

POLICE REPORT

04/08/05 VISITOR ASSIST: Directions given to visitor for location of conference.

04/09/05 KEY SERVICE: Request to open side door to food court for services.

purchased a parking permit which expired at 12 a.m.

04/08/05 VRP ASSIST: Permit machine not working/checked machine and posted "out of order" sign.

04/09/05 TRAFFIC ASSIST: Observed operator drive vehicle onto curb. Assisted while person backed off curb.

04/09/05 TRAFFIC WARNING: PSO signed warning card for student.

04/08/05 HEALTH AND SAFETY: Caller reported skateboarder in upper lot. Gone on arrival.

04/10/05 TRAFFIC STOP: Citation issued for moving violation.

04/09/05 COMMUNITY RELATIONS: PSO provided information to the FBI and State Police for hiring purposes.

04/08/05 THEFT: Faculty reported digital camera stolen from W236.

04/10/05 LOST PROPERTY: Contacted owner about found cell phone.

04/09/05 VRP ASSIST: Collected funds from permit dispensers for vehicle registration.

04/08/05 ESCORT SERVICE: Provided escort from library to vehicle to student.

04/10/05 HEALTH AND SAFETY: PSO observed students throwing items at each other/ PSO requested residents to clean area.

04/09/05 ASSIST OUTSIDE AGENCY: Bomb Squad responded to Mount Joy for a suspicious device on 4/10/05.

04/09/05 KEY SERVICE: Opened building for enrollment services.

04/09/05 VRP ASSIST: Provided parking permit to visitor who

04/09/05 TRAFFIC STOP: Citation issued for moving violation.

CAMPUS CALENDAR

LECTURES & WORKSHOPS

- 12:30 p.m.)

(Olmsted Lobby)

April 20: The Student Activity Fee is funding this free yoga class every Wednesday throughout the semester. (Oliver LaGrone Center, 12:15 - 1:15 P.m.)

April 21: The Psychology Colloquium will feature Marcos Lopez, a graduate student in the Applied Psychological Research program, speaking on "Jealousy: Do the Genders Differ". Everyone is welcome. (Olmsted E-265, 12:30 p.m.)

April 22: Join the Campus for an end of year social/picnic sponsored by SGA. Relax and enjoy the food! (Susquehanna Pavilion, Middletown, 12 p.m.)

April 20: The series of public presentations entitled "Power and the Story" continues with the screening of "In Rwanda We Say ... The Family That Does Not Speak Dies," a documentary on the use of stories and storytelling instruments of social healing after the 1994 genocide. The presentation is part of a graduate course on identity, culture, and resistance in creative expression in Africa being offered by the School of Humanities. Free and open to the public. (Gallery Lounge, 7 - 9 p.m.)

April 20: The Multicultural Academic Excellence Program (MAEP) year-end celebration will feature guest speaker Scott Richardson, motivational speaker, educator and mentor. Please join us for this important milestone in the lives of MAEP members. (Village Community Center Multi-Purpose Room, 4:30 - 6 p.m.)

April 26: Videokie! Blow off some steam from your upcoming finals and stop by and belt out a few tunes while making a video! Funded by the SAF. (Community Center, 7:30 - 11:30 p.m.)

April 20: The American Studies Spring Lecture will feature Franklin and Marshall College Professor of History and American Studies Louise Stevenson. Dr. Stevenson will focus her lecture on Ophelia Settle Egypt, a sociologist, social worker, educator, and writer who in the 1930s interviewed 100 former slaves in West Tennessee. Her research was the basis of the 1968 publication "Unwritten History of Slavery: Autobiographical Accounts of Ex-Slaves." Free and open to the public. (Gallery Lounge, 7:30 p.m.)

April 27: Director of the college's Center for Geospatial Information Services, Brady Stroh, will conduct a workshop for faculty on the uses of GIS in teaching, research, and service. Light lunch provided. For information, contact Cyndi Morris at cqm5@psu.edu. (Gallery Lounge, 12 p.m.)

April 27: Students have the opportunity to sit in Jeff Gordon's actual race car. This virtual reality simulator allows the participant to take a spin around numerous race courses across the country. See how well you would do as a NASCAR driver. The NASCAR experience is sponsored by the Entertainment Council. (Vartan Plaza, 12 - 6 p.m.)

April 21: A Retirement Counseling Program will be offered. Presenters at the program will include representatives from the State Employees Retirement System (8:30 a.m.), Social Security Administration (10 a.m.), and Teachers Insurance and Annuity Association - College Retirement Equities Fund (11 a.m.). For more information, contact Pamela Mehler on the Harrisburg campus at 948-6004 or e-mail pak8@psu.edu. (Olmsted Auditorium 8:30 a.m.)

FUN & GAMES

April 19: Blow off some pre-finals steam. This afternoon will include many events such as Tarot Reading, Airbrush Tattoos, Bouncy Boxing, Limbo, Caribbean Photos, and numerous carnival games with prizes. While participating in the activities enjoy the sounds of Steel Impressions, a steel drum band, and enjoy the traditional Luau food and drinks from the Tiki bar. Don't forget to take along your free t-shirt! This event is funded by the Student Activity Fee and Entertainment Council. (Vartan Plaza, 12 - 2 p.m.)

April 20: Everyone who is graduating in spring 2005 is welcome to come to the Graduate Send-Off and pick up their free gift courtesy of the Penn State Harrisburg Alumni Society.

EVERYTHING ELSE

April 19: The Penn State Harrisburg Scholarship Dinner will be held. (Special Events Room, 6 p.m.)

April 21: Join the campus as everyone celebrates student leaders and contributions at the SGA Awards Banquet. (CUB Student Center, 12:30 - 2 p.m.)

April 28: "A night under the stars" is the theme for Appreciation Night. Join the CAs and show your appreciation for things that others are not as fortunate to have (home, clothing, food). (Soccer Field, 11:30 p.m. - 6 p.m.) Sign up at the community center.

*The Campus Calendar is adapted from the PSH online events calendar

THINGS YOU NEED TO KNOW

Frequently, faculty and staff have questions that can be answered by going to IIT's Frequently Asked Questions Web site. The site has been redesigned and has a search feature. At Harrisburg, visit: <http://hbg.psu.edu/iit/> and click on Frequently Asked Questions. At Schuylkill, visit: <http://www.sl.psu.edu/iit/> and click on Frequently Asked Questions. Suggestions for additions to the site can go to: Robert C. Brinkley: 717-948-6553 for Penn State Harrisburg and 570-385-6210 for Penn State Schuylkill, or e-mail

robertb@psu.edu.

Check the Career Services Web site at www.hbg.psu.edu/careers and click on News and Events for the schedule of workshops or visit the office in Olmsted W-117 for specific times and dates.

Capital Union Building hours for the spring semester are: Monday-Thursday, 8 a.m. to 11 p.m.; Friday, 8 a.m. to 5 p.m.; and Saturday and Sunday, 1 to 6 p.m.

The last day of class for the Spring 2005 semester is April 29.

Study days for the Spring 2005 semester are April 30 - May 1.

Final exams will be held May 2 - 6.

Spring 2005 commencement will be held at Giant Center on May 14.

*Things You Need to Know is adapted from the PSH Weekly and online academic calendar



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Have it your way with Crispin

By Steve Mayer
Staff Reporter
slm379@psu.edu

On April 7, the Ad Club of Pennsylvania sponsored a presentation by Carter Nance of the advertising giant Crispin Porter + Bogusky.

Based in Miami and Venice Beach, the agency, which was founded in 1988 and has almost 300 employees, represents a diverse clientele from a variety of businesses and industries. Burger King, Molson, Maxim, Gap, truth, and Mini, the featured client of the night, all receive advertising services by the agency.

Nance, a five-year veteran of the company, described the Mini corporation as "completely fearless" because of Mini's willingness to go along and

incorporate the car in The Weekly World News Batboy serial saga as part of a recent ad campaign.

"It has to be engaging all the time," said Nance, summarizing the major theme of what makes an advertisement successful for an agency to its consumers.

He also said that in defeat, one must persevere and move on. He gave as an example Land Rover, which the agency had lost, only to acquire the Mini account less than three months later.

At the end of the presentation, he showed the audience some of the agency's recent television spots, which garnered many laughs and appreciation by the well-receptive audience; especially Molson's "beaver chasing" spot.

One of Crispin Porter's more recent spots that can be seen in heavy rotation on various television stations is Burger King's

new commercial for the Bacon Cheddar Ranch Sandwich. The spot resuscitated the career of Darius Rucker of Hootie and the Blowfish fame.

Crispin Porter's work has led to its clients being named guerrilla marketers of the year for the last five years.

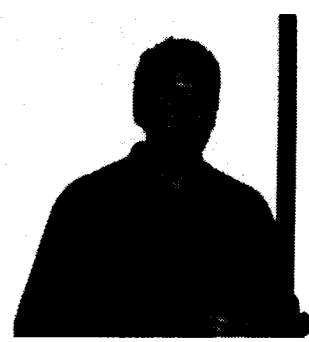



Photo by John Fox/Capital Times

Carter Nance of Crispin Porter + Bogusky talks to students about his career in advertising.



Come get your fashion fix
at the
Spring Fashion Show!

The student models of Penn State will be showcasing hot new items from Isaac Mizrahi, Mossimo, Merona, Xhilaration and more! This show is one of many projects by Prof. Churchill's Nature of Media class.

April 28th @ 1:30 p.m. in the CUB

Contact Heidi at hrh112@psu.edu for details