

ACROSS THE NATION

ANTICS

DON'T ORDER ANY POPCORN. Words of wisdom at the Insect Horror Film Festival held at Iowa State University last month. Entomologists created the event because, as Professor John Obyrycki put it, "Insects get a lot of negative press." In addition to films, there was a petting zoo--with cockroaches, drone bees, and tarantulas--and a chance to taste delicacies: a flour substitute made of corn borers, chocolate-covered grasshoppers, and garlic-fried larvae. Yum!

AROUND CAMPUS

WELL, TIE A YELLOW RIBBON to a safety pin. Students at Berry College (Georgia) recently sported the yellow-jacketed pins to demonstrate their desire for a peaceful resolution of the Gulf crisis and a safe return for all hostages held by Iraq. Berry's president of student government, Mark Moraitakis, says he's trying to get other Georgia campuses to join.

ATHLETICS

SO, YOU'RE IN THE MIDDLE OF NOWHERE and you want to catch the football action from Indiana University. No problem. Just dial 1-800-225-5213 for a live play-by-play broadcast of the Hoosiers. It's new this fall from TRZ Sports Services Inc., and the phone company. And when your bill arrives you may be seeing Big Red: the cost of listening to an entire game is \$36.50.

ATHLETES AND DRUGS get so much media attention that sometimes the good is eclipsed. At the University of Nebraska-Lincoln, more than 100 athletes volunteered to staff a booth at the state fair for DARE (Drug Abuse Resistance Education). The program focuses on fifth- and sixth-graders, who

might get into drugs because of peer pressure. The athletes stressed the value of sports and that success would come only through education and hard work, not with steroids and other drugs.

COLLEGE MARKET

STUDENTS ARE LOYAL to brand names in soft drinks, shampoo, beer, and blue jeans. *Marketing Week* reports that students cited several factors as important in their choice of brands: personal experience with a particular brand (88%), word of mouth (60%), manufacturer's reputation for quality (60%), and advertising (39%). Only 37% said it was important that their families used the same product. And the top names? Students prefer Coke Classic (23%) and Diet Coke (17%) to Pepsi (13%), Budweiser (16%) to Coors (12%), Pizza Hut (31%) to McDonald's (16%), and Nike (37%) to Reebok (28%).

THE TASTE AUDITORS ARE COMING! This fall College Marketing Intelligence, Inc., will conduct "the first syndicated national performance audit of college media." The National College Media Audit will examine off-campus publications, college wall media, and product sampling on 100 selected campuses to find out what's hot and what's not among students nationally, for national advertisers. Don't call them--they'll call you.

FINANCIAL AID

STUDY NOW, PAY LATER. That's the trend in one state at least. An Illinois Board of Higher Education report noted that work-study made up only 23% of student aid last year, compared with 39% in 1975. Almost 30% of financial aid to public university students came

from low-interest loans; loans constituted only 19% of aid in 1975. It's a natural consequence when tuition increased in the '80s at three times the rate of inflation and grants barely kept up, but some officials worry loan defaults will balloon in coming years.

GOOD IDEAS

INVENTIVE MINDS ARE WELCOME at West Virginia University. This month the Center for Entrepreneurial Studies and Development will open its Discovery Lab, to give full-time students a place to improve problem-solving skills and get hands-on training. The lab is part of "Breakthroughs," a five-phase program that includes classes for would-be inventors and help in marketing their ideas. The lab is equipped for everything from woodworking to computer applications, with technicians to assist at all phases.

SO, YOU DON'T ATTEND WEST VIRGINIA U? And you have an invention? The BF Goodrich Co., and the National Invention Center have created the Collegiate Inventors Program, a national competition to encourage interest in problem-solving. Every year up to three inventions will earn awards of \$5,000 each for the student inventor(s) and \$2,500 for the faculty sponsor.

Deadline: December 31, 1990. For details, call Kathy Shafer at 216-7762-4463

RESEARCH

WORRIED ABOUT YOUR HEALTH? A two-year survey of some 300 students, completed earlier this year at the University of Kansas, revealed that 70% believed their health behavior was

very poor, and fewer than 3% considered it good, with none reporting very good or excellent health behavior. Students surveyed were most concerned about weight control, eating habits, exercise, and tobacco use.

THE KEY TO SUCCESS in the '90s is general education. A survey by the Right Associates consulting firm suggests that the climb to the top requires skills in various areas rather than specialized, in-depth, training. Generalists may adopt more readily--and can be more easily "recycled" as careers change. Other suggestions? "You've got to understand technology, no matter what job you have," said one CEO. Another advised, "Pick something you can put 110% into."

RESOURCES

"MAKING YOUR VOICE HEARD IN WASHINGTON" is the title of a new booklet published by the National Association of Student Employment Administrators. The 16-page guide to politics explains simply and briefly how the legislative and executive branches function, then provides tips on how to communicate effectively with officials in the capital.

STUDENT GROUPS

ECO ECHO OF THE 60'S. Eco-Action, an ecological group, recently held a forum at Penn State to discuss the legalization of marijuana. Another group, Help End Marijuana Prohibition (HEMP), is promoting the cultivation of hemp, which can provide paper fiber, fabric for clothing, and fuel. As for potential abuses, one advocate summed it up: "Basically, if you grow hemp for hemp's sake, the buds aren't worth smoke."

Hammertime... M.C. Hammer and Vanilla Ice Storm Through Harrisburg

*Special to the Capital Times
Melissa Shutt--HACC*

Recently the "Please Hammer, Don't Hurt'em Tour" hit the Hershey Park Arena. Hundreds of fans lined up at the doors as early as 5:30 that night.

At 8 p.m. the lights were turned down and the screams and cheers were turned up. Vanilla Ice got the concert rolling with their funky moves, and the crowd united in the chant, "Go white boy, go!" Vanilla Ice introduced his crew as the VIP--the Vanilla Ice Posse. Vanilla Ice and the VIP prepared the fans for MC Hammer by ending with "Ice, Ice Baby."

Envogue, the second supporting act, never appeared but the fans seemed unphased by the fact. They became motivated by the intermission music and set up a dance contest. The north and south sides of the arena took turns doing their best imitations of Hammer.

When the arena blackened again, MC Hammer's backup dancers appeared onstage in multi-colored spandex costumes, amazing the crowd with innovative dance moves. Suddenly a brief explosion followed by streams of blinding light introduced MC Hammer

to his awaiting fans.

Hammer started with familiar songs such as "Turn This Mother Out", "Have You Seen Her", and a special version of "Pray". Before "Pray", Hammer delivered a message to his devoted fans about gang and drug problems in society today. In a touching moment Hammer dedicated "Pray" to all of the little brothers and sisters in the world.

After more songs and cheers, Hammer and a member of his posse had a disagreement about leaving the stage. The posse member said he and the crew were tired and wanted to end the concert. But Hammer would not disappoint his fans.

"U Can't Touch This!" Hammer bellowed to the posse. After this chart climbing song, the crowd and crew broke out in the cheer, "Please Hammer, Don't Hurt'em!" The crowd chanted and lights in the shape of hammers were lowered from the top of the stage to end the concert.

Take it from a die-hard Depeche Mode fan, this was not an ordinary rap concert.

This concert contained RAP, ROCK, kicker dance moves, and a very special message.

A Few Volunteers are Needed.

VITA - Volunteer Income Tax Assistance - provides free tax help in the community. Volunteers help people with basic tax returns, particularly elderly, handicapped and non-English-speaking taxpayers. There is no charge for this service.

Department of the Treasury
Internal Revenue Service
Publication 1240, Rev. 7/89



Volunteer Income Tax Assistance

For more information call: Kim Murray at 948-2074
leave message!