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SUMMER EDITION

WEDNESDAY JULY 25, 2007

New summer technology, like the much-anticipated iPhone by Apple, is sweeping the nation and students' wallets.....**Page 6**

Football season is just around the corner, check out the sports section for news on ECU and NFL football.....**Page 9**

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Brody School of Medicine appoints new senior associate dean

Dr. Virginia Hardy takes on new position

NIA RICHARDSON
STAFF WRITER

Veteran administrator Dr. Virginia Hardy is currently serving a new position as a senior associate dean of the Brody School of Medicine.

Dr. Hardy was serving as the interim associate dean while the school conducted a national search for someone to fill the position permanently.

Despite the national search, the school decided to appoint Hardy to the position.

"Virginia Hardy is ideally suited for this position. She is exceptionally knowledgeable about our academic programs, our mission and our students," said Dr. Phyllis Horns, interim dean of the Brody School of Medicine.

One of the projects Hardy will work on is a curriculum revitalization project in concordance with recommendations from the Association of American Medical Colleges.

The medical school is also planning to increase its enrollment from 72 students a year to 80 students a year.

"These critical endeavors will require the strong leadership of the senior associate dean," Horns said.

Dr. Hardy has been a member of the ECU faculty since 1993 and is currently serving as the interim chief diversity officer.

She has also held the positions of associate dean for counseling and diversity and director of academic support and enrichment at Brody School of Medicine.

"Among her many accomplishments are the development of a strong academic support and office that provides comprehensive confidential counseling for medi-

see **DEAN** page 2

Contributed image

Dr. Virginia Hardy

Students become a common target for scammers

ECU releases e-mail alert about local scams

ZACK HILL
SENIOR WRITER

Scams have become a common way for people to trick and bribe individuals out of their time and money. Committing scams against students has been no exception.

An example of a scam is a Nigerian prince needing a little help from you to recover several million dollars that belongs to him in exchange for a hefty return.

One scam involving claims about IRS returns prompted the ECU Police Department to issue a statement to "make students, staff and faculty aware that there are numerous scams going on via e-mail and telephone," according to an ECU alert e-mail.

Potential problems may come via phone calls, through the mail or the Internet.

Some target students' personal information, while others may attempt to get students to give money.

The Nigerian scam, also known as the 419 fraud because of the Nigerian law it violates, is an example of phishing, a scam technique in which the scammer poses as a legitimate business entity to gain access to personal information.

"Never give personal information to anybody," said Captain Beth Watkins of the ECU Police Department.

"A lot of people give it out, thinking they have to, but you have the right to ask questions."

Incoming freshmen may be a main target for scammers this fall.

"They'll try to hit up freshmen because they're new to campus," Watkins said.

The statement sent out via e-mail advised anyone suspicious of a scam to report it to the police department as soon as possible.

While searching the internet, multiple results could quickly appear that yield warnings about a slew of credit card, student loan and financial aid scams that could be easy to believe, especially for financially-strapped college students.

Scammers may try to pose as university employees to help validate their claims, according to Watkins.

"They might make up a name on campus to get the information," Watkins said.

Contributed image

Scammers commonly target students on the internet and through email.

Project G.O.A.L offers brand-new opportunities to entrepreneurs

Local businesses encouraged to improve

JAMI DAVIA
STAFF WRITER

The ECU Department of Construction Management hosted Project G.O.A.L. [Generation of Achievement in Learning] for small businesses and their associates in Eastern North Carolina on July 21.

The project was designed to help instruct these businesses on ways to improve and expand their current company procedures.

In attendance were various sub-contractors, family business owners and others hoping to receive their contractor's license.

Project G.O.A.L hopes to target the companies that strive for competitiveness and help them increase their skill level so that they can compete with the more established businesses in Eastern North Carolina.

"We're trying to teach what they need and I think it has been effective so far," said Danny Morton, instructor for the department of construction management.

The program is designed to take place in modules. The final session of this year concluded last Saturday.

Classes will begin again in January with aspirations for the same positive response received throughout the year.

Project G.O.A.L has received support from local businesses, agencies and community individuals who have come to speak with the groups, according to Morton.

They have given lectures and tried to provide as much pertinent information as possible to the businesses.

Each year there is a need to replace approximately 140,000-200,000 individuals in the con-

see **G.O.A.L** page 2

DEAN continued from 1

cal students and residents. I am delighted that she has accepted this appointment," Horns said.

Dr. Hardy received her bachelor's degree in education from the University of North Carolina. She holds a master's degree in counselor education from ECU, as well as a doctorate in counselor education from North Carolina State University.

She is currently in her fourteenth year of service at ECU.

This writer may be contacted at news@theeastcarolinian.com.

G.O.A.L. continued from 1

struction business, Morton added. Many are retiring and taking their knowledge with them.

Supporters of the group have spread throughout communities trying to attract younger individuals into construction management and contracting positions.

Lenoir Community College [LCC] is also partnering with those who have trade skills to try to broaden their student's interests in the field of construction management.

Members of these local communities hope to keep their struggling businesses alive and reduce the number of companies forced to leave the area.

Students from Kinston, Ayden, Farmville, Greenville, Elm City and Wilson have all attended these sessions.

Project G.O.A.L is hosting their graduation ceremony this Saturday, July 28, in Kinston.

Students will receive their certificates at 10 a.m. at the Hampton Inn.

For more information on receiving your contractor's license, visit www.nc.gov to see which locations are offering testing.

For more information on Project G.O.A.L, as well as registration, contact Danny Morton at (252) 328-4141 or by email at mortond@ecu.edu.

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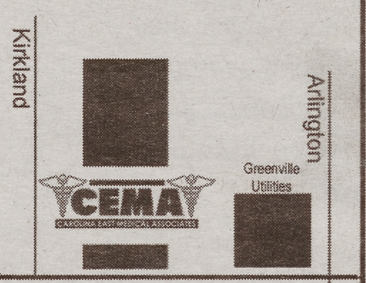

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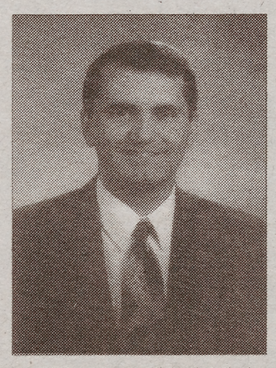
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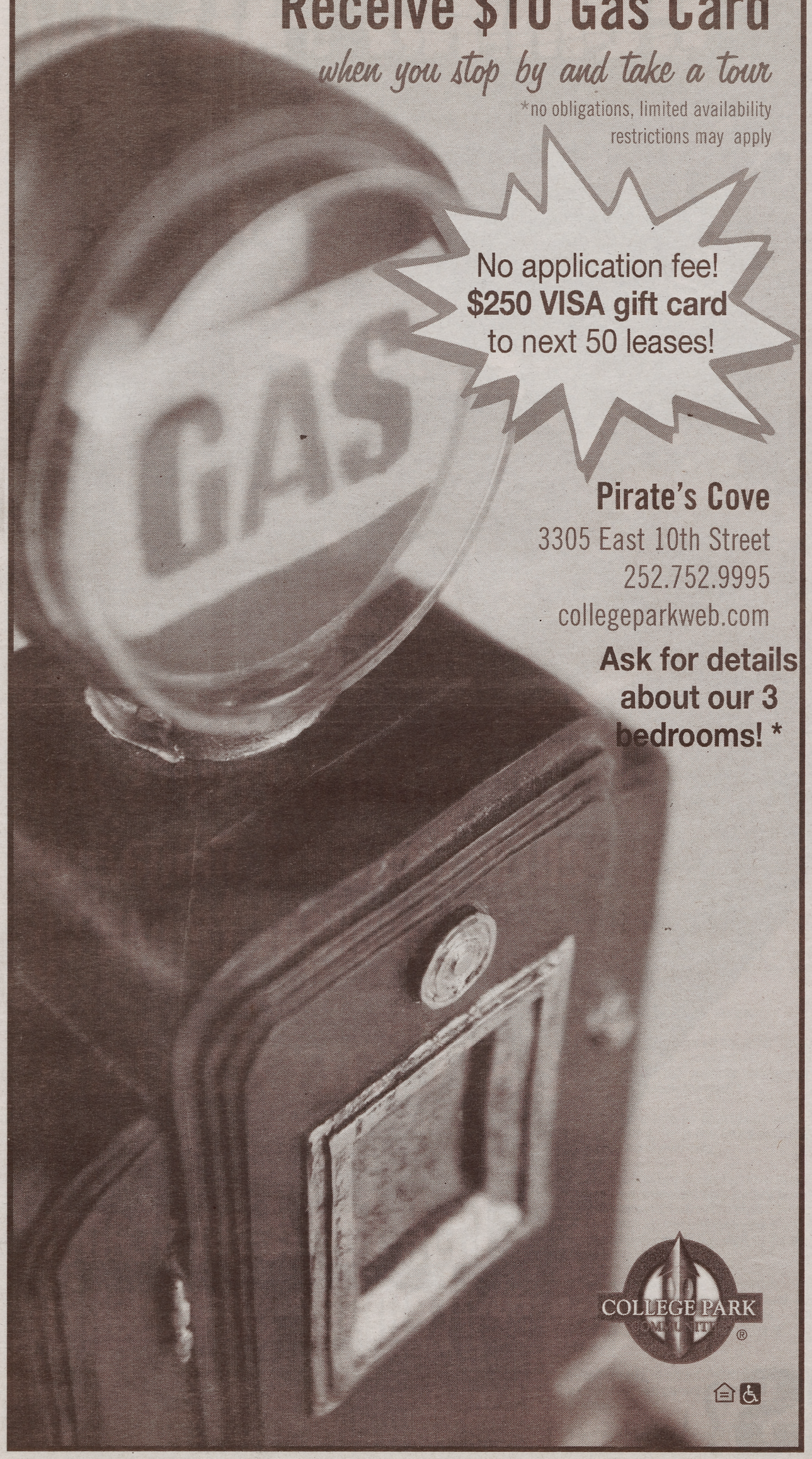

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Opinion

RANT OF THE DAY

I feel pretty awesome at my new job because people are impressed I graduated from ECU School of Nursing...I knew it was hard for a reason!

A heated debate: Partisanship in the global warming controversy

JARED WOFFORD
OPINION WRITER

Conventional wisdom will tell you that in most social arenas, there are a few unfavorable topics that are best avoided in casual conversation. In our country, this list includes, but is not limited to, religion, abortion, gay marriage, the war in Iraq and other such controversial subjects. Unless one desires to host a debate, it would behoove the friendly orator to evade such themes as they often inspire strong feelings which are not conducive to a brief discussion.

This should not come as a huge surprise if one is mindful of our current political climate and the party line which stands like a yawning, impassible rift between the two sides of the political spectrum. Unfortunately for us Americans, the controversy concerning a relatively new debate has been wedged into this colossal space; thus hastening our descent into a tense and divisive domestic situation.

•This new taboo subject is global warming.

It makes sense why someone could feel strongly about things like abortion or war—a person's beliefs regarding these issues are often rooted in their spirituality or an essential set of personal values—but to have the same conviction in a debate over the existence or cause of a scientific phenomenon is absurd. By manipulating an already dismal situation through politics and the media, we have effectively turned what should only be a quandary for people with white lab coats and clipboards into a catalyst for an international clash of interests.

How and why should our political alignment influence the way we observe and interpret scientific data? Typically, people on the left tend to acknowledge global warming as a significant problem and cite humanity and its excessive pollution as a major contributor to the problem, while people from the right are often skeptical of such claims.

In a survey conducted in February of 2007, 95 percent of the 41 Congressional Democrats polled agreed that "it's been proven beyond a reasonable doubt that the Earth is warming because of man-made problems," while a mere 13 percent of the 31 Republican Congressmen in the survey agreed.

Unfortunately, like most of the problems that plague humanity, the desire for money and power are indubitably involved in the growing global warming controversy.

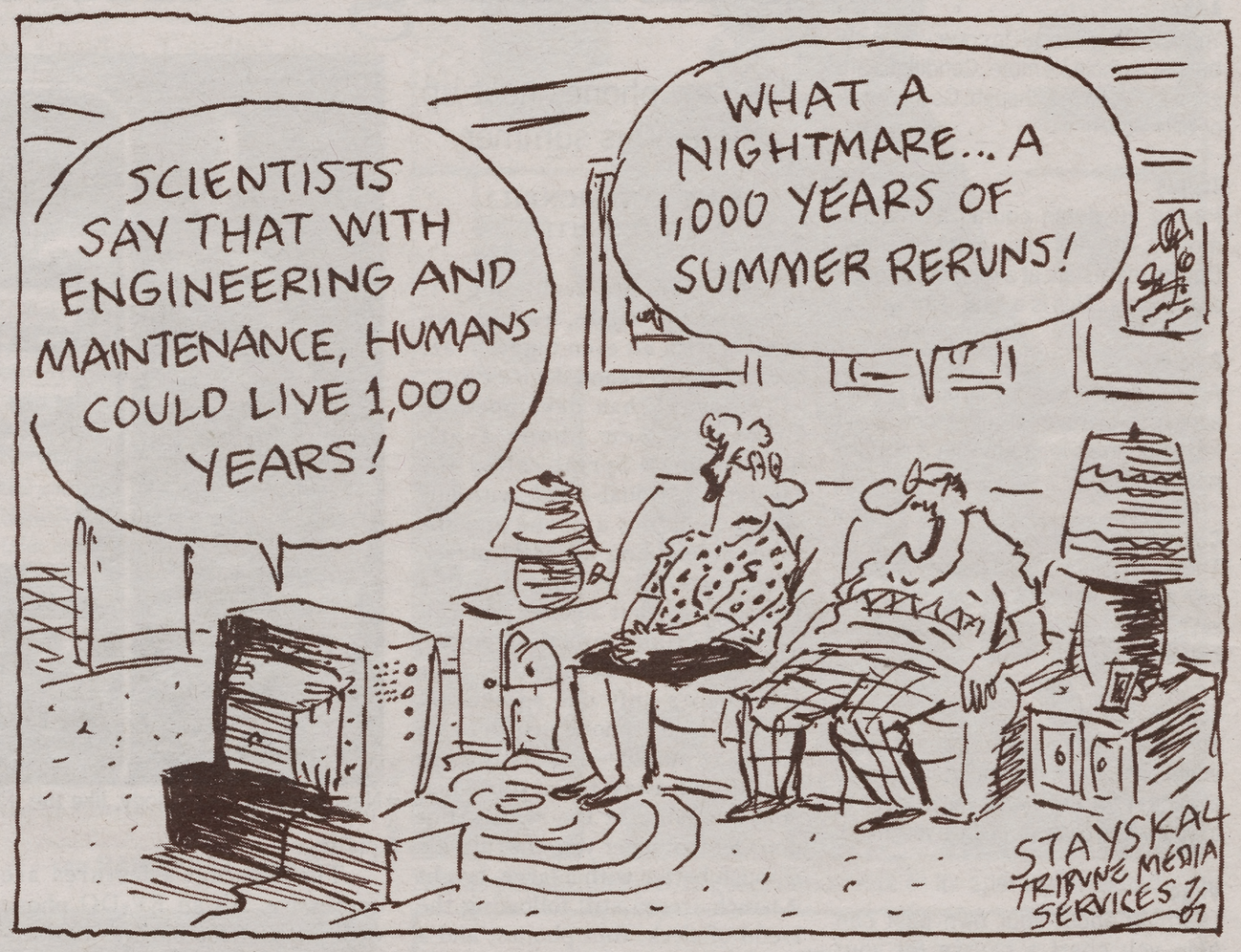
Many of the noteworthy skeptic groups have been criticized for their ties to large fossil fuel companies, which would obviously suffer from a global shift to alternative eco-friendly fuels. According to a report by the Union of Concerned Scientists, ExxonMobil has paid almost $16 million between the years of 1998 and 2005 to 43 groups who have provided information to the public regarding the irrelevance of climate change.

Of course, a breach of ethics and an irresponsible manipulation of the scientific community exist on both sides of this issue. In an interview conducted last month, atmospheric scientist Reid Bryson stated that "there is a lot of money to be made in this... If you want to be an eminent scientist you have to have a lot of grad students and a lot of grants..."

What we apparently fail to realize is that—liberal or conservative—we all have to live on the same planet; it is mutually beneficial for us to figure out this momentous quagmire and to deal with it in the most effective manner possible. Leaving business and politics out of it would certainly help. Americans do not need any more issues to further divide us down party lines, especially those which have nothing to do with politics or the platforms of any of the major political parties.

It is my hope that we can one day set aside the interests of big businesses, lobbying groups and politicians in favor of concerns that are infinitely more urgent and significant. If we can find a way to achieve this and to cooperate a little more, it would contribute tremendously to the resolution of these problems which are rapidly mounting on the doorstep of tomorrow.

This writer can be contacted at opinion@theeastcarolinian.com



PIRATE RANTS

The *East Carolinian* does not endorse statements made in Pirate Rants. Questions regarding Rants can be directed to Sarah Campbell, Editor in Chief, at opinion@theeastcarolinian.com. Log onto theeastcarolinian.com to submit a Rant of your own.

The bus left my boyfriend and me on the sidewalk... two steps from the back door. Jerk.

We're staring because we can.

Why am I killing myself for a "B" in Spanish over the summer? Why did I let my advisor talk me into taking this course in 5-week format!?!

I just moved into an apartment with my boyfriend, he is the most amazing person I have ever met.

East Carolina has more females than males, but there are no sanitary boxes in the women's bathroom stalls. I really don't appreciate carrying my dirty tampon out of the stall to throw it away.

I feel pretty awesome at my new job because people are impressed I graduated from ECU School of Nursing...I knew it was hard for a reason!

Who's ready to shout PURPLE! GOLD! at the football games? I know I'm pumped.

I am smarter than you!!!!

I am so broke that I can't see Harry Potter until it comes out on DVD.

To the girls wearing short shorts and low cut tops at the gym...do you have any idea what dirty guys say about you behind your back? Gain some self-respect and wear something with legs and sleeves.

Some people have places to be at certain times.... so don't walk all slow three deep like you're in a rap video.

I am tired of all the fire alarm scares on campus!

If you can't afford to tip, don't go out to eat period. Do not leave your spare change and call it a tip.

To the girls who repeatedly use the bathroom and then do not wash their hands...that is gross. Seriously, soap and water will not kill you.

Cheer up emo kid :)

If anybody knows the whereabouts of the butt-naked squirrel that is wearing the brown bracelet please let me know.

So your away message says "I love my boyfriend." I'm sorry...but no one effing cares that you love your boyfriend.

Sarah Campbell
Editor in Chief

Kimberly Bellamy
News Editor

Elise Phillips
Features Editor

Greg Katski
Sports Editor

Lizz Wells
Photo Editor

Stephanie Smith
Production Manager

Matthew Parker
Web Editor

Newsroom 252.328.9238
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Features

Horoscopes:

Aries
You're making enough to cover your costs but not a whole lot more. Conditions are great for an outing, though. Go for a walk or bike ride.

Taurus
Paying off debts counts as making money, as you may already know. Buying real estate at a really good price also counts. This is a long-term win.

Gemini
A person with whom you don't always agree has an excellent suggestion. Don't let old quarrels interfere with a positive new alliance.

Cancer
The work's plentiful and the pay is great, just as you hoped it would be. If this isn't happening in your life, apply for a better job now.

Leo
You don't have to broadcast your intentions. The most important people already know. Keep what you're thinking to yourself, in case you change your mind.

Virgo
Learning about your own past can help you chart a course for your future. Keep asking questions and you'll keep getting answers.

Libra
You're having a wonderful time. Are you getting anything done? Better ask yourself because the boss will sure want to know.

Scorpio
You're gaining wealth and status at an alarming rate. It's alarming for your competition. You're adapting quite well.

Sagittarius
You can make an amazing discovery from your own experience. Put two and two together, for startling results.

Capricorn
Your collection of valuables appears to be increasing. This is good. You can be trusted to take care of this stuff. You don't keep it just for the money.

Aquarius
You're not bringing in lots of money. You're better now at team building. Don't lose track of your objective, though, and spend all day telling jokes.

Pisces
You're producing great results. Others are impressed. Keep to your self-imposed schedule and you'll far exceed expectations.

Sizzling summer technology

Two new phones heat up stores this summer

BRITTANI MCNEILL
STAFF WRITER

New summer technology is sweeping the nation, leaving consumers with an even bigger craze for new gadgets and devices.

Samsung has developed an innovative new phone available through Sprint called the Upstage. It's dual-sided, with one side resembling a phone and the other resembling an MP3 player. The phone side is limited with a tiny display, but it does cram in the date, time, signal strength, battery life and even photo caller ID. There's only one speaker on the side of the phone, which has a mediocre output—especially since it's turned away from you when you're looking at the screen. But don't let that deter you; the flip side is much better with a large, bright 2.1-inch screen still following the trend of sleek, thin phones; and a headset can give you better sound quality.

web image
New summer technology, like the iPhone, is causing a stir among students.

The Upstage's features are impressive. It's an EV-DO phone with support for Sprint's 3G services. It is Bluetooth compatible with a 1.3 megapixel camera and a video recorder.

There are various media dimensions including Sprint Music store with streaming music from Sirius Radio, Sprint Movies with full-length pay-per-view movies, Sprint Power Vision including Sprint TV and mobile podcasts. With Sprint Music Store you can download music simultaneously to your computer and your phone and you can use the included USB cable to transfer songs from your computer to your phone.

What makes this phone remarkable is the amount of memory it contains. It comes with 70MB of memory and a 64MB MicroSD card also comes in the box. Still want more? The UpStage can accommodate up to 2GB of memory.

Another great feature is that the phone's case serves as a battery charger that doubles the life of the battery. Radio Shack store manager Thomas Mitchell said that the battery life stands up better than any other cell phone on the market. Mitchell also says it's a great phone for college students or anyone who really likes music.

The Upstage is priced pretty nicely at only $99 with a two-year

see **TECHNOLOGY** page 9

Midterms and Matrimony

When marriage and college life meet

CATHERINE POTTER
STAFF WRITER

Papers, midterms, final exams, wedding plans? For most college students, papers and tests are the usual routine, but for some, maintaining a happy marriage as well as straight A's proves to be a bit more challenging.

Graduate student Ashley Corbett knows the stresses of being a newlywed and full-time college student.

"I was planning my wedding during my junior year right in the middle of midterms!" said Corbett. "When everyone was talking about their rent, bills, having to move, roommates, etc; I couldn't relate and some friends actually started calling me 'mom' because they would come over for a good meal or need advice from us [my fiancée and I]."

According to research at Rutgers University, the median age for first marriages in the United States is currently 25 for women and 27 for men.

This increase in age proved to be an important factor in the leveling off of divorce rates in the U.S. and also attributed to a noticeable increase in education.

web image
Many married college students are realizing that juggling both marital bliss and academics is a task.

For sophomore interior design major Meg Bianco, getting married in her teens did not negatively affect her educational goals.

"I am more focused and serious about doing well [since I got married]," said Bianco.

Bianco feels that she is successfully balancing college life as a wife and as a student.

"I had the dorm and college living experience. I made friends. I learned to live with roommates so I guess I was able to see how most people see college. I have more focus on my work than I did when I lived in the dorms because there are less distractions. Yet I also have the responsibil-

see **MARRIAGE** page 9

Hairspray lights up movie theatres this weekend

The musical-turned-movie excites crowds

BRITTANI MCNEILL
STAFF WRITER

Hairspray is a must-see movie this summer. It's full of drama, comedy and romance; it even has takes on social issues such as racial discrimination and accepting people who are different. With an outstanding mix of seasoned pros (John Travolta, Queen Latifah, Michelle Pfeiffer) and young energetic newcomers (Nikki Blonsky, Elijah Kelley, Zac Efron), the cast does an amazing job keeping you enthralled the whole way through. There's never a dull moment and although there is a complete and satisfying ending, you can't help but want more of the Baltimore crew that you have become so attached to.

Choreographed and directed by Adam Shankman, *Hairspray* is an adaptation of the award winning musical, which was based on the 1988 John Waters movie. Tracy Turnblad (newcomer Nicky Blonsky), a Baltimore teen infatuated with dancing, wants nothing more than to be on the "Corny Collins Show," Baltimore's hot dance party. Unfortunately her pleasantly plump size isn't welcome in spite of her amazing dancing ability. However, Tracy isn't discouraged and wins a spot on the show by catching the attention of the host Corny Collins and one of the dancers, Link Larkin. Tracy is in love with Link, but he's dating Amber von Tussle, another dancer on the show whose mother is the station director. There's an ongoing feud as the girls fight for Link's attention and the "Miss Teenage Hairspray" crown.

In school, Tracy is sent to detention where she meets a number of African American students, many of which participate in "Negro Day"—the one day during the week where black kids are allowed to dance on the show, hosted by Motormouth Maybelle (Queen Latifah). As a result of their friendship, Tracy begins to fight, not only for her own inclusion, but for the integration of the black and white kids on the show as well.

John Travolta's portrayal of Edna, Tracy's mom, is sincere if not totally convincing. This full-figured woman with a heavy Baltimore accent pulls you in; so even if make-up artists and costume designers couldn't get rid of Travolta's strong jaw line, we still grasp Edna's insecurities as a woman and concern as a mother. Travolta's decision to make a genuine attempt to get into the character, as opposed to drawing attention to his portrayal of a woman or attempting to play the role as it has been done before, allows the role to be taken seriously, and even makes the relationship between Edna and Wilbur Turnblad (Christopher Walken) believable.

Amanda Bynes' role as Tracy's best friend Penny Pingleton is also interesting. Although she has a couple funny one-liners, she spends the majority of the movie staring at the camera sucking on a lollipop. However, Bynes character doesn't take away from the movie; in fact, her love interest in Seaweed (Elijah Kelly), one of the dancers who participates in "Negro Day," adds to one of the stories main issues.

A big plus is that there's nothing overdone about *Hairspray*. The choreography is sharp and fun, the music is electrifying and the diction is crisp and clean. And

see **HAIRSPRAY** page 9

web image

Hairspray delighted movie-goers nationwide in its opening weekend.

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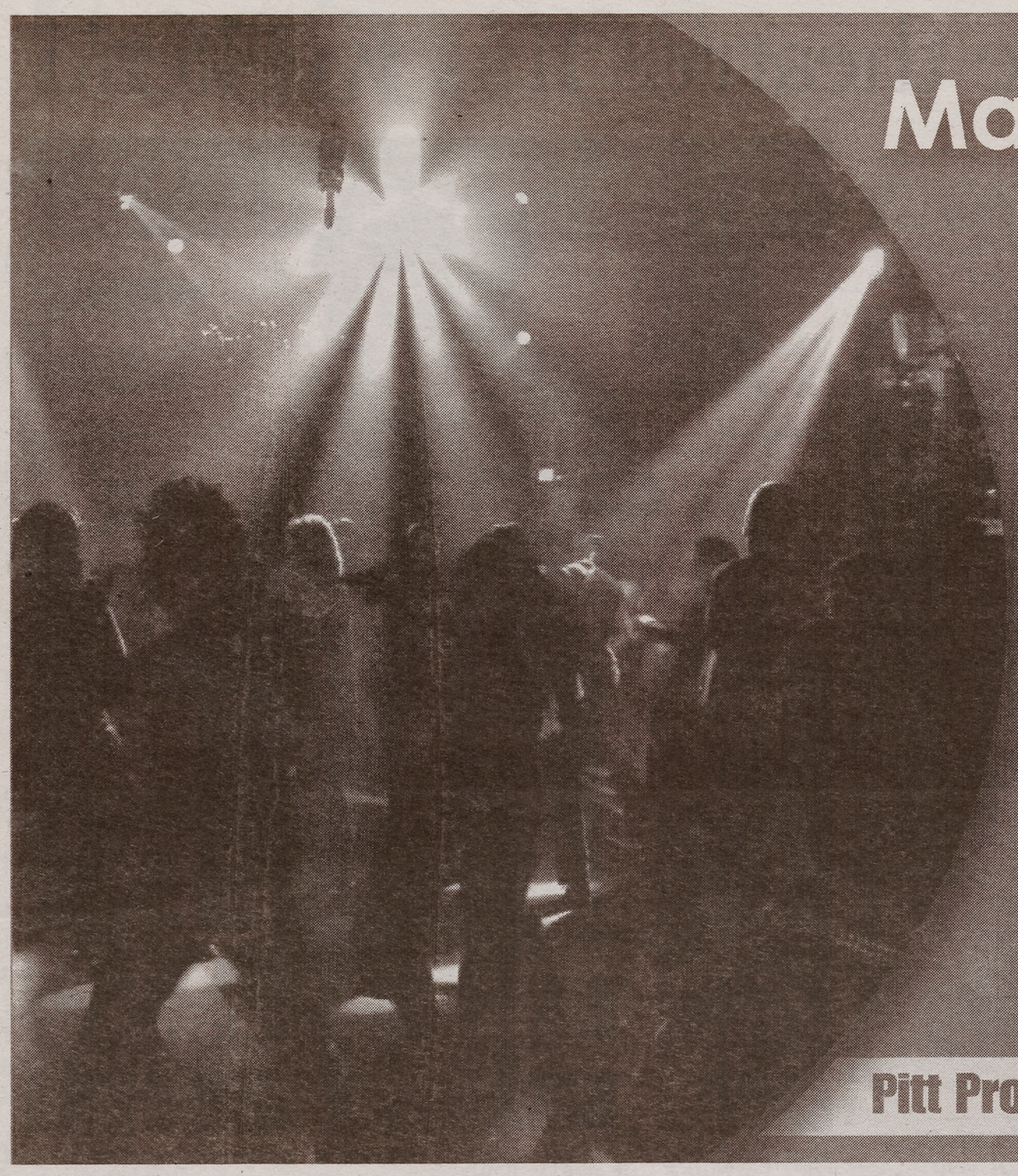

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TECHNOLOGY continued from 6

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Of course this summer's most anticipated item is Apple's new iPhone. The iPhone was released on June 29th to eager crowds that had been lined up for hours outside of Apple retail locations across the country.

The iPhone's sleek design includes a 3.5 inch touch-screen display which allows you to make calls by tapping a name or number in your address book, a favorites list of your most frequently made calls, or a call log. And the phone doesn't just look good—its features are also attractive. It is a phone, wide-screen iPod, and Internet browser all in one.

The iPhone automatically syncs all your contacts from a PC, Mac or Internet service. And it includes an industry first—visual voicemail. With this feature you select and listen to voicemail messages in whatever order you want. There is also an SMS application with a predictive QWERTY soft keyboard that prevents and corrects mistakes; this makes it easier and more efficient to use than the small plastic keyboards on many smartphones.

Music lovers will be pleased with the iPod on the phone, that gives access to music, audiobooks, videos, TV shows and movies. There's also a 2 megapixel camera. You can sync pictures or content for your iPod from your iTunes library on your PC or Mac to the phone.

The iPhone also includes 4GB or 8GB of storage, Bluetooth 2.0 and is WiFi enabled.

The iPhone's diverse features and great fan base from customers loyal to the Apple brand make its success inevitable. With a two year AT&T service plan you can get the 4GB iPhone for $499 and the 8GB iPhone for $599. But before you buy, you can check out a great review with all the pros and cons, as well as a test of all the iPhone's advertised features at reviews.cnet.com.

This summer's introduction of the Upstage and the iPhone probe that technology is getting more advanced by the minute.

This writer can be contacted at features@theeastcarolinian.com

MARRIAGE continued from 6

ity of holding a job now that we live on our own so I have to manage my time better," Bianco said.

In addition to stress associated with balancing student life and marital obligations, some couples deal with being apart soon after the wedding.

Like Bianco, whose husband is a Sergeant in the United States Marines, English education major Katie Barrow also shares her husband of a year and a half with the Marine corps.

"Luckily my husband is stationed close to the college so I can still go to school," said Barrow.

Fortunately for Barrow having her husband near will be especially comforting in the coming months as they are soon expecting their first child.

No matter the individual circumstances, being married in college is without a doubt challenging at times. But to some it is a good decision.

"I think that people can be in love and be married at any age as long as you're smart and mature enough to understand what comes along with marriage. It can be difficult sometimes but being married has not affected my academic career in any way," Bianco said.

Marriage to some is unthinkable during the college years, but to others, it is the best decision they ever made.

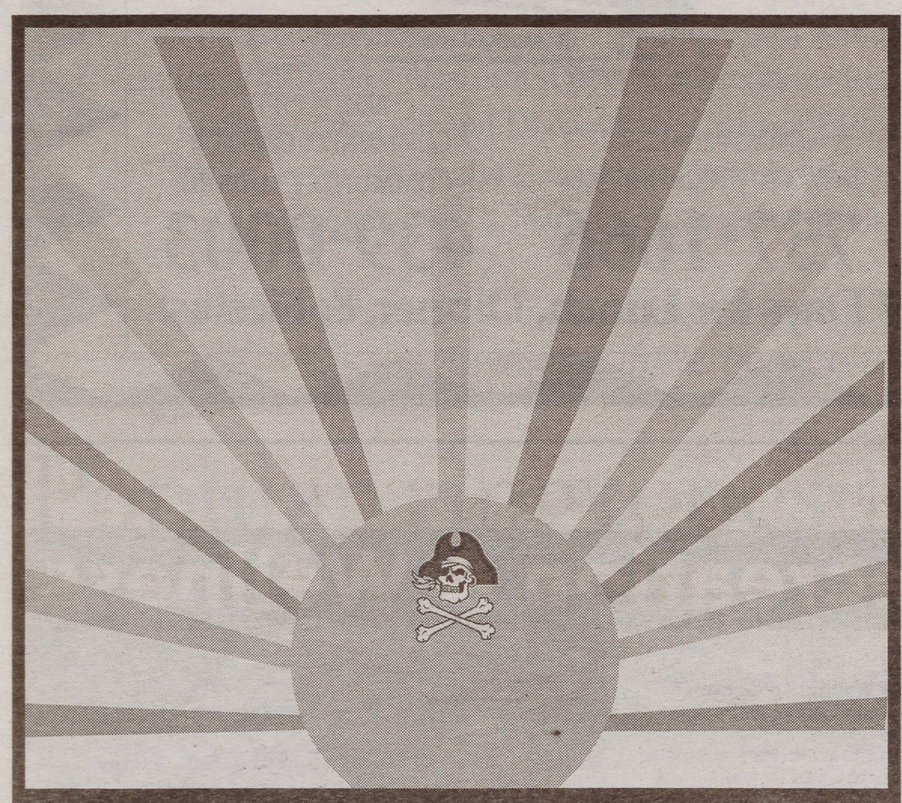
This writer can be contacted at features@theeastcarolinian.com

HAIRSPRAY continued from 7

even if you're not a music lover the comedic storyline and interesting effects, such as singing billboards and pictures, gives this movie great appeal for a diverse audience. The movie is so appealing and sucks you in with such ease, that it would be difficult for even the toughest critics not to like it.

Viewers will be pleasantly surprised with *Hairspray*. It isn't the horrible musical turned into movie that you may be expecting. An amazing director, outstanding cast, fresh ideas and unique entertainment make this a front-runner for the best movie of the summer. It's worthy of the full movie experience (maybe even twice); so head out to a theater near you and check out *Hairspray* for yourself.

This writer can be contacted at features@theeastcarolinian.com



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Facebook and love

Web Image

Many college students use facebook as a billboard for their relationships.

MIAMI -- First pins, then promise rings. Now students post their relationships on social networking sites to make it official.

Stephanie Tershakovec, 20, an upcoming senior at the University of Miami, has been dating Daniel Mullane for over two years-- you can find them on Facebook.com, with Tershakovec's and Mullane's profiles linked to one another.

Mullane, 20, admits he wasn't crazy about the idea at the beginning. "I wanted my privacy. I didn't want everyone in my business," he said.

Janet Sternberg, an assistant professor at Fordham University's department of communication and media studies, studies students' attempts to identify themselves using the Internet. She says the new linkages put more pressure on men than in the past.

"This is the digital equivalent of the sorority and fraternity pins," she said, adding that what makes it different now is that men are joining in the display of status. "Before, young women mostly wore pins that their boyfriends gave them."

"When I was young and in high school, the way to announce your affiliation with someone was to wear a silver ID bracelet. Facebook is today's version of that bracelet," Sternberg said.

The site offers six options to its 28 million users: single, in a relationship, in an open relationship, engaged, married, and, well, "it's complicated."

MySpace.com and other social networking sites also offer users the option of stating their relationship status. But, Facebook goes further because it lets couples link their pages to each other.

Facebook Platform launched in May, allowing anyone with sufficient tech skills to create new features for the site. So far, over 50 new features focus on dating. Some, like "Date Rate," let you rank the "dateability" of other users. Others help users rank couples' compatibility, and send secret messages to crushes. People can even speed date through "Rendezbook."

Kayleigh Scannell, 21, a Niagara University student attending FIU this summer, said these applications let users joke about their experiences. "Facebook is about remembering things and laughing about it."

Josh Petit-Jeune, 19, is an upcoming junior at Florida Agricultural and Mechanical University taking summer classes at Broward Community College. He confirmed online his girlfriend's request to be in a relationship shortly after the two started dating.

He said posting his relationship on Facebook keeps him out of trouble. Often, he said, people use Facebook to look up people who they may be interested in.

"When people see that you're in a relationship they don't try to talk to or pursue you," he said.

But some lie about their status, Petit-Jeune said. "Some people try to keep their relationship a secret so no one knows that they are with someone."

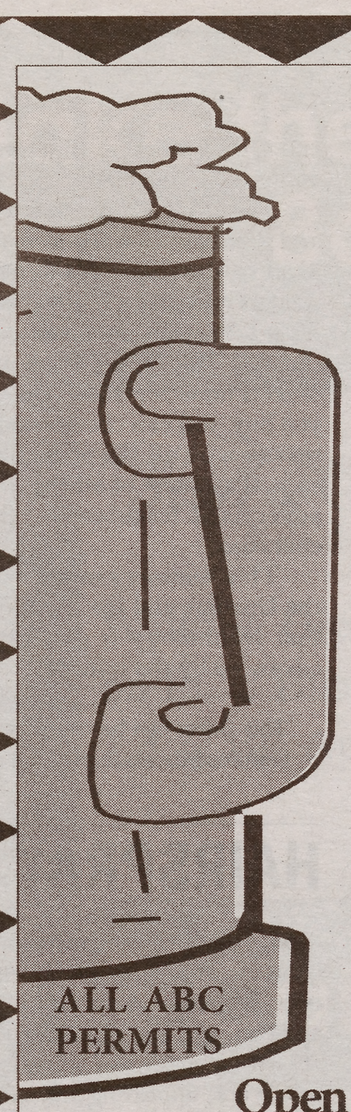
Tershakovec said she waited weeks for her boyfriend to approve her electronic request. She admits there are ups and downs to posting one's relationship on the heavily used site.

When relationships end, Facebook users can automatically see a small, red broken heart and a line reading that one of their friends recently broke up.

"If you break up it will show up in the news feed and you may not want to talk about the break up, but everyone will know about it," Tershakovec said.

Jackie Gadea, 20, an upcoming senior at Florida International University, knows about those types of conversations first-hand.

When Facebook alerted her that one of her friends had recently broken up with a boyfriend, Gadea said she and many others were curious. "Everyone was asking her why they broke up and what happened."



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August 28
Wright Place: 10:30 - 2:00
West End Dining Hall: 4:30 - 6:30

August 29
Look for activities throughout the day at the Student Recreation Center including Fitness Masterclass - BODY ATTACK 7:00pm SRC Courts

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Aug. 22 Healthy PIRATES Welcome Day 10:00 am-2:00 pm Wright Plaza
Aug. 22-Oct.12 Exercise Wisely for Faculty and Staff (Session I) Sports Officials Interest Session W 5pm, CRW 202
Aug. 22 Sports Officials Interest Session Th 5pm, CRW 202
Aug. 23 Fitness Area Orientation Session I: S 10:00 am, CRW
Aug. 25 Flag Football Meeting M 5pm, MSC Multi-Purpose Register by August 29- 8 am
Aug. 27 Volleyball Meeting M 5pm, MSC Multi-Purpose Register by September 5- 8 am
Aug.27 Wiffleball Meeting M 5pm, MSC Multi-Purpose Register by September 19- 8 am
Aug.27 Fall Masterclass BODY ATTACK 7:00pm (Demo Days!)
Aug. 29 NFL Pick 'Em Begins (12-week Contest) Entries available each week at CRW
Aug. 30 Intro to Belly Dancing T 5:15-6:45 pm, CRW 238 $65 CRW member/ $80 CRW non-member Registration begins August 15
Sept. 4-25 Adapted Recreation Social 5:00-6:30 pm, CRW classroom
Sept. 5 Avoiding the Freshman 15 Location TBD

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Popular ringtones may say something about you

Web Image

The rise of cell phone use and the popularity of ringtones lead some to believe that tones can tell a lot about you.

MCT--A ringtone does far more than alert a cell phone owner to the dull fact that someone's calling. Those sing-song notes send a loud and clear signal to everyone around you about who you are or at least who you want people to think you are.

They work like a wink, a code sent out into the world to announce your taste, your personality and often your sense of humor, luring in whomever lies on your wavelength.

Given the wide variety of human types out there, you'd think our choice of ringtones would convey a vast and confusing variety of messages and meanings.

Think again.

In analyzing the nation's most popular ringtones, the overwhelming majority fall into rigidly focused categories that, taken together, convey a stunningly narrow message.

It goes something like:"I'm a super hot sex machine who likes to party hardy."

Looking over Billboard's list of top ringtones week after week drives this point home with numbing regularity. And the results have more resonance than you may think. A top ringtone can generate hundreds of thousands of downloads per week. Top tones move in the millions, in some cases generating more money for the pop stars who created them than they cull from their albums.

While the overarching message conveyed by these tones is that of a healthy ego, the specific identities implied by the ringtones can be broken down into egocentrical categories.

So, what does all this strutting and preening mean about us collectively?

"Americans have to be the most egocentric people in the world," said the rapper MIMS, a man who has benefited from the ringtone craze more than most.

Then again, it helps to remember that many people use these tones ironically. They're meant to get a giggle. Also, by far the biggest market for ringtones is teenagers, which explains the proliferation of hip-hop joke and novelty songs, which double as the dominant sellers in pop today: I'm sexy, I'm cool, and I'm a rock star."

Some examples are: "My Humps," by The Black Eyed Peas, which is a strutting ode to one's own body parts. It was on the charts 90 weeks and counting.

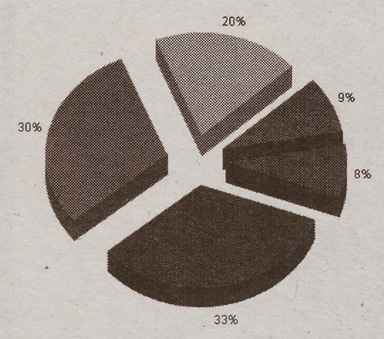
"This Is Why I'm Hot," by MIMS is another hot song. The title couldn't make its message any plainer. Small wonder it's the No. 1 title of the year, with sales of over 1 million records.

"Don't Cha," by the Pussycat Dolls, is a proclamation that the cell phone owner is sexier than whoever's boyfriend or girlfriend may be listening in, has been on the charts for 77 weeks and still holding strong.

"Party Like a Rock Star," by Shop Boyz is hip-hop's salute to rock-'n'-roll acting out. It shot to No. 1 on its first day and is the 17th most popular ringtone of 2007 so far.

What does your ringtone say about you?

Sports



Results from last week's question:

How may games will the ECU football team win in 2007?

8%- 4 or less

9%- 5

20%- 6

30%- 7

33%- 8 or more

BY THE NUMBERS

38

Days until the Pirates kick off the 2007 football season at Virginia Tech; The Sept. 1 game will be televised nationally on ESPN at noon.

39

Games since a player other than James Pinkney started an ECU football game at quarterback; Desmond Robinson started at quarterback in the Pirates' 41-24 loss to Memphis Nov. 1 of 2003, redshirt sophomore Rob Kass is the likely starter for this year's season opening game against Virginia Tech.

12

Wins for Skip Holtz in his two seasons as ECU head football coach, which is just one short of ECU's total wins in the 2001, 2002, 2003 and 2004 seasons combined.

Pirates preparing for challenge ahead

TEC staff photo

Running back Dominique Lindsay is tackled by a group of ECU defenders in a scrimmage this past spring. Players wil begin fall camp training next week.

Difficult schedule awaits the Pirates

RONNIE WOODWARD
SPORTS EDITOR

Don't tell Mike Golden or the ECU football players that summer is a time for vacation.

The Pirates have worked out all summer under the guidance of Golden, head strength and conditioning coach at ECU, in order to prepare for a 2007 schedule that features two road games against national championship contenders and is ranked as the fourth toughest schedule among teams outside BCS conferences by Steve Megargee of *Rivals.com*/Yahoo! Sports.

"We're trying to get them [the players] ready to play," Golden said of the summer workout program. "We have to get them stronger, faster, we have to work on agility and on mental toughness. We have to do all of those things to get them ready for camp and get their bodies ready for camp."

The players finished summer conditioning yesterday and will report for fall camp Aug. 2. Fall camp will mark the first time since the spring that Skip Holtz and his coaching staff can return to practicing with the players. Due to NCAA rules, only the strength and conditioning staff is allowed to interact with the players during the summer.

Building strength and muscle has been the focus in past years, but this summer, speed was the main emphasis.

"After three years, we're finally at the point where we're strong, fast and quick," said Golden. "Our guys have gotten stronger and they have to stay strong. Now we've gone

see **CHALLENGE** page 13

ECU picked to finish second in C-USA East

(SID)- A year after finishing second in the East Division of Conference USA, ECU was picked to finish second in the division in 2007 by the league's 12 head coaches this week.

The Pirates, who made their first bowl appearance since 2001 when they played in the inaugural Papajohns.com Bowl in 2006, picked up 48 points only trailing Southern Miss.

The Pirates, who were picked to finish sixth a year ago, return 73 percent of their letterman and nearly 60 percent of their starters this season. Senior running back/wide receiver Chris Johnson was a first team All C-USA selection as a return specialist last season and was chosen to the preseason list as a kick returner in 2007. He is joined by junior defensive lineman Marcus Hands, a preseason all-conference member.

Southern Miss was picked to finish second in the East Division in last year's poll, but behind freshman running back Damion Fletcher, the Golden Eagles finished the year 6-2 in the league and advanced to the second annual C-USA Football Championship game. USM fell 34-20 to Houston, but rolled to a 28-7 win over Ohio in the GMAC Bowl. The bowl win

see **C-USA EAST** page 13

2007 C-USA FOOTBALL COACHES PRESEASON POLL
EAST DIVISION (Points)
Southern Miss (69)
East Carolina (48)
UCF (47)
Marshall (39)
Memphis (30)
UAB (19)
WEST DIVISION (Points)
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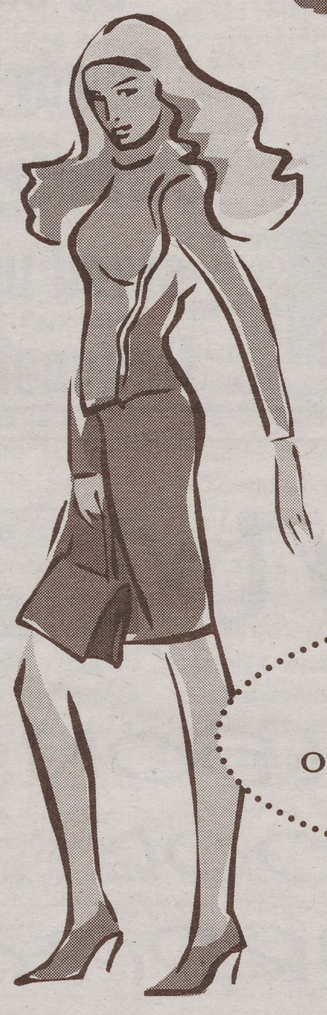

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CHALLENGE continued from 12

to the next phase, which is really doing a lot of speed work, something we couldn't do before because they weren't strong enough."

Golden has noticed an increase in the competition and talent level since arriving at ECU in May of 2005 and attributes that to Holtz's recruiting efforts.

"I have noticed that we're a lot more competitive this summer because we have players that are in that talent level where they can really go after one another," said Golden.

The coaching staff has tried to recruit players that are talented, but also willing to work hard over the summer and show dedication to the program.

"We're lucky that the coaches bring in kids that like to work," said the Pirates' energetic strength coach. "We tell them during recruiting, 'you're not coming here to miss class and miss workouts, you're coming here to work.' And when you have kids with a lot of talent and are willing to work hard, you have the best combo possible."

The willingness to work has been displayed this summer by the numerous times players practiced solo after the conditioning sessions were over.

"Our players know they have to work hard to be good," said Golden. "They do a lot of extra work on their own when we're done with them, they'll get together and throw and run their plays...there is always ways to improve and these kids are really trying to find ways to do that."

The members of ECU's 2007 recruiting class, that are academically qualified and will be on the 2007 roster, have been participating in summer workouts since the second session of summer school. The NCAA recently allowed incoming players to report during the summer, something that Golden is very fond of.

"It's the best thing the NCAA has ever done because it helps them get acclimated, they see the tempo of the workouts and they start getting into shape," Golden said.

ECU will have the daunting task of opening up the 2007 season in one of the toughest places to play in the country- Blacksburg, Va. Virginia Tech is a preseason top-10 team, and will be playing its first football game since the campus shooting tragedy on April 16.

"We have a tough schedule ahead of us...but we would be preparing the same way if we we're opening with the worst team in the country or the best team in the country," Golden said. "But it does help; it definitely helps to have that big pie to chew right off the bat."

For now, the ECU football team will enjoy a well-deserved week off. It won't last long however, fall practice starts Aug. 3 and the Pirates will kickoff the 2007 season Sept. 1 when they meet Virginia Tech.

"Our guys have competed this summer and with the speed and strength that this team has now, we're ready for anything," said Golden.

This writer can be contacted at sports@theeastcarolinian.com

C-USA EAST continued from 12

was the team's third straight and Southern Miss closed out its 13th straight winning season with a 9-5 record, the schools fourth nine-win season since 1997.

Junior wide receiver Jarrett Dillard of Rice was chosen as the league's preseason Offensive Player of the Year after establishing Rice single-season receiving records last season. Dillard caught 91 passed for 1,274 yards and 21 touchdowns in 2006. The 21 TD catches also set a C-USA record and he enters the 2007 season with an overall streak of 15 consecutive games with a TD catch, just three off the record of 18.

Reigning C-USA Defensive Player of the Year Albert McClellan of Marshall was picked as the preseason favorite to repeat as the conference's top defensive player. He led C-USA in sacks (11) and tackles for loss (19), while registering 77 total tackles in 2006.

The 2007 C-USA Football season kicks off on Thursday, August 30 when Tulsa travels to Louisiana-Monroe in a game that will be televised by ESPN2 at 6 p.m. CT. Nine more games will take place on Saturday, September 1, with five of the contest set to air on national television. ECU's opener against Virginia Tech will be televised by ESPN at noon, and SMU will take on Texas Tech on Monday, September 3 on ESPN to round out the full slate of opening weekend games

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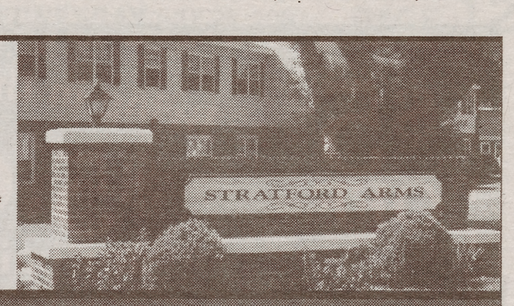

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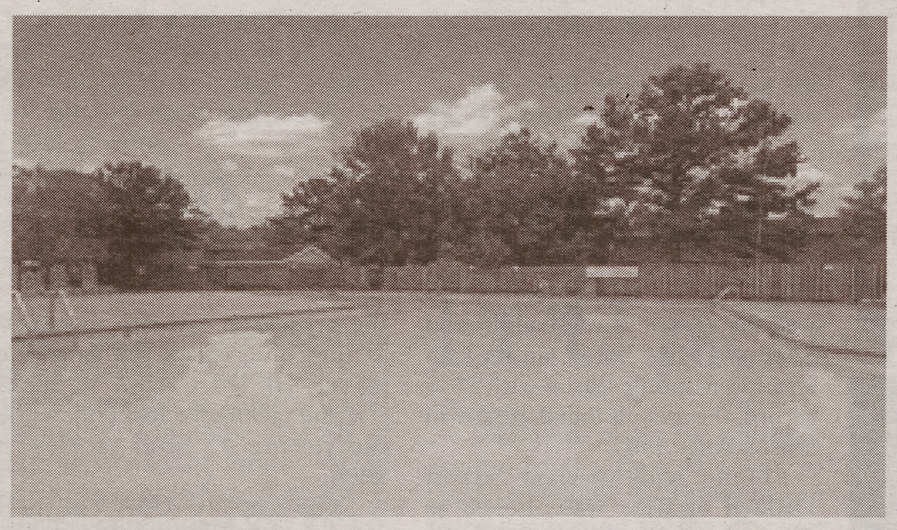

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WZMB is now accepting applications for general staff and executive staff position. Please stop by the station located in the basement of Mendenhall to pick up an application. If you have any questions, please call the station at 328-4751 between 8:00AM- 5:00PM. Deadline for applications is August 27, 2007.

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Now being accepted: applications for General Manager at East Carolina University's campus radio station. Please, apply at the Media Board office located at the Self Help Building at 301 South Evans Street, or at WZMB located in the basement of Mendenhall Student Center between 8:00AM-5:00PM. If interested, or you have any questions please call the Media Board at 328-9236 or WZMB at 328-4751 between 8:00AM- 5:00PM. Deadline for applications is August 27, 2007. The deadline date is subject to change.

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Bad News for Basketball

AP

NBA commissioner David Stern addressed the media on Tuesday.

OPINION

JOSEPH C. MURPHY
STAFF WRITER

Last week the FBI revealed that it was investigating former NBA official Tom Donaghy for allegedly gambling on and providing information regarding games that he officiated over the last two years to bookies associated with organized crime. The NBA might not ever recover from this most recent scandal, especially for a league that's already struggling to stay relevant in the sporting landscape.

"This is the most serious situation, the worst situation that I've ever experienced," said NBA Commissioner David Stern during a news conference Tuesday.

This scandal is new ground for corruption in American sports. This is the first proven incident of corrupt officiating, at least that the public knows about. The legitimacy of the last two NBA titles is up in the air and the integrity of the game will be questioned now more than ever.

This is by far the worst thing to happen, on or off the court, in the league's history. The NBA has what they considered to be a thorough evaluation system for referee performance. It involves reviewing tape of each game and determining whether every call or non-call is correct. Referees are graded on every call they make and good officials get more prominent regular season and playoff games. By the NBA's current system of evaluation, Donaghy was considered an above average official, which qualified him to officiate five games in this postseason, including Game 3 of the Western Conference Semifinals where foul trouble caused Phoenix star Amare Stoudemire to play less than half the game.

Stern emphasized that to his knowledge Donaghy was a rogue referee acting alone and that this is not indicative of a larger trend in the league.

"On the basis of my current understanding, this is an isolated incident," he said. He also assured the public that if and when any other officials are implicated, he would let the public know immediately.

Donaghy is expected to turn himself in to authorities later this week. It has been reported that he has received death threats and threatening phone calls and that he plans to cooperate with authorities.

The Mavericks and Suns are the two teams most impacted by the scandal. Mark Cuban's complaints about the officiating, which placed him in contentious relations with the league and cost him a small fortune in fines, now seem legitimate. Suns Coach Mike D'Antoni's public gripes after Game 3 against San Antonio seem almost prophetic.

It's hard to grasp that a league so obsessed with its image that it implemented a dress code for players could have missed the bigger picture of fair play in the game. In hindsight, there were telltale signs in some games that Donaghy worked, like the New York vs. Miami game in February 2007. The Knicks, a 4 ½ point favorite, shot 39 foul shots to the Heat's eight and New York won by six. Heat Coach Pat Riley and assistant Ron Rothstein both received technical fouls. Although only those daring enough to violate the express written consent of the NBA can know the extent of Donaghy's affect on the last two seasons of play, but the NBA owes it to fans to determine what could have and should have been.

Until robotics advances to the point that homosapiens referees are unnecessary, human error will be a part of the game. For now, for better or worse, human manipulation will be suspected.