRON/SPECIAL TO THE LEADER

IN ROSCH RECITAL HALL, THE MIVOS STRING QUARTET OPENED THE ETHOS SERIES.

MAGGIE GILROY
Staff Writer

The Ethos Fall Sound Festival began Friday night as the nationally acclaimed Mivos String Quartet performed in Rosch Recital Hall. Though shy and soft spoken in person, the quartet's music spoke great volumes of the current direction of contemporary music.

The group's four members, Olivia De Prato, violin; Joshua Modney, violin; Victor Lowrie, viola; and Mariel Roberts, cello, all met at the prestigious Manhattan School of Music where they each received their masters in contemporary music.

"We started playing in school and felt a connection," Lowrie said. This is the group's fifth season, however, it is their first season with Roberts who just recently joined the group.

Similar to their unique and inventive repertoire is the group's name, which they coined themselves. "We've devised it kind of arbitrarily, but it's come to mean something else," Modney stated. He explained while De Prato and Lowrie chuckled lovingly that one of the first pieces they played as a group featured long, dramatic pauses which they coined "mivos". The term then went on to become their name. They also said how they'd like for it become a common term as well.

The group has made it their mission to perform and commission new works and present new music to diverse audiences. This includes working with composers and giving them feedback as they finish new pieces. The group attributes their love for collaborating with artists to their collaboration with artist Ned Rothenberg. "He was the first person we collaborated with and he inspired us to continue with others," stated Modney.

With a resume of various international performances, the group has performed in venues and places as diverse as Michigan, Germany, Italy and Hong Kong. They certainly have a diverse season ahead of them as well, as they plan to perform everywhere from New York City to the United Kingdom.

Education is also important to the quartet, who has conducted workshops both nationally and internationally. Following the concert, the group read new works composed by Fredonia's own student composers on Saturday.

The quartet never spoke a word during their performance Friday. The only introduction

given was by Ethos president, Kate Parker. The four musicians allowed their music to speak for itself.

The concert began with "lift-tilt-filter-split," by Alex Mincek. The musicians rhythmically played on top of their strings while diminished chords bounced out of the rhythms. "I imagined myself in an attic with crickety wood and the house swaying," said Ethan Wojcik, a transfer music education major and audience member described.

The following piece, "Quartettstudie," by Wolfgang Rihm, was much slower. Wojcik described it as "mysterious." It began with soft, dissonant chords which were later interrupted by the low notes of the cello and viola. The smooth notes of the cello were a standout in this number.

Throughout each piece, the group was very in-tune with each other, constantly making eye contact and breathing together. They were a great example of a true ensemble.

After a brief intermission, the second act began with "Il y a l'océan" by Carl Bettendorf. The piece began with high pitched sounds made by the bows rubbing against the strings, evoking the image of a weathervane moving in the wind. The piece consisted of slow, steady notes which were interrupted by upbeat plucking. Although there were several loud, booming sections, it was much quieter than the previous works.

Following "Il y a l'océan," was "Mura," composed by Mivos' very own Olivia De Prato. The piece was less dissonant than the previous pieces of the program, however, it had a very solemn and haunting tone. Beginning with higher noises which mimicked electronic sounds, the piece then featured beautiful interjections by the violin. This was followed by low chords from the cello and viola. The piece ended with an austere chord with finger plucking quietly, but persistently, floating above the chord.

The final piece of the night was "Corde Vocale," by Felipe Lara. As it was very dissonant with many high, piercing notes followed by low plunging, the piece was much harsher and louder than the previous one. It ended with scattered high notes made by the bow rubbing against the string and was met with a standing ovation from the audience.

The concert ended the same way it began, with the musicians not saying a word but quietly and graciously taking their bows. The only words heard were various murmurs of audience approval. The group was a wonderful and unique start to the exciting Ethos Fall Concert Series.

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The A-Tracks

EILEEN MOWREY
Assistant Reverb Editor

Welcome to week four of The A-Tracks, the center of the Fredonia music scene. This week, our radio show will actually premiere, so tune in to WCVF 88.9 FM at 1 p.m. today, Wednesday, to hear the music shown below. In addition to the usual weekly content, there is also an overview of this season's musically oriented TV shows.

ARTIST PROFILE: Die Antwoord

Die Antwoord is like nothing you have ever heard. They are fearsome, freaky and fantastic. Hailing from Cape Town, South Africa, Die Antwoord has combined rap, dance, electronic and hip-hop. They call it "rap-rave", and it is fueled by a style and subculture called Zef. In a *New York Times* review they were called "brilliant weirdness". I couldn't have said it better myself.

Die Antwoord consists of two highly original personalities. Ninja, the group's front man, raps while little Yolandi Vi\$\$er dances around (if you can call it that), backing him up with her own outlandish vocals. Beats are provided by DJ Hi-Tek, the silent and equally peculiar DJ. After years of doing much tamer work for different groups, Ninja and Yolandi began Die Antwoord in 2008. Their debut album, *\$O\$*, came out in 2009, and soon afterward their hit music video "Enter The Ninja" was released. The video was an Internet sensation, bringing so many hits to their website that it crashed their server.

This incredible public interest gained them the attention of some big names in the industry and they soon had a deal with Interscope Records in L.A. for a re-release of *\$O\$*. Worldwide tours began in 2010 and since then they have been gaining followers from around the globe, especially in the United States and Europe. Despite their international success, when Die Antwoord went to Interscope Records in 2011 with their new album *Ten\$ion*, the label said the content was too offensive for them to release. Instead of compromising their style, Die Antwoord released the album under their own label, Zef Recordz.

What is Zef, you ask? Zef is the subculture and style that Ninja and Yolandi personify. Zef is an Afrikaans word meaning "the common." It is often used to describe the lower-middle class of South Africa. It isn't a derogatory term, but rather one that describes those who have little money, a flashy style. In a 2010 interview with Hermione Hoby for *The Observer*, Yolandi Vi\$\$er described Zef as being "associated with people who soup their cars up and rock gold and shit. Zef is, 'you're poor but you're fancy.' You're poor but you're sexy, you've got style." Die Antwoord is also Afrikaans, translating to "the answer." This has prompted many people to ask the eccentric duo, "the answer to what?" Ninja will only reply, "to [insert profanity here] everything."

There is more than meets the eye with Ninja and Yolandi, though. While they tend to be borderline violent onstage, they have a softer side. Ninja, born Watkins Tudor Jones, doesn't drink and the two have a 7-year-old daughter named Sixteen Jones. Her parents say she is a goody-two-shoes who thinks the obscenity in her parents' music is lame. Ninja and Yolandi even took the time to stop a robbery on their way to their Lollapalooza concert in Chicago this past August.

Their concert at Lollapalooza was possibly the best show I have ever seen and it certainly made the biggest impression on me. They appeared on the stage in prisoner-type orange jumpsuits with their logo emblazoned on the back. Yolandi wore contacts that blacked out her entire eyes, making her look eerily inhuman and rather demonic. Almost as soon as Ninja started rapping, Yolandi started flipping the audience off. Throughout the course of the hour long set, Ninja stripped down to his boxers and Yolandi had flashed the audience more times than any of us could count.

It was more of an experience than a concert. My party of two had scored a place right up at the front of the stage, putting us in the center of the mayhem. Under the sweltering August sun, the crowd was hot, sweaty and full of energy. People were dancing, moshing and trying hard as they might to get as close to their bizarre idols as possible. During their last number, Ninja dove into the audience in an attempt to crowd surf. His fans were so intent on getting their hand on him, however, that they apparently forgot to keep him in the air. They dropped him, and Die Antwoord never got to finish their signature song, "Enter The Ninja."

The language may be obscene and the lyrics offensive, but the end result that Die Antwoord creates is amazing. They are sure to amp you up and put a smile on your face. To anyone looking for something different, unique, or bizarre, this is your group. Die Antwoord may not be for the faint of heart but the fans they do attract love them, and for good reason.

THE BULLETIN: Do you have a show you want people to know about? If you want people to know where you and/or your band will be, let us know and we'll publish it right here the Wednesday before the event. You can direct all communication to mowr7594@fredonia.edu. And please, use it but don't abuse it!

-The A-Track's radio show will air today! Tune in at 1 p.m. to hear us live on the air.

-M.I.C. club will host their first open mic event tonight, Wednesday Sept. 26, from 7-9 p.m. in the outdoor amphitheater next to Reed Library. Sign-ups are from 6-6:45 p.m. and are open to all acoustic acts.

-Sept. 27, from 7-10 p.m. in the Williams Center Multi-Purpose Room, Music Industry Club (MIC) is co-sponsoring the Women's Student Union presentation of Women, Rock and Soul. The event will raise money for the Jeanette McVicker Women's Studies Scholarship Fund. If you're interested in filling one of the 15-minute slots, contact MIC or Claire Lunderman.

-The Blank Shots will be playing with Lighting Killed My Parents and The Toasters on Oct. 28 at Mohawk Place in Buffalo.

ALBUM REVIEW: *Being in Love* – Amikaeyla
Album submitted by: Lisa Reedy Promotions
Copyright: RootsJazzRecords 2012
Genre: Jazz

If you ask me who my favorite musical artist is, I would have a horrible time coming up with an answer. This is very simply because I love so many artists from such a wide variety of genres. Even within those genres, it is often difficult for me to single out a single band or singer. The one category that is easy for me to pick a favorite in, however, is jazz: I will pick Ella Fitzgerald every time.

Whether I'm looking for a song to cook to or a song to study by, a song to dance to or a song to sing along with, Ella Fitzgerald is the woman I can always turn to. So, when I was flipping through albums from the vault and came across Amikaeyla, an artist who clearly idolized and emulated Ella Fitzgerald as well, I couldn't resist. After a quick listen it was clear that her style was only partially "Ella." In fact, Amikaeyla's album *Being in Love* was a sample platter of jazz styles.

Being in Love is Amikaeyla's second solo album. It consists of four original tracks and ten covers of classic jazz tunes. Work on the album began when Amikaeyla was living in Washington DC and collaborating with Trio Globo. When she moved to the West Coast, work on the album continued with the help of her producer, David Belove, and a new wave of featured artists.

For Amikaeyla, *Being in Love* was a way to pay homage to idols such as Ella Fitzgerald, Stevie Wonder and Bill Withers. In a brief message on her album cover, Amikaeyla explains that the songs are about love for yourself and others, for life and all our surroundings. It is this soulful personality, along with her talent, that earned her an invitation to perform for the Dalai Lama in 2006. After that trip, she became the executive director of the Oakland, Calif. based International Cultural Arts and Healing Science Institute. Through this program, Amikaeyla has traveled to many different countries, mainly in the Middle East, working with refugee children. Her goal is to alleviate the pain and fear that war instills in this children through the power of music.

Through her parents work travels, Amikaeyla was exposed to a variety of cultures from a very young age. This inspired a lot of the diversity in her music. Throughout the album, Amikaeyla sings in English, Spanish and Portuguese. She conquers both the jazz ballad and the jazz groove. While track five has heavy Spanish influences, track seven features a kind of folkloric game that she used to play with her grandparents where music is made by rhythmically slapping the chest and thighs.

All of the songs consist solely of real strings, musicians, and voices. Amikaeyla's voice is soft and natural. While she doesn't have the gravelly growl that characterizes so many female jazz singers, her voice has a soothing and intriguing quality. While the tracks blaze through a multitude of emotions, the focus of it all is love.

Amikaeyla's *Being in Love* is the perfect album for any jazz lover. Because it ranges in styles, there is something to appeal to every listener. Even for those who are not typically interested in jazz music, Amikaeyla's music can provide a soothing background for any occasion. While no artist could bump Ella Fitzgerald off the top of my list, the next time someone asks who my favorite Jazz artist is, I'll be sure to give Amikaeyla an honorable mention.

The A-Tracks Top Ten combines the top ten singles lists of *Billboard Magazine*, iTunes, Spotify, We Are Hunted and Buffalo's KISS 98.5. Using a carefully designed formula that involves a painful amount of math and some serious calculations, the ultimate top ten are determined for your listening pleasure.

- #1 "Some Nights" – Fun.
- #2 "Whistle" – Flo Rida
- #3 "One More Night" – Maroon 5
- #4 "We Are Never Getting Back Together" – Taylor Swift
- #5 "Too Close" – Alex Clare
- #6 "Blow Me (One Last Kiss)" – Pink
- #7 "Good Time" – Owl City
- #8 "Everybody Talks" – Neon Trees
- #9 "As Long As You Love Me" – Justin Bieber
- #10 "Call Me Maybe" – Carly Rae Jepsen

Week four of A-Track's Top Ten brings one artist back on to the chart and introduces a new track. After a week off the chart, Owl City's "Good Time" returns. Pink makes her first appearance with "Blow Me (One Last Kiss)." There was no movement in the top four this week but Alex Clare moved up four places and Neon Trees rose two. Justin Bieber dropped one spot, his second drop in two weeks. Carly Rae Jepsen also continued her gradual decline, falling three places.

The musical take-over of TV

EILEEN MOWREY
Assistant Reverb Editor

From dramas to comedies to competitions, music is taking over the televised world. We have come a long way from when "American Idol" was a unique kind of program. Today, almost all the big networks have at least one musically oriented program. The changing season ushers in the return of some of these broadcasts, along with the addition of ABC's new hit show, "Nashville."

To the great excitement of all the Gleeks out there, "Glee" has returned for a fourth season. New Directions lost many of its star singers but has a few new faces to make up for it. Puck's younger brother Jake is among those that join the Glee club, along with Unique. Unique is the female alter ego of Wade Adams. The addition of a transvestite is sure to bring some initial drama, but I imagine it will result in some well-learned lessons of acceptance for characters and young viewers alike.

While things at McKinley High continue on in generally the same fashion as before, Rachel struggles with criticism, teasing, and desire at the fictional New York University of Dramatic Arts. Finn has enlisted in the army, and Sue has a baby named Robin. A new season of "Glee" promises new romance, lost love and fierce competition. Season four aired on Sept. 13 and runs every Thursday at 9 p.m. on Fox.

"The Voice," which airs on NBC every Monday and Tuesday at 8 p.m., is now in its second season. Hosted by Carson Daly, coaches Christina Aguilera, Blake Shelton, Adam Levine and CeeLo Green strive to produce a winner. Mary J.

Blige, Rob Thomas, Billy Joe Armstrong and Michael Bublé will be appearing throughout the season as advisors.

The concept is simple. There are a ton of contestants and a three stage process that weeds out the weak until a winner is determined. Stage one: The blind audition. Coaches listen to contestants sing with their chairs faced away from the stage. This way they are judging artists by their voice alone. By pressing a button, they claim that singer for their "team." Once their roster is filled, coaches then begin preparing their team for the next two stages.

Stage two: The battle. It's a little like chicken fighting, only with aspiring musicians. Two coaches select a singer from their arsenal to compete against each other on stage, singing the same song at the same time. Whoever squawks loudest (or best, I suppose) and cuts their competition down to size wins. Coaches are then left to decide who to keep and who to send home. The last stage of the contest is the live performance. With the help of audience votes, the coaches cut the competition down to the final four, one from each coach, who then compete for the title of "The Voice" and a recording contract.

"The X-Factor" is also returning for its second season. Judges Simon Cowell and L.A. Reid are back from last season, with new additions Britney Spears and Demi Lovato. The live audience acts as a fifth judge. Auditions were held all over the country and were open to any solo artist or vocal group over the age of 12, voting anyone younger than that off is just too heartbreaking to make for good television. Those who survive the initial auditions are then split into four groups: boys, girls, over 30s and groups. Each judge is responsible for mentoring one of those groups. This adds an aspect of competi-

tion between the judges too. Clearly each of them wants an artist they mentored to win. After all, who doesn't enjoy bragging rights?

Once the judges have their groups trained and ready for competition, they decide who is worthy of the next level. Those contestants move on to compete in live performances where the judges critique the acts and the audience calls in their votes. Once it's down to the finalists, the audience votes (which can be called in or cast online) decide the winner. That artist is then awarded a \$5 million recording contract with Syco/Sony Music.

This season's newest musical drama, "Nashville," will premiere on ABC on Oct. 10 at 10 p.m. The plot is simple: Rayna James (Connie Britton) is a Nashville superstar having difficulties adjusting to the evolving music industry. Like many successful musicians, Rayna has a hard time balancing her career with her personal life and justifying her decisions to her parents. Worried that she can't keep up, her producers force her to work alongside Nashville's new starlet, Juliette Barnes (Hayden Panettiere), or her album promotion and upcoming tour will be pulled. While she detests the sexy, sassy Juliette, who is clearly determined to take Rayna's spot at the top, Rayna is forced to comply. While the plot seems predictable, it promises to be juicy and suspenseful.

With a fall full of new characters and competitors, there is a lot to look forward to on TV. Whether you prefer watching New Directions get "slushed," seeing the best and worst of cut-throat musical competitions or getting caught up in the drama of someone's fictional celebrity life, this season is sure to please all viewers.

New Random Acts members bring new laughs



SARAH SADLER/PHOTO EDITOR

RANDOM ACTS PERFORMING IN MARVEL THEATER AS AN OPENER FOR THE UPRIGHT CITIZENS BRIGADE.

MARY MAZUR
Special to The Leader

The McEwen lecture hall was even more crowded than usual last Friday night as Random Acts put on another unforgettable performance. Audience members who braved the rain to watch the show were rewarded with remedies for frizzy hair, love affairs between staplers and paperclips and a Christmas-stealing grandmother with a Batman sidekick.

The longstanding improv group puts on a show every other Friday. Every show has its own crazy story, but last Friday was very special because the troupe added three new members: Jessica Sabatini, Ryan Glynn and Eric James.

"I was really impressed with Eric and Ryan. I hadn't been [to a Random Acts show] in maybe four or five months so I enjoyed it because I hadn't been back in a while," said senior acting major, Haley Beauregard.

"The new members were very impressive and added a lot of character to the show. I thought all of them did a really great job for their first performance. They had to have been so nervous; I would be if it were me. They were great," said a senior psychology major who wished to remain anonymous.

All three of the new members are theatre majors, which is not surprising considering that most of the senior members of the troop are theatre majors as well. The troupe holds auditions for new members once every year.

"I've auditioned all four years and finally I'm in and I'm so excited," said Sabatini, a senior.

Sabatini explained that her favorite part of the night was the long form improv because it was more advanced. "It's fucking fun, freedom of speech!" she said after the show.

Eric James, another rookie, is a senior theatre major with a minor in film. He enjoyed pretty much all of the games he took part in but he said he especially enjoyed the game "evil twin".

Ryan Glynn transferred last year from Schenectady, NY, to Fredonia. He attended every Random Acts show last year and decided to audition for the troupe with little experience improving under his belt.

"I liked 'half life' because it's a lot of fun, [has] upward energy and it's kind of like a puzzle," said Glynn after the show when asked about his favorite game.

The next Random Acts show will be Friday, Sept. 5 at 10 p.m.

Fall food: Simple student recipes

COURTNEY GFROERER
Staff Writer

As we begin to work our way back into the folds of football, sweaters and apple picking, we must keep in mind one of the most important things of the season: tailgating. With Sundays suddenly overtaken with football, I figured I should do what I do best, which does not include watching or analyzing the game. This week, I wanted to focus on game-day food that is quick and easy to make with little ingredients so that even the most challenged of cooks would be able to make something all their friends could enjoy.

Pizza roll-ups are fast and are made in simple single servings.

What you need:

1 can of ready-made crescent rolls

Slices of mozzarella cheese

Slices of pepperoni

Take flattened crescent rolls and place on a greased baking sheet. Starting with the cheese, layer on a slice followed by 2-3 pieces of pepperoni.

Beginning at the fat end, roll the crescent into itself, ending at the point. Place 6-8 finished rolls on the baking sheet. Bake them at 350 degrees for 14-16 minutes until golden brown.

The rolls can be dipped in a variety of condiments including hot sauce, blue cheese and pizza sauce.

I made 8 servings for around \$3 and it took about 20 minutes total.



COURTNEY GFROERER/STAFF WRITER

Borderlands 2: A co-op success story

BRANDON ARMELI
Special to The Leader

The time has finally arrived. Borderlands 2 dropped on Sept. 18 and has successfully delivered an incredible experience to start off the approaching holiday season with a bang. The game takes everything the first game did so well and expands on it to create a more refined look at Pandora. On a scale of one to ten, I give Borderlands 2 a nine.

From the improved inventory system to the massive depth given to the main character's skill progression, Borderlands 2 has outdone its predecessor at every turn. My time with the game has, so far, been a nonstop thrill-ride that's proven hard to put down.

Borderlands 2 does an amazing job blending genres together to create a unique experience. The fast paced action of shooters combined with the RPG skill-point progression system makes for enticing gameplay all while implementing the loot-fest aspect which makes for addictive gameplay.

In the first game, players had little direction to go on and were simply running around shooting bad guys with little motivation other than that which is inherently tied into the gameplay. This time around, Gearbox Software, the creator of Borderlands 2, has made an amazing leap forward in the story of the game to craft a more memorable experience. The player has a clearer idea of what they can do in the world yet they still have a plethora of engaging side quests to do when not tackling the main story.

Right from the beginning, the player chooses from four distinct classes, each of which have multiple skill trees. Each skill tree tailors to a specific play style that might focus on different strengths and abilities. I chose Maya, the siren, for my first playthrough and decided to take the road of elemental damage bonuses and more supportive skills to help my team out. However, if you want to play around with your skill points, you can reset them and choose different abilities creating an in-depth progression system. Also, with three skill trees per character, it feels like having 12 different characters instead of just four.

Maya's phaselock skill granted me the ability to suspend my foes in a orb, freezing them instantly, allowing my friends to hammer the incapacitated enemy. This came in handy when I was surrounded by many baddies at once. I could also improve this ability with my skill points to make it last longer or affect multiple enemies.

The cooperative experience has been improved upon as well. At the main menu, you can see what mission your friends are on, what level they are and your compatibility to their playthrough. You can quickly drop in and out of their games with ease which was harder to achieve in the first game.

The visuals are an amazing cell-shaded look that fits the story and game style. The musical score doesn't distract from the gameplay but adds to the overall experience. The ambiance of the music, when you're not shooting, gives character to the world of Pandora.

The dialogue is as funny and over the top as it was in the first game, with each cut-scene being something to look forward to. I found myself laughing out loud many times from both the crude humor and more intelligent jokes. It made the story dialogue something I was hoping to hear more of instead of wanting to skip through to get back to playing.

Still, the game is not perfect. The enemy artificial intelligence is something that could use some improvements as enemies would sometimes ignore me despite me being right next to them. There were also multiple instances where enemies and even teammates would clip through the ground, looking like they were sinking in quicksand. It is also a bit of a downer when your friends are ahead of you and they need to join your game so you can progress to their point. The only way to achieve a perfect co-op experience is to make sure all your friends only play when you're all on, which can be difficult to achieve.

Nevertheless, Borderlands 2 is definitely worth checking out. If you are a fan of shooters, RPGs or loot-fests, this game will satisfy your cravings. With an amazing amount of replayability and an addictive experience, Borderlands 2 will keep you busy for hours on end.

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SPORTS

Wednesday
September 26, 2012B-5
The Leader

Blue Devils continue to turn season around *FSU takes two out of three matches in pool play*

JIM CHRISTOPHER
Sports Editor

The Fredonia State Blue Devils women's volleyball team continued their hot streak this past weekend, going 2-1 in SUNYAC Pool Play and improving their record to 8-8. The Blue Devils accomplished this by beating Oswego and Brockport but ended up losing to Buffalo State.

The Blue Devils were riding a five match winning streak after starting off the season 1-7. Head Coach Geoff Braun stayed patient after the rough start and his team has rewarded him by finally coming together.

"We've shown a lot of improvement from the beginning of the season," Braun said.

The slow start could be attributed to the youth that is displayed throughout the entire roster. After losing a senior class that was filled with All-Conference Players of the Year and helped win the only SUNYAC title in program history, Braun lost nearly his entire starting lineup. But as the saying goes, good programs don't rebuild, they reload.

Reloading is exactly what Braun did this past summer, bringing in a recruiting class that rivals in talent the one that started their college career in the fall of 2008. Out of the eight starters that Braun will regularly rotate, including his libero and defensive substitutes, five of them are freshmen.

"The freshmen are doing a good job of staying even-keeled," Braun said. "They're not getting too high when we're doing well or too low when we're not doing well."

The freshmen, along with the rest of the team, came to play in Geneseo this past weekend as they made easy work of Oswego, winning 3-0 (25-18, 25-20 and 25-8). Freshman Paulina Rein along with junior Hannah Manning each had six kills. Freshman Kelly Edinger had 22 assists and was also praised highly by Braun before the team traveled to Geneseo.

"Kelly has done a really good job running our offense," Braun said. "She puts a lot of pressure on herself to do well."

Along with her 22 assists, Edinger also added three service aces in the win over Oswego.

The first match of day two was much of the same from day one as the Blue Devils defeated Brockport 3-0 (25-15, 25-14, 25-6). Edinger added another 21 assists in the victory while Manning and senior Lindsey Olson both contributed eight kills.

The last match of the weekend for the Blue Devils pitted them against Buffalo State. Before the weekend, Braun was quick to say that, while all of



COURTNEY GFROERER/STAFF WRITER

OUTSIDE HITTER #2 KAITLIN ORCUTT JUMPS FOR THE SPIKE ON.



COURTNEY GFROERER/STAFF WRITER

LADY DEVILS CELEBRATE AFTER SCORING A POINT.

the teams have improved, Buff State might be the one to give them the biggest challenge.

"Buff State had a really good weekend at Cortland so they're going to be a tough opponent."

Braun's prediction was correct as, despite a strong effort from the Blue Devils, they eventually lost to the Bengals 3-1 (21-25, 25-20, 22-25 and 16-25).

The Blue Devils will get their chance at revenge in a few weeks when they are set to host SUNYAC Pool Play at home with the similar opponents of Brockport, Oswego and Buff State.

The strong play within the conference should come as no surprise as it has become routine for the Blue Devils over the last several years. Sporting an astonishing record within the SUNYAC, the Blue Devils have gone 34-5 within the conference over the last six years. The Blue Devils have also managed to win the West Division of the SUNYAC the past five years. With this recent great success, the Blue Devils are usually going to walk in an opponent's gym with a bull's-eye on their collective back.

"No matter who we are playing, we are always going to get the other team on their best day," Braun said. "They are going to play their best against Fredonia."

While the pool play was held in Geneseo, the host team was banned from playing as their entire season was cancelled earlier this month. Due to an off-campus party that was held by the team, the school decided to cancel the entire season and games that were scheduled against the Knights were now ruled as no contests. After going 17-19 last season, the Blue Devils now have one less team to be concerned with in their quest for a sixth straight West Division title.

Fredonia now has their eyes set on the tournament they are hosting: the Blue Devil Volleyball Invitational during the weekend of October 5th. It will include eight teams, including SUNYAC foe Buff State along with Nazareth, D'Youville and R.I.T.

Homecoming

FREDONIA AROUND THE WORLD

Pep Rally

Other Events:

Friday, September 28

William Center Dedication
4pm
Multipurpose Room (MPR)

International Dance Extravaganza
9pm
The Spot/Tim Horton's William Center

Saturday, September 29

Rutterbusch 5K Memorial Run
9am
Meet at Steele Indoor Track

Men's Soccer vs. Buffalo State
1pm
University Stadium

"On the Hop: Paintings by Paul Ryan"
2pm-6pm
Cathy and Jesse Marion Art Gallery,
Rockefeller Arts Center, Free



Friday September 28, 2012
@ 6pm in William Center MPR
Homecoming King and Queen will be crowned!

Sponsored by Alumni Affairs
Music by: Double 2 AKE Entertainment

Pre-released film for students
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Williams Center, MPR..Price:\$1/person

Wind Ensemble Concert
9pm
King Concert Hall, Free

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5:15PM	TOTAL BODY MARY SMITH	CARDIO BURN MARY SMITH	TOTAL BODY MARY SMITH	CARDIO BURN MARY SMITH		
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Women's soccer split weekend series to end historic week

ANDY OLSSON

Special to The Leader

The Fredonia State Blue Devils women's soccer team saw their name among the top 25 teams in Division III for the first time in program history this week. After knocking off William Smith 1-0, the nation's top ranked team, Fredonia was awarded the 22nd spot in the rankings. A goal by Katie Kleine, junior midfielder, in minute 30 and a six-save shutout by Meaghan Meszaros, senior goalie, made all the difference in the victory.

"We all come together before games and play as a unit so I am impressed with our team chemistry," said Meszaros. "It took a lot of focus but we came together and showed how well we can play against any team, not just ones that are ranked."

William Smith would not be held without their chances, however. In the second half, Madeline Buckley ripped a shot that hit the crossbar and ricocheted into the box. The rebound was collected but fired wide of the net and ended any risk of a goal. With just minutes remaining in the game, William Smith had one last opportunity on a pass sent into the box. The Herons connected on a header but it flew just wide of the net and the Blue Devils held on for the win.

On paper, William Smith had the better game, outshooting Fredonia 22-7 and also earning nine corner kicks opposed to just one for the Blue Devils. But when it's all said and done, there is one statistical measure that actually matters: goals.

"You know it's something special for sure," said Head Coach Chris Case. "It was a heck of an accomplishment and I was extremely pleased with how the girls played. They worked hard throughout the game and it's a major building point for the rest of the season and future years."

Following their history-making victory, the Blue Devils hosted St. John Fisher. The Blue Devils erupted for four goals in the first half and won by a final of 5-1. Kleine, along with Reilly Condidorio, senior midfielder, led the way for Fredonia. Kleine finished the game with two goals and an assist while Condidorio added a goal and two assists of her own. Junior forward Kristi Putzig and junior midfielder Maria Green each added goals as well.

"We let them celebrate and enjoy it, but when Monday rolled around, we tried to forget about William Smith and what's next for us," Case said. "Something that helped

us was that we lost to Fisher last year so our girls were motivated in that sense to come back this year and get back on the winning side."

The Blue Devils wrapped up a hectic week with a road trip that featured games against Geneseo and Brockport. Friday night's game against the Knights of Geneseo needed two overtime periods to find a winner. After Geneseo notched the first goal of the game, Fredonia responded for back to back goals from Condidorio and junior defenseman Shannon Letina. Geneseo rallied for a late goal in the 89th minute that sent the game to overtime.

The game wouldn't be decided until the second overtime after a corner kick by Blue Devils' junior midfielder Catie Hale. Hale got her own rebound and lofted the ball back into the box where the ball eventually crossed the line and sealed the victory for Fredonia. It was the Blue Devils' first victory against Geneseo since 1994.

It was also Hale's second overtime goal as she netted the game-winner in a game against Rochester earlier this month.

Fredonia wrapped up the weekend with a 5-1 loss to Brockport on Saturday. Maria Green added the lone goal for the Blue Devils. The defeat to Brockport let the Blue Devils know that they need to be at their best for conference opponents.

"It was nice to start out the season 5-1 but the conference games are what is important," said senior defender Madison Brown. "This weekend was a huge wake-up call for us. We did not play as well as we can. We need to be able to play our best for an entire game."

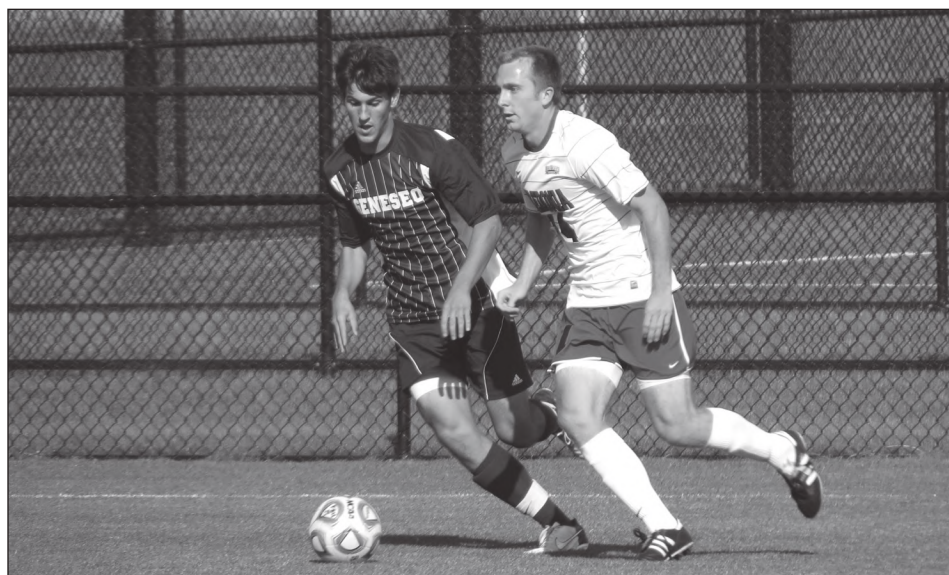
The loss does not take away from the Fredonia's stellar week of play. They now hold a 6-2 record and are prepared to hold their place in the NCAA rankings. Kleine leads the team in goals and points with four and nine, respectively. Condidorio has three goals and two assists for the year while Meszaros has five shutouts with 48 saves.

"There's definitely improvements to be made; we're not at the top of our game just yet," said Case. "We need a little more consistency on the offensive side to score two or three goals a game. I think our confidence will be the biggest help moving forward."

With Case believing his team is not yet at their best after beating the top ranked team in the country, the rest of the conference should be put on notice.

Fredonia will travel to Buffalo State on Friday before heading to Elmira on Tuesday. They return home on Oct. 5 to host Oswego in a SUNYAC matchup.

Men's soccer team beats Geneseo despite playing with ten



THOMAS WARMBRODT/SPECIAL TO THE LEADER

THE BLUE DEVILS, THOUGH PLAYING DOWN A MAN FOR MOST OF THE FIRST HALF, ENDED THE TIE AGAINST GENESEO FOR A 2-1 HOME WIN.

THE LEADER CLASSIFIEDS

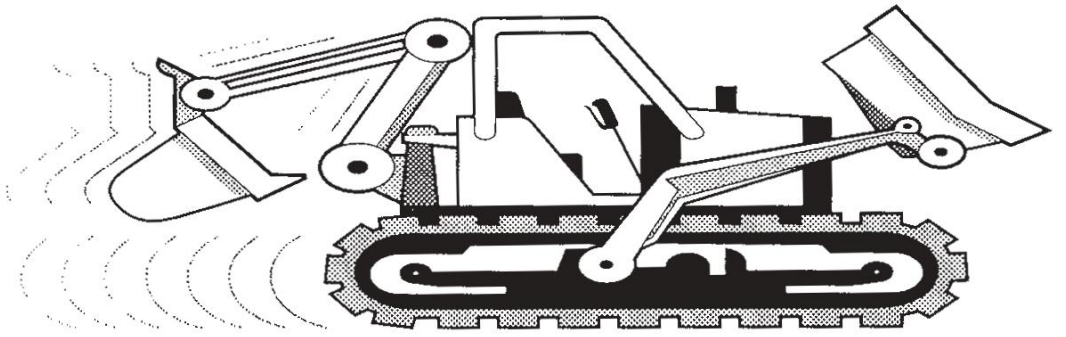
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Maya Angelou
author, poet, educator




Photo: © AP/Wide World



An ode to thick-framed glasses

ROBIN N STEALING
Lampoon Editor

As you sit there with that disinterested face
 Maybe it's because you can't see that well
 You think to yourself, "Everyone in the world is a disgrace."
 Then write a song how you think your face accessory is so swell
 Thinking, "Woody Allen would kill to look this hot."
 Next thought, "I can see miles through these large frames of mine."
 Then you stop yourself with the sudden thought of "who stinks?": people who wear glasses without frames
 You can almost guarantee that most people with these remarkable frames smoke pot
 Thanking goodness for your thick frames so you can see how fine you are
 You look around campus seeing other people without frames like yours and think, "Wow, they are lame."

You are the envy of all your friends and you know it
 To all the posers out there whose frames are not prescriptions, you tell them that they can "suck it"
 You don't have to defend your glasses to anyone, Justin Timberlake owns a pair
 You are only prepared, knowing you go to a hockey school, so you bought frames so thick a hockey puck couldn't even break them.

You applaud yourself for being so trendy
 Adding the perfect compliment to your slightly imperfect face
 Maybe you only need them for reading, but they complement your outfit so well that you wear them all day
 The only thing that would make them more perfect is if they were more bendy
 Mostly because your life is so fast-paced and you're so clumsy
 After all, it's only your thick-framed glasses and you out there in the cold world and that's how it will stay.

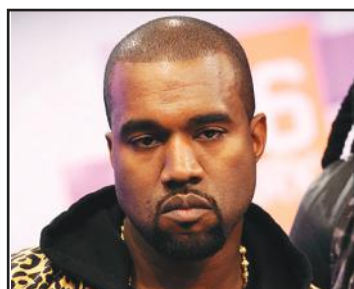


"What is your drug of choice?"



Brad Pitt and Angelina Jolie

"We only smoke the finest weed. We adopted the buds from his mother plant in Africa and now its leaves are growing gold."



Kanye West

"I would go cray and do meth, heroine, acid, ketamine and peyote."



Lady Gaga

"I like acid. Pretty much all of the time I'm on acid."



Nicolas Cage

"I'm currently on a constant morphine drip to dull pain from my film failures."

LAMPPOON



Zach Engel

“OVERHEARD AT FREDONIA”

Text what you've overheard to: (716) 202-0661

“Overheard” was started nearly five years ago as a group on Facebook. The Fredonia chapter was created after the popularity of SUNY Geneseo’s Overheard group began to spread. Now, in a collaborative effort with the Facebook group, The Lamppoon will be bringing you the best of SUNY Fredonia's awkward and otherwise unseemly mouth dribble heard in passing.

Along with posting on Overheard's wall, you can now text us your quotes to our dedicated Lamppoon line (see above). Without further adieu, here's a highlight of this week's eavesdroppings:

Some freshman in the library: "Oh my gosh! A Statue of George Bush in the library?! That's hilarious!"
(About the Hefner statue)

(In Grissom)

FreshmenGuy1: Dude, did you do your Alcohol survey?

FreshmenGuy2: No man, I started the first part and had to stop after ten minutes to cry a little.

Girl: You want a shot of peach juice?

(On the drunk bus)

Guy: "Can you make me grilled cheese like in the olden days?"

(Near Alumni)

Girl 1: *Drops pizza log on the ground* Noooo!

Girl 2: EAT IT EAT IT EAT IT EAT IT!!!

All content printed here is quoted directly from student submissions on the “Overheard at Fredonia” Facebook wall and text message submissions. All submissions are anonymous, as the names of those who have submitted and the names of the subjects are left out.