

INSIDE



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Spelling CU Arts without TV

CU Arts offers low cost cultural opportunities to students in the city, with one glaring omission: the numerous tapings and events associated with the television world.

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Get some class (representation)

Rajat Roy gives the councils some wise counsel, urging them to listen to their constituencies.



Sports, page 7

Inconsistent offense plagues women's soccer

The women's soccer team, which only has two games left in its Ivy season, has been struggling to score. The Lions do not have a goal in their last two games.

EVENTS

2009 A Space Odyssey: Territory and Nomadic Identity in Two French Novels

Lunch and learn with Joy Sorman and Maylis de Kerangal as the two French writers discuss their work. *Buell Hall, Maison Francaise, 12-2 p.m.*

Alumni panel: What can I do after college?

A panel will answer this pressing question. Sponsored by the Korea Campus Crusade for Christ, the event will feature accomplished alumni and free food.

Lerner E569, 8-9:30 p.m.

QUOTE OF THE DAY

"You're not bonding in a tent; you're bonding on a subway."

—Barnard President Debora Spar

ONLINE

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News around the clock

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Embry Owen / Staff photographer

ACCIO FRIENDS? | Barnard President Debora Spar said admins may have found a solution to the college's perceived lack of community: dividing students into eight societies. Spar did not say at her Wednesday night fireside chat whether Sorting Hats would be involved.

Debora Spar: 'Expecto community!'

BY CARLY SILVER
Spectator Staff Writer

"Not Slytherin ... not Slytherin!"

When midterms are through, Barnard students may soon have a new, pressing concern. In response to the perceived lack of Barnard community, administrators said they are considering sorting students into a system of eight societies.

The proposal came up as President Debora Spar joined about thirty students and Dean of the College Dorothy Denburg at her Wednesday evening fireside chat. The topic of the evening was community, and how to improve it.

Spar said she was surprised to hear students' complain about a lack of community. Since then, she has has posed the question

at her regular meetings with the Board of Trustees. "We have a number of men who are on the board," she said, and "a number of them pointed to things like sports."

Based on talks with recent alumnae, Spar feels that "women's identity as Barnard students ... has more to do with what Barnard students do after they graduate." Because of the sense of community off-campus in New York City and after students graduate, Barnard has "less of a 'rah-rah' sentiment by definition on campus," said Spar.

"Women don't come to Barnard because they want to go camping in the woods," said Spar. "They come to Barnard because they're looking for an urban experience." In the past, the Greek Games united Barnard students of all years, but these games are no longer in existence.

To help solve the problem, Spar mentioned the societies proposal, now in its early stages.

First-years would be randomly sorted into eight different groups of about 80 students. Though it is an artificial sense of identity, Spar said, it "instantly puts you in a smaller group."

Denburg compared this experience to the process of the Sorting Hat in the Harry Potter book series. Creating individual "house" identities within the larger Barnard community would help students adjust to the community Barnard does have. Each society would be named after a famous Barnard graduate and advised by an alumna, who might even participate in some of their activities.

SEE BARNARD, page 6

Journalism school sees increase in applications

BY ELLA QUITTNER
Columbia Daily Spectator

Sitting in the Stabile Student Center of the Columbia Journalism School, Shane Snow was typing merrily on a Mac computer cased in translucent-orange plastic.

Typing merrily. Not ripping out hunks of his own hair, or scribbling panicked lists of potential future employers, or crying uncontrollably as one might expect of someone who has just enrolled in a \$43,527 10-month program for a master's degree in what political activist and writer Barbara Ehrenreich called "a dying industry" in a 2009 commencement address to UC Berkeley's Graduate School of Journalism.

In fact, he's optimistic about his future.

"I wanted to improve my writing, and I wanted to get a master's degree in digital media. I eventually want to teach. I would like to do business and write at the same time," said Snow. "I wouldn't be worried about anyone I've met here getting a job."

Snow is among 453 students currently enrolled in either a part-time or full-time program at the Columbia University Graduate School of Journalism. These students were part of the 39 percent increase in applications to full-time programs at the Columbia Journalism School for the 2009-2010 school year.

Sree Sreenivasan, Dean of Student Affairs at the Journalism School, explained that "this is reflective of the fact that young people want to and are participating in acts of journalism, and are generally interested and optimistic about the future of media."

Rather than considering journalism a dying industry in light of the apparent decline of print media, Sreenivasan and his colleagues focus on giving their students both a traditional in-depth knowledge of journalism, and also a solid understanding of digital media skills.



Like Sreenivasan, Leon Braswell, Director of Admissions and Financial Aid for the Journalism School, said that the industry is still very much alive. "The industry is not dying. The industry is like any other industry in that there's a business model and that's what needs to be fixed," he said.

About the future of journalism, Sreenivasan said, "Specialization is going to be important. We train our students to call what one of my colleagues calls 'tridigitaljournalism,' which means you have the traditional skills of journalism with a digital overlay."

Snow seems to epitomize this outlook. Registered in the Master of Science program, he hopes to combine his extensive knowledge of Internet business and web design with his passion for writing. Since graduating Brigham Young University in 2007, Snow has already founded a web design company called Brave Media LLC, and is able to

SEE JOURNALISM, page 2



James Rathmell for Spectator

THE GLASS HOUSE RULES | Student clubs have to fight for rooms at Lerner Hall, where the de-facto, if not official student center gives priority space to paying groups during business hours on weekdays.

Students work to reclaim Lerner

BY CARLY SILVER
Spectator Staff Writer

Having trouble booking space at Lerner Hall for your weekly meeting of the Science Fiction Appreciation Club? It may be because an outside group can out-pay you.

While Lerner is used as the de-facto Columbia student center, student groups do not have priority usage of its space during business hours Monday through Friday. But governing boards are working to make Lerner more accessible for clubs as they face campus space restrictions.

Both the Student Governing Board and the Activities Board at Columbia, two boards that dole out money to student groups and have been working to maximize resources for their clubs in a particularly tight year, are gathering data to make a proposal on student space reservations that would open up more times for club and groups meetings at Lerner.

Currently, student groups signed up for spaces can be bumped in favor of paying customers from 9 a.m. to 5 p.m. on weekdays.

This is the second story in a two-part series about campus spaces for student groups.

ABC president Scott St. Marie, CC '10, wants to propose priority reservations for students on Fridays, when most are not in class and have time for group meetings. Though it is currently possible for students to book space in Lerner on Fridays, they must go through their club advisors to do so. ABC hopes to systematize that policy and "make sure that people are aware that those resources are available."

St. Marie also suggested a system where student groups can't be bumped from spaces by paying customers without a particular number of days' notice. He hopes to put out a rough draft of the proposal early second semester.

SGB plans to focus on opening areas up for lunch meetings, particularly between 11:50 and 1:10 p.m., when many students have breaks in class, according to SGB board member Owais Rasool, SEAS '11. Still, nothing has been decided upon yet,

according to vice chair of SGB Lisa Weber, CC '11.

The boards together have started space usage gathering information to present to University Event Management. The data will include the "date, time, and location of events," given to ABC by UEM, as well as event approval forms that "track spending." The information will produce a proposal that would hopefully get student groups their ideal spaces. With the SGB and ABC presenting the same data, St. Marie thinks they may have a stronger case.

The pre-calendarizing process, or signing up for space in Lerner for the spring semester, began Monday. Scott Wright, vice president of Campus Services and overseer of UEM, described a recent meeting with students where the Columbia College Student Council and Engineering Student Council said they hoped to discuss the pre-calendarizing process further.

Columbia is looking for someone to fill the new position

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Acts of faith: Jon Meacham talks religion and journalism

BY LEAH GREENSTEIN
Columbia Daily Spectator

Good news: print media and religion aren't dead in America. Yet. So claimed Newsweek magazine editor and Pulitzer prize-winning writer Jon Meacham as he addressed the Lecture Hall in Journalism on Wednesday evening. Meacham is the second speaker in a year-long series entitled "Covering Conflict" co-sponsored by the Institute for Religion, Culture, and Public Life, the Journalism School, and the Center for the Study of Democracy, Toleration, and Religion.

This series, which is the brainchild of IRCPL co-director Mark Taylor, invites representatives who run the gamut of expertise in religion and journalism to join a "conversation." At the first event in the series, James Traub, a contributing writer for the New York Times Magazine, discussed the current situations in Iran and Iraq.

Prompted with questions by professor of religion Randall Balmer, Meacham began the conversation by talking about his upbringing in his grandfather's house. Surrounded by stories and political drama and experiencing the behind-the-scenes happenings at his grandfather's whetted an early interest in history and politics. His Episcopalian beliefs are also a family tradition.

Meacham described the intersection between politics and religion as "the way we are outside our houses." He takes history, and religious history in particular, seriously in his work. "When people ask me why are you so interested in religion, I ask them back why are you not—a far more interesting question," said Meacham.

Meacham's coverage of religion hasn't always followed the smoothest path. After his 2004 Newsweek cover story on Mel Gibson's "The Passion of the Christ" suggested that the movie was anti-Semitic, Meacham received e-mails saying, "I'm praying for you but I hope you go to hell." Meacham took the response in stride.

When the question of the future of print media in the face of digital revolution arose, Meacham looked the questioner squarely in the eye and responded, "We [print journalism] are not doomed." He explained that the challenge of editors and news institutions is two-fold: keeping readers interested and understanding the basic economics of publishing.

"Few people think, 'Wow, I really want to know what the New York Times has to say about this.' People think 'Wow, I really want to know what [New York Times columnist] Tom Friedman has to say about this,'" said Meacham. In a society interested in individual voices or subjects, news institutions have to "struggle to be surprising—interesting, but not puzzling. It's hard to shift your thinking."

The lecture attracted an audience of mainly journalism and religion students. Some, like Joanna Nikas, Journalism '11, came to hear Meacham's views on the future of print media. "I feel like I've heard other people express these same views before," Nikas said.

Other attendees were more impressed. "I enjoyed Meacham so much," enthused SIPA student Rikha Rani. "You can't understand politics without religion nowadays, and he just added so much to the discussion."

Meacham said that the days of the religion desk in the newsroom are over. "The journalists who will survive and thrive in this era are those who are able to think holistically and not just see through a narrow lens," he said.

"Meacham's focus was more cultural," said Emily Brennan, assistant director of the IRCPL. "I think it went really well, better than anything we've ever done—Meacham has just done so much work in this field."

IRCPL Executive Media Director Norris Chumley added, "I found his explanation of the notion of covering religion as a 'liberal arts reporter' fascinating. This intersection of religion and culture is exactly what the IRCPL is trying to promote."

news@columbiaspectator.com

Barnard seeks better alumnae relations

ALUMNAE from front page

"That's because they have really entrenched traditions of giving back," explained Bobbi Mark, vice president for Development and Alumnae Affairs at Barnard. "You walk in, before you even make your bed, the first day you're getting inoculated with the tradition that [donating] is the right thing to do. ...We haven't had that tradition for quite as long."

Spar has previously suggested that the low donation rate may in part be due to Columbia-Barnard couples—wives assume that when their husbands give to Columbia, Barnard is covered too.

In the year that Mark has been at Barnard, she has expanded the department's online presence with a new Web site and representation on Facebook. She also appointed a new annual giving officer to oversee alumnae fundraising and to build up the corps of volunteers who call and write to former students, asking them to commit to an annual donation.

Alumnae say that those volunteers have had an impact. "I take pride in writing a check to Barnard every

year," LaToya Wilcher-Smith, BC '01, said. "I have missed two years since graduating and that was because of my own disorganization. Even if I had no money, I know I could find \$20 to send. However, the two years I missed, I usually would have gotten a reminder follow-up for donating, so maybe those years the volunteers for the campaigns weren't sufficient."

Mark also hopes that more will give if their donations are better rewarded. Next fall, a list of donors will be published for the first time in Barnard Magazine, with special recognition going to those who have given consistently over a period of five or 10 years.

Alumnae donations are important because those funds address the college's most critical needs, which, during the last year has meant financial aid, Mark said. The recession has meant that more students need aid, but because of the economy alumnae have been more reluctant to donate, and a lack of contact information has made many difficult to reach in the first place.

"When you get laid off, the first person you call is not your college," Mark

said. "We still have work addresses for Lehman Brothers. We're probably still sending things to peoples' parents, those who haven't settled down yet."

Sheena Gordon, BC '05, is a member of the Alumnae Association's Barnard Fund Committee and has seen the effects of the economy while working with other alumnae. "People who previously gave large gifts, might not be able to do so at this time. Some people may be embarrassed about having to scale back on their gift, so they won't give at all," Gordon said in an e-mail.

Mark emphasized that Barnard's location and history make it difficult to compare its numbers with other schools. Most students who attended before 1985 were commuters, and the city provides plenty of off-campus distraction even now, perhaps making the student-campus bond weaker than at other institutions.

"It could be a little bit of New York. Still, we never have to make the pitch like other institutions, to answer the question 'Did I get my money's worth?' We don't have that problem."

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Journalism students not jaded by statistics

JOURNALISM from front page

put himself through graduate school while still heading the company.

"This program is really cool because there are so many people wanting to do different and specific things," he said. "It is very supportive of the different directions you want to go in or the goals you have. Or if you don't know what you want to do yet, you can get a good basis—a broad look at journalism."

In addition to its long-established Master of Science degree, the Columbia Journalism School began offering a Master of Arts program five years ago. This program, enrolled in by 47 current students, allows its participants to take half of their classes at the Journalism School, and the other half at the greater university.

So, are Snow and his 452 classmates crazy for being optimistic?

According to Paper Cuts, a blog administered by a St. Louis Post-Dispatch multimedia and print designer, they probably are. Paper Cuts tracks United States newspaper layoffs and buyouts, and is updated twice a day. Most recently, it reports a 2009 total of more than 14,169 journalism job losses.

And, as published by The State of the News Media, an annual report on American journalism, "Newspaper ad revenues have fallen 23 percent in the last two years. Some papers are in bankruptcy, and others have lost three-quarters of their value. By our calculations, nearly one out of every five journalists working for newspapers in 2001 is now gone, and 2009 may be the worst year yet."

However, Sreenivasan asserted that such optimism is not misguided: not

only are these students equipping themselves with what he calls "the necessary tools" for story-telling, but these tools aren't from a toolbox that will be extinct in a few years, either.

"In a time of increasing overload of information, and increasing confusion of the world as we know it, and a time when everything, not just journalism, is changing, you need more people who can explain, contextualize, analyze," he said. "That's where journalists who can do those things can be employable and more likely to be read than other people. I really believe that we can change the trajectory of students' careers. Not everyone needs to go to journalism school to succeed, but we believe that you have a better chance of success if you do, especially now when it's so competitive [to get jobs]."

news@columbiaspectator.com

ADDRESS & EMAIL

Columbia Spectator
2875 Broadway, 3rd Floor
New York, NY 10025
info@columbiaspectator.com

PHONE & FAX

Daily Spectator (212) 854-9555
Editorial Fax (212) 854-9611
Business (212) 854-9550
Business Fax (212) 854-9553

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Studebaker - 4th Floor Conference Room
12:00 pm - 5:30 pm
Columbia Law School - Greene Hall, Drapkin Lounge

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November 3
12:00 pm - 8:00 pm
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FILM

Place, props, and the power of production



FRANCES BODOMO
CAMPUS CUT

You’ve polished your script and now you’re ready to take what was once a floating idea and make it into a hard-knock movie. Thanks to the digital revolution, you have no qualms with pointing, shooting, and editing. But nowadays that puts you at the level of a 5th grader. Let’s discuss how to put your film one step—and hopefully more—ahead of the light saber-wielding ten-year-olds with consumer camcorders. On the same budget.

At the next level of filmmaking, there are two words you must keep in your breast pocket: production and design. This means everything from costumes, to set design, to props, to anything visual in your movie. You can distinguish Wes Anderson from Michel Gondry from Todd Solondz in one frame because there is so much meaning embedded in the production design choices you make.

The simplest production detail at this level is set design: location, location, location! As a student filmmaker, do not underestimate the power of shooting where you envision the film taking place. Despite New York’s stringent laws, I have been able to shoot in a city park, on the subway, in a tour bus, and at a bus stop. With just a little bit of initiative, you can get the contact information of the park managers and bus drivers. Uttering a “Jonathan” or “Marie” in the right places will take you very far.

But when all else fails, you can go “rogue” and simply show up to shoot. When the busybody security guards show up to kick you off with warnings of terrorist activity, make like a distraught high-schooler and cry (it works!). For on-campus shooting, Joe Sabbat at Lerner’s University Event Management is your go-to-guy.

If you’re shooting indoors, and especially if you’re shooting in your dorm room, take time to dress the set. How many times has a wonderful police interrogation scene been ruined by the Brita and colorful swirly floor lamp in the background? Unless your scene will play in a lazy college student’s room, remove the evidence. Few characters have Locke, Descartes, and Homer on the bookshelf.

Good production design will tell you a lot about a character. A character may need to drink water, but a Nalgene and a reused plastic bottle say different things.

Next is costume. Most of us have worn jeans and a hoodie since orientation, but the “hottie at a party” and the “art history major” characters have most likely not. A character that wears a vintage dress is very different from a character that wears pajama pants. Once again, you need to step into your character’s mind. Did he wake up late and put on his tie backwards, or did she lay out her clothes the day before? Tracing the minute-by-minute of the character’s day is not overdoing it.

Finally, props. What is “Strangers on a Train” without the cigarette lighter? And “Shadow of a Doubt” without the ring? Hitchcock used his props to imbibe his films with subtext and so should you. If you have money to shell out, use it on a key prop. I’m currently pulling overtime at work to get a professionally-made ventriloquist’s puppet, but props can also be found in your room. Not every prop is a key prop, but if a character drinks a Natty Ice, that says something. If a character has heart-pendant, that says something. If a character looks to a wristwatch every second, that wristwatch better say something.

Witty dialogue, a 24P frame rate, and good sound are great, but remember that “film is a visual medium.” This means the audience should look at one frame and get the feeling you are trying to express. It’s this element that separates film from other art forms. To be able to show that a character is riddled with guilt without her saying, “I am so riddled with guilt!” is just divine. Conceptualize away.

Frances Bodomo is a Columbia College senior majoring in film studies. Campus Cut runs alternate Thursdays. arts@columbiaspectator.com

TV

CU Arts should tune in to television in NYC

BY NOEMI SCHOR
Columbia Daily Spectator

From the first “CU: Remix” evening of orientation, every Columbia student is conditioned to swoon over the discounted offerings of CU Arts’ Ticket and Information Center. One glaring omission from that list, however, are the cultural opportunities in the realm of television.

The service boasts reduced-price admission to an array of entertainment venues: shows (on and off-Broadway), dance performances, concerts, museum exhibits, and movie showings.

New York City is the home of at least one talk show from every network channel, not to mention a considerable amount of cable programming as well. If TIC can provide tickets to limited-availability events, why does it not offer students the opportunity to obtain tickets to cheap daily talk shows actively seeking large numbers of audience members?

Gregory Mosher, director of the Arts Initiative at Columbia, acknowledges the absence of TV offerings as mainly an oversight. “The TIC Inventory is made up of available, affordable events that occur to us and/or students request,” he said. Regarding the negligence of TV, he admitted, “I must say, it never occurred to me personally.”

Another explanation Mosher gives is a well-known fact among TV-hungry students: there is rarely any reason to seek discounts for episode tapings, since they rarely involve a cost. “TV screenings are almost always free, so it’s not like CU Arts can offer a discount for them” said Sadaf Shahid, BC ’12. “It’s just a matter of timing and/or knowing the right people.”

Mosher agrees, but realizes that, while “shows won’t



Lauren Weiss / Senior staff photographer

PRIME TIME | The TIC offers discounted tickets to an array of cultural events, but not television tapings.

give the TIC a bunch of tickets ... [since] they like to know exactly who is coming” to tapings, there are other ways for the initiative to incorporate TV into their repertoire. “If nothing else, we can explain how the tickets to Letterman

FOOD & DRINK

Loafing around during midterms leads to A+ pumpkin bread



One pumpkin half says to the other: “Don’t worry, the first cut is the deepest.”



I didn’t have cheesecloth, so I had to strain the puree with my pillowcase—a WikiAnswers solution.



Back from Fairway, soaking, starving, and looking like Ozzy Osbourne.

During midterm week, Columbia can be a pressure cooker, so in protest of this atmosphere, I decided to become a leisurely baker yesterday and craft my favorite seasonal baked good from scratch: chocolate-chip pumpkin bread.

Because I never fully trusted those generic pumpkin concentrate cans that invade supermarkets in November, I made my pumpkin bread the old-fashioned way and pureed a pumpkin myself. This two-day process involved slicing up, roasting, and pureeing the pumpkin flesh, then straining it overnight.

I used Scharffen Berger bittersweet chocolate, broken up into chunks, in place of generic Nestle chips. Despite a recent takeover by Hershey, the Berkeley-based Scharffen Berger continues to impress chocoholics with high-quality artisanal bars.

When the bread was finished I topped it with mascarpone cheese and ate it for brunch with my morning espresso. Midterm procrastination has never tasted this good.

—Devin Briski

Chocolate Chip Pumpkin Bread

Preheat the oven to 350 degrees and oil two bread loaf pans. Mix 3 1/2 cups of flour, 1 1/2 teaspoons baking soda, 1 teaspoon salt, and 1 tablespoon pumpkin pie spice in a bowl. Fold 1/3 cup oil, 1 2/3 cup granulated sugar, 1 1/3 cup light brown sugar, and 2 cups pumpkin puree with a large paddle until completely blended. Beat 4 eggs and fold into wet ingredients combination. Add 1/3 of the dry ingredients into the wet mixture and then add 1/3 cup water. Keep folding until fully blended, then add the remaining dry mixture and 1/3 cup of buttermilk and mix until fully blended (make sure there are no clumps of flour). Finally, fold in chocolate chips, and divide equally into loaf pans. Bake for 60 to 75 minutes, or until an inserted toothpick comes out clean.



Brown sugar to pumpkin puree: “This pot ain’t big enough for the both of us.”



Fresh out of the oven: my mission to achieve the perfect golden crust panned out nicely.



To quote my favorite childhood cereal commercial: “Dessert for breakfast!?”

FOOD & DRINK

Trick or treating goes international with Asian gummies

BY PAULA GERGEN
Columbia Daily Spectator

Only once a year is the sweetest of oral fixations satisfied in such a luscious, mouth-watering way. It’s no accident that this is the same time of year that sexy nurses and Playboy bunnies take to the streets. That’s right, I’m talking about Halloween—and the East Asian candy that comes with it, of course.

When people think of Halloween candy, they often overlook corn. While corn is featured in many Halloween candies, it is often the ninja ingredient, sneaking in as high fructose corn syrup. But in this Asian candy, corn is clearly the star of the show. Presenting: corn gummies. These gummies come shaped as miniature corn cobs and taste like corn as well.

Mango, a typical Asian fruit, may sound like a much more appealing gummy to many. Cocoland’s mango gummies come individually wrapped in bright yellow packages and taste just like very ripe mangoes. The gummies’

texture is pleasant and not overly sticky.

The Korean CW gummies come in a variety of fruity flavors. They are rectangular and covered with sugar. While the flavors may be more appealing to typical Western tastes than corn gummies, the CW gummy texture is almost not gooey enough, and needs to be softer. Furthermore, one almost wishes that the fruity flavor was stronger so as to better complement the sugary sweetness.

Ginger candy is generally popular in Asia and comes in many varieties. One Indonesian kind (Ting Ting Jahe) has a strong gingery flavor nicely balanced by sweetness. This is the candy of choice for ginger lovers. One caveat: it manages to stick to every tooth in your mouth.

A Korean variety that comes in a green and white wrapper is less fiery. Unlike the gooey texture of the first, this candy’s texture is similar to a slightly waxy Tootsie Roll knockoff. While the texture may appeal more to some, the flavor may leave something to be desired. Pak Fa Fui, a ginger candy that hails from Macau, comes in a small blue box sporting a man in a swimsuit. The gingery flavor is somewhat overpowering and is



Paula Gerger for Spectator

SWEET, MAN | Asian candies bring new flavors and textures to the typical Halloween candy selection.

accompanied by unnecessary citrus notes. This candy is not as sweet as the other varieties. This brand is not recommended for satisfying a sweet tooth.

Last but not least, there are Hello Kitty marshmallows filled with either strawberry or blackberry flavor. As one might expect, they come in bright

pink packages with Hello Kitty’s face printed on the front, and they are very sweet. They are the typical insubstantial stuff of Halloween days gone by—the kind of candy that keeps small children trick-or-treating way past their bedtimes and hyper till the wee hours of the morn.

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Staff Editorial

Myth: Wien Hall was once an insane asylum

Like other Columbia students, inhabitants of Wien can seem crazy at times, but creepily empty piano lounge notwithstanding, there is no evidence to back the belief that Wien Hall was constructed as part of an insane asylum. Though this myth is prevalent through much of the student population, the only insanity within Wien comes from its residents during exam weeks.

Students applying for housing in previous years may have taken this misinformation into consideration, wrongly prejudicing them against living in the hall—distaste for Wien runs high, but with no prevailing reason. In fact, no residence hall was part of

the Bloomingdale Asylum, which “antedated Columbia’s arrival in 1897” in Morningside Heights, according to professor Robert McCaughey, author of “Stand, Columbia,” a complete history of the University.

Though Wien was never part of Bloomingdale, perhaps ghosts of the deranged can account for other intrigues on campus. The Maison Francaise, or Buell Hall, is the only current Columbia building built before the University’s arrival uptown. “That building could be said to have been part of an insane asylum,” McCaughey confirmed. Though say what you will about the French, the Maison Francaise is obviously no longer a mental institution.

Writer fails to look beyond petty party labels in mayoral race

To the editor:
Al Benninghoff may be an “old hat” at phone-banking for Democratic candidates in New York, but his shocking ignorance displayed in “Calling it for Thompson” (Oct. 18, 2009) of how New York elections are run should give all Columbians reason to wonder what kind of misinformation he has been spreading through unsolicited political calls to our neighbors. In his article, Benninghoff starts by insulting a person he called who insisted that Mayor Bloomberg is not a Republican. Speaking to this educated citizen like a child, Benninghoff explains that, well, Bloomberg “is running on the Republican ballot line.” To Benninghoff, this is enough to end the conversation.

What Benninghoff fails to mention, of course, is that New York allows party cross-endorsements, so that parties can endorse candidates even if those candidates are not party members. If Benninghoff were older, he might remember the experience of the Liberal Party, which in 1993 surprisingly put Rudy Giuliani on its ballot. Did that experience make Giuliani a liberal? Certainly not.

Incidentally, Benninghoff also fails to mention that Mayor Bloomberg was placed on the Independence Party ballot before he was placed on the Republican ballot this year, and the Republican Party chairmen had a heated debate last spring over whether to endorse Bloomberg’s candidacy precisely because he was not a registered Republican. Bloomberg won that battle, and



RAJAT ROY
CUTTING THE BLUE TAPE

consideration of an egregious confidentiality policy restricting records for 50 years that is backed by a CC senator? What about the fact that most students don’t donate back to the school as alumni?

Then it hit me. I was looking outward for problems. The reality is that many issues come from within the organizations built to solve them—the student councils.

For the last few years it has seemed like the idea of “constituency” has fallen to the wayside. It has been a constant ego match where people espouse trivial stories like “Well, when I went to John Jay I thought X,” rather than actually talking to their constituents.

Engineering Student Council President Whitney Green is one of the very few who has made sure that the representatives speak for their constituents. Every week the council members are required to talk to at least three students about an issue. Last week, for example, that issue was the Center for Career Education. The doomed Columbia College Student Council 311 program failed to grasp the idea of constituency. The councils don’t exist to passively accept feedback or to spam inboxes with “What problems do you see on campus?” The new iteration, CCSC Café makes huge strides to meet the students, but yet may still be too passive. Representatives need to MAKE actual face time with their constituents and talk about singular issues.

Show journalism the money

BY LUCY SUN

Last week, Columbia’s Journalism School took center stage in addressing a problem that has been troubling journalists and their readers for years—how can we continue to produce high-quality journalism when it has become increasingly difficult to make a profit from it?

In a new report from the J-School titled “The Reconstruction of American Journalism,” the Internet is portrayed as a promising new way to get the news out. But here’s what the report missed—the Internet is also a promising new way to bring in revenue.

This may sound surprising, seeing as the Internet has placed the media in a seemingly impossible situation—when the market demands all the latest stories online for free, how does the media pay the bills? At first glance, there’s no getting around this problem.

However, this is the same problem that Google faces everyday. Google gives away all its content for free. Yet Google does famously well when it comes to reaping revenue, while the news sources struggle.

What’s Google’s secret, then? Google employs targeted advertising that strives to use the power of the Internet to its fullest advantage. The Journalism School report states that current advertising models fail to support journalism in this day and age. However, the report is wrong to assume that advertising will never again be able to support journalism. What we need is a new advertising model.

While newspapers and other forms of print media are making a strong transition to the Internet in terms of finding new ways to deliver content to readers, looking at online advertising often feels like seeing the same ad over and over again on a subway station wall. Either that, or a newspaper takes exactly the same approach to online advertising as it does to print advertising—pitching its ads to its general reading audience. In order to see how ineffective this can be, let’s take an example: The readership of The New York Times is generally classy, so both online and in print, The New York Times tried (and failed) to sell me a new Jaguar today. I’m in college—I’ll stick to the subway.

The difference between targeted and non-targeted advertising is like the difference between finding the very item in the store that I had gone there to buy in the first place, and being shoved into a store full of items that are of zero interest to me. All advertisers are interested in seeing that the shoe fits as well as possible, and this is the single major consideration when deciding where to advertise. So far, most online media institutions have yet to convince advertisers that online advertising is a way to reach the specific readers they’re looking for.

A newspaper’s online advertising can and should be highly targeted. Online, I can indicate who I am and what I like by visiting sites that are of interest to me. If I’m reading an article about College Music Journal, the ads on the side of the page shouldn’t be trying to sell me a Jaguar—the ads should try to sell me the latest albums from up-and-coming music critics’ darlings. If I’m reading about the latest business mergers and acquisitions, maybe then you can try and sell me a new Jaguar.

When it comes to online advertising, many of us remember more bad, non-targeted experiences than good, well-targeted experiences. It’s hard not to get annoyed by a pop-up ad and a robotic female voice informing me that I’ve won a new iPod. At the same time, many of us

experience effective, targeted online advertising on a daily basis every time we do a Google search. The technology exists for a company to support itself via targeted online advertising. It is time for media institutions to catch up and learn how to support themselves in a similar way.

This will take work. This is a problem not only for computer programmers, but also for anyone working in journalism, especially current and aspiring leaders. This is a crucial moment, and for high-quality journalism to come out on top, it is important that media institutions set up an infrastructure in which journalists, computer programmers, business people, and managers can collaborate and learn from one another. When minds come together, the Internet gives us the opportunity to invent and re-invent the way business is done. Through targeted online advertising, the Internet Age can become a profitable one for media institutions.

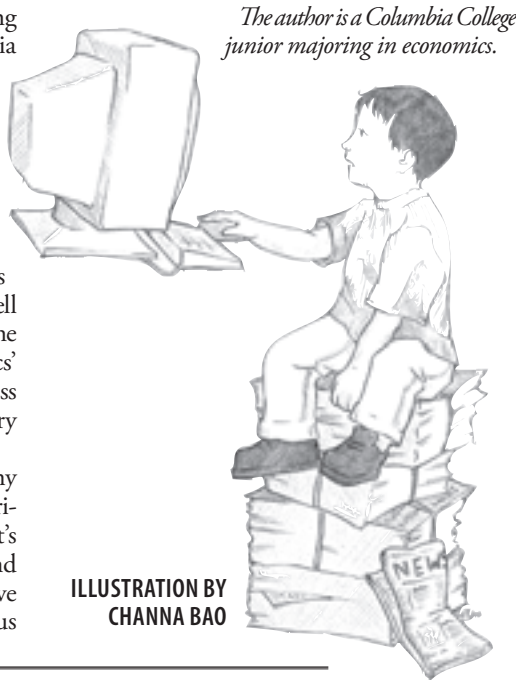


ILLUSTRATION BY CHANNA BAO

The author is a Columbia College junior majoring in economics.

Letters to the editor

he did so with the same independent style and persuasiveness that has made him such a great leader in these troubled economic times.

Fortunately, most New York residents, unlike Benninghoff, know to look beyond labels. Any New Yorker who has actually interacted with the Bloomberg campaign—as I have over the last three election seasons—knows both that Bloomberg does not follow any marching orders and that he has supporters from both sides of the political aisle. And that is why I, unlike Benninghoff, am calling it for Bloomberg. Because I like Mike, and I am confident that most New Yorkers, whether Republican or Democrat, would agree.

Dennis Schmelzer, CC ’06
Oct. 20, 2009

Like it or not, Wilders’ speech is and should be protected

To the editor:
Geert Wilders’ appearance indicates Columbia is re-establishing tolerance, as reported in “Dutch leader tests free speech,” (Oct. 23, 2009), and Adel Elsohly’s op-ed, “Wild, wild Wilders,” (Oct. 22, 2009), but attacks on free expression continue.

“We are fundamentally accepting of freedom of speech,” said Elsohly. “What are denied are hateful and derisive comments.” Everyone supports speech that they like: Elsohly’s standard. The idea of free speech is to protect speech that you hate.

Elsohly argued that “‘freedom from fear’ is just as important as freedom of speech.”

Under what system? Without free speech all other freedoms disappear. Try ending criminal abuse without expressing critical speech.

Ancient Greece thrived during 1200 years of free speech. There was no law or constitutional provision. It was a tradition.

Saying Wilders “would have us all give up not only our right to practice our religions but also our ability to see value in cultures that do not adhere to his perspective” is not logical. Criticizing religion is protected speech.

Saying “The line between freedom of speech and hate speech intent on inciting fear of Islam and Muslims within the greater community was crossed” makes no sense. Hate speech is protected speech. Who drew the line? Freedom from fear is not a right. “Those who desire to give up freedom in order to gain security will not have, nor do they deserve, either one,” Ben Franklin said. Equating speech with suicide bombers or beheading nuns for criticizing religion is distorted speech. Passing a course in logic should be required for participation in public discourse.

John Stuart Mill wanted to guarantee freedom of expression so that good ideas were given the chance to drive out bad ones. Bad speech is defeated by more speech, not less.

Roy Bercaw, GS ’70
Bercaw was chairman of a University-wide group of students elected to meet with a Committee of the Trustees to study restructuring Columbia in 1968-69.
Oct. 26, 2009

Constituency, shmonstituency

I often get flak for supposedly promoting my own agenda, especially on the NROTC issue last year. But I was truly vindicated when the campus survey showed that a majority of SEAS students made the rational choice (as SEAS students tend to be infinitely more rational than most of their undergraduate counterparts) to say that NROTC should have a chapter on Columbia’s campus. If I didn’t know that SEAS students would benefit from NROTC I would never have brought the issue up. Constituency is important to me, but I am afraid the same does not apply to every council member.

Fundamentally, 75 percent of council members are there for their own egos or, worse, their resumes. This explains why most do not speak up in meetings. But that remaining 25 percent is outright dangerous when they propose legislation that is wholly contrary to the interests of the overall constituency and benefits only the individual’s cadre of friends. A perfect example is the CCSC E-Board’s idea of granting Barnard students swipe access. This sounds great in principle. I would love it if I could interact freely with my friends across the street in my dorm as well as in theirs.

Oh... Wait... What? The proposed initiative ONLY gives swipe access to BC students to access CC/SEAS dorms but NOT the other way around?!? Let’s be real for a second. The vast majority of the students believe in equivalent exchange. Why should CC/SEAS open our dorms to Barnard students when Barnard doesn’t let our students in? Any group that is supposed to represent the students but creates a policy that most students would not agree with is not following the idea of constituency.

But constituency goes beyond this. How well is a council serving its students when the president doesn’t send them e-mails about events? Or when class council meetings are poorly organized and poorly attended? Some councils are failing students at basic levels.

The very idea of constituency escapes some. I was extremely disturbed last year when the

ESC unilaterally decided that the senators were accountable to the ESC, not to the students. I tend to believe councils are microcosms that do not necessarily reflect the needs of those they are supposed to represent. Further, the ESC didn’t elect me senator. The students did! This year CCSC wisely accepted that the senators’ constituency was the student body. Why are other councils behind the curve?

What’s more, the ESC and CCSC consistently fail their students where it matters most. On average, of the 12 council members required to sit in ESC policy meetings, nine of them turn over every year. That means every year nine new people have to be trained and administrators have to explain the same details every year. With that kind of turnover in any organization, can anything be accomplished? CCSC sees similar turnover.

Bafflingly, neither the ESC nor the CCSC passes down information year to year in an adequate manner. The vice president of policy for 2008 may not know what the vice president of policy in 2007 did, nor could he find out easily that some issue that 2008 wants to bring up was brought up in 2005 and was determined to be infeasible. CCSC’s list of successful resolutions is all well and good, but a resource that is not provided is a database of failed issues and what the key issues / who the key players were.

Every year ESC and CCSC thus basically reinvent the wheel. How is this productive for our constituents? This is why ESC and CCSC get the reputation of being ineffective and why some administrators don’t consider the ESC and CCSC to be serious contenders in campus politics. If the councils want to help their students they need to listen to their constituents and remember whom they are there to serve.

Rajat Roy is a School of Engineering and Applied Science senior majoring in industrial engineering and operations research with a minor in environmental engineering. He is a university senator from SEAS. Cutting the Blue Tape runs alternate Thursdays. opinion@columbiaspectator.com

POLITICS ON STILTS



SHAINA RUBIN

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Los Angeles Times Daily Crossword Puzzle

Edited by Rich Norris and Joyce Nichols Lewis

ACROSS

1 Dawn goddess
4 Starbucks flavor
9 Bring about
14 "... null!"
15 Saint associated with the Russian alphabet
16 Weed B Gon maker
17 Kitchen backups
19 Took to jail
20 Alley Oop's girl
21 Displayed
23 Minnesota twins?
24 Snootiness
26 Great server
28 Island big shot
31 North Carolina team
35 Grassy tracts
36 Illustrator Silverstein
38 Rub the wrong way
39 For what ... worth
40 Container for the end of 17-, 31-, 47- or 64-Across; there's a literal one in each four-square puzzle
42 Veep before Al
43 Put into law
45 Bridge expert Sharif
46 Clears after taxes
47 Octane rating sales
49 Widely separated
51 Opposite of away
52 Part of a yard
53 Prefix with meter
55 Astronomer Tycho ...
58 Western border lake
62 Demolish
64 Bonnevill
Speedway feature
66 Chicago hub
67 Tours la-ta
68 Alers who don't play the field
69 Acta's running mate
70 Computer image dot
71 Manager Toms

DOWN

1 Gas sign north of the border
2 Columbus's home
3 Prefix with gram
4 Obama's opponent
5 Skinny Olive
6 Interbreed
7 Word with five or noon
8 Too
9 General Mills cereal
10 Heavenly altar
11 Ecclesi bimonically digest
12 ... guard; bit of catchers' gear
13 Tons of time
18 Actor Kinski
22 "This means ..." 25 Itch source
27 Musket end?
28 ... light; filmmaking arc lamp
29 WellPoint rival
30 Is in the running for
31 Abounds

32 Jessica of "Dark Angel"
33 Exams for future litigators, briefly
34 Taste or touch
37 Hula ...
40 Trips
41 Thereabouts
44 USN noncom
46 Birth-related
48 Sea, to Sarthe
50 Amount of soup on the stove
52 Cartoon cat
53 Oklahoma tribe
54 Outbursts from Homer
56 "Stall" cousin
57 "... only known"
59 Meccan pilgrimage
60 First century Roman emperor
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63 "... you serious?"
65 Top with a slogan:

ANSWER TO PREVIOUS PUZZLE:

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xwordeditor@aol.com 10/29/09

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By Dan Gagliardi
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Student groups address Lerner space

STUDENT GROUPS from front page

of assistant director for student events, whose focus will be working with students to manage student events. The goals are to clarify pre-calendaring, fill unused rooms, and continue to negotiate spaces for student and for-profit groups.

The non-campus organizations using Lerner space pay the administration building use, Wright acknowledged the necessity for paying customers, but he said he is more than willing to negotiate times and conditions with students.

"We recognize the fact that they're in a tight financial situation," St. Marie said.

Which groups will get prime real estate? A "lack of specialized space" is the real problem behind students'

issues, said St. Marie. Groups that have specific interests, like dance clubs, can only use certain rooms for practice. Therefore, they will have priority for rooms that can best accommodate their needs.

"SGB will also join forces with ABC next semester to do pre-pre-calendaring, in which student groups can come together and discuss on what dates they hope to have their big events," SGB secretary Beezly Kiernan, CC '11, wrote.

But ultimately, current Lerner space constraints may not profoundly affect Columbia groups. The Diana Center at Barnard is only available to groups recognized by Barnard's Student Government Association. To use that space, St. Marie predicts that more groups will seek dual recognition by SGA

and ABC, so they can utilize both Lerner and the Diana.

SGA-only groups are permitted to reserve space in Lerner without partnering up with a dually-recognized group, as Barnard students all pay a Lerner Hall fee, according to Barnard's Assistant Dean for Student Development, Diversity, and Activities Jessica Nunez.

St. Marie said that he sees a possible increase in clubs seeking dual recognition to be positive for the Barnard student life. Barnard Student Government Association President Katie Palillo, BC '10, also foresees a positive outcome from the dual recognition, saying, "I think that groups become stronger, more organized, and more forward-thinking because of the space constraints."

news@columbiaspectator.com

Barnard may create Founders' 'societies'

BARNARD from front page

Students expressed concerns that they did not want these societies to be based solely on common interest, class year, or in residential halls. Spar stressed the necessity for the societies to integrate all classes into a Barnard community. "I'm in an in-residence seminar and

our floor is a very tightly knit floor," said Hannah Goldstein, BC '13. "I wonder what would happen if ... every seminar were an in-residence."

Sandy Susser, BC '10, concurred, saying, "I love the idea of it being the actual house you're living in ... and then you have this vast number of people that you can run to."

Spar tabled that idea, due to commuter students' inability to participate.

Students and Spar expressed a clear desire to incorporate the surroundings of New York City into the experience. "You're not bonding in a tent; you're bonding on a subway," she said, noting that if students are interested, the plan could launch in September.

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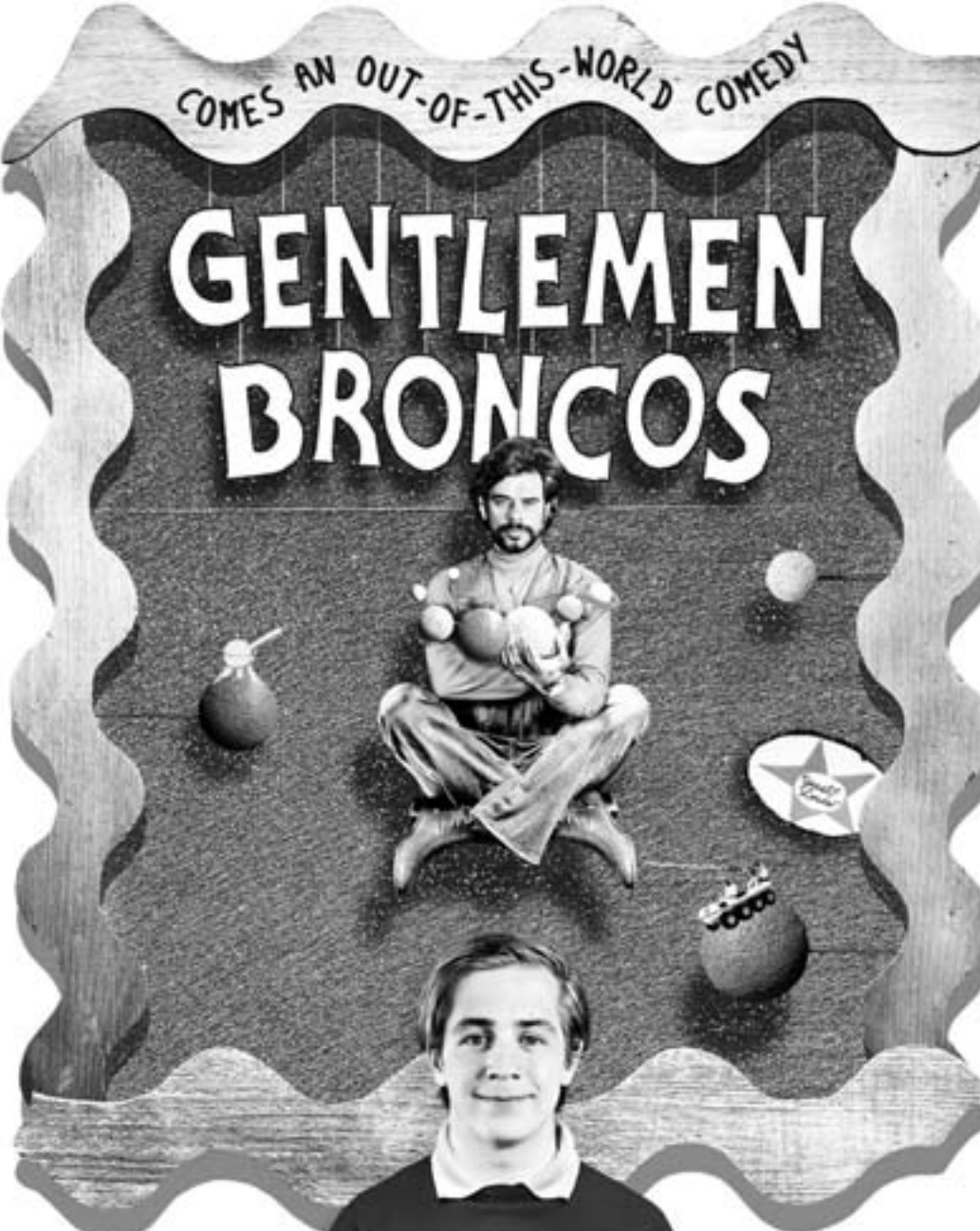
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Offensive woes doom women’s soccer in league play

Light Blue mired in two-game scoreless slump

BY SARAH SOMMER
Spectator Senior Staff Writer

For the Columbia women’s soccer team, winning means scoring more than one goal in a matchup. The Lions’ five multiple-goal performances this season have all been victories, while the team is 1-6-3 when it scores one or fewer goals in a game.

The formula is simple enough to understand, but Columbia has often had difficulty with its execution. Rather than steadily generating goals, the Lions’ offense has been explosive in some games and nonexistent in others. Columbia’s sporadic production has turned the team from an Ivy League championship contender into a middle-of-the-pack squad.

Columbia opened Ivy play with a 1-0 victory at Cornell, the Lions’ first and only win this year behind a one-goal effort. A major reason for the Lions’ struggles in league play is that they have tallied multiple goals against only one Ivy opponent. Columbia scored four goals on 14 shots to overtake Penn, 4-2, on Oct. 10.

Sophomore Ashlin Yahr and senior Sophie Reiser lead the Lions with eight and six goals, respectively. Last season, Yahr finished with 10 tallies while Reiser tied for the league high with 12. As a result of her success on the offensive end, Reiser was named the 2008 Ivy League Player of the Year.

Columbia boasts two of the league’s top scorers, but Reiser and Yahr have not carried the Lions’ offense on a steady basis. Three of Reiser’s goals came in one game, a nonconference matchup with Manhattan

College on Sept. 11. While Reiser has scored in three games since then, she has only found the back of the net once during conference play.

Yahr has been the Lions’ most prolific player in league competition, but even she has been inconsistent. She provided Columbia’s only goal against Cornell and scored twice against Penn, but she could not dent the scoresheet at Princeton or Dartmouth.

“Certainly, teams are going to create game plans that are designed to stifle them,” head coach Kevin McCarthy said of Reiser and Yahr. “It’s important for them to grow and develop so that they can find ways to continue on the level that they have been, and it’s important for other people to step up.”

Juniors Kelly Hostetler and Chrissy Butler, as well as sophomore Marissa Schultz, have scored two goals apiece for the Lions this year. Schultz and Hostetler provided all of Columbia’s offense in its 3-2 victory over nonconference foe Central Connecticut State, but neither one of them has scored since that game. Butler, meanwhile, tallied goals against Penn and Marist.

Columbia must end its scoring slump in order to challenge Yale and Harvard, its final two opponents of the season. The Lions have not found the back of the net since beating Marist in a nonconference matchup on Oct. 13. Columbia followed that performance with a scoreless draw at Princeton and a 2-0 loss at Dartmouth. Against the Big Green, the Lions took only five shots.

“One of the most successful parts of our offense is our ability to break free from our defenders and find that open space where we can play,” Reiser said. “That’s why with Dartmouth, they literally did not let go of our jerseys. They didn’t let us get more than two steps away.”

McCarthy believes that the Lions will succeed when they are proactive on the field.

“When we are going forward and attacking well and producing, there’s a mentality that runs through the entire team,” he said. “It’s about taking the initiative, being on the front foot, looking to play forward quickly, getting the numbers up from the back to support the attack. And when we are going to be playing like that, it puts us in the best positions to score.”



Ajit Pillai / Senior staff photographer

FINDING THE BACK OF THE NET | Ashlin Yahr and Sophie Reiser lead the Lions in goal-scoring this season in Ivy play. Yahr provided Columbia’s only goal against Cornell before scoring twice against Penn.

SCORING DROUGHT

The up-and-down nature of the women’s soccer season can largely be attributed to scoring inconsistency. In 10 of 15 games the team has scored one goal or fewer, and it is just 1-6-3 in those games.



Graphic by Ben Cotton

When the name game gets offensive



JACOB LEVENFELD
EYE ON THE BALL

What’s in a name? In sports, a team’s nickname rarely merits a second thought. If you’re from the Bay Area, you might root for the Raiders and your best friend may support the 49ers. More than likely, you have an amiable rivalry.

But what if your team’s name might be considered offensive by some other party? What if you root for the Redskins or the Indians or the Braves or the Seminoles? Even team names like the Padres or the Yankees touch a nerve from time to time.

It’s a tricky situation and there is no easy answer. The great majority of a team’s fans doesn’t necessarily associate with its mascot or even pause to consider the name’s derivation. I root for the Chicago Blackhawks because they’re my team, not because they were named after Chief Black Hawk back in 1926.

In an age of increasing liberalism, there have been a number of modifications nationwide. In 1972, the University of Massachusetts changed its nickname from the Redmen to the Minutemen. In a nod to pacifism, the Washington Bullets became the Washington Wizards in 1997. The University of Illinois has come under multiple attacks for calling its team the Fighting Illini and for the antics of its mascot, Chief Illiniwek, which was essentially forced into retirement by the NCAA in 2007.

On the other side of the coin, the University of Wisconsin Badgers do not play against any school with a Native American team name, a policy adopted in 1993 after a basketball game against the Alcorn State Scalping Braves (Alcorn State has since dropped “Scalping” from its nickname). The Badgers do, however, make certain exceptions, consenting to play against teams such as the Fighting Illini, a traditional conference opponent. Are these changes and controversies a necessary step as our nation acknowledges its past, or are they a product of political correctness hijacked to the extreme?

Names can be hurtful, and in American sports it’s usually just one group that is targeted. Imagine if there were teams stereotyping other cultures with names as old-fashioned and derogatory as the Redskins. Would you be able to root for the New England WASPs? The Harlem Brothers? The Boston Irish?

But here’s an even more difficult question: would you be able to root against them? A very similar question flared to the forefront recently in Europe.

Midway through the 20th century, the Amsterdam football club Ajax had many Jewish fans, since the city was a thriving center for Jews at the time. In an age of growing anti-Semitism, fans of rival teams started calling Ajax and its supporters “Jews.” Rather than reject the nickname as insulting, Ajax fans embraced the association and it has remained intact ever since.

Even today, Ajax supporters—mostly blond-haired gentiles of Dutch descent—sing traditional Jewish folk songs at football matches in a bizarre show of fan loyalty. The Israeli flag has become a de facto team symbol. Even though ownership has attempted to discourage the association over the past 10 years, some fans cannot be persuaded easily to change their ways. When it comes to football, most Amsterdam locals are, temporarily, Jewish.

But Jews, in history, have had enemies everywhere, and fans of opposing clubs were quick to adopt chants like “Hamas, Hamas, Jews to the gas” (Hamas and gas rhyme in Dutch). Such behavior has driven away some of the team’s real Jewish fans.

Extreme situations like this one have not been widespread in the United States, thankfully. Nevertheless, a general prevalence of Native American team names is both disturbing and dangerous. As a practice, it threatens to cheapen and marginalize an important (and shameful) part of our national history. There is no need to mock a people with caricature mascots and rituals such as the Tomahawk Chop years after driving them out of their land.

Still, American sports fans are infinitely more respectful than their European counterparts for one simple reason. We devote energy to supporting the home team, not attacking the opponent. So long as we’re able to stay positive—and, ideally, take some steps to deal with certain mascots, both collegiate and professional—American sports fans should be able to continue to support their teams diligently while still remaining morally in the clear—barely.

Jacob Levenfeld is a List College junior majoring in history and Talmud. sports@columbiaspectator.com

New York City Marathon

When the ING New York City Marathon begins on Sunday morning, members of the Columbia University Road Runners will be among the contestants. There are close to 70 students in the club, and they have the option of joining in on any of the club’s 19 group runs each week. Although the Road Runners compete in various races around the city throughout the year, no annual event is more significant than Sunday’s marathon.

—Jacob Levenfeld

students running this year	goal time
Damion DiGrazia, GS ’10	2:55
Sameed Musvee, CC ’10	3:05
Justin Mann, Law ’11	3:10
Yipeng Huang, SEAS ’11	3:20
Jay Shuttleworth, TC	3:40
Lindsay Jacobson, Business ’11	3:40
Felipe Goncalves, CC ’12	3:45
Nelly Davcheva, Barnard ’10	3:45
Christopher Yee, SEAS ’10	4:00
John Graham, SEAS ’11	4:00
Joshua Weiner, TC ’11	4:00
Kirsten Scheu, Barnard ’10	4:00
Kelly Ann Taddonio, Barnard ’10	4:10
Randy Subramany, CC ’12	4:14
Megan Duncan Smith, GSAS ’10	4:22
Lauren Pully, SEAS ’11	4:30
Caroline Casey, Barnard ’12	Finishing
Hui Zhen Lum, SEAS ’10	Finishing
Louise McCune, CC ’13	Finishing
Thibaut Pugin, GSAS ’11	Finishing
Shehab Hamad, Business	Finishing



Source: New York Road Runners

Graphic by Yipeng Huang



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