

# Wrong number gives phony connections

By Monica Auld

Never has the number 8 been so important to students here at Capitol Campus.

During the recent snowstorm, many students attempted to call our weather "hotline" to see if classes were cancelled at 944-(or is it 948?)6000. Many of those students found themselves talking with Jere Yingst or Jim Capp. Who, you say? That's what we said too.

The telephone number 944-6000 belongs to the Forth Dimension, a computer-video games distributor in the local area. Whenever Mother Nature sees fit to dump that white stuff on us, Yingst gets frustrated because students assume that all our campus phone numbers begin with 944.

"During that blizzard in February, we received about 75 calls from students asking about cancelled classes at Capitol Campus. After awhile, I called the school campus relations office to find out what all the fuss was about."

Yingst is in a position where he cannot change his phone number because he risks losing business and money he has already invested in stationery, business cards, and catalogs.

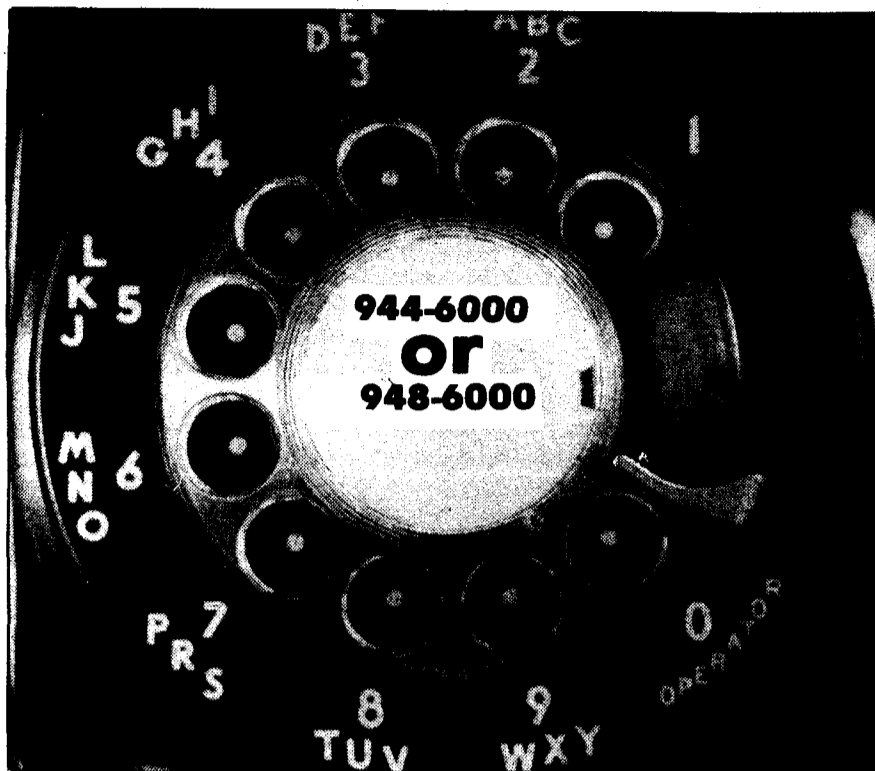


Photo by Mike Markle

So, I decided to see if something could be done here at Capitol to relieve the situation. According to Claire Nissley, secretary for the Personnel and Business Services, the University would face the same set of problems Yingst does.

"Besides that, the entire school is on a phone system

known as Dimension. We would have to rearrange the whole phone set up to fix just one phone, and that's just not practical."

In addition to his aggravation with the weather number here, Yingst also has to field calls intended for the Phil Donahue show. You see, in a different area code, (312), 944-6000 is the

response number for the Donahue show. Some callers don't understand that "Donahue" is taped well in advance, and only residents of Chicago are able to call in.

"This gets to be really interesting sometimes. For example, one show that dealt with nuclear power brought tremendous response for obvious reasons. Our switch board lit up like a Christmas tree."

If we get a large number of people calling in, we get tired of telling them 'we're not the Donahue show. So, we put them on the speaker phone and let them spout off. If they ask us if they're on the air, we tell them, 'No, these shows are taped. Phil listens to the conversations and is he likes them, we'll give you a call.' It adds spice to our day and eliminates some of the monotony."

It seems that there is little that can be done to alleviate the case of the mistaken phone number. If Jere Yingst and his cohorts can cope with the students who can't seem to shake the 944 habit, this confusion will continue to thrive. In the meantime, the next time you "reach out and touch someone," be sure you know what buttons to push.

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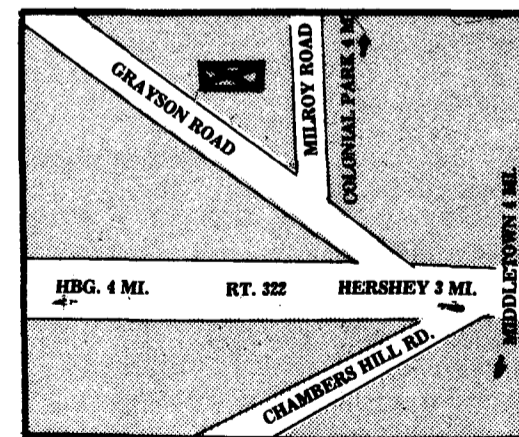
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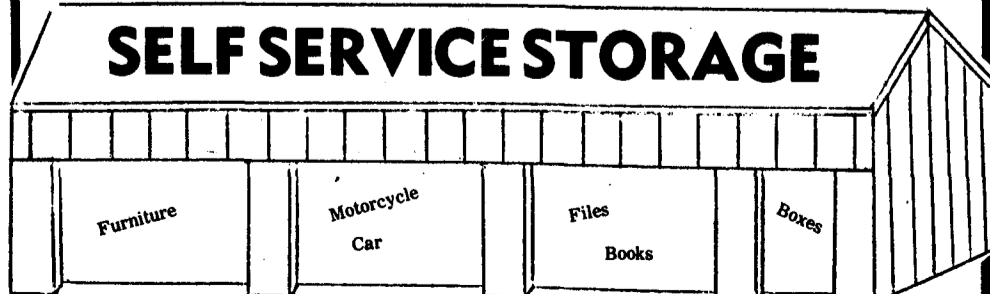
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