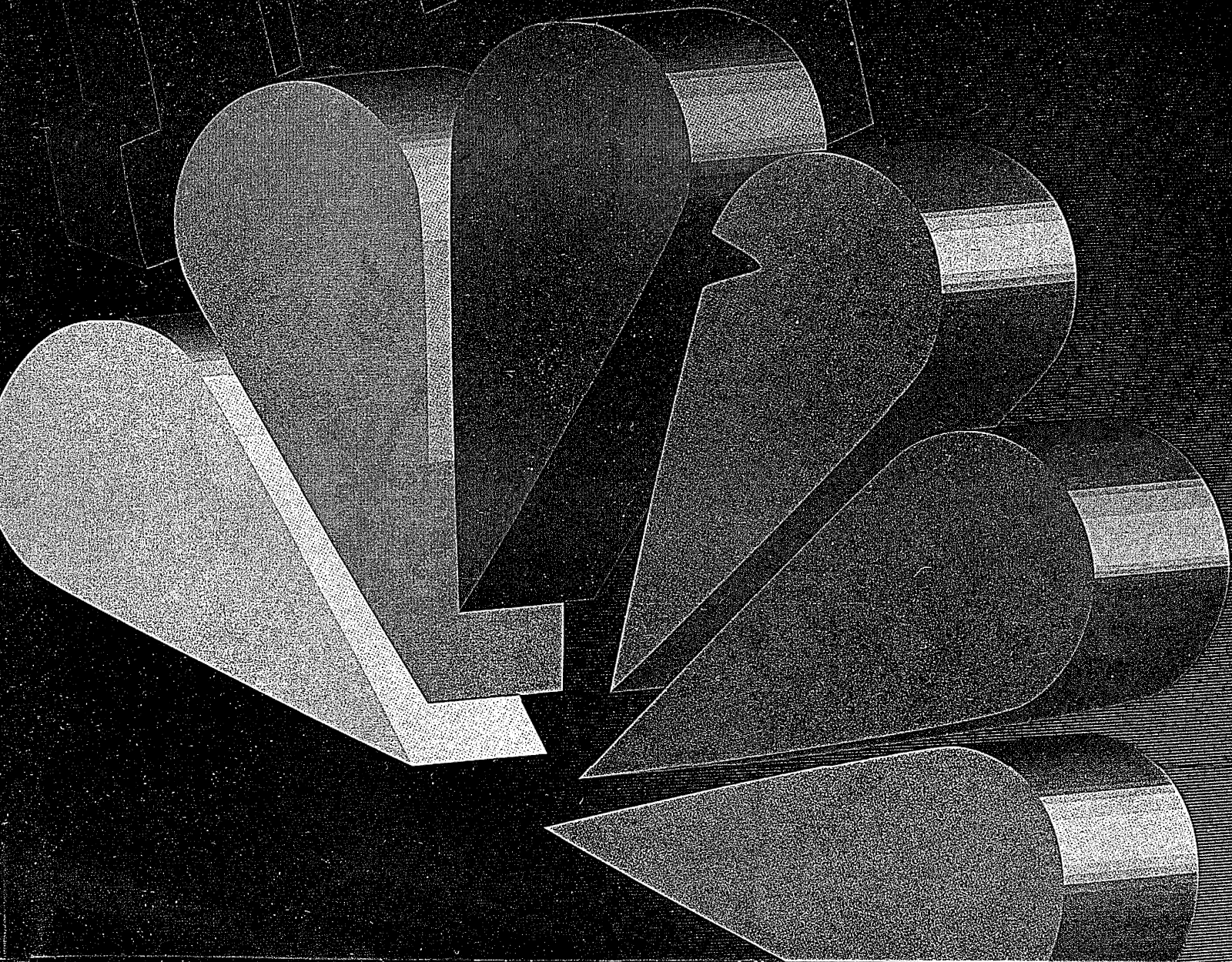


11 October 2007

SCHOLASTIC

University of Notre Dame's Student Magazine since 1867

The NBC Deal Still Sweet After 16 Years



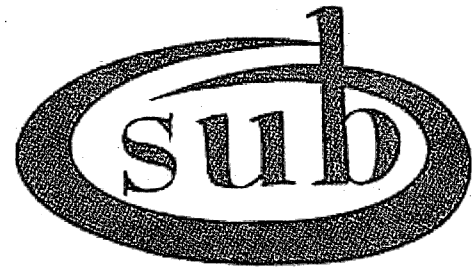


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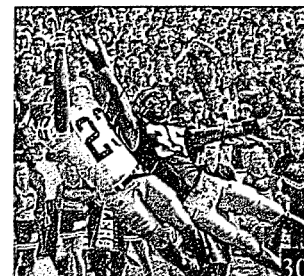
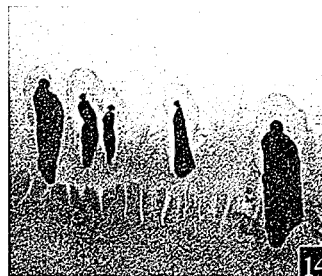
10pm-Midnight

LaFortune Basement



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05

news

06 Policy Solutions

Michael O'Connor

The 2003 split in the economics department is modernizing graduate research.

16 Cover: The NBC Deal

Claire Sobczak

Sixteen years after Notre Dame signed its first contract with NBC, the deal is still lucrative for both parties.

13

culture

13 Bridal Battles for the Basilica

Caitlin Dube

Thinking about planning your ring-by-spring wedding? It may be more complicated than you would think.

23 Culture Reviews

Mike Laskey and Mike Tresnowski

Scholastic reviews the movie musical "Once" and Bruce Springsteen's new album, "Magic."

25

sports

26 Making Waves

Andy Gray

Three sightless swimmers train for the Paralympics.

32

humor

36 The Truth Behind the Victory

Elisa Suarez

Scholastic discovers the secret behind Notre Dame football's surprising victory.

THE SPORTS MAVERICK

While waiting for a delayed flight from Washington, D.C., to Boston, I met a young man who loved Notre Dame football.

"I'm from Boston, and everyone in my family is a big BC fan," he said in the crowded airport. "They hate me for it."

Surprised, I asked him how he became the sports maverick in his family. "Well, Notre Dame was always on TV because of the NBC contract," he said, "and I just liked what I saw."

In this week's cover story, our Associate Editor Claire Sobczak looks into the groundbreaking NBC deal that brought every home game into America's living rooms. She spoke to some of the original negotiators, like then-Athletic Director Dick Rosenthal and then-NBC Sports Executive Vice President Ken Schanzer, about their hopes during the making of the first independent media partnership for a collegiate team.

Sobczak also addresses the many criticisms Notre Dame and NBC both received after the announcement of the deal (mostly that money was at the heart of the new relationship) and the influence it has had for college football in general.

SIXTEEN YEARS AND COUNTING ...

Regardless of the driving force, NBC remains committed to Notre Dame at a time when the Irish have the worst record in the program's long history and the student section seems smaller and quieter each game. This year, the broadcasting mega-house is even offering a more interactive way for students and fans to get involved. They challenged Notre Dame students to create a commercial that shows the gameday experience from a student perspective. Three finalists have been announced, and students and fans can vote for the winner on NBCSports.com starting November 1. The commercial with the most votes will be given 30 seconds of NBC's coveted airtime during the Duke game. Like all of Notre Dame's home games, the commercial will air nationally for all sports fans to see, whether they cheer or jeer for old Notre Dame.

Scholastic wishes all students and fans a safe football Saturday. Go Irish, Beat Eagles!

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Amy Meyers
Co-Editor in Chief

DS

Doug Schlarman
Co-Editor in Chief

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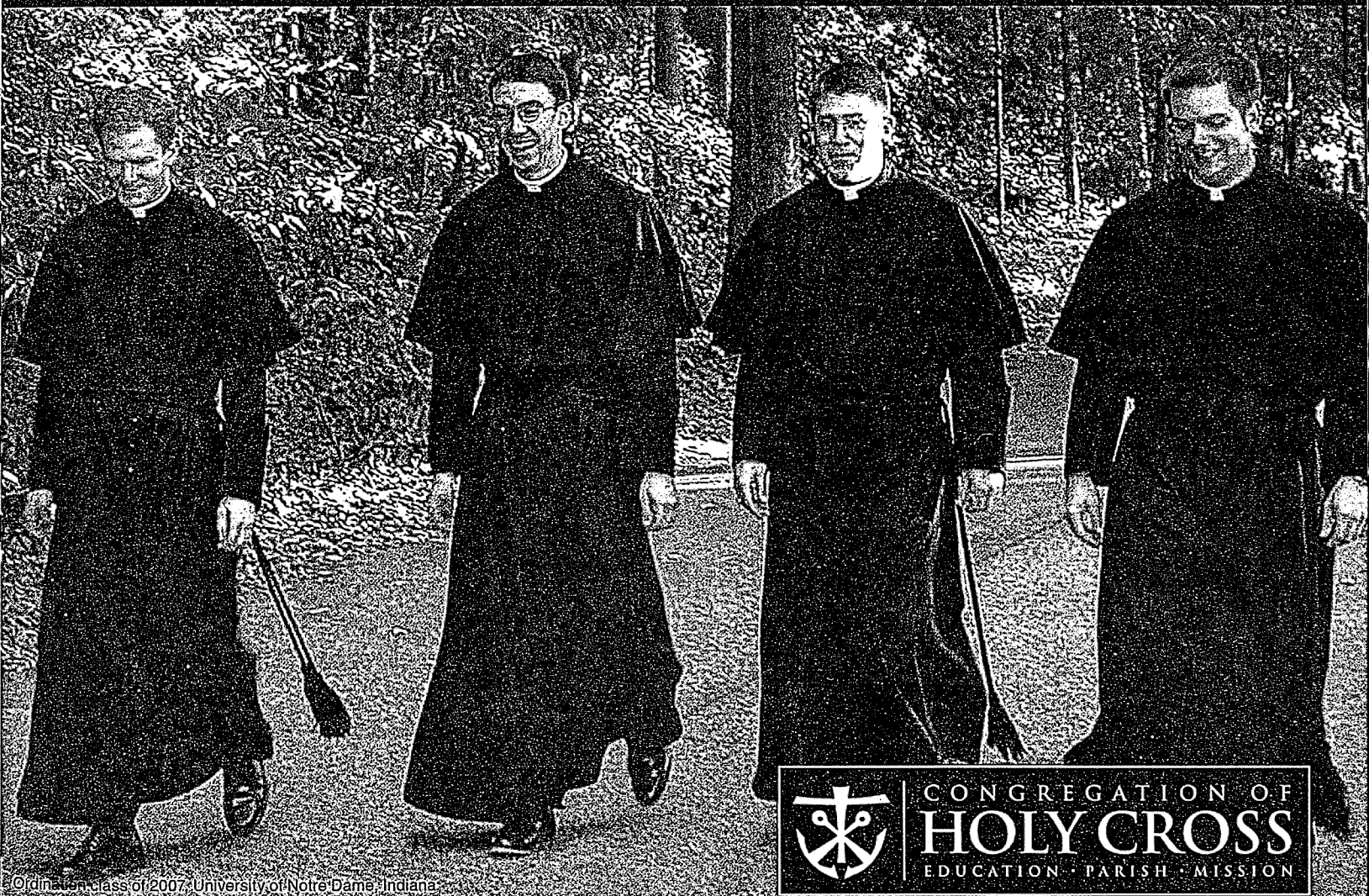
*Disce Quasi Semper Victurus
Vive Quasi Cras Moriturus*

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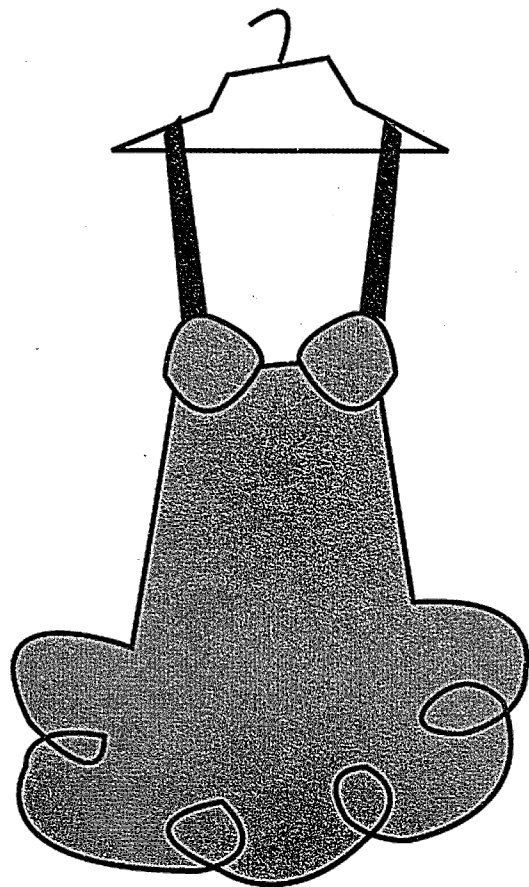
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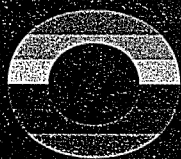
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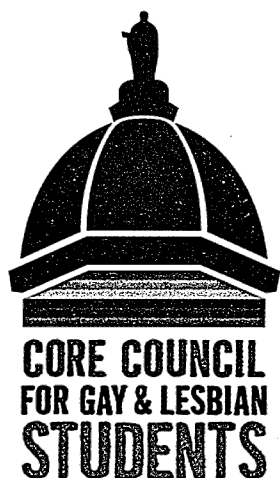
On the occasion of National Coming Out Day, October 11, 2007, we, the Core Council for Gay and Lesbian Students, join Notre Dame's gay and lesbian students in gratitude for the love and support they have received from family and friends.

We recommit ourselves to providing educational opportunities for the entire Notre Dame community. Our major educational programs are NETWORK and CommUnity, sponsored in collaboration with the Office of Student Affairs. NETWORK prepares individuals on campus to offer a confidential and respectful place of dialogue and encouragement regarding gay and lesbian issues. CommUnity focuses on first-year students in an effort to promote awareness and understanding of homosexuality within the Notre Dame community. We also offer opportunities for conversation and fellowship through our monthly coffee hours and informal drop-in sessions with Core Council members.

In the spirit of inclusion, we urge all members of our community to redouble our efforts to make our campus a safe and welcoming place, free from harassment of any kind.

Core Council for Gay and Lesbian Students

<http://corecouncil.nd.edu>





KATHERINE GOETT

NEWS

It's in the Genes

Notre Dame students assist in local research on prostate and colon cancer

Hanna Mori

What is the large building on the corner of Notre Dame Avenue and Angela Boulevard? Technically, it's Indiana University Medical School at South Bend, but it is also where the research for Notre Dame's Walther Institute for Cancer Research (WICR) takes place. The WICR conducts pioneering research on the genetic causes for various forms of cancer.

Dr. Rudolph Navari, director of the WICR and the medical school, says that the most recent initiatives at the institute focus on drug development, specifically targeting prostate and colon cancer.

"We design drugs, test them in stock culture against cancer cell lines, and then test them in animals to see if they are effective in treating cancers," Navari says. "Say, for example, a person develops colon cancer; they have elective surgery to remove it. We're getting a portion of that tumor and analyzing the genetic

make-up. Then, we will compare it with the genetic profile of our animal models and see if there is a cross-over. So, if we find some common genes, then we can take our animal models and knock out those genes and see if the animal doesn't develop colon cancer," he says.

Although research trials are still restricted to small animals, such as mice and rats, the goal is to eventually test the effects of these drugs in humans. "This will take some time," Navari says, "because first we will have to go through testing on larger animals, like cats and dogs."

Students play a role in this research. "Students are very much involved," Navari says. "We have undergraduate students doing research at all levels and working with individuals in all departments. We have a large interest of undergraduates to work on projects. The problem is finding enough spots for them to work in." Typically, students commit

to these projects for a long period of time, making the feat of securing a position as a student-researcher a worthwhile venture, despite its competitiveness.

Navari believes that the research at the WICR will stand apart from previous trials. "I think that we have unique animal models in prostate cancer and colon cancer," he says. "Models that are being used here are actually being used in other places, but these are models that we've really developed and our results, I'm sure, should be unique."

Navari and his colleagues remain optimistic about the success of the research. "We already have some major successes in the sense that we have some very good drug candidates to be for clinical trials for patients," Navari says. While there is no date for the conclusion of this research, there is an "ongoing effort" to periodically publish new findings, which will hopefully prove crucial in the battle against cancer. +

Policy Solutions

A controversial decision in 2003 to create two departments of economics impacts Notre Dame students.

Michael O'Connor

In 2003, the Notre Dame Department of Economics was split in two. The Department of Economics and Econometrics is based on the mainstream, neoclassical approach to economics, an approach that is widely accepted in top academic journals and taught at most universities. It focuses on statistical and quantitative analysis. The Department of Economics and Policy is based on socio-economic justice and ethics in economics. The latter's foundations are commonly associated with heterodox economics, or non-mainstream views that use alternative methodological approaches, such as analyzing political history and economic theory in light of social or political activity. Faculty from both departments teach all undergraduate students who major in the one economics major.

Immediately before the split, the

department consisted of five neoclassical professors and 16 professors who supported the teaching of heterodox approaches. According to the current

“At places like Harvard and MIT, you only get the neoclassical, mainstream economics theory.”

— David Ruccio

Professor in the Department of Economics and Policy

Department of Economics and Policy Web site, the department was known for its “policy-related topics such as poverty, income distribution and social justice, which stress the human dimension of economics.” These goals have been carried forward in the mission of the Department for Economics and Policy. The department underwent great scrutiny prior to the split, however, due to a lack of publication in major journals; a lack of dialogue between mainstream, neoclassical ideas and the heterodox alternatives that had been primarily represented in Notre Dame's economics department; low graduate school rankings; and a declining number of undergraduate majors.

In the notes of the March 20, 2003 meeting of the Academic Council, one reason for a split was that “the shift will give all students a core in the mainstream so they can participate at a high level in the important debates on economics. Notre Dame's students should be enriched by courses that are more of a dialogue between modern economics and

Catholic social thought.”

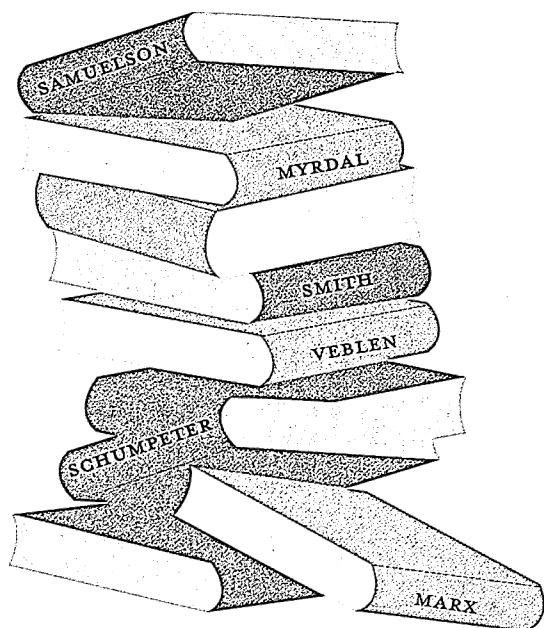
Richard Jensen, chair of the Department of Economics and Econometrics, was in favor of the split. “There was no dialogue before the split because there were few neoclassical people here. We needed a new department to do that. The dialogue was entirely one-sided.”

Mark Roche, dean of the College of Arts and Letters, was aware that a change was needed for the economics department.

“The core of the doctoral program was modified so that it has the same level of analytical and quantitative rigor as those at every institution in the top quartile of the National Research Council rankings,” Roche says. Although there would be a new increased focus on research and mainstream methods, he says, “the program also provides fields of specialization — such as labor economics, public economics, monetary policy, international economics and environmental economics — that fit well with the mission of the university.”

In addition, according to the notes from the February 18, 2003 Academic Council meeting, primary majors in the graduating class dropped from 117 in 1989 to 46 in 2002 and combined primary and supplementary majors dropped from 136 to 76. This drop was staggering and uncharacteristic of national trends.

With the creation of the Department of Economics and Econometrics, faculty researching and teaching the neoclassical theory would be able to grow and establish themselves at the university. By forming a presence on campus, they would then be able to enter into dialogue more effectively with those members of the department of Economics and Policy,



as well as offer a balanced approach to economic studies to undergraduate students.

Although this split may be deemed atypical, it has been done by other major universities. Two economics departments, similarly divided between methods of analysis, exist at the University of Cambridge, for instance.

At Notre Dame, the solution seems to be effective and economics students appear to be receiving a unique education. "At places like Harvard and MIT, you only get the neoclassical, mainstream economics theory," David Ruccio, professor of the Department of Economics and Policy, says. "At Notre Dame, you get both the mainstream and the heterodox."

In addition, both departments contribute to the progress of Notre Dame economics. "A new interdisciplinary minor in poverty studies, co-sponsored by the Department of Economics and Policy Studies and the Center for Social Concerns, was approved by the Undergraduate Studies Committee and the College Council this past year," Roche says. He cites the Department of Economics and Policy Studies faculty contributions to the college seminar requirement for Arts and Letters majors, willingness to teach introductory courses in economics, and collaboration with other academic institutes on campus as other hallmarks of the department's input. The Department of Economics and Econometrics has been a great asset to the university contributing to major journals while also addressing social justice issues in their research. Also, "the Department of Economics and Econometrics and the department of Economics and Policy Studies collaborated to create an honors track in economics, effective fall 2006," Roche says.

"We are about social justice, but with the best available techniques," Jensen says. "We have professors publishing on poverty, immigration and health economics [...] and no course in environmental economics existed until I came along."

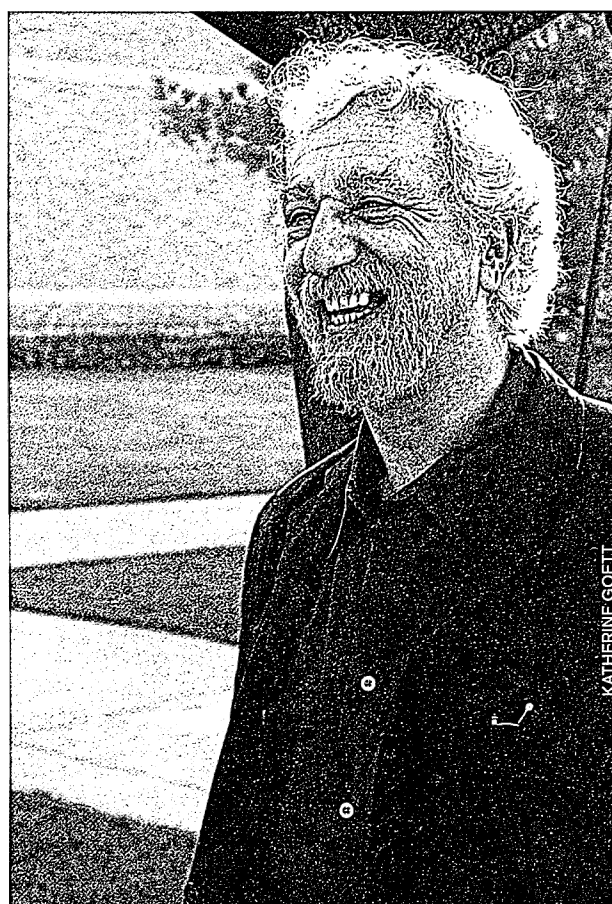
Jensen also references the current number of 343 economics majors as a tribute to the progress of the split. "Look at the huge increase in majors," Jensen

says. "The students must like what's being offered now."

Senior economics major Amanda Deckelman is one of the students benefiting from the dialogue between departments. "With research in econometrics you can challenge ideas that are held to be true. You can challenge the conventional thoughts with data. When analyzing policy or proving theories, you can't be blind to numbers," Deckelman says.

Ruccio still has some concerns about the new mainstream emphasis, particularly within the graduate program, which is administered entirely by the Department of Economics and Econometrics. "In economics undergraduate classes, you interact with graduate students. Now graduate students are receiving a primarily mainstream neoclassical education from econometrics. This prevents undergraduates from being exposed to graduate students with a broader training."

Snehashish Bhattacharya is a sixth-year economics graduate student who was at Notre Dame during the years of the transition to two departments. He works more directly with professors from the Department of Economics and Policy. In regard to the graduate school now being administered by Economics and Econometrics, Bhattacharya believes that the alternative perspectives offered in courses like political economics and history of thought were unique and helpful for his development in the graduate program. "I don't see anything wrong with Economics and Econometrics, but I think for my training it's essential to know both sides of the story," he says. "This place had a distinctive character which it doesn't have now. Now it's the same as other



KATHERINE GOETT

A DIFFERENT APPROACH Heterodox economics professor David Ruccio has taught at Notre Dame since 1982.

high-ranked schools for economics."

Senior energy studies and economics major Felipe Witchger also expresses concern for the undergraduate studies. "So many students go into economics and don't hear anything but neoclassical doctrine," he says. "Students are missing out on economic history. It's important to contextualize neoclassical theories amidst the others. Professors need to show the evolution of the subject because economics is not a natural science."

Although Ruccio, Bhattacharya, Witchger and others know the new system is far from perfect, they believe that the two economics departments have made great strides since the split. "Students are being served better now than they were 10 years ago," Roche says. The economics departments seem to share enough commonalities that most students do not even know that two different departments exist. "The two departments are working together, despite differences, in offering an array of perspectives and providing greater academic rigor," Roche says. +



KEOUGH CHARIOT RACE Keough Hall held its annual signature event last Saturday on West Quad. Mud wrestling ensued after raucous homemade chariot racing.



SENIOR COOKING NIGHT Senior Class Council sponsored a cooking night in the North Dining Hall test kitchen with chef Don Miller. Seniors learned to prepare a variety of meals under Miller's guidance.

JUDGMENT CALLS

Sbarro's Breadsticks

The only healthy thing they have, and it still tastes like a heart attack.

Notre Dame Victory

We feel like we just watched a baby take his first step.

Return of TV Shows

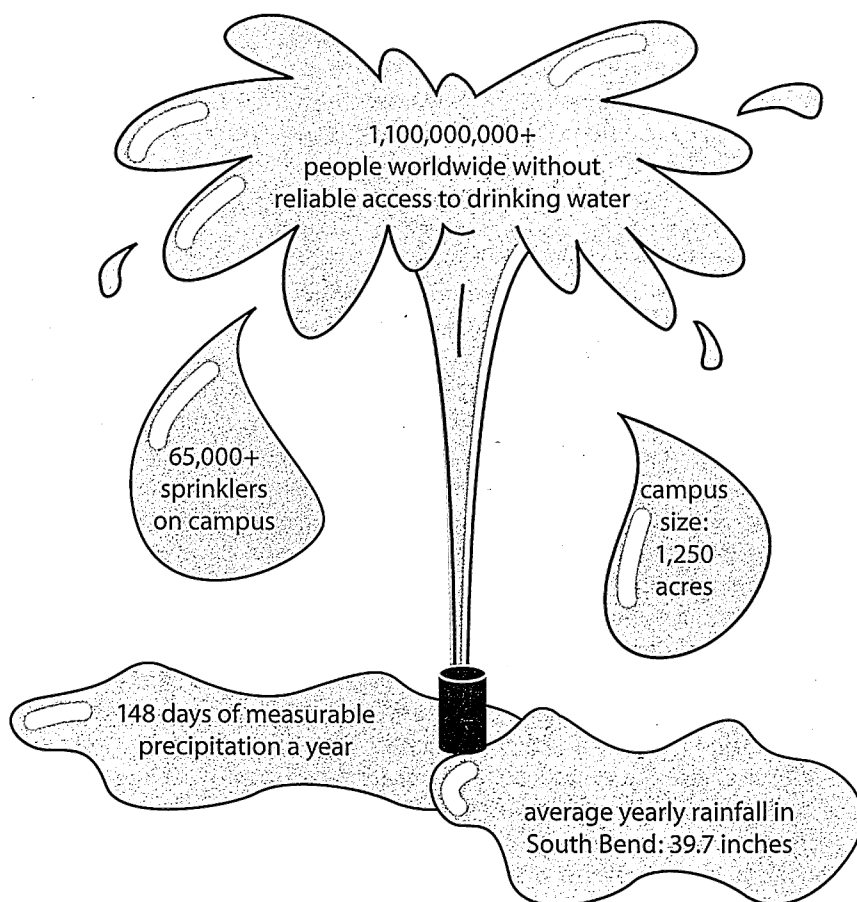
Thank God, we almost did our homework out of boredom.

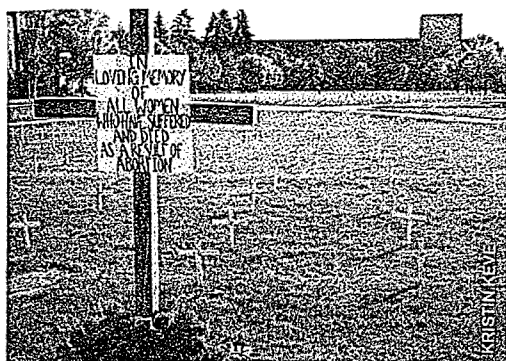
Excise Police

We're totally sober, we swear. We barf like this all the time.

WET AND WILD

As the warmer days in South Bend come to an end, students can reminisce about being sprayed by the timed sprinklers that dot the campus. *Scholastic* brings the information on the water that blocks sidewalk traffic.

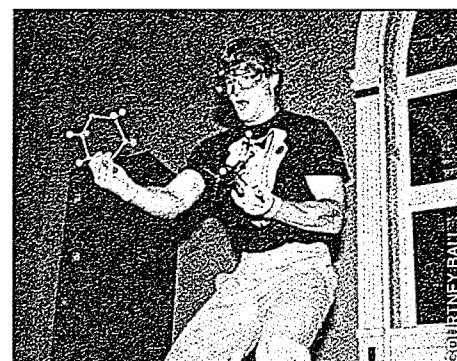




RESPECT LIFE WEEK White crosses covered South Quad in front of O'Shaughnessy Hall, symbolizing all those affected by abortion. Respect Life Week also included a Log Chapel Mass, lectures and rosaries at the Grotto.



ROTC TRIATHALON ROTC members participated in a triathlon to raise money for Wounded Warrior Project Outdoors, which brings outdoor opportunities to soldiers injured in combat.



MR. ND PAGEANT An enthusiastic contestant for the title of Mr. ND competed in Walsh Hall's annual pageant, held in LaFortune Ballroom.

Smarter Saturdays

Saturday Scholar Series adds an intellectual edge to home football games

Maria Sellers

Contrary to popular belief, tailgating is not the only thing to do before a Notre Dame home game. True to the spirit of the university, intellectual stimulation is available even right before kickoff.

Every football weekend, crowds gather at the Annenberg Auditorium in the Snite Museum of Art for the Saturday Scholar Series. These lectures, which take place three and a half hours before kickoff, cover the issues at play on campus and larger topics occurring outside of the university. They are distributed across a range of disciplines among the arts, humanities and social sciences within the College of Arts and Letters.

Greg Sterling, the director of the series and associate dean of the College of Arts and Letters, strongly recommends this event. "It offers students a chance to hear some of the best faculty in the college speak on a wide array of topics in a format different from that used in the classroom," he says.

This weekend's series will feature the internationally-renowned Irish Studies professor Luke Gibbons, who will speak on immigration under the topic name, "Global Ireland: From Celtic Twilight to Celtic Tiger." This lecture provides a good follow up to the Academic Forum on Immigration and a new way to spark public intellectual exchange.

More information on the Saturday Scholar Series can be found at saturdayscholar.nd.edu and in the Alumni Association's Gridiron Graffiti fan guide. +

TOP FIVE

Ways to Irritate Someone

- 1 Call them during class to see if their cell phone is on.
- 2 Steal the cap to their water bottle.
- 3 Lock your bike to theirs for three days straight.
- 4 Cut in front of them in the salad bar and then take forever.
- 5 Answer all their questions in the third person.

STAFF EDITORIAL

A United Front

The forum must be a joint effort between administration, faculty and students

Are Notre Dame students here to learn, or are they here just to get good grades?

While these concepts are not mutually exclusive, varying student and faculty reactions to the Notre Dame Forum demonstrate that the Irish may not be as ready for free-flowing academic discussion as the administration wants to believe.

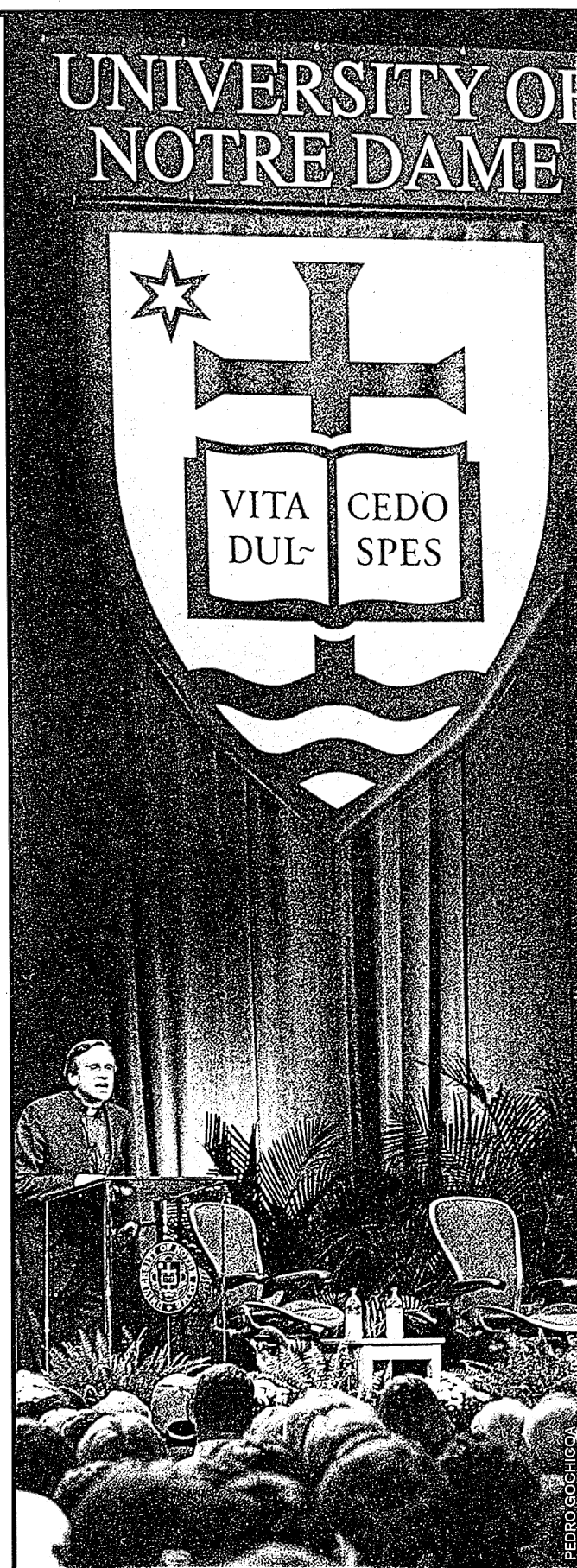
On October 8, Notre Dame held its third annual academic forum on the topic of immigration, aimed to stimulate intellectual discussion on campus and educate students on contemporary issues that may not be covered in class. Leading experts on immigration were invited to Notre Dame to present information specifically tailored to the needs of the Irish student body. President Rev. John I. Jenkins, C.S.C., as founder of the Notre Dame Forum, canceled classes that interfered with the forum and sent out various e-mails encouraging students to take advantage of the opportunity to engage intellectually.

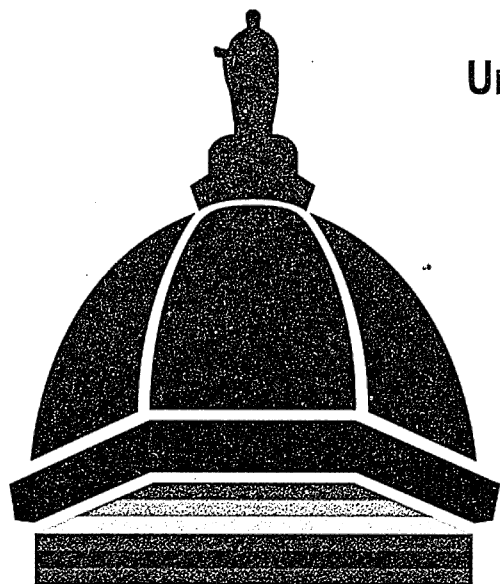
Although some professors have a vested interest in the forum and make an effort to encourage their students to attend, the faculty seems to have received the event with mixed reaction. Certain professors view the canceled class as an inconvenience to regular curriculum; some actively ignore the academic issues addressed within the forum; and others make active student participation in the forum difficult by assigning midterms and papers shortly after the event. Students who have little motivation to go to the event must choose between their homework and the academic stimulation the forum provides.

Student incentive to attend the event could be positively impacted by increased student involvement in the planning process. Discussion in residence halls before and after the forum, in addition to surveys on the forum Web site, provide ample resources for students already engaged by the forum to give feedback to the administration. But, without greater student participation in topic choice, widespread student discussion will be an uphill battle for Jenkins and company.

The administration and faculty need to present a united front in order to fully realize the intellectual development of Notre Dame students. Professors must be enticed to participate in the same way students are. All parties are crucial.

The forum is an academically worthwhile endeavor. Now, if the forum could manage to pull Domers away from their homework, Notre Dame students might actually learn something. +





CORE COUNCIL FOR GAY & LESBIAN STUDENTS

University Resources for Gay, Lesbian, Bisexual, and Questioning Students

The Core Council for Gay and Lesbian Students
(Information, education, and resources)

Contact: Sr. Sue Dunn, OP, 1-5550, Melanie (Mel) Bautista,
Bautista.5@nd.edu

Office of Campus Ministry

(Annual retreat for gay/lesbian/questioning students
and their friends; pertinent library resources
in 304 Co-Mo; discussion and support)

Contact: Fr. Joe Carey, CSC, at 1-7800

University Counseling Center

(Individual counseling)

Contact: Dr. Maureen Lafferty at Lafferty.3@nd.edu

Visit our web site at

<http://corecouncil.nd.edu>

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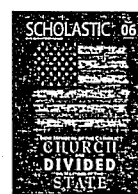
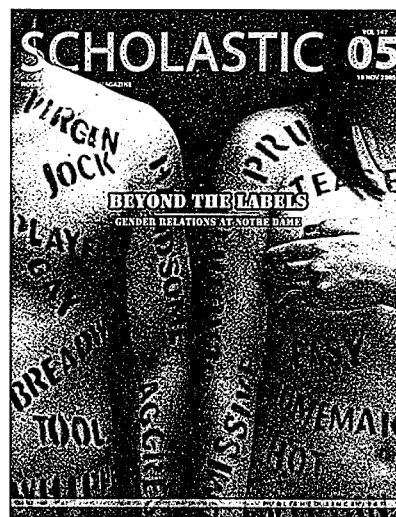
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Arambe Productions, Dublin, Ireland Presents

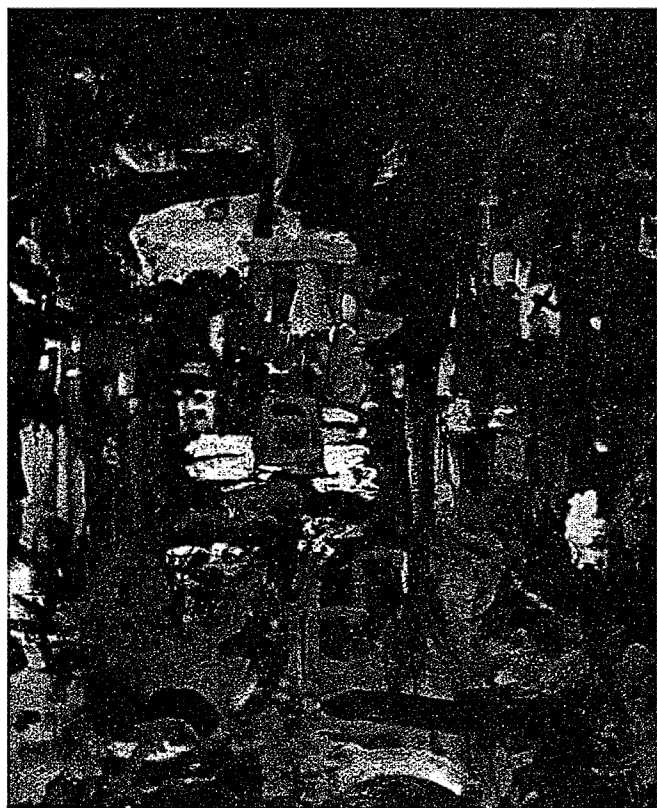
The Kings of Kilburn High Road

By Jimmy Murphy

**Tuesday, October 16 and Wednesday, October 17
8:00 p.m. Decio Theater**

To celebrate the conference, "Race and Immigration in the New Ireland," the Keough-Naughton Institute for Irish Studies will host two performances of Jimmy Murphy's *The Kings of the Kilburn High Road* in the Decio Theater of the DeBartolo Center for the Performing Arts on Tuesday, October 16th and Wednesday, October 17th at 8:00. In this highly acclaimed play, a group of friends take a hilarious and tragic look back on their lives as they gather in a pub twenty-five years after they left their homes in Ireland to make their fortunes in England. The play is the work of Arambe Productions, a professional Irish theater company led by director and performance artist, Bisi Adigun, who currently has a version of *The Playboy of the Western World* running in the Abbey Theatre, Dublin.

For more information call the Box Office at 631-2800.





Bridal Battles for the Basilica

The truth about Notre Dame weddings

Caitlin Dube

For young Notre Dame couples, walking around the lakes and going to SYRs together are just a few of the rituals rumored to ensure a long-lasting relationship. The ultimate tradition, however, has always been the Basilica wedding.

Well, you'd better start that walk around the lakes now.

Couples wanting to wed in the Basilica of the Sacred Heart are certainly not alone, and securing a specific wedding date often tops the list of the most stressful aspects of planning the event. Colleen Pollock-Flynn — a 2004 alumna who got married in the Basilica in September — says, “because there is so much competition for wedding dates, it is highly unlikely that you’ll get your first choice.”

The need for flexibility in wedding dates also stems from the complicated call-in process. Contrary to popular belief, there is no two-year waiting list for Basilica weddings. Instead, there is one specific day each year that couples have to call in to request their desired

date. And on that day, there is only one woman taking the calls.

“People often have to wait for a long time to get through,” says Amy Huber, the famous receptionist. “It’s like a radio station because you’ll keep getting the busy signal.”

The call-in process is strictly on a first-come-first-serve basis. And Huber cannot be bribed.

For those persistent callers that are finally able to get through to Huber and select a wedding date, the planning process can begin. But future brides beware, planning a wedding in Notre Dame’s Basilica can be especially difficult due to certain restrictions placed on the ceremonies. These restrictions — like the prohibition of hard alcohol on the campus, the 90-minute time limit for the nuptials and the ban of personalized decorations like candles and flowers in the church — can often divert from what the bride and groom had originally envisioned. “If you want something really out of the ordinary, the Basilica may not be the place for you,”

Pollock-Flynn says.

If Notre Dame couples can look past these inconveniences, a marriage in the Basilica of the Sacred Heart can be the meaningful and memorable event that they intend for it to be.

Julia Kelly, a 2003 graduate and staff member in the Development Program, is currently in the process of planning her wedding with her fiancé Andrew Sama. “The most exciting part of planning our wedding at the Basilica is the thought of sharing with our closest friends and family our love for and happiness with each other at the place where we met and a place that means so much to us,” Kelly says.

Huber points out that couples married there will often return to the Basilica to baptize their first child.

But before brides can begin this process of planning their Basilica wedding, they must first secure the wedding date. So strap on your helmets and suit up: It’s not an easy task, and you better be ready to brawl.

+

Between East & West



Courtney Ball

Notre Dame's goal to deepen diversity on campus has a new aesthetic element. The Snite Museum of Art is launching a major initiative to showcase Eastern artwork to complement the pre-existing European and American exhibits. The current exhibit, "Between Figurative and Abstract," features the work of Chinese-French artist Gao Xingjian.

Robert E. O'Grady, a Notre Dame benefactor, visited the Snite and was disappointed with the minimal cultural variety represented in the museum exhibits. He approached Charles Loving, the director and curator of the Snite, with his concern. "We had the Asian exhibits assessed by a specialist who confirmed they weren't very good collections," Loving says. "I told [O'Grady] essentially that it was too late;

that ship had already sailed. He took that as a challenge." With the generous help of O'Grady and other benefactors, the Snite secured the work of Xingjian, a Nobel Prize Laureate in literature. His resume includes achievements as a poet, novelist, playwright, screenwriter, librettist, filmmaker and painter. Xingjian's broad spectrum of talent enhances his art. "Modern painting has purged itself of the literary, but I do the opposite. I restore the literary to painting, although the literary is never the subject of my painting," Xingjian says in the exhibition catalogue.

Xingjian is situated at a unique intersection of Eastern and Western culture and between traditional and contemporary Chinese painting styles, Loving says. Though Xingjian was born in China, he fled to Paris at a young age

and brings both cultures to his artwork, as demonstrated by his titles in both French and Chinese. This cultural fusion inspired the title for the literary conference held in September featuring Xingjian and Dominican-American writer Julia Alvarez, entitled "Between Homeland and Heartland." The week of lectures featured a literary conversation, excerpts from Xingjian's plays and a showing of his films.

Xingjian paints in Chinese ink on paper, a style similar to watercolor paintings using a dry brush. "He is truly a master of this media, which is so hard to control. It is an unforgiving style," Loving says. There is a long tradition of Chinese ink paintings, but Xingjian brings unique perspective to an established art style with his subject matter. "He believes a realm exists



"There is no near or far perspective, no distinction between up and down, no balance in composition; no references for comparison, yet here and there are images that are clear and distinct, and they are all as one will have them." — Gao Xingjian

INK ON PAPER The Snite Museum is currently exhibiting works by Chinese-French artist Gao Xingjian. Xingjian uses Chinese ink on paper in his work, including the above painting, "Elegance."

between figurative art and abstract and he explores that intersection to depict reality," Loving says.

Xingjian's art provides a great deal of space in which the viewer is free to interpret his work. He says in the catalogue, "There is no near or far perspective, no distinction between up and down, no balance in composition, no references for comparison, yet here and there are images that are clear and distinct, and they are all as one will have them." While painting, Xingjian enters into a meditative trance in which he paints what he describes as the "images from his inner mind." These pieces depict his personal reflections on life, death, separation and isolation. He invites viewers to meditate on the work from their own personal experiences.

Xingjian believes the exhibit is an

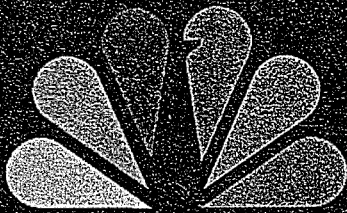
artistic success. "He told us it was the most handsome installation of any exhibition of his artwork," Loving says. Despite this, the gallery has not been flooded with students fighting for a view of the art. Sophomore Juliana Hoffelder, however, has seen the exhibit. "I know that he is a well-known artist, but I do not think most Notre Dame students will recognize the value of his work or his perspective," she says.

Even students interested in the cultural dimension of the exhibit might be intimidated by a lack of familiarity with art. Loving recommends that students just come, look at, and meditate on the works of art. He believes that everyone, including those without prior knowledge of art, can appreciate the exhibit. "For me, a painting achieves excellence only if repeated viewings can still make people

think," Xingjian says.

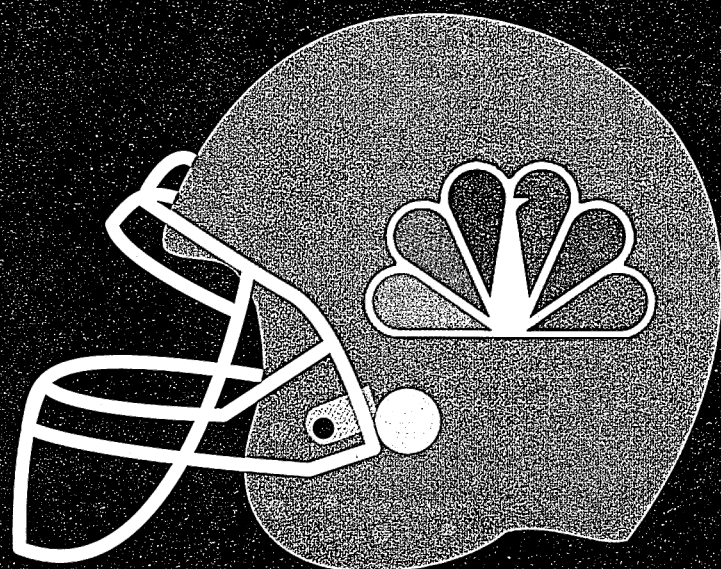
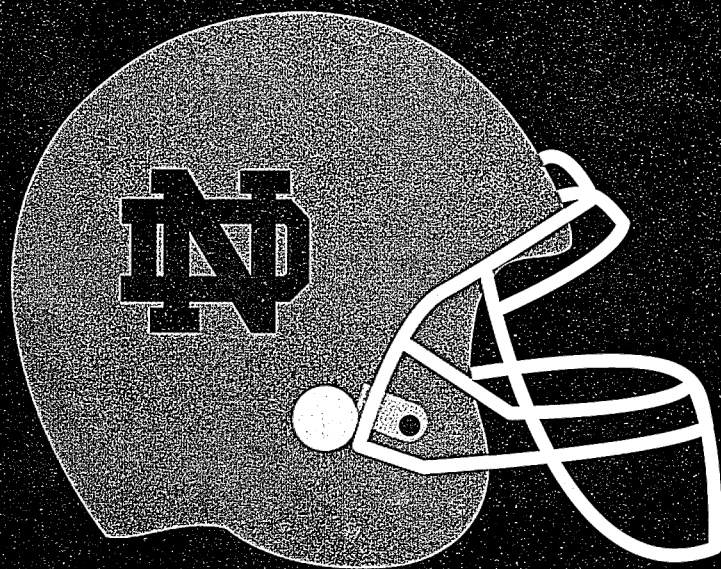
Loving believes that Xingjian's work has been very successful in achieving the museum's goal for broader cultural representation. "In short, Mr. Gao is an extraordinary 21st-century intellectual, artist and writer, and we are privileged to have him and his art grace our campus," Loving says.

Throughout the year, the Snite will continue to have temporary exhibits featuring contemporary Eastern artists. In fact, the museum is in the process of planning a trip to Asia to procure artists for future shows. Loving hopes that the Department of East Asian Languages and Cultures will coordinate their efforts to make this a campus-wide initiative. +

NBC  UN

The NBC Deal

Still Sweet After 16 Years



UNIVERSAL

Claire Sobczak

The football team may be 1–5, but NBC is facilitating a promotional contest intended to glorify the Notre Dame football experience. The contest's intention is for Notre Dame students to create a 30-second commercial that documents the game-day experience from a student perspective, from pre-game rituals to tailgating to cheering in the stands. Students will vote in early November for a winner among the top three finalists, and the winning commercial will be aired during the Duke game, Notre Dame's last home game. This contest gives students the rare opportunity to display their talents on national television for viewers across the country.

COVER STORY

In light of this year's particularly abysmal football performances that have resulted in lower television ratings, such special treatment from a major network may seem unwarranted. Over the past 16 football seasons, NBC Sports has upheld a unique partnership with Notre Dame despite the football team's unimpressive bowl game appearances and failure to win a national championship. But after a season that might go down in the record books as one of the worst in Notre Dame history, the relationship becomes even more perplexing. Why, after all these years of inconsistent football seasons, does the Notre Dame-NBC partnership continue to hold strong?

Lindsay Fitz, a project manager for communication and marketing at NBC Sports, says that NBC's relationship with Notre Dame is deeper than an affiliation with a winning team. "We love being partners with Notre Dame. It is a premier brand that has a great tradition, and we wanted to use our capabilities to offer something extra to the students," Fitz says. Students will indeed reap the benefits of NBC's capabilities, for the students who submit the three final scripts will work with NBC producers to make a product

worthy for national television.

But NBC is getting more out of this project than the satisfaction of helping its partner. Karen Heisler, a film professor in charge of collecting the students' commercial script submissions and organizing the anonymous selection committee, says that NBC will also benefit from this project. "The idea was NBC's. They approached our department last spring about the idea because they

“We were worried about what this move would seem like to other schools, that it was financially driven. But the reality of the situation was that we knew that this deal would make the fans happy, give the university national exposure, and possibly pave the way for other schools to form similar contracts.”

*Dick Rosenthal
Athletic Director '87-'95*

were looking for a way to promote their sports Web site, nbc sports.com," Heisler says. "NBC was somewhat late in getting their sports Web site up and running, so it is not the typical choice for where young people go to get their sports news. Having students vote on their

Web site for the winning commercial is a great way to promote their Web site to a younger demographic."

The Roots of the Relationship

Notre Dame and NBC have both benefited greatly from their relationship, which critics have often accused of being too monetarily driven and even contrary to Notre Dame's mission. When Notre Dame signed its first contract with NBC, which went into effect in 1991, the university took immense heat from other football programs. They felt slighted that Notre Dame would break away from the unified organization of the College Football Association (CFA) and would instead opt for a 38 million dollar independent deal over four years for broadcasting six home games per year. People perceived Notre Dame's move as greedy and detrimental to the integrity of college sports.

Penn State Head Coach Joe Paterno was among those who were initially miffed by Notre Dame's business move. "It's been a fun year for all of us. We got to see Notre Dame go from an academic institute to a banking institute," he told *Sports Illustrated*.

MAKING THE DEAL

NCAA enters the TV business, largely to limit Notre Dame's national television exposure.

The College Football Association is formed as a lobby for prominent football programs, eventually working on the creation of TV deals.

1947

October 25

First televised home football game in Notre Dame's history, a victory over Iowa.

1952

1964

Notre Dame assembles a collection of 110 independent TV stations around the country to show replays of football games.

1977

1990

Notre Dame signs its first independent broadcast contract with NBC, a four-year deal worth 38 million dollars.

At the heart of the deal were then-Athletic Director Dick Rosenthal, Executive Vice President Emeritus Rev. William Beauchamp, C.S.C., and then-NBC Sports Executive Vice President Ken Schanzer. The idea was born in 1990, when the CFA was planning to renew its television contract so that all of the teams would be broadcast on the ABC network. One of the provisions of the contract was that no team could appear more than three times on national television, and no more than twice on a cable network like ESPN.

"About six months before the contract was up, the CFA contacted all 64 schools about renewing it," Dick Rosenthal says. "We had no desire to leave the CFA. However, I responded that we would be very reluctant to sign the contract if all the schools were put on the same network. This would mean that because we would be competing with so many other schools for time spots, all of our games would be regionalized. Our fan base lives all over the country, so this was a big problem for us."

Putting all the games on the same network, however, was exactly what the CFA contract entailed. "I received no response from the CFA regarding our concerns about one station broadcasting all college football games, and six months later the CFA announced that it would have sole partnership with ABC,"

Rosenthal says. "This news came in early January of 1990 when I happened to be in New York City meeting with the CBS and NBC networks, who broadcast Notre Dame basketball games."

“Universities have to capitalize on their niches ... Notre Dame has a niche in intercollegiate sports, and they have used that leverage to create a good business relationship.”

*Edward Hums
Notre Dame Associate Professional
Specialist of Accountancy*

What began as a discussion between Rosenthal and Schanzer about basketball turned into talk about forming an independent football partnership between Notre Dame and NBC. The idea became even more concrete when Rosenthal, Schanzer and Beauchamp met a week later at Rosenthal's house to seriously discuss the possibility of an independent partnership.

"The three of us spent nearly three hours talking about the pros and cons of this deal and what it would do for Notre Dame and college football as a whole," Schanzer, the current president

of NBC Sports, says. "But not once in that meeting did money come up."

The university was heavily criticized in the early stages of the NBC deal, particularly because money seemed to be at the heart of the matter. "Giving our fans the ability to watch a Notre Dame game from anywhere in the country was what drove the NBC deal," Rosenthal says. "We were worried about what this move would seem like to other schools — that it was financially driven. But the reality of the situation was that we knew that this deal would make the fans happy, give the university national exposure, and possibly pave the way for other schools to form similar contracts."

This move did indeed turn out to benefit the college football world, for other conferences quickly followed Notre Dame's lead. "A lot of the backlash against Notre Dame also stemmed from the fact that other schools had tried before us to get independent contracts, but they had been unsuccessful because their schedules were not like Notre Dame's where they were consistently playing great teams from all over the nation," Rosenthal says. "But after we committed to the NBC contract, other schools quickly got contracts with major networks. In the first couple years after our NBC deal and other deals like it were made, close to 80 million more dollars in revenue was poured into college football through

September 7
First national broadcast on NBC in the season opener against Indiana.

Big 12 Conference signs an independent TV deal with ABC.

Big Ten Conference launches its own cable channel in partnership with Fox Cable Network.

Southeastern Conference begins its own national broadcast agreement with CBS.

Notre Dame renews its contract with NBC through the 2010 season.

FAST FACTS

1,920

undergraduates

have received financial aid from
the profits of the NBC deal.

\$20

million

has gone toward these
undergrad scholarships.

\$4

million

has gone toward MBA program
scholarships.

\$5.5

million

has gone toward Doctoral
fellowships.

\$1

million

each is paid by Xerox, Gatorade,
Chase, McDonald's, Adidas, Sirius
Satellite Radio, Comcast and Coca-
Cola to NBC for advertising every
season.

these independent contracts."

Among the conferences who have gotten on the independent network bandwagon are the SEC, who has been with CBS since 1994, and the ACC, Big Ten, Big 12, Big East and Pac 10, which have all teamed up with ESPN on ABC.

Where Does the Money Go?

All parties involved in the contract assert that profits were never the driving force of the partnership, but the money has indeed been icing on the cake. All of the profits that Notre Dame accumulates from its deal with NBC are put toward student scholarships.

"What people did not realize at the time when this deal began was that the money was not all going toward the athletic program," John Heisler, the senior associate athletic director for media and broadcast relations, says. "The athletic department has a budget like any other department at the university, and if revenue exceeds our allotted budget, it goes back to the university."

Since the inception of the 1991 contract, 1,920 students have received nearly 20 million dollars in financial aid. Another 5.5 million dollars has been committed to endow doctoral fellowships in the graduate school, and 4 million dollars has funded MBA scholarships in the Mendoza College of Business.

"The NBC contract hasn't benefited the athletes *per se*, because the profits that go to the scholarship endowment fund are intended for non-athletic scholarships," Heisler says. "Before the contract, Notre Dame was not in the position to meet the full applicant need, and a lot of people who should have come to this university were not able to. But this fund can now assist those who otherwise could not come here."

Despite the fact that this money has been directed toward student scholarships, at the time of the 1991 contract critics still accused Notre Dame of acting unethically. They argued that Notre Dame was more concerned with furthering its own needs rather than showing concern

for the common good of the CFA. But Edward Hums, associate professional specialist of accountancy at Notre Dame, argues that from a business standpoint Notre Dame's actions were in no way unethical. "Universities have to capitalize on their niches. Schools like Stanford, Cal-Berkeley and the University of Chicago are great research institutions that profit from their research institutes. Notre Dame has a niche in intercollegiate sports, and they have used that leverage to create a good business relationship," Hums says. "Notre Dame's relationship between academics and athletics is much more ethically sound than other schools that use tuition dollars to fund their athletic programs. That kind of situation is much more ethically debatable."

What's in it for NBC?

From a satisfied fan base to a massive scholarship endowment fund, Notre Dame has thoroughly enjoyed its contract with NBC. NBC has also been more than happy to meet Notre Dame's preferences for afternoon kickoffs over night-time telecasts for the convenience of fans traveling to South Bend from all over the country. But with Notre Dame no longer standing as the football powerhouse it was twenty years ago, what has NBC to gain from a relationship with a less-than-stellar football program?

Schanzer maintains that money is not at the heart of the relationship, but NBC still makes a hefty sum from every broadcast. Six years ago, the university formed Notre Dame Sports Properties, which created an increased amount of interaction between Notre Dame and NBC. This entity exists because Notre Dame does not allow advertisers to place signage in either the stadium or the Joyce Center, and sponsors need a way to market their products. Sports Properties requires that Notre Dame's top eight sponsors, which include Adidas, Xerox and Gatorade, provide NBC with one million dollars for the season for the network to advertise their products. "Through [Sports Properties] the university is working hand in hand with NBC from a sales

standpoint," Heisler says. "We'd like to think that through arrangements like this we are holding up our end of the deal with NBC."

Schanzer agrees that both sides have upheld their ends of the bargain and have created a symbiotic relationship. "We would like to be associated with Notre Dame forever,"

he says. "It is a relationship we treasure because it goes both ways. Both sides understand each other's needs and try to meet them within the context of their own needs."

But more than the corporate arrangements Notre Dame provides for NBC, the marketability and power of the Notre Dame name, which

transcends its football record, is what keeps NBC so devoted to the university. "Notre Dame is a leading name in college athletics because it is an elegant and clean brand," Schanzer says. "NBC Sports only associates itself with premier programs, such as the Olympics and the U.S. Open, and for us Notre Dame football stands alone among all the other brands. And this seminal quality that never changes is the grace with which Notre Dame deals with its success and lack of success. They always reflect well on themselves and on their partners, and that is what makes them so appealing to us."

The Future of the Deal

NBC has renewed its contract with Notre Dame three times since 1991. Rosenthal first renewed the contract in 1995 before he retired from his position as athletic director. The contract was continued in 1997 and again in 2003 — the year when NBC suffered record-low Notre Dame broadcast ratings — through 2010. Concern was raised that

because the Irish strung together such a lackluster season in 2003 under former Head Coach Tyrone Willingham, and ratings fell to 2.5 million households, that NBC would lose interest in its client. But NBC was far from bored with Notre Dame, and two years later NBC raked in an average of 3.6 million households

per game during Charlie Weis' first season as head coach. This year NBC has seen its lowest ratings yet; only 1.3 million households tuned into the Michigan State game. But despite this up-and-down string of recent seasons, NBC has continued to stick around and has no plans to change its ways.

Ironically enough, some of the schools

that initially bashed Notre Dame for its seemingly deceptive business move have recently been involved in their own similar transactions. The Big Ten Conference, of which Penn State (and Joe Paterno) is a member, started its own television network this year called the Big Ten Network (BTN), which will broadcast lower-interest football and basketball games and a variety of other sports. The conference has insisted that Midwest cable television companies carry it as a part of their package for an extra 1.10 dollars per month fee. Comcast, the largest cable provider, has so far refused and instead offered to place the BTN in a package of sports channels to which customers can subscribe. A resolution between the two organizations has yet to be reached.

What began as a controversial business move for Notre Dame has resulted in a highly lucrative market for all the schools affiliated with the CFA. Fans may criticize the extended length of the games due to mandatory TV timeouts because of the NBC deal, but that is a small price to pay in light of the benefits the deal has provided for college football and the collegiate world as a whole. +

“We would like to be associated with Notre Dame forever. It is a relationship we treasure because it goes both ways. Both sides understand each other's needs and try to meet them within the context of their own needs.”

Ken Schanzer
President of NBC Sports

COVER STORY

THE FINALISTS

Three student-produced commercials will be posted to the Notre Dame section of NBCSports.com from Nov. 3-9.



Maria Bufalino, Business '10
Mandy Miller, Architecture '10
Cristina Bufalino, Business Mgmt. '10



James Geyer, FTT '08



Meghan Hartmann,
Theatre & Anthropology '09
Elizabeth Meaney,
English & Marketing '09

Campus Chatter

DEPT. OF VERBOSITY

A SCRABBLE COMPETITION

Jingling tiles disrupt the silence of LaFortune Ballroom. The final round is about to begin. It is the culmination of hours of grueling competition that will make or break the rankings of dozens of language enthusiasts. It is the second annual Scrabble Club of Notre Dame (SCOND) Scrabble Tournament, a gathering of walking dictionaries — a nine-hour event consisting of four divisions and seven rounds.

The players move around the room, discussing their successes, failures and heightened nerves; their eyes devour the previous round's rankings taped to the wall. Many of them sit alone at their seats, shuffling through the Scrabble dictionary, a last-minute attempt to secure themselves a life raft, taking the form of the dictionary's 96 two-letter words like "AA," "AB," "BO," "DE," "HM," "OP," "UT" and "XI."

SCOND President Adam Booher takes the stage and the room falls silent. Forty-four contestants take their seats, close their dictionaries, and draw their first tiles. "You may begin," Booher says.



JONATHAN LEE

In the corner of the room is a man seated noticeably apart from the crowd. Marty Gabriel, an expert player from Charleston, Ill. perches above the others, cheers on his wife and studies his Palm Pilot. He is preparing for the November 8–12, 2007 World Championship in Mumbai, India. In addition to the 100,000 words he has already mastered, he will need to learn an additional 30,000 British edition words to be successful against his competition.

Gabriel will be competing against players from countries all over the world. "It's like Scrabble Olympics," he says. A nine-time touch football All-American and basketball enthusiast, Gabriel boasts both physical and intellectual prowess. "I've scored two 700-plus point games [in Scrabble] and made 128 consecutive free throws," he says.

Despite the absence of physical rigor, ESPN also believes in the competitive spirit of this word game. During the network's coverage of the 2006 National Open in Phoenix, Ariz., ESPN asked Booher to compare Notre Dame football and SCOND. "I told them that I don't know how Weis is going to do, but that I hoped we would have a pretty good Scrabble team," he says.

The winners are announced. Expectations have been thrown out the window. "Everything was moving along smoothly. I was undefeated and then this little old lady comes — can't see, can't hear — and whoops my butt," says a middle-aged woman in a lime-green jumpsuit, Chicago native Bernette Glover, a retired teacher, grandmother of two and one of 2,000 National Scrabble Association members who compete in club tournaments across the United States.

SCOND reps finished last in their divisions.

Before leaving, Marty approaches me with an anagram of my name he had been working on: "A brasher tart." I had expected more from such a genius.

+

— Sarah Barrett

Falling for "Once"

Mike Laskey

The Irish movie musical "Once" is nothing like its popular American contemporaries. Gone is the sugary kitsch and fantasy world of the "High School Musical" movies. Also missing is the meek attempt at social commentary found in a musical like "Hairspray"—seriousness that is hard to swallow amidst the splashy, spontaneous song-and-dance numbers. Instead, "Once" is small and unassuming, genuine and poignant. It is a movie musical for people who usually hate movie musicals.

"Once" really isn't a musical, exactly, but a love story about two struggling musicians. The film's male protagonist is the unnamed "Guy," a thirtysomething vacuum repairman who spends his spare time standing on Dublin sidewalks, playing his songs on a banged up acoustic guitar. The much younger "Girl," a recent emigrant from the Czech Republic, hears Guy sing while selling flowers to pedestrians. She has a broken vacuum cleaner, a gentle touch on the piano and some songs of her own. Their natural friendship unfolds delicately as

they make music together.

The authentic feel of "Once" is rooted in the dynamics of the pair. Guy and Girl are played by professional musicians and first-time actors Glen Hansard and Marketa Irglova. Their inexperience works well, though, as the relationship is unforced. Director John Carney takes advantage of their chemistry, maintaining a careful distance while shooting the film in a documentary style.

Their casting pays off in another way, too: Hansard and Irglova are great musicians who have crafted some beautiful pop songs. "Once" showcases their talent, and the film's best moments are when the two play and sing. The most memorable of these scenes comes soon after the pair meets for the first time. In the piano display room of a music store, Guy and Girl rehearse one of his songs. He sings, "I don't know you/ But I want you/ All the more for that." Hansard manages to transcend sentimentality with the strength of his voice, which



LOVE Music unites lovers on the streets of Dublin.

swells with sound and then soars high on the scale at the perfect time. What might seem like cloying, premature infatuation makes perfect sense in the music.

That is the real victory of "Once." The film captures the powerful, unspeakable language of music like no other movie has in recent memory. The music transforms a simple romantic storyline into something that will stick in your gut and break your heart. Which is something that other recent movie musicals just can't do. +

"Once" is playing at the DeBartolo Performing Arts center on Friday at 7 and 10 pm and Sunday at 7 pm.

Springsteen Without a Spark

Mike Tresnowski

Contradictions make Bruce Springsteen a fascinating artist. He criticizes American society while remaining an undeniable part of 20th century Americana. He appeals to pick-up truck drivers in the deep South for his powerful rock anthems as much as he appeals to the tight-jeaned vegan hipsters of New York City for his progressive politics. Unfortunately, the contradiction that arises on his latest release, "Magic," works against him. It is the contradiction of an older man struggling with the youthful rock spirit he perfected almost 30 years ago.

Springsteen best channels his former self on the hook-laden "Livin' in the Future." Alternating sax, keyboard and guitar riffs over driving chords lead perfectly into a classic sing-a-long Springsteen chorus. But this track's energy rarely reappears on the record.

Springsteen's voice is strikingly

different on the rest the album. Maybe he has mellowed with age, or perhaps the album was simply over-produced. Either way, he consistently lacks the edge that makes "Livin' in the Future" so good. Springsteen's vocals on "Your Own Worst Enemy" are best described as a three-minute groan. On the first single, "Radio Nowhere," Springsteen sounds a little too much like Dave Matthews, not enough like a tough kid from Jersey. On "Last to Die," a song with anti-war lyrics that naturally lend themselves to anger and passion, Springsteen's voice is more like that of a smooth balladeer instead of the ticked-off rebel that America came to love decades ago. The album's closer, "Devil Arcade," lacks the saxophone solos and catchy choruses prevalent on the rest of the album, a welcome and powerful change. His yearning for the past is complemented by the slow guitars and string section. Springsteen can still



THE BOSS Springsteen's new album falls flat.

be a relevant critic of America, but he is stronger when the band matches his reflective tone.

In itself, there's nothing wrong with a wistful album like "Magic," but Springsteen captures this mood more accurately on "Devils and Dust," his 2005 solo album. Trotting out the E-Street Band with its lively, bombastic sound behind a lead man more focused on reminiscing than rabble-raising is the album's ultimate contradiction, and it just doesn't work. +

RACE AND IMMIGRATION IN THE NEW IRELAND

October 14-17, 2007



Sponsored by the Keough-Naughton Institute
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Keynote Address by

PRESIDENT MARY ROBINSON

Sunday, October 14 at 7:15 p.m.

Washington Hall

Ireland has undergone profound changes in the last decade, not simply by reversing a long history of emigration, but also by attracting hundreds of thousands of new immigrants, many of these from Eastern Europe, Africa, and Asia. The arrival of over 200,000 Poles alone in the last decade is changing the face of the Irish nation and the Irish Catholic Church. The world accepted the Irish. Will the Irish accept the world?

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SPORTS

All For One

Camaraderie and chemistry are a winning combination for men's soccer

Malisha Samarasekera

It's hard to tell from the lack of fan enthusiasm, but the men's soccer team may be the most successful Irish team this season. Without spirit in the stands, each contest is about playing for teammates rather than the crowd.

Ranked third in the nation by *Soccer America*, the Irish have defeated highly touted opponents such as then-No. 1 UCLA, then-No. 13 West Virginia and then-No. 16 Michigan, compiling a 8-1-2 record.

Head Coach Bobby Clark says rankings have very little effect on the team. "They know if they are playing well, and they know if they're not playing well. We're not where we want to be, but we are getting closer," he says.

Led by senior captains Ryan Miller, Alex Yoshinaga, M.A.C. Hermann winner Joseph Lapira and junior captain Matt Besler, the Irish have built off of a successful 2006 season. The team made Notre Dame soccer history in the 2006 NCAA tournament, going the furthest

the men's squad ever had in postseason play before eventually succumbing in the quarterfinals to Virginia.

Despite an extremely talented freshmen class, Clark noted that it is the veteran senior leadership that has brought the team success so far this season.

"There's no question that the freshmen have stepped up and done very well, but I think the real credit goes to the seniors. We've had tremendous leadership from the senior class," Clark says.

With much of the team's talent graduating last year, it was necessary for the current players to assume more responsibility on the field. "I think we've taken what we had and we've become more of a team," Yoshinaga says. "We're a lot closer than we were last year and we're working that much harder."

Miller agrees that the team's undeniable chemistry has helped propel them throughout the season. "We all have common goals in mind. Because we are such good friends off the field it

makes it easier to bring positive attitudes on the field, which allows us to play more freely," Miller says.

This increased solidarity has had beneficial results for the team, as evidenced in the team's ascent from preseason No. 9 to their current spot at No. 3.

"It's just getting up for every game, taking every game as if it's a championship game," Yoshinaga says.

Despite the resurgence of this year's squad, the team's season goal has not changed: succeeding in the NCAA tournament in November.

"It's the same hopes every season I've been here, and that's that we qualify for the NCAA tournament," Clark says. "If we can win the Big East en route to that, that will be an added bonus."

Yoshinaga agrees. "We did really well [last year], as far as we made it in history, but obviously we want to do better," he says. "We know we can, it's just proving it."

Finding Their Way

Blind swimmers find supportive training environment at Notre Dame

Andy Gray

James Fetter is a funny guy. Taking time out of his hectic schedule as a graduate student to speak to *Scholastic* on a Friday afternoon, Fetter explains, is no problem. "I don't usually start drinking on Friday until about 5:30 anyway," he says.

James Fetter is also an elite swimmer. Having participated recreationally since he was very young, Fetter competed on a national level in high school and has traveled to Spain to take part in international swim meets.

Why is this so remarkable?

Because James Fetter is completely blind.

Fetter, sightless since birth, was introduced to the water at a young age to ensure his safety should he ever need to swim. "I took to the water pretty well," he says. "I got involved in summer league swimming, and then moved on to more competition as I found out more about opportunities for blind swimmers." In high school, he narrowly missed the cut at national Paralympic trials and gradually left swimming behind.

Fetter arrived at Notre Dame for academic reasons, entering the much-lauded political philosophy graduate program. But once here, he met the right people to bring swimming back into his life and rekindle a lifelong dream of competing in the Paralympic games. "Annie [Sawicki, coach of the Irish Aquatic Masters/Paralympic team,] was

very persistent," Fetter says. "It got me thinking, if it's not going to happen now, it's probably not going to happen."

Fetter's swimming for Notre Dame is not an isolated phenomenon. The Masters team has three blind members, including Fetter, junior Ashley Nasheanas and alumnus Lori Miller ('97). Both Nasheanas and Miller are former Paralympians, and Miller even participated in cycling at the Sydney Games in 2000.

"It's just really odd to have three totally blind, pretty elite swimmers who are also fantastic students," Sawicki says. The three assist each other in many ways, whether they are sharing Paralympic experience or knowledge about college life, transitions and obstacles. "Being able to handle adversity with poise is what sets the swimmers here apart," Fetter says.

There are plenty of trials in store for blind athletes, especially blind swimmers. Fetter describes one such situation: "When you have two blind

"It's just really odd to have three totally blind, pretty elite swimmers who are also fantastic students. [...] Being able to handle adversity with poise is what sets the swimmers here apart."

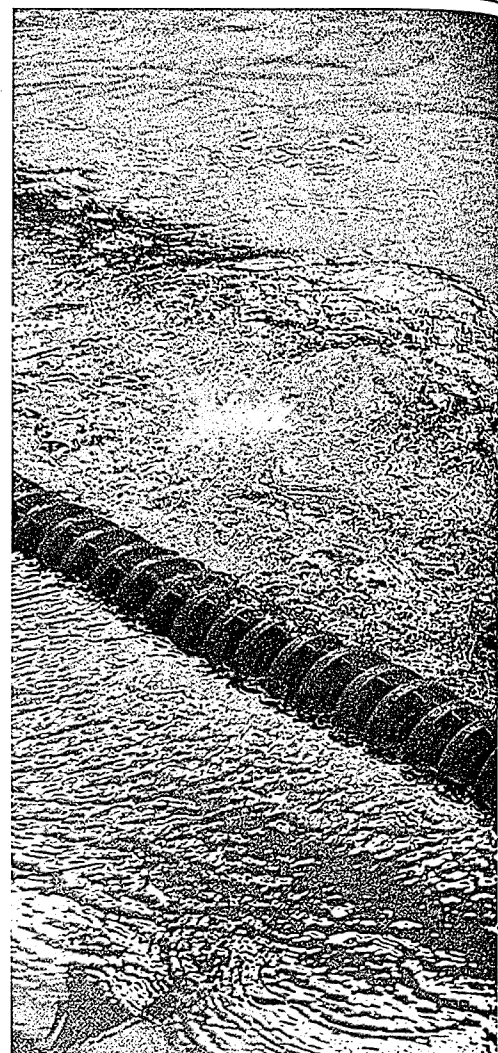
— Coach Annie Sawicki

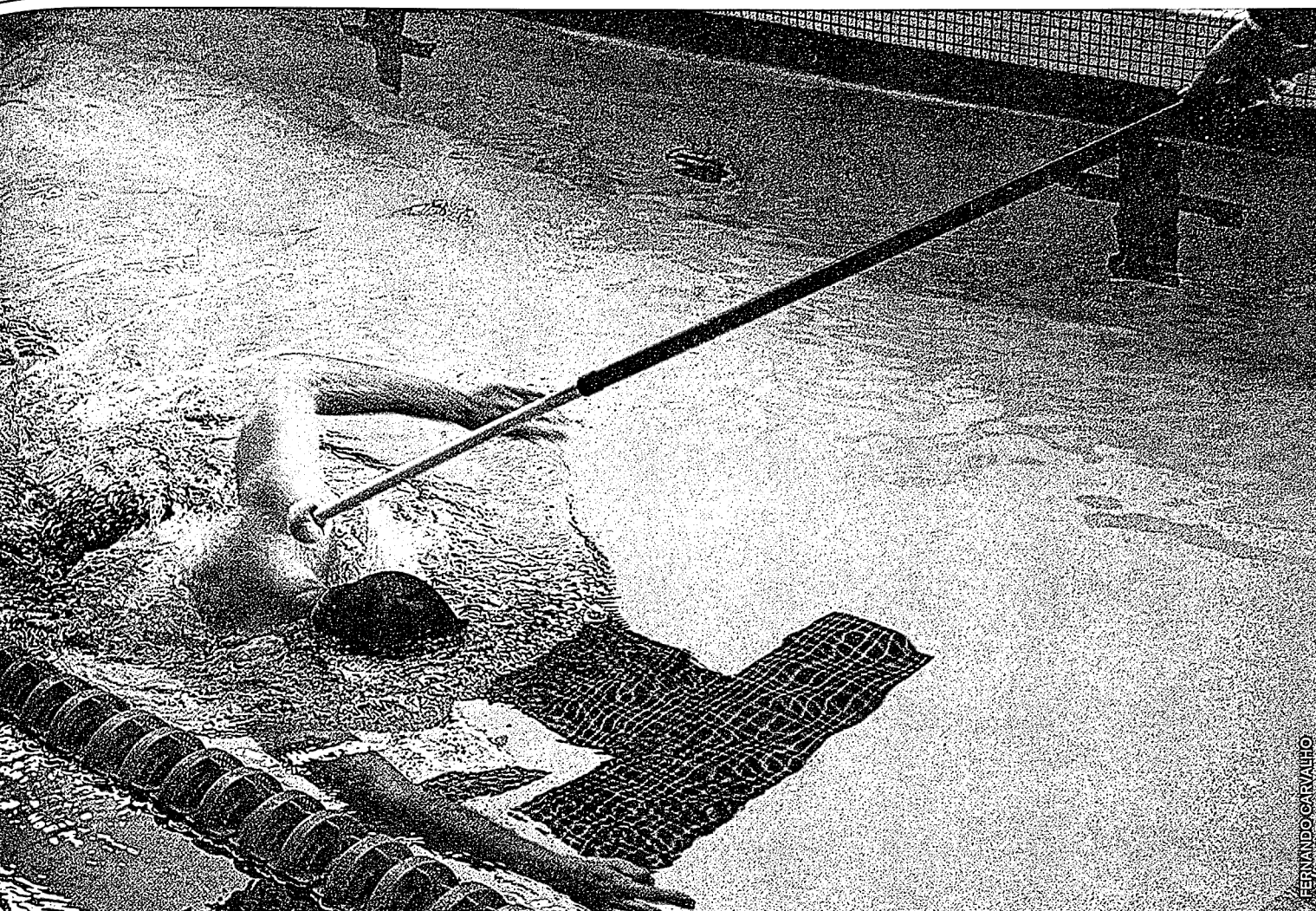
swimmers in the pool, if one's not going straight, you're going to end up right on top of each other." But the most difficult of the obstacles for a blind swimmer is

making a turn.

Sighted swimmers must work their entire lives to perfect the turn; a well-executed turn can shave precious time off the clock. Blind swimmers, however, must depend not only on their own abilities, but also the timing and balance of an assistant "tapper." This person stands at the end of a swimming lane with what is essentially a pole with a tennis ball affixed to one end, ready to tap a blind swimmer on the head or shoulder to warn him or her that a wall is ahead.

"I would argue that tapping is almost a sport in itself," says Bruce Godzina, MBA student and experienced tapper. "It's really one of the most rewarding things I've ever done, to help out these swimmers [...] but it's trickier than it looks. You have to adjust





FERNANDO CARVALHO

A GUIDING TOUCH Tappers are crucial for the safety and performance of blind swimmers, but automated tappers would allow the athletes more freedom.

for the different swimmers' preferences." There are no warm-up tapping sessions, so any time a tapper actually practices his or her job, the speed of competition and thus the risk of injury looms overhead. According to Godzina, not just anyone can do it. "We've had about a 40 percent attrition rate [among tappers]," Sawicki says, "And I think it's because you always have to be on. There's no daydreaming."

Aside from the rigor of tapping, other difficulties arise when the swimmers practice. Coordination of schedules amongst tappers and swimmers is a daunting task. Considering this, the incentive to create some kind of replacement for the human tapper is quite significant. A mechanical tapper, such as the patented device being developed and tested here at Notre Dame by graduate students Fernando Carvalho and Kyle Walters in conjunction with Sawicki, would be greatly beneficial to blind swimmers everywhere.

Fetter has participated in the testing

of the tapping device, known as the ADAPTTAP. "It's at the point now where, with a little refinement, it could be a really nice aid in making the pool more accessible," he says. With such a machine, a blind swimmer could do laps whenever he or she had time.

But many obstacles hinder the creation and proliferation of the ADAPTTAP. In order to test the device sufficiently, a larger group of blind swimmers would need to be gathered. Also, questions have arisen with regard to having a permanent setup of a mechanical tapper that would not disturb sighted swimmers using the lanes, as well as to the specifics of the final model. The small swimming program involved needs support that it has not been able to find.

"We're looking at about 10,000 dollars that we'll need in order to do this," Sawicki says. Hopes for the 2008 Paralympics have effectively been scratched due to the swimmers' inability

to train effectively while keeping school or work as the top priority, but assistance could make a 2012 trip to the games a legitimate possibility as Fetter and Nasheanas enter prime years of swimming.

"Notre Dame has great school spirit," Fetter says. "Here are people who are trying to compete at a high level. If you help, they will succeed more quickly, and Notre Dame's name will be attached to that." The ADAPTTAP developed here could help international athletes reach the pinnacle of their sport.

"It's right here, facing us," Sawicki says. "We're the Fighting Irish. What will we fight for?"

If you are interested in helping these athletes by volunteering time or money, or simply want more information about the Masters swimming team, visit www.eteamz.com/irishmasters or email Annie Sawicki at Anne.E.Sawicki.5@nd.edu.

+

TOP PERFORMANCES OF THE WEEK

Marques Camp

1.

Walter Camp National Defensive Player of the Week, senior linebacker Maurice Crum Jr., intercepts two passes (returning one for a touchdown), recovers two fumbles, and makes one sack in a 20-6 win over UCLA on Oct. 6. His four forced turnovers are a single-game school record.

2.

Junior forward Brittany Bock scores the first three goals as Irish women's soccer defeats Syracuse 4-1, extending their Big East unbeaten streak to 28 games.

3.

Sophomore swimmers John Lytle and Andrew Hoffman, junior Danny Lutkus, and senior Rob Seery shatter the all-time meet record in the 300 free relay with a time of 2:16.83 at the Dennis Stark Relays on Oct. 5.

IRISH EYES ON ... JAKE WATSON

Marques Camp

Senior economics and theology major Jake Watson is a major force on the collegiate cross country and track scene. Watson earned All-American honors as a junior, winning the mile at the prestigious Meyo Invitational, as he posted the fifth best time in school history. He also earned 10th place in the mile at the NCAA Indoor Track championships. This season, Watson finished 10th overall in the Notre Dame Cross Country Invitational, as he seeks to add another All-American honor to his resume.

What types of motivational tools, if any, do you use to get ready for big races?

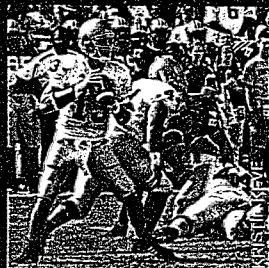
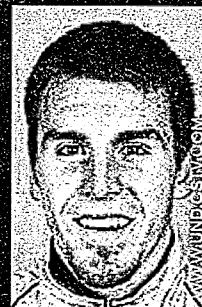
I use my previous training as my biggest motivational tool. I've been keeping a training log since my sophomore year of high school of all the workouts that I have ever done, and I use that to look at all the work I have put into the sport to make me better. In running especially, you get out only what you put into it and so seeing all the work I do on paper really helps.

What does the All-American recognition mean to you as an athlete?

All-American is sort of a milestone for any collegiate athlete. Personally each individual one doesn't mean all that much, but what it does symbolize is that particular racing season, which is very important because as you go along you learn more and more from both victory and defeat. Each racing season has something else to teach you about the sport. In a way, the All-American certificate symbolizes the lessons that you learn along the way.

What is your focus as far as the rest of your senior year goes?

As for the rest of my collegiate career goes, I would like to finish with another All-American this year in cross country and in doing so help the team to a top seven finish at nationals. +

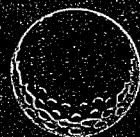




FROM THE PRESS BOX

Rachel Plassmeyer

The men's golf team tied for eighth at the Gridiron Classic that was played on the Warren Golf Course and wrapped up on Oct. 2. Sophomore Doug Fortner tied the third-lowest score in school history on a 54-hole course. The women's golf team traveled Sept. 30, taking their third straight win at the Wolverine Invitational in Ann Arbor, Mich. This is the first time in school history that the women's team has ever won three consecutive tournaments.



In yet another successful weekend for the men's cross country team, the Irish upped their record to 3-0 after placing first out of 23 at the Notre Dame Invitational. The men beat No. 9 North Carolina, as junior Patrick Smyth set a personal best and took second place. The women's cross country team fell to 2-1, even with another good showing from freshman Marissa Treece, who led the team, coming in 17th place. The next event for both teams is pre-nationals on Oct. 23.



Notre Dame volleyball suffered its first loss to Villanova in 17 years on Sept. 30. Notre Dame lost the first game, took the next two and then lost the final two games, ending the match with two errors. Individual players set personal records, however, as sophomore Serenity Phillips got a career-high 26 kills, and freshman Kellie Sciacca made 11 blocks. The Irish are 7-8 for the season.





Recruiting Revelations

Could this season actually help football's future prospects?

Brittany Lash

We've gone through the five stages of grief. Denial against Georgia Tech — it was just the first game. Anger at Penn State. Bargaining with Michigan for a forfeit/win after they used an ineligible player for their first four games. (Oh, it's only a Big Ten rules violation? At least we tried.) Depression when thinking about defending our field against the flag-planters of Michigan State. And finally, acceptance of a young team finally showing promise against Purdue and UCLA.

It's obvious that the season isn't what the fans, coaches and current players wanted, and the Irish faithful have a right to mourn. But there is one group of Irish devotees who may not have grieved at all over this season so far — the recruits.

Boasting a top five, if not number one, recruiting class for the upcoming year, Notre Dame had set a solid foundation for the future even before this season began. But when the season started off more than rocky, some fans wondered if the top flight recruits might jump ship. After all, the allure of a program wears off after endless rounds of high school locker room taunting by sarcastic teammates, right?

It's easy to see how that could be true. For top level recruits like quarterback Dayne Crist and tight end Kyle Rudolph, it has to be hard to hear a school to which you've committed your abilities and your future being constantly disparaged. It has to be even harder when you have big-name schools disrespecting your verbal commitment to Notre Dame and pounding on your door telling you there's still time to make a change. And it has to be hardest of all to stick by your choice in the face of all that temptation.

Those trials and tribulations should be enough to cause a recruit much grief. But the Irish would not have recruited them in the first place if it did.

"You have to pick the guys that you think that could fit the Notre Dame mentality and have everything that comes with that package," Coach Weis explained in a Sept. 11 press conference. "Then you go all out for them."

A recruit with the Notre Dame mentality would not cut his losses and run at the first signs of trouble with the team, or even a whole season's worth of trouble. A recruit with that mentality honors his commitment and stays focused on why he chose the school in the first place — the chance to make an immediate difference.

"They watch the games just the way you do or the way I do," Weis said in a press conference on Sept. 25. "And they make their own evaluations of how they see where they fit. A lot of times, every one of these guys wants an opportunity where they can see themselves playing relatively early. [...] They're looking at the team and they're saying, 'Okay, there's opportunities for me.'"

If the Irish recruits aren't looking at the season in this light, if they aren't approaching it with the "Notre Dame mentality" and dying to make an immediate impact, then it's a good bet that they're not a right fit for the team anyway.

Save yourselves the grief, Irish recruits — stick with the Irish, and you'll be the ones making opponents cry sooner than you think. **+**

The opinions expressed in this column are those of the author and do not necessarily reflect the views of Scholastic.

THE JUGGLER

(NOTRE DAME'S SEMI-ANNUAL STUDENT ART, DESIGN AND LITERATURE MAGAZINE)

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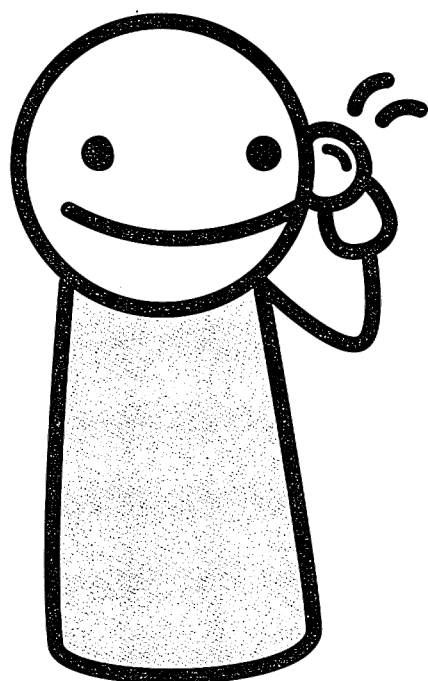
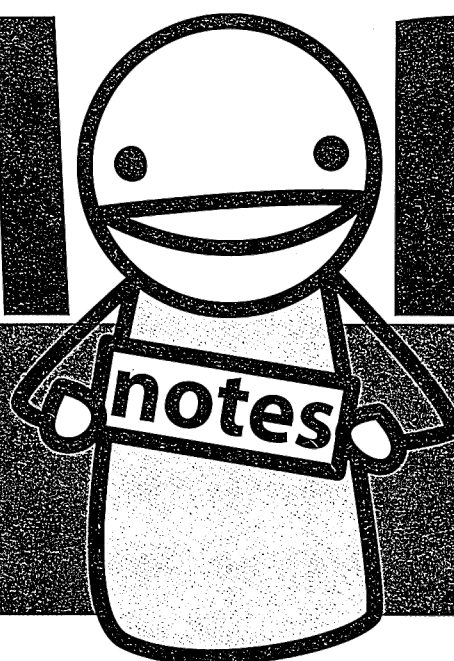
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HUMOR

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Listening In...

"I'm so happy that I could kiss you! I'm a very affectionate guy."
— satisfied male professor to male student

"Getting sweaty and still looking hot is my job."
— overheard student at Rolfs

Female Student: "Do you even know my name?"
Male Student: "Kind of."

— interaction at the Linebacker immediately prior to hook up

"Just because he made out with two girls doesn't mean he doesn't like you."
— overheard supportive friend

"I got into a name-calling match with another professor at a conference. It's a good thing he drinks a lot. It's always good to have enemies who drink."
— tenured political science professor

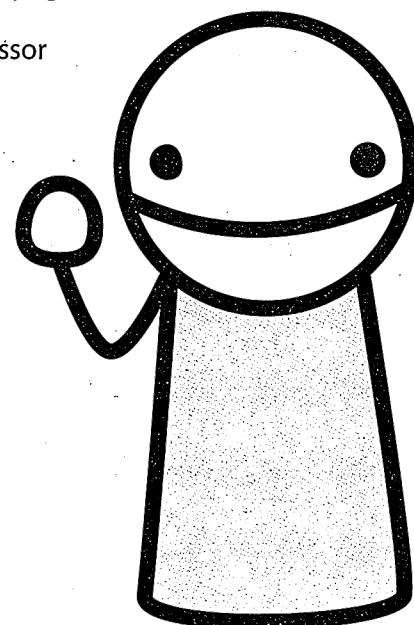
Twenty-Eight Years Ago

As a naturally curious person, I have always wondered what Notre Dame students were like back in the olden days. How did they live? What classes were hard? Did they drink a lot? I especially wonder if students in the past were more attractive than they are now. I searched through the archives of the 1979 issue of *Scholastic* for an answer.

"Forget all of those visions of Laurence Olivier and Richard Burton; forget anything you ever heard about tall, stately, dark-haired men with fiery temperaments. Davis is decidedly short. He has a puckish face and a slight build, and his temperament is about as far from fiery as they get. He talks incessantly. In short, he seems perfectly suited to play Peter Pan or Lear's Fool but not much else."

Okay, so, not hot then. Wow, that was pretty harsh. Apparently they weren't into things like "letting people down easy" or "subtlety" back in the seventies. Should we start insulting our interview subjects more?

— Elisa Suarez





My little Gippings! Time to jump off the cheese-wagon, stick to the buddy system, and get ready for a Gipper-led field trip through the beer-soaked caverns that hold the rotting remains of human dignity.

Remember that the information to follow is for the purpose of study, education, and enjoyment only — evidence of our good times here under the Dome, lest you already forgot them. While many of the accounts here detail the daring exploits of Notre Dame guys, this next story shows that Notre Dame ladies know how to get what they want, too. Here is evidence that they can go head-to-head with our men, fighting for respect, glory and just for the hell of it.

One fine Tuesday evening, the ferocious vixen known by her closest friends as “The Bear” tore her way into Corby’s searching for adventure (and possibly tasty salmon). Inside, a grizzly bouncer and an old enemy would try to interfere with her plans. Upon entering the bar,

The Bear found one of her sleazier friends (who, incidentally, shares the same hometown that is known for its innocence and virginal purity) and started mean-mugging the nearby bouncer, telling her sketchy friend that the bouncer was “really creeping her out.” The bouncer then sauntered over to the disreputable duo to see what the problem is. The Bear, sensing danger, immediately dodged behind her man friend, using him as a decoy to avert the bouncer. Yet the bouncer, not so easily fooled, tossed the Bear’s Palm Beach Pal out of the way (and seconds later, out of the bar). While he’s getting bounced, the Bear escaped downwind.

Still on the lam, the Bear’s eye caught her self-proclaimed arch-nemesis (do bears have arch-nemeses? Cobras? Maybe gorillas?). Anyway, his enemy status stretches three years back to early freshman year when he forgot her name while they were chillaxing in a dark sweaty corner of Alumni Hall. Without a second thought, she strolled up to

her arch-nemesis and dumped a beer over the chump’s head, soiling his precious Lacoste polo and further lowering his credibility among his sweet Ultimate Frisbee friends. Yet the bouncer was back and he was not about to be outsmarted twice. This time he caught the Bear and demanded to know if she was guilty of the draught downpour on her nemesis’ noggin. Casually, the Bear replied, “Yeah I did, and it was worth it.” (At least, that’s all of what she said that we can print.) Though the Bear soon met the same forceful removal as her Florida friend, she still managed to find a piece of meat to drag back to her cave for the night.

Alas, we come to our conclusion of our excursion. Here’s the Gipper Law to remember from this field trip: Never forget names ... and never piss off a bear. When in doubt, just play dead.

In love,
The Gipper

+

TIP THE GIPP

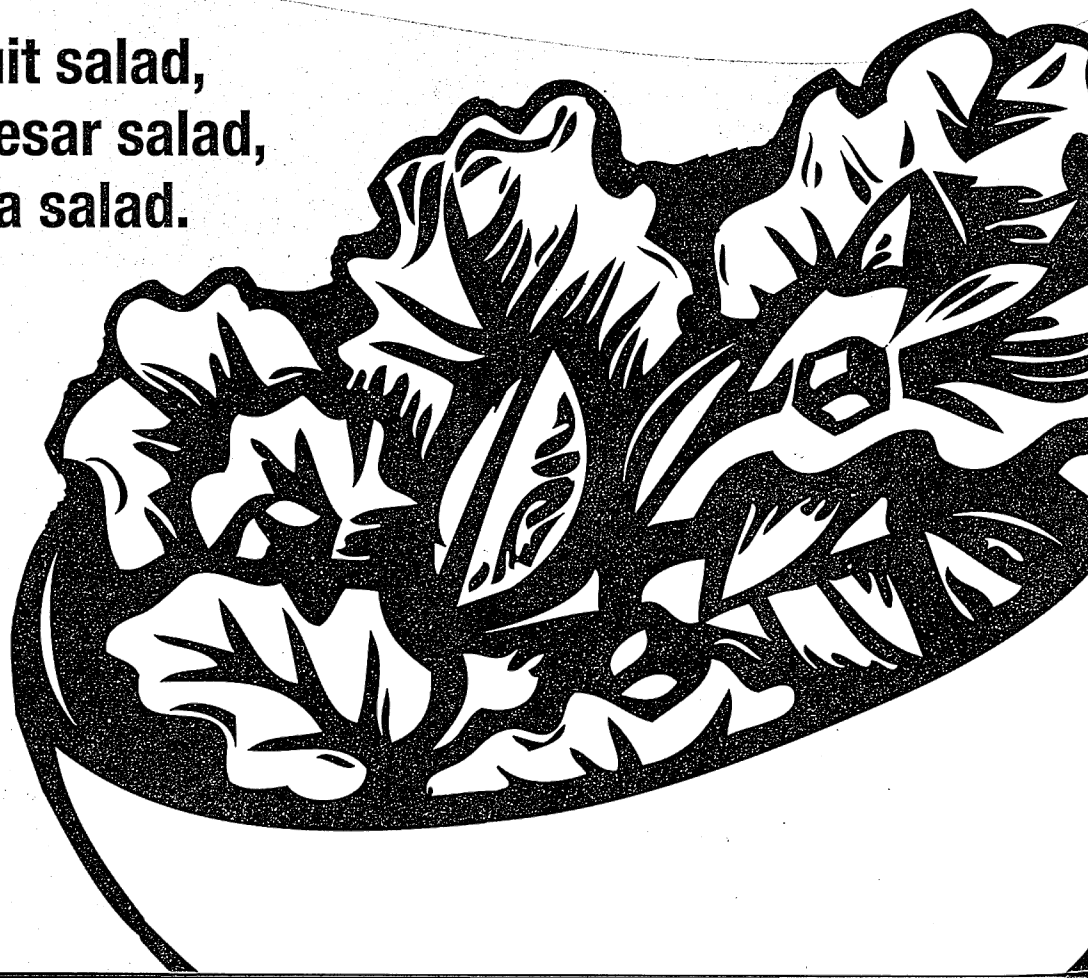
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The Wednesday Night Sickness

Television that's too tempting to resist

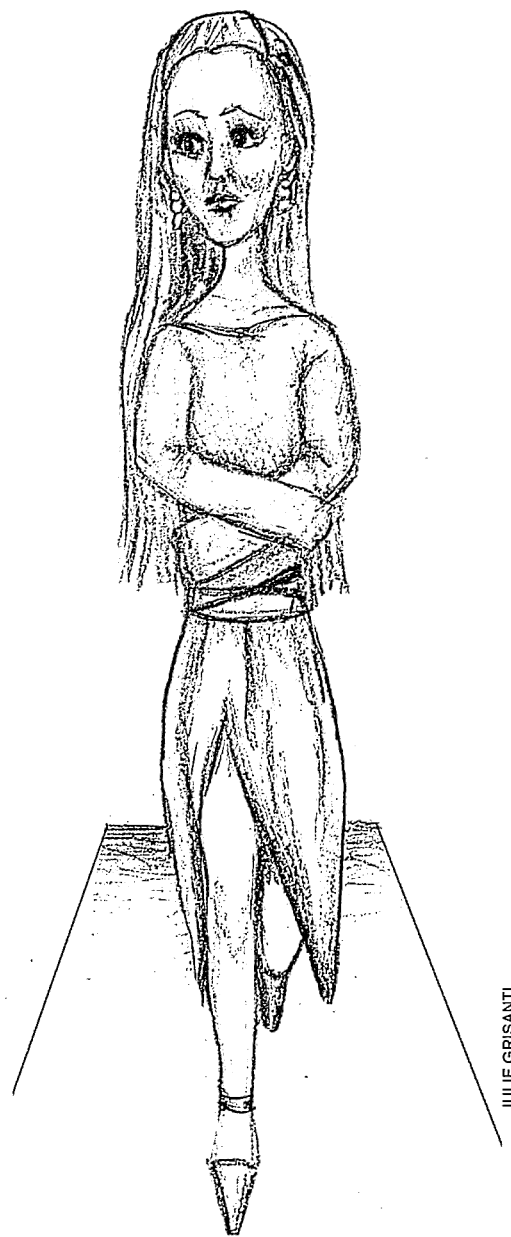
Doug Schlarman

I have an illness. It is an addiction that needs to be addressed before it spirals out of control and I am no longer able to function as a human being. My sickness interferes with my day-to-day activities. I'm taking advantage of this public forum to rid myself of the shame and humiliation I feel from my obsession, and I hope that you don't judge me too harshly. I'm addicted to trashy television on the CW Network — specifically, "America's Next Top Model" and "Gossip Girl."

It may seem ungainly for a man on Notre Dame's campus to express such feelings out loud. I'm sure that it would be more socially acceptable for me to confess to alcoholism, drug use or even a gambling addiction. I could always crush a beer can against my skull while watching Tyra Banks address the alleged "hoochiness" of the models that stand before her. Would that make you like me more? I could toss a football around while I watch the ladies on "Gossip Girl" sleep with each other's boyfriends. Would that make me seem more masculine? I can scratch myself and belch all I want, but it won't cure what ails me.

The problem is that these shows are just *so satisfying*. I mean, I would step on a crying infant to get to the TV on Wednesday nights. I might even bump my grandma down a flight of stairs if it got me there a little bit faster (sorry Nana, I love you!). I mean, these shows are just like real life, only *better*. Blair just found out that her boyfriend slept with her best friend right before she left for boarding school to cope with her little brother's suicide attempt after their parents' divorce! Tyra just made 12 girls go to an actual insane asylum and practice their signature model walks while bound in straitjackets in front of a 6-foot-tall black man dressed as a female nurse! If only this would happen to me on my daily jaunt to Burger King (P.S. How good are those cheesy tot things at Burger King? *So good!*)

I wouldn't consider this an illness if it wasn't affecting my daily routine so drastically. I'm up all night wondering about the social life of Serena Van der Woodsen. I sit in a cold sweat in class pondering whether Heather can impress Tyra in spite of her Asperger's Syndrome. She takes such great pictures,



WARNING: "America's Next Top Model" is a highly addictive substance.

but sometimes her face isn't fierce enough in person! I'm not going to say that the CW's Wednesday night lineup has brought me to tears, but I have had a couple of sit-down talks with my French professor about not writing "XOXO Gossip Girl" on my tests where it says "Name."

Everyone deals with his or her own personal burdens. Everyone has a cross to bear. I'm pleading that you, reader, understand my suffering and refrain from mocking my pain. And be extra understanding on Thursday mornings, because I'm still recovering from Blair Waldorf from "Gossip Girl" *blowing my damn mind* every Wednesday night. +

The Truth Behind the Victory

Happy Ending

Notre Dame's student body was shocked on Saturday night when the Fightin' Irish defeated the UCLA Bruins by a score of 20-6. Naturally suspicious, the staff of *Scholastic* put on their sleuthin' shoes and went searching for the catalyst of this astonishing upset. The following letter was found stuffed in each mailbox of every women's dorm.

Dear Ladies of Notre Dame,

As you probably know, the good ol' Fighting Irish football team is 0-5. Actually, the only way you couldn't know this is if you were an illiterate, blind, deaf, mute Russian exchange student who couldn't pick up the extraordinarily bad vibes that float off this campus, just like the smell of aftershave that wafts off all the cocky short guys with huge Napoleon complexes. So basically the only way you wouldn't know our record is if you had the observation capacities of your average rock. How did our football team find itself in such an unfortunate plight? I could probably present you with a number of well thought-out theories and complex sports analyses but then this article would turn into every *Observer* sports editorial I've never actually read. I don't bother with problems, only solutions.

Before I blow your mind with the answer to all Charlie Weis' problems, let me lay the ground work. You've all heard the hype about how the student body affects the team. So you attended the pep rallies, and maybe you even wore the shirt that one Friday. Well, I only wear tie-dye shirts, and I don't want to hear Regis Philbin-blab. It's time we, the ladies of the greater Notre Dame area, flex our muscles and hit 'em where it really hurts. I propose this: No one hook up with any football players until we get a win. That's right, you heard me ... no win, no skin. Missed that block? Take a walk! I hope you guys get it, because I've run out of rhymes.

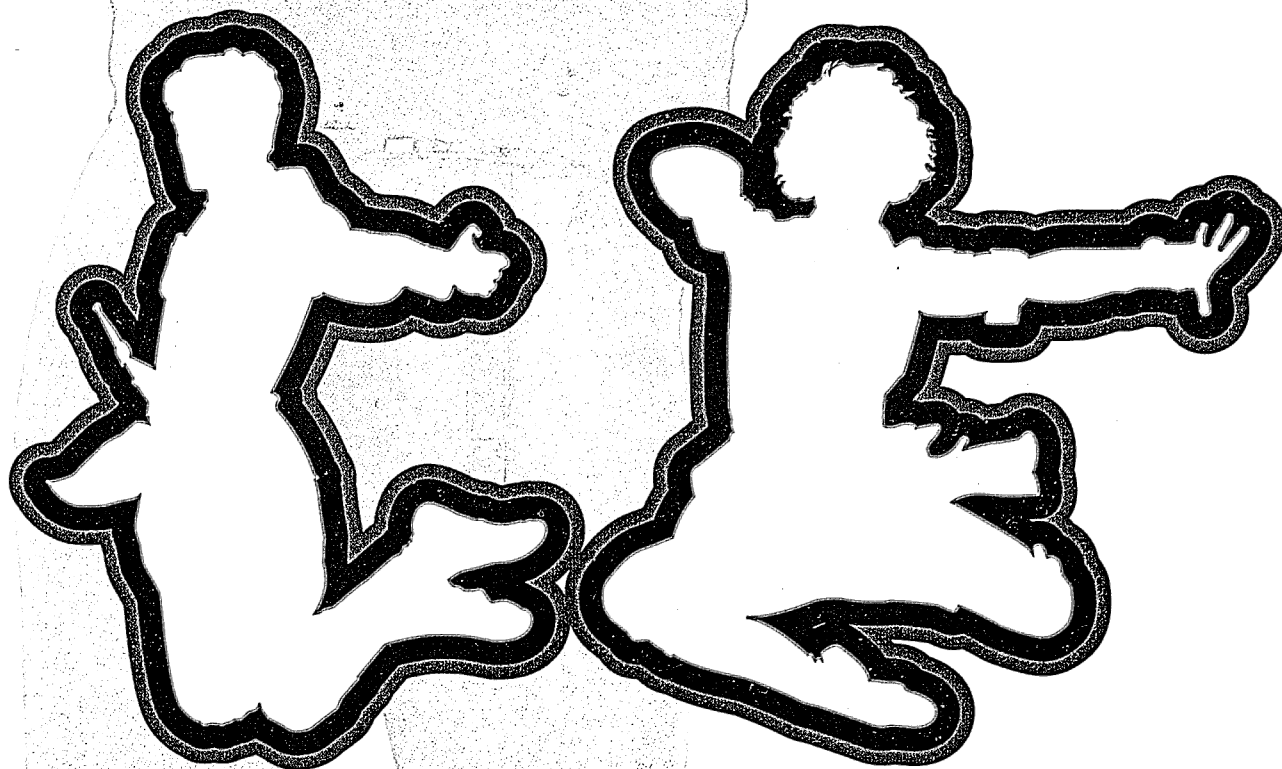
This idea might seem as radical as jihad, but think about it. As fans, when the team gets into the red zone, we expect a score. When that score doesn't happen, we feel totally crushed. Probably how Paula Abdul would feel if she ever came down from her perma-drunk. I think, in order to encourage a higher level of play, football players need to experience what it's like when they don't score ... off the field. Because frankly, I get the impression that they don't give a small rodent's hindquarters about what happens when the game clock is on. It's time to turn the tables. Imagine this scene, ladies: They've enticed you out of the dorm party, you're watching "Family Guy" on their futon, they're about to make the move and ... BAM! They get shut down by the brick wall that is you with your *duLac* in hand and your chastity belt locked in place.

Girls, let's not be coy. I know that sometimes after a few beers you like to let the Catholic school girl side of you call (or take) the shots. But think about it, why are football players considered prime cut meat in the first place? Jimmy Clausen's about as hot as gazpacho. For all you people who don't know Spanish culture (your loss) let me put it this way ... he's about as hot as the ugliest Desperate Housewife. Where are the rippling muscles? Where's the surfer boy looks mixed with the charisma of a used car salesman? I don't mind insulting our quarterbacking *wunderkind* because let's get real, he has no problem picking up a lady or five any day of the week. Even the days when his face looks extra scrunched. It's like that episode of "Charmed" that was on at Rolfs where the witches conjure up this man who has a lot of pheromones or something. Okay, so I didn't watch it at Rolfs; I taped it at my house. So sue me.

Ladies, you're performing a public service when you withhold the goods and services. You won't just be helping the football team get a win under their belts, you'll be teaching them an important life lesson. Currently, our dear Saturday warriors think that they can go on losing with no consequences. But in this world there are consequences. Last time I checked, they had to shoot Old Yeller. I mean, they took away Britney's kids for something as ridiculous as "bad parenting"! Do we want our football team to end up like over-privileged burnouts? No! So it's about time that we, the ladies of Notre Dame, took matters into our own hands. And by we, I mean ... the hot ones.

So, please, refrain from bestowing "favors" upon any football players until we get a tally in the victory column. If they want something, they're gonna have to prove they're worth it. It's about time you all started playing hard to get. If everyone does their part, I think that by the USC game our boys will all be hitting just a little bit harder.

Yours truly,
Elisa Suarez



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