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## Get into the SWING of things

Editor in chief of SWING magazine visits Behrend

By Ayodele Jones  
managing editor

"I wanted to read about 'kick ass' people, amazing people out there who do the coolest things," said founder, publisher and editor-in-chief of SWING magazine, David Lauren. This was the main reason why Lauren started SWING magazine while a sophomore at Duke University. Lauren, who admitted that he was nervous, was the first installment of the Speaker Series on September 15 in the Reed Lecture Hall.

Tired of reading articles about nothing from the school newspaper "The Chronicle," Lauren and a few other students decided to create an alternative medium to voice the concerns and issues that twenty-somethings would want to read about. Equipped with no money, Lauren and fellow Duke students went around campus and the community asking for donations to further their cause, finally receiving a four thousand dollar grant from the University. The first issue covered stories about young people on campus, the way students decorated their dormitory rooms and the funky clothing worn by students on campus.

Despite its courageous start, SWING received unfavorable reviews from *The Chronicle*, calling the magazine a "Swing and a miss and a waste

of paper." Undaunted by these reviews Lauren continued to "sell" his paper to prospective distributors and stores, determined that his ideas would fly. "Drive and curiosity created this magazine, SWING is a collection of ideas from young people, it

We are a generation that has everything ahead of us, while empowering ourselves, we are more alive, more media savvy and more educated.

David Lauren

includes articles you want to read and write about, such as coming of age" said Lauren.

Now celebrating its fourth anniversary as a nationally distributed magazine, SWING continues to draw readers from the 18-34 demographic, its main target audience. SWING magazine started with a staff of six students and has now expanded to a complete staff of twenty people, creating stories which would captivate the interest of the SWING generation. The magazine's unusual moniker originates from the idea that the 18-34 year olds' lives are in full swing and upbeat.

"We are a generation that has everything ahead of us, while empow-

ering ourselves, we are more alive, more media savvy and more educated. We influence the songs on the radio, the movies produced and practically the entire culture" said Lauren. The articles in SWING are geared to address issues that many "twenty-some-

things" face, such as buying a car, obtaining credit, and even personal health. Other magazines are not written for or by twenty-somethings, SWING was created to address these issues.

Twenty-six year old Lauren emphatically claims that "I am very much like you guys, the cleansing of my soul turns into stories, what I'm nervous about becomes a story. We're getting screwed by the government in regards to Social Security and we include these stories that relate to you, your life and your job." There are sixty-two million people between the ages of 18 and 34 years of age, and according to Lauren "We are the most entrepreneurial generation. Sixty-two

percent of people between the ages of 18-34 think they're gonna be more successful than their parents, 77% are happy with their jobs and 87% expected to be happy with their jobs in the near future."

The SWING generation has many issues confronting them including: the environment, job security, relationships and world at large. "Magazines are an exploration into other peoples souls, and the stories in SWING are outlets of ourselves," said Lauren. SWING started with a staff of six college students and now is a magazine that is nationally distributed and addresses the issues of twenty-somethings. Passion and determination were the driving factors behind Lauren's first entrepreneurial move, and now Lauren is giving a call to action, declaring it a "time to become passionate about something and a time to create your own instinct."

Beth Hiryak, 03, HPA, thought "Lauren gave a very inspirational speech, and he had a lot of good ideas, it makes you feel like you have the ability to do anything you want." Trist Rupp, 07, English noted "Generation X has redefined success and even though David Lauren makes it seem so attainable, when you take a look around, reality hits you."



courtesy of Public Relations

David Lauren, editor in chief of SWING magazine

## SGA chooses new Senator

By Ayodele Jones  
managing editor

Election time has rolled around again, well at least it has for Behrend's student government. The Student Government Association last night elected a new Senator for an available seat vacated by former SGA Senator Stacey Erzen. On September 16, three student applicants running for the vacant position -- Ron Slomski, Charles Testrake and Michael Kern -- spoke in front of the entire SGA, expressing why they felt they were worthy of being a Senator.

Ron Slomski, 05 Political Science/History, is a resident assistant at Behrend who wants more of a chance to work with students. "It would be an

honor to represent the opinion of students. I would enthusiastically work on behalf of students," said Slomski.

Charles Testrake, 05 Political Science, is a former SGA senator whose term spanned two years. He has also been on the Budget Committee and the Traffic Appeals Committee. "I have experience dealing with students and I hope I obtain the opportunity to do so again."

Michael Kern, 07 MIS, is a self-declared hard worker who says "Since I've been here, I've really leeches off the campus, and now I am enthusiastic to give something back and I want to make a difference."

Despite the effort put forth by all three candidates, only one was able to fill this vacant seat. Michael Kern

was voted in by SGA members and is now an SGA Senator who is looking forward to fulfilling his duties as a representative of the students. "I would like to see the parking situation resolved and I would like to see SGA events more publicized and attended by students. I would also like to increase the quality of life on campus for commuters and residents."

Elections for freshmen Senators are upcoming and three candidates -- Michael Ames, Christopher Buchan and Yolayne Merced -- are vying for the two open seats. In the interim, the Computer Advising Committee and the Parking Fee Committee have been created to address student concerns about parking fees and space availability and also the computer fee.



Michael Kern, new SGA senator

photo by Andrea Zaffino

## Stressed out students can get help at Behrend

By Amanda Rush  
staff writer

"Stress is that thinking-feeling that I am out there by myself and have to go on when all by myself I am probably not up to the task." This quote, from *The Voice of Shame*, by Robert G. Lee and Gordon Wheeler, sure explains how some of us sometimes feel. In everyday life, everyone experiences stress.

Stress can now be considered a major health hazard that contributes to the five leading adult killers in the country: heart attacks, cancer, lung ailment, accidents, and suicides. Most people turn to psychiatrists for help in dealing with stress. More than 80%

of psychiatrists' patients suffer from stress related symptoms.

When stressed the body gears itself into a 'fight or flight' reaction by speeding up the heart rate, raising blood pressure. All draw on maximum energy to deal with the crisis. Although adrenaline helps you survive in 'fight or flight' it does have negative effects. Some short term effects are; it interferes with clear judgement, reduces enjoyment of things you once enjoyed, damages positive frame of mind, negative thinking, difficulty in coping with distraction, and damaging self-confidence. When one is under long-term stress you may find that they are less able to think rationally and clearly about problems. If

stress is recurrent, it can damage the body's ability to cope with the constraints of daily life.

While certain levels of stress benefit the bloodstream, too much stress causes distress. Having an excessive amount of stress, not knowing how to deal with it, or experiencing a difficult situation causes negative stress. Eustress, known as positive stress, can help someone achieve his or her goals. A certain level of stress is necessary to avoid boredom. Allison Parr-Plasha, Behrend Personal Counselor, stated that stress can be beneficial because, "it can keep you alert and

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Allison Parr-Plasha, new personal counselor at Behrend

photo by Andrea Zaffino