As a team I feel our hard work is paying off,” said Angel Sanchez, a sophomore baseball player.

Let’s go Redhawks! Baseball team ranked in the nation’s top 25 poll for the first time

The senior class has the biggest number of drinkers, weighing in at 20 percent. The freshmen class is almost equally divided between drinkers and non-drinkers. Eighteen percent of the surveyed reported that they have never consumed an alcoholic beverage. The majority of the sample reported that they do not drink because of medication or that they only drink for special occasions like weddings.

A 19-year-old freshmen said, “Family members have let me try things but I don’t like drinking. I don’t partake in drinking at parties or any other events.”

Shelby Shaffer, a communications major and junior, said, “I enjoy drinking but only done in a responsible manner.”

Other students responded that they do not drink because of medication or that they only drink for special occasions like weddings. The senior class has the biggest number of drinkers, weighing in at 20 percent. The freshmen class is almost equally divided between drinkers and non-drinkers. Eighteen percent of the surveyed reported that they have never consumed an alcoholic beverage. The majority of the sample reported that they do not drink because of medication or that they only drink for special occasions like weddings.

A freshmen psychology major commented that her first alcoholic beverage between the ages of 15 and 18.

This publication reflects the views, attitudes, interests, and tastes of the writers, editors and contributors to The Courier. It does not necessarily reflect the opinions of the administration, faculty and staff of La Roche College.
Marketing Professor Joe Puglisi plays character Wilhelm Weinberg, the German CEO of a company called BioGNX, in the upcoming science-fiction medical thriller “Sentient.”

“I play the role of a CEO of a biotech company. We’re on a sabbatical in Canada—actually, it was filmed in Hidden Valley, Pennsylvania,” Puglisi admitted.

The characters of the show come across a virus that adapts and is sentient, inspiring the title of the series, and they must figure out how to prevent it from spreading.

Puglisi said he used a German accent when auditioning for the role of CEO, something he said was a risk. He was selected for the part and “Sentient” is not the only production Puglisi has been cast in. The Marketing Department Chair said he was an extra in Jack Reacher; he participated in a shoot for UPMC; he acted in the web series The Guardian; and he’s had minor parts in plays.

Puglisi’s efforts in acting have paid off: he said he’s now eligible to join the union SAG-AFTRA, which stands for Screen Actors Guild and the American Federation of Television and Radio Artists.

“It’s the union for actors and it’s difficult to get eligibility,” Puglisi explained. “Despite the accomplishment, Puglisi is not an official member of SAG. “I have not joined because, in beginning to wonder: What am I doing here?”

He had no acting experience until four years ago, although he always had an ambition for it. “About four years I took an adult education course from CCAC at an acting studio. I loved it and ended up doing a couple of live plays—small parts,” Puglisi said. “I found some pretty good teachers in Pittsburgh and started taking courses with them.

“I love [acting]. Just as a hobby, it’s a great experience,” Puglisi said.

Marketing Department Chair of Communications Dr. Jeff Ritter, created an app called TeachBack.

The app can be used by teachers and trainers of any level to get student feedback on a more frequent basis. Use is for informal evaluations for teachers, trainers, and professors anywhere,” Dr. Ritter said.

In the first version of Teachback, teachers can choose from four different pre-written polls to administer to their students.

The polls enable students to rate other students, as well as rate the organization and structure of the class. “It’s about checking on their feeling about the classroom, about the teaching, about the engagement, about the instruction,” he said.

Dr. Ritter found inspiration to create his app during a class he taught in the fall of 2013. “The class was looking at a new app, called Goodsnitch, that was doing something similar to the app he created, Dr. Ritter said.

Goodsnitch is an app that allows anyone to rate and give feedback to any business or company. “You can do the rating with your phone, there’s no writing,” he said. Ritter added, “So I thought about that for our evaluations for class! Move it to a phone, move it to an app and it doesn’t have to be at the end of the semester. It could be any time. And I’d really like to know times right after class. I walk out of the classroom thinking, ‘Well that was a pretty good plan; I thought that went pretty well. Why can’t I get some feedback?’”

The students can take these polls after class when they are still in the classroom or when they get home, he said.

Ritter said, he began to develop the idea in his social media class and gradually took bigger steps.

“I had to get a graphic designer to do the color scheme, the font, the app icon, and I hired a young man who went here years ago,” he said. He added that he put an ad on
Maria Caruso

Featured Accomplishment: Founding and expanding Bodiography

By Megan Poland
Associate Editor

Watching a Bodiography performance at the Byham Theater is not a typical ballet experience.

Bodiography Center for Movement focuses on multiple genres of dance and teaching the language of movement.

“I became a part of this group of dance companies that were pioneers in bringing contemporary ballet to life,” Maria Caruso, the founder and Artistic Director of Bodiography, said.

“Bodiography has become a brand,” Caruso said. “I started off with Bodiography Contemporary Ballet in 2000. I wanted to have a ballet company that was competent in producing works and other genres beside ballet.”

“My choreography started to evolve—it took on a life of its own. The movement language I developed became Bodiography,” Caruso said.

“You can actually read choreography,” the dancer said. “It’s looking at cognition and how do we think about movement from a much deeper place—not learning it from a visual perspective.”

“I wanted dancers of different body types and shapes. I was not looking for the thin, waify, stereotypical ballet body. I was looking for an athletic body—someone who had a lot of power and passion,” Caruso said. “I had a requirement that you had to have a four-year degree. In 2000, it was very unheard of that any professional ballet dancer would go to college.”

Caruso, who is also the Director of Dance at La Roche College, said that dancers should go to college.

“I really wanted to go to medical school,” Caruso said. “I wanted to be a dancing doctor.”

The LRC dance instructor said coincidentally she has done rock ballets about medical issues such as psychological disorders; Parkinson’s disease; breast cancer awareness; childhood bereavement; and heart transplantation.

“Caruso said she got the opportunity to work with heart transplant patients in 2009, thanks to UPMC. The dancer said she told 12 UPMC surgeons and doctors that she wanted to do a ballet focusing on heart transplantation patients.”

“I went and watched two heart transplants,” Caruso said. “I stood over the cavity, blood spattered all over me.”

“My approach to choreography was very unique. I actually went out to different professionals and said, Can you give me some gestures? If you had a patient with anxiety, what would that look like?” Caruso said.

The genius behind Bodiography was very unique. I actually went out to different professionals and said, Can you give me some gestures? If you had a patient with anxiety, what would that look like?” Caruso said.

“The dancer said the realized she could raise money through her performances, something she called artistic philanthropy.”

“I recognized that I could create really powerful and beautiful art that was relevant, thought-provoking and was going to be able to raise awareness,” Caruso said.

In just 15 years Caruso has expanded Bodiography into three components. Beginning with Bodiography Contemporary Ballet, Caruso has expanded her company to also feature Bodiography Fitness and Strength Training Program and Bodiography Dance Movement Therapy System.

The Fitness and Strength Training Program is offered at select gyms and teaches a full body workout routine. The Dance Movement Therapy System features a movement algorithm that Caruso created to help patients with psychological, physiological and emotional wellness.

“The Bodiography Center for Movement is where the dancing comes in. Caruso currently has one Bodiography Center for Movement studio located in Gene Kelly’s previous studio in Squirrel Hill. She said the perfect location for Bodiography Center for Movement 2 would be on La Roche’s campus.”

“Right now, it’s a struggle for space. Until we have a facility that will house [the studio] appropriately, I will wait patiently,” Caruso said.

Stay updated by visiting bodiographycbc.com

Professor creates app, FROM PAGE 3

Craigslist to find someone who could do coding and programming. Teachback is available in three different languages: Chinese, Spanish, and English.

“It has the potential for millions of users,” he said.

He added the app has reached, “Australia, India, China, South Africa, South America, all up in down the west coast, and Europe and this is just a starting point.”

In order to get his app approved he had to fill out some paper work online, he said.

He added that the process for approval takes a couple weeks. They check it for bugs, malware, and advertising ware and also check it for memory usage.

“One of the main messages I would really like students to get from this is: Anybody can have an idea for an app. Having a good idea is great and if you really think it’s a good idea don’t hesitate to move forward with it,” Dr. Ritter said. “You may not be able to do any of the stuff yourself to really develop that app, but if it’s a good idea and you tell it to other people and they like the app and they think it’s a good idea, something useful, something that people might want, something that hasn’t been done before then it might be possible.”

The second version of the app will include blank polls, in which teachers can customize their own questions.

He said, “The app is free and it’s still going to remain free even after the blank poll.”

Dr. Ritter is currently working on creating another app. “Another app I have in mind has to do with organizing and prioritizing homework,” he said.
Spring
The La Roche Courier - March 2015

Fishing for dummies
By MIKE WEAVER
Outdoors Correspondent

O n a warm sunny day, the only thing I wish to do is fish. When a day arrives with nothing to do, I pack myself a cooler and head to the lake. In the summer sun, I cast out my line out and enjoy the sights and sounds of nature. Fishing is an entertaining activity for those of all ages and backgrounds. Getting hooked on fishing is financially and physically feasible. With spring quickly approaching, I offer a few tips for those eager to enjoy fishing.

Before you head to the river or lakeside, you need appropriate fishing gear. Take a trip to an outdoor supply store, such as Field and Stream or Dick’s Sporting Goods to browse through fishing supplies. Find a fishing rod and reel you are comfortable with. Store associates will assist you in finding proper line to match your rod.

Fishing sinks serve many purposes. When attached to your fishing line, sinkers increase your casting distance and stabilize your bait. Sinkers range from 1 gram to several pounds, depending on the type of fish you seek to catch. Attach your sinker just above your hook; it will prevent your bait from substantially drifting in the water.

Bobbers assist you in suspending your fishing hook at a certain depth. In addition, a bobber serves as a visual bite indicator. When a fish bites the bait on your hook, you will see the bobber submerge before floating again. After you cast your bait, you can attach a second bobber to your fishing line to assist you in observing potential bites.

Most importantly, you will need a hook and some bait. Hooks come in all sizes. For beginners, I recommend a size 2/0 hook, which is about the size of a half dollar. Handle the hooks with caution, as they are extremely sharp.

Night crawlers are one of the most common baits for fishing, and attract a wide spectrum of fish. Using night crawlers in the past, I have caught smallmouth bass, catfish, and bluegill. Stock up on the above supplies and organize them in a tackle box. Be sure to include extra fishing line, a flashlight, and pliers. Pliers help you take the hooks out of the fish you catch. A pocket knife will also come in handy for countless reasons.

Next, you are ready to take your supplies to the water. Bring a comfortable chair, a few snacks, and an optimistic attitude.

In order to securely tie the hook to the line, a few strong knot techniques are suggested. I recommend sliding the line through the small hole on the hook. Next, spin the hook six times, tying another knot at the base of the hook. By doing so, your chances of losing a fish will be decreased.

After your hook is secured to the line, add a sinker to increase weight. Attach the sinker just above the knot. Attach a bobber about two feet above the knot. Loop your bait through your hook several times. The stronger the connection to the hook, the less chances you have of losing your bait.

Three types of fishing reels exist. Spin cast reels are the simplest of the three. Spin cast reels have a pushbutton system, where the line comes out of the real. If a beginner fisherman, I suggest a spin cast reel. Open face spinning reels are a more challenging type of reel. You must toggle with a lever, called a bale, while casting. Finally, bait casting reels are the most challenging. Bait caster reels are used to catch large fish, such as marlin.

Casting out can be challenging for beginners. Bring the rod from your fishing direction, and wish to cast. As you point to the desired location, release your line. I recommend watching online and bait to suit what works best for you. Explore the state and country for both well-known and secluded fishing spots.

Make the most of your summer by stock up your tackle box and heading to the waterside for a relaxing and exciting fishing adventure.

Fishing on the Allegheny River in Oil City, Pa.

© Sarah Reichle Photos

Dancing in the rain
By LAUREN VILELLA

C ome rain or shine, “Singin’ in the Rain” brings the joy and the bliss every time. The highly esteemed and widely celebrated movie musical’s score performed by the Pittsburgh Symphony Orches- tra on March 13—15 at Heinz Hall. The film played on a screen above the orchestra while they provided the renowned music score, which added a beautiful and unique dimension to the experience of seeing a classic film the way it has always been meant to be shown.

Kelly’s movie masterpiece has become his iconic trademark, and the image of him singing from a lamppost with a smile on his face in the pouring rain is forever ingrained in the minds of Pittsburghers.

Kelly’s effortless charm and infectious exuberance as he splashes in rain puddles imbues it with a visibility that cannot be matched. Film critics often say that excellence never goes out of style, and that true, “Singin’ in the Rain” will be in vogue – and perhaps for many more years to come.

If you are fishing for fun, take a quick picture to remember your catch and toss it back into the water. Compile the pictures into a photo album.

The most important suggestion to fishing, however, is to have fun. Experiment with different rods, hooks, and bait to suit what works best for you. Explore the state and country for both well-known and secluded fishing spots.

In a year that marks the 50th anniversary of “The Sound of Music” and the centennial of Frank Sinatra’s birth, it is refreshing to see a classic movie receive the appreciation and admiration it deserves. “Singin’ in the Rain” is an infallible example of a film that is unlikely to lose its grip on the public’s imagination as the years go by. Its music makes it timeless, and Kelly’s effortless charm and infectious exuberance as he splashes in rain puddles imbues it with aVisibility that cannot be matched.

Film critics often say that excellence never goes out of style, and if that is true, “Singin’ in the Rain” will be in vogue – and perhaps for many more years to come.

When you feel a tug on your fishing line, tug your fishing rod back and forth. If a fish is hooked, you will feel the line and rod trail the actions of the fish. Pull in the fish by lifting the line out of the water. If a beginner fisherman, I suggest a spin cast reel. Open face spinning reels are a more challenging type of reel. You must toggle with a lever, called a bale, while casting. Finally, bait casting reels are the most challenging. Bait caster reels are used to catch large fish, such as marlin.

Casting out can be challenging for beginners. Bring the rod from your fishing direction, and wish to cast. As you point to the desired location, release your line. I recommend watching online and bait to suit what works best for you. Explore the state and country for both well-known and secluded fishing spots.

Make the most of your summer by stock up your tackle box and heading to the waterside for a relaxing and exciting fishing adventure.
Author tells story of Civil War Pittsburgh

BY RITA VINSKI
ENTERTAINMENT EDITOR

L a Roche College’s Literary Society welcomed historical fiction author Mary Frailey Calland for its first of two spring events.

Calland spoke about her journey writing her latest book “Consecrated Dust,” a historical novel based in Civil War Pittsburgh.

“To tell the story of Civil War Pittsburgh, I created four main characters,” Calland said. “Each character represents a person from Civil War time that are all from different backgrounds.”

Calland added that readers get a look into the lives of these characters as if it were happening right now.

“It is a blend of battle epic and love story that puts you right into the story,” she stated.

Calland got her inspiration from reading an article in the Sunday paper in 2002 about the Lawrenceville explosion.

“Back in June of 2002 when I was working on a different book, in the Sunday paper there was a story about a violent explosion that had taken place at the Allegheny Arsenal, which was located in Lawrenceville,” she said.

Calland said the article explained that many young girls that worked in the arsenal rolling bullet cartridges had died that day.

“The article went on to say that this was the greatest single day loss of civilian life in the entire Civil War,” she stated.

Loving the history of the Civil War since first reading “Gone with the Wind,” Calland explained that she couldn’t understand why she’d never heard of the explosion.

“After a while, I understood why,” she said. “The explosion at the Allegheny Arsenal took place on the same day, Sept. 17, 1862, as the Battle of Antietam in Maryland.”

From here, Calland’s research for her book, “Consecrated Dust,” began.

In doing her research, Calland learned that women and young girls worked in the labs of the arsenal rolling bullet cartridges.

“Originally, these jobs were done by boys,” the author stated, “but too many incidents of stealing the gun powder got them fired.”

Through her research, Calland found that loose powders in the roads that led to the main barrels in the labs caused the explosion.

“There was a cloakroom building off to the side of the labs that some of the girls were in that day,” she said. “That cloakroom undoubtedly saved some of those girls’ lives.”

With having this research about the arsenal, its background, and the day of the explosion, Calland found her start book.

“In order to justify telling an entire book about Civil War Pittsburgh, I felt I really needed three things: the history of the explosion, to find out if there were connections between Pittsburgh and Antietam, and were there any active citizens at Antietam that were from Pittsburgh?” Calland stated.

From her research, Calland found that not only did many men fight from Pennsylvania in the Civil War, but many of those men were from Pittsburgh.

“Pennsylvania provided the second highest number of recruits during the Civil War at 338,000 men,” she said. “As many as 26,000 men from Pittsburgh fought in the Civil War.”

Calland said that Pittsburgh was very active in sending out supplies to areas in need such as food and medicines to help aid the wounded.

Because of so many men flocking to Pittsburgh wanting to volunteer their time to the war, Calland stated the governor of Pennsylvania didn’t want to send the extra companies of men that wanted to serve home.

“They ended up setting up a Pennsylvania reserve corps and trained these extra companies of men in case they were needed later in the war,” she said.

Calland explained that they named this corps Camp Wilkins, which was located where the Strip District is now.

After doing endless research about the connections with Pittsburgh, the explosion, and Antietam, Calland had the materials to start her book.

Calland, at first, didn’t know how to write the book using her research.

“I had to decide what type of book to write,” she said. “How do I put this material out there?”

With more than enough information and an idea in mind, Calland decided to write it as a historical fiction novel.

“I decided this for two reasons,” Calland said. “Fiction can show the emotion of the historical events in the story. Historical fiction also attracts people who don’t normally read history based books.”

Every little piece of information in the book had to be accurate according to the time. In order to make sure this was so, Calland had many different people read and review her manuscript.

To do this, more research had to be done.

“I’m kind of a research nerd,” she said. “The hard part for me is stopping the research.”

Calland found that there are many people and places in Pittsburgh at are experts in Civil War history.

“Fortunately for me, Pittsburgh is very rich in Civil War experts,” Calland said.

Calland explained that she had many of these experts review her manuscript to aid her with the details.

After years of constant research and working to getting details right, the writing began and the book was completed.

Calland found her title for her novel from a quote on a headstone dedicated to the people that died in the explosion located in the Allegheny Cemetery.

Interested in writing, layout, or photography?

The La Roche Courier needs writers for news articles, feature stories, sports coverage, and entertainment. Photographers, illustrators, and page designers are always wanted.

If you’re interested in joining our staff, please contact Sarah Reichle: Sarah.Reichle@stu.laroche.edu
Asian Club celebrates New Year

The Asian Club decorated CC Square in honor of the Chinese Year on Thursday, February 19.

Sr. Candace makes a wish for the new year

The make a wish tree in CC Square

CC Square decorated for the Chinese New Year

© Sarah Reichle Photos
The first thing that comes to mind when mentioned Saint Patrick is heard is often Ireland, where he was not actually Irish. Patrick grew up in Britain and was believed to be born in Roman England sometime between 372 and 389 A.D. As a young boy, he was kidnapped and sold into slavery in Ireland. After about six years, he escaped to Britain. From there, he travelled to France to study in a monastery. After he became a bishop in the Catholic Church, he returned to France because of a dream. A description of this dream can be found in Patrick’s spiritual autobiography, The Confession of Patrick. After he became a bishop in Ireland, Patrick began converting Gaelic Irish (mostly Pagans) to Christianity. The Celtic Druids were upset because Patrick even converted some royals and nobles, so they arrested him on multiple occasions. Patrick survived each time he was arrested. In addition to converting Pagans to Christians, he established many monasteries, schools, and churches in Ireland. Patrick died on March 17th, 461 A.D. While we refer to March 17th as Saint Patrick’s Day, it is important to know that Patrick was never canonized by the Catholic Church. Despite not being saint, the day of his death was originally a Catholic holy day. In more modern times, the day has become a secular celebration of Irish heritage.

Religion vs. science: the conversation continues, FROM PAGE 1

The idea that one is opposed to God just because he or she is not a Christian is a main goal. And this is not only true for believers: most people do not know enough about the other religion. Many people believe they know enough about the other religion, but they do not. Many people believe they are right and the other is wrong. Some people even say that if they were the same religion, they would not believe in science. This is not true. Many people believe that science and religion are compatible, and they are often taught together in schools. This is important because it shows that science and religion can coexist.

There are many debates between science and religion. For example, the debate about evolution and the age of the universe is a large debate. Some people believe in evolution, while others believe in a literal interpretation of the Bible. This is a hot topic, and it is often debated in the media.

Some people believe that science and religion are not compatible. However, many people believe that science and religion are compatible. This is because many people believe that science and religion are both based on evidence. This means that they both use facts to support their beliefs. This is important because it shows that science and religion can coexist.

It is just a belief. Either you believe in an afterlife or you don’t. You cannot fully doubt it because there are infinite possibilities.

Norakshie Williams

This makes me feel there must be an afterlife, said medical imaging major Jennifer Sokol. Twenty-eight out of 100 people said they might believe in an afterlife. Sokol said, “My 4-year-old son experienced a visit from my brother after his death.”

It is just a belief. Either you believe in an afterlife or you don’t. You cannot fully doubt it because there are infinite possibilities.

Norakshie Williams

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Tuition increases 3 percent, FROM PAGE 1

sending their recommendation to the Finance Committee of the Board, which has faculty representatives. The recommendation is then sent to the Executive Committee of the Board, which is made up of trustees, before going the final step of being sent to the Full Board. The board also looks at our competitors and the rates in which they increase their tuition, she said.

“They are looking at our 14 closest competitors. I’m talking about Chatham, Duquesne, West Minister, St. Vincent, Seton Hill, Canon. I’m talking about privates. I’m not comparing us to Pitt or CCAC or Penn State,” the LRC President said.

Survey reveals student drinking habits, FROM PAGE 1

beverage was a New Year’s toast when she was 18 years old. Catie Witt said she drank her first alcoholic beverage after graduating from high school. Nineteen percent of the surveyed students stated they had their first illegal drink when they were 14 years old or younger. Illegal drinking has its limits. Out of 100 people, seven people admitted to having a fake ID. There were five men and two women who reported having fake IDs. Three-sevenths of men with fake IDs had their first alcoholic beverage at 14 years or younger. Students did not need a fake ID to drink on campus.

Fifty-seven percent of surveyed students stated that drinking was a part of the college experience. Demetria Coleman, a dual political science and international affairs major, commented that drinking and college go hand-in-hand. Shane Ficorilli, a senior, was among the majority. The dual major in information technology and computer science said, “It’s where you meet new people and create quick friendship bonds.”

A history major furthers Ficorilli’s response. She said, “It allows many people to come together to socialize.”

“It’s a time to experiment,” Hillary Dorian, a junior, responded. Sister Candace elaborated on what the increase in tuition would go towards.

“We use about one fourth of our revenue to give back to our students to help them pay for a college education, but the increases go for things like investment in academic programs whether it’s smart boards or some other kinds of technology or equipment or books or other research materials,” she said. “It goes for renovations to the residents’ halls, most recently Schneider. Each summer three to four rooms are completely renovated in Schneider, she said.

Along with upgrading the dorm rooms, Sister Candace said they are planning to do a total overhaul of CC Square. The board is going to upgrade the lighting on campus so it’s more energy efficient and they are investigating sidewalks, Sister Candace said.

“We think it’s important to put sidewalks between Babcock [Boulevard] and the campus because so many more of our students are taking the bus. They’re on the driveway and we want them to be safe,” she said.

Tuition also goes toward security, such as more security cameras, and fixed costs like salaries and benefits, she said.

One student said it is part of the college experience because of the freedom that college brings. Others disagreed with these statements.

A female freshman retorted, “Most people believe it is, but it does not have to be.” It’s an individual’s own choice or preference, she said.

“There is no need to drink in order to get the college experience and enjoy it,” a sociology major commented.

Fifty-five percent of students reported that they drink with their friends. Shaffer responded that she drinks only with people whom she feels comfortable with.

Students also reported that they like to drink with their family and about two people responded that they like drinking with coworkers.

Thirty-seven percent of students reported that they drink for social reasons. Many students reported other, specifying their preference.

“I don’t enjoy it,” Anastasia Carling, a sophomore nursing student, said. A freshman responded that they preferred to watch drinks.

The surveyed students favored different types of alcoholic beverages such as beer, liquor and wine. Seventeen students picked liquor as their favorite drink.

Seventy-five percent of the students surveyed reported that they are happy drunks. Apparently, happy drunks do crazy things.

When asked what the stupidest thing they have done while intoxicated, students replied from a range of short funny stories to embarrassing and even dangerous stories.

Steve Murphy, an information technology senior, said “I yelled at someone for not eating their pizza crust.”

Hillary Dorian, a dual marketing and management major, said that she spent all of her money on food. “The only stupid thing I’ve done was sing Hilary Duff and cry,” said Becca Kaminski, an English major. Colin Brooks, an accounting major, responded that he stole road signs.

A history major reported that she hung out of the sunroof of a car and sang at the top of her lungs at 2 a.m. and got pulled over by a cop. “I pinballed into two parked cars while driving,” a 22-year-old communications major said.

Some students’ stupidest drunk moments involved pranking others, insulting people, hitting people and a lot of throwing up. A sophomore marketing major said he ding-dong-ditched a house and got caught by the police. Witt reported that she continually slapped a co-worker that she cannot stand.

Sarah Kleifgen, a psychology major, said she insulted someone. “I threw up on my friend,” Hollie Dickson, a junior, said.

Students reported events in which their life was at risk. “I fell inside an underground water tank and almost drowned,” a male sophomore said.

One student responded that they drove drunk. Nine out of 100 students surveyed said they drink and drive. “Yes, if I only have 1-2 drinks, I never drive when I feel impaired,” a sociology major said.

A junior responded, “Yes, I did once and it wasn’t as bad as I expected. It was much harder to drive without a couple nights of sleep.” Other students left comments on the dangerous and dumbness of drinking and driving.

“It is terrible and stupid. Please don’t do it!” Dorian said.

Federica Riedel Gonzalez, a graphic design major, said “Drinking can be bad and it’s good to know your limits.”

A computer science major concluded his survey with some words of advice. He said, “You can be happy without drinking.”

A sophomore concluded their survey with the phrase “long live alcohol.”
Advertising firm dishes out advice

By Sarah Turnbull

Our Brunner advertising representatives visited Dr. Janine Bayer’s Writing for Advertising class to talk about the advertising industry.

Representatives from several departments spoke, including representatives from the media, copywriting, marketing, and human resources departments.

David Leed, vice president of retail strategy, said, “We build a team around the client. We build a strategy around the client. We think how, what, why?”

According to Leed, Brunner is a traditional advertising agency composed of two sections: BHiveLab and Bworks. BHiveLab covers all the technological aspects of advertising as well as digital media. Bworks is the studio where advertisers get the creative juices flowing.

Speaking of creative juices, Brunner is, according to senior media planner/buyer Emily Eischeid, a very practical experience.

“I learned everything on the job,” Eischeid said. “You have to be well versed in all forms of media-radio, digital, print, TV, outdoor, social media, and mobile.”

And it’s not just technological skills that advertising agencies look for in job applicants, Eischeid said.

Kelsey Miller, copywriter, said, “Your resume is an ad for yourself. You want to take every creative opportunity. Carry a notebook with you, and you should always follow news in the industry.”

So what advice do the advertisers have for students aspiring to break into the advertising industry?

Rochelle Gillen, human resources generalist, said, “Whenever you’re writing ads, don’t just think about the brand. You have to put yourself in the mind of the consumer.”

Miller agrees that understanding the assignment is crucial to creating a successful ad.

“You must deliver what the client is paying you to deliver,” Miller said.

Are you ready for baseball season?

By Sarah Reichle and Megan Poland

NAME: Shelby Novak
Age: 22
Major: Professional Writing
Ready: I’m not a huge fan of baseball but baseball season tells me that the weather is getting warmer, which is always good news. It’s a fun thing to do to hang out and have fun with friends.

NAME: Kevin Kowalsky
Age: 21
Major: Communications
Ready: Yes. I’m excited especially now that the Pirates have been making the playoffs the past two years and have a good shot at competing for the title.

NAME: Hollie Dickson
Age: 21
Major: Psychology
Ready: Yes. Spring has arrived and I can finally sit outside on a beautiful Spring day and help support our Redhawks while admiring flowers.

NAME: Phil Lepolt
Age: 21
Major: Biology
Ready: No. I don’t find baseball to be a particularly engaging sport.

NAME: Molly Walter
Age: 21
Major: Graphic Design
Ready: Yes. That means it’s spring/summer and the cold is finally over.

NAME: Kaitlyn Koontz
Age: 21
Major: Sociology
Ready: Yes. Because that means warm weather.