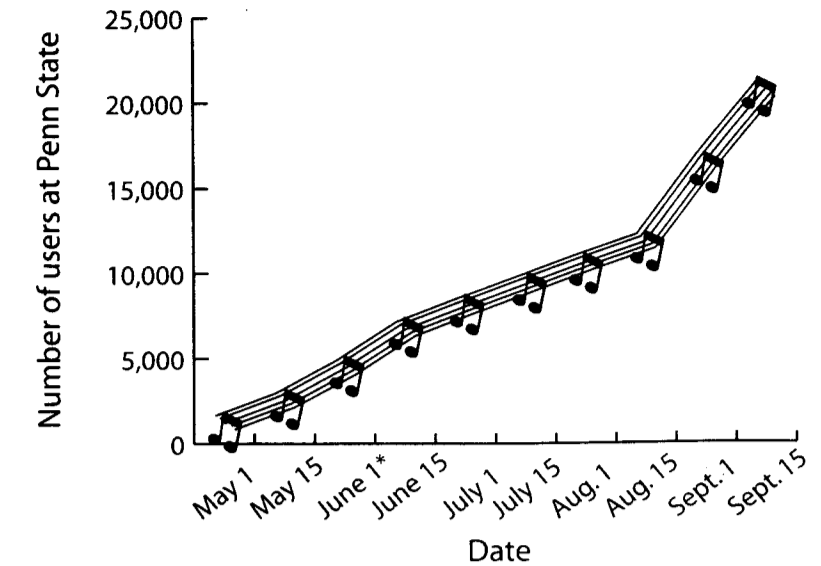


# Ruckus gains users

## What's All The Ruckus About?

Although the number of Ruckus users at Penn State has increased since May, there has been a sharp increase in users in the last two weeks.



\*Napster subscriptions expired on May 31.

Source: Chris Lawson, director of corporate development for Ruckus

Kristen Huth/Collegian

By William Colsher  
COLLEGIAN STAFF WRITER | wfc5000@psu.edu

With more than 21,000 unique users at Penn State as of Tuesday, and more than 700,000 users nationwide, ad-supported digital entertainment service Ruckus has quickly become the leading free and legal source of music for college students.

Ruckus took over for Napster as the legal music source for Penn State students on May 31 when the university's original contract with Napster expired.

While the service has been active since May 31, the most growth has occurred in just the past couple of weeks. Since Sept. 4, the number of individual visitors has increased from 13,592 to 21,282 as of Tuesday, said Chris Lawson, Ruckus director of corporate development.

At its peak, Napster had about 30,000 users at Penn State, said Kevin Moroney, vice provost for information technology.

Used by students at more than 1,000 colleges and universities nationwide, Ruckus provides legal access to a catalogue of more than three million songs, thousands of music videos and award-winning documentary and foreign film content as well as short films and Web shows, Lawson said.

Penn State chose Ruckus as the replacement over other services because it filled most of the needs and desires expressed by the students in surveys conducted by the university in the last three years, said Robin Anderson, ITS director of customer communications.

"With not a whole lot of advertising done by either the university or Ruckus, this represents tremendous growth," Anderson said.

Yesterday, Ruckus launched a games channel that Lawson said would feature user-generated reviews and recommendations of major titles as well as playable online games, including multi-player games that link Ruckus users to each other directly.

Lawson said the next feature Ruckus is set to add will take a snapshot of what a user is listening to and recommend new music to look into. Lawson said the feature will also find other people with whom you may share musical tastes within the university and nationwide.

Student reactions to the service have been mixed.

Severn Everett (junior-information sciences and technology) had been using Napster since 2005 and liked the quick music streaming it provided.

"I had an open mind about using

## Features:

**Video content:** Indie films, documentaries, web shows

**Social Networking:** User-generated play lists, reviews and recommendations

**Games:** Single and multi-player, play live with other users

**Entirely free:** Everything is ad-supported

Ruckus but when I tried using it, it was a hassle," Everett said.

Kevin Hawley (sophomore-biology) said there are aspects to Ruckus' format that he prefers.

"I like it," he said. "The layout is really different from Napster, and I think there are even more artists available for download."

Despite some students' reservations, Lawson said Ruckus boasts more than 20 million track downloads a month.

# Alcohol program receives \$50,000 from Pa. LCB

The Source Investigation Project (SIP) was given a \$50,000 grant from the Pennsylvania Liquor Control Board to help address underage and excessive drinking.

By Megan McKeever  
COLLEGIAN STAFF WRITER | mmm5014@psu.edu

The State College Police Department announced yesterday that it received a \$50,000 grant to continue funding an enforcement program to reduce underage drinking.

The Source Investigation Project (SIP), which was awarded an \$11,500 grant last year, is one way of enforcing liquor laws which include cracking down on underage drinking and furnishing to minors. State College police Sgt. Chris Fishel said.

SIP allows police officers to patrol campus, downtown and the surrounding areas looking for criminal activities.

The activities police will be on the lookout for include assaults, disorderly conduct, public drunkenness, underage drinking and furnishing alcohol to minors.

According to a press release, this year the program has been expanded to allow additional officers from both the State College and Penn State police departments to work together to patrol the borough and campus.

The grant, issued by the Pennsylvania Liquor Control Board, "is designed to combat underage and excessive drinking in the State College and Penn State community," according to the press release.

The project will kick off at 10 tonight and "is expected to continue for most Thursday, Friday and Sat-

urday nights until May 2008," according to the release.

The targeted hours of enforcement will be 6 p.m. to 3 a.m., Fishel said.

Police will patrol different key areas throughout the night.

A popular time for street fights is after 1 a.m., Fishel said, adding that the window from 1 to 3 a.m., when patrons leave the bars, is the prime time for aggression.

He added that police are planning to target certain "hot spots" in the area and have specific agendas in mind. Fishel said he could not release details.

Though, he said the program would be tightly focused on two elements: underage drinking and furnishing to minors.

Furnishing is a third-degree misdemeanor charge, which remains on a person's permanent record and carries a \$1,000 mandatory fine.

Fishel said the department received extra funding this year because of the project's progress and the new partnership with Penn State police that began this year.

"This project has been successful in many ways," Fishel said, adding that the recent grant allows for overtime pay and a larger staff to be on patrol during targeted enforcement hours.

SIP was created in 2004, with a \$135,000 two-year grant, in an effort to reduce the number of alcohol-related crimes, Fishel said.

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CLUE 3 of 6

SOLVE THIS CLUE  
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Our mascot, Alpie, is hiding on campus. Solve the clues running in The Collegian September 17-28 to figure out his hiding place, and win \$500! Be sure to stop by the HUB September 17-21 and East Commons September 24-28 to buy an extra clue. Proceeds benefit Ronald McDonald House Charities.

**DIRECTIONS:** Search for PSU buildings hidden in the word search. If a building is listed, Alpie isn't hiding there.

Visit [www.lionhuntPSU.com](http://www.lionhuntPSU.com) for more information!

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My NEW name for the Nittany Lion Basketball Student Section...

Submit by the end of the week. Top names will be voted on at [www.collegian.psu.edu](http://www.collegian.psu.edu)

Nittany Lion Basketball

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