

## Double play: Oswego has 2 of 5 finalists for national PR award

Every year, five finalists from across the nation are chosen in the PRWeek Student of the Year competition. This year, two are SUNY Oswego students.

Public relations majors Melissa Andrews and Leila Boukassi competed in the finals Jan. 28 and 29 in New York City. The winner, which will be announced in March, receives \$5,000 and a paid internship at a top PR agency in New York City, second place receives \$3,000 and a paid internship, and other finalists receive \$1,000.

Andrews and Boukassi prepared 10-page campaign plans for Motorola in Professor Tina Pierracini's "Advanced Public Relations" class, which included an entry form for the competition, but admitted they were surprised to learn they were finalists.

"I wanted to do well on it," Andrews said of the project. "I really didn't expect to get top five in the country."

Both their projects showed "creativity and attention to client needs," Pierracini said. "They did not just do a generic campaign — they really thought about the target audience and came up with campaigns based on target insight."

In New York, each finalist had to present to a professional panel and make a phone pitch to a reporter based on their campaigns. But they didn't know they would have to do, on very short notice, a presentation on how they would launch a campaign to build buzz for a new product.

"They wanted to see how quickly we could respond to something, and how well and creatively we could do it," said Boukassi, a junior from Great Neck.

Finalists also had dinner with impressive guests that included top management from sponsors Hill & Knowlton Public Relations and the editor of



**Two to go** — Oswego is doubly represented in a prestigious national competition, as public relations majors Melissa Andrews (left) and Leila Boukassi are two of the five finalists for the PRWeek Student of the Year award.

PRWeek. "That was pretty scary," Boukassi admitted.

They will learn how they placed at the March 8 awards dinner at Tavern on the Green in New York City. "Everyone in the industry is going to go," which will make it a great networking opportunity, said Andrews, a senior from Rochester.

"The awards are really sought-after and really re-

spected, so that says a lot for us," Boukassi added.

Pierracini, who described Andrews and Boukassi as "both hard workers and goal-oriented," also credited Ron Graeff of the broadcasting faculty. One of Graeff's classes videotaped her students and asked questions about their presentations.

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## College signs exchange agreements with six more universities in China

SUNY Oswego has new exchange agreements with six universities in China, and its 13-year-old agreement with Capital Normal University in Beijing has been renewed, announced Walter Opello, associate provost for international education and programs, on the return of a delegation to China in January.

Opello along with Dean of Business Lanny Karns and Xiaoqin Sun Irminger of the School of Education visited all seven universities last month. As China's global impact grows, Opello said, "We thought it would be a good idea to have more opportunities in China." Irminger, who joined the department of curriculum and instruction this year, helped make many of the contacts, he said.

The new agreements are with Shanghai Normal University, Wenzhou University, Wuhan University of Technology, and Zhejiang Sci-Tech University, Zhejiang Gongshang University and Zhejiang University of Technology, all in Hangzhou.

The area around Shanghai and to the south and west, where all the universities are located, is a prosperous one, Opello observed. Shanghai Normal's director of international exchange programs "commented that more and more of their students would like to study abroad, and many of them have the financial means to do so," Irminger said.

All the agreements, which allow for exchange of students and faculty between Oswego and the Chinese universities, had been signed by the respective presidents by last week, except that with Wuhan, whose president was away, Opello said.

The agreement with Capital Normal is active — "Two (Oswego) students are on their way there this semester," Opello said — but the Beijing university has mainly served as a study-abroad destination for Oswego students.

"The agreement signed in 1993 seemed to allow much broader exchange and collaboration between the two universities," Irminger noted. "Capital Normal expressed strong interest in expanding our current practices to include bilateral exchanges of students and faculty."

The Chinese government grants scholarships to Chinese professors to go to the United States, but they need to find a host university, Opello said. Yang Mingjia of Wuhan University is at Oswego this year to work with Opello and Steve Rosow in political science. Several Chinese faculty members at the various universities expressed interest in coming to Oswego in the future, Opello said. Irminger noted, for example, that a professor of philosophy at Capital Normal would like to come to Oswego as a visiting scholar.

Similarly, the opportunities for Oswego faculty to teach at the Chinese universities are attractive, Opello noted. The Chinese universities, he said, "have plenty of money to support this activity. If we can get faculty, they'll take care of transportation. They'll take care of room and board."

Opello predicted that as many as 20 students and four faculty may come to Oswego from among the seven Chinese universities in the next couple of years.

As exchange students, the Chinese students and Oswego students would each pay the standard tuition at their home university, Opello explained. He said he anticipates that some Chinese students who sample Oswego as exchange students may stay to become full fee-paying students here or return later for graduate degrees. □ — Julie Harrison Blissert

## Chamber honors college as 'community investor'

SUNY Oswego has received one of two Community Investor Awards from the Greater Oswego-Fulton Chamber of Commerce.

The awards are for individuals or organizations who have given substantial investment and commitment to the improvement of the communities of Oswego and Fulton and their business communities, according to chamber guidelines. Fulton Savings Bank also received the 2007 award.

"Realizing the existing economic impact SUNY Oswego has on the area and the addition of the fabulous Campus Center," said Jennifer B. Hill, executive director of the chamber, the board felt that "SUNY Oswego was a perfect fit as a recipient of the Community Investor Award."

College President Deborah F. Stanley plans to un-

veil a new report on the college's economic impact on the county, Central New York and the state next month. In addition to the impact of the college's operating budget — including purchases in the community by the college, its affiliates and its employees — SUNY Oswego has had significant capital asset activity in recent years — \$28.6 million last year alone — that in many cases employs local contractors and workers. Spending in the community by students, their guests and visitors to the college and its many public events further boosts the college's economic impact.

The Campus Center, a social hub of college life, is also a community resource as local groups use the ice arena and campus events in the center are open to people in the greater community. □

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## College trends

### Compensating faculty

“Conventional wisdom has it that private universities are better places to work than public universities. The pay can be significantly better and tight state budgets have forced many public institutions to minimize raises and enlarge classes. But information released from a major research study of junior faculty satisfaction suggests that there are plenty of ways that public institutions — and we’re not just talking Berkeley and Michigan here — can be among the most desirable places for young professors to work. The new data are from the Collaborative on Academic Careers in Higher Education, a Harvard University-based project. . . . That analysis found that junior professors placed increasing importance on issues such as the clarity of tenure policies or the availability of support for balancing work and family life when evaluating their job satisfaction. . . . and publics can compete with the Ivies if they are creative about their policies.”

— *Inside Higher Ed*, Jan. 25, 2007

### Native vs. immigrant diversity

“More than a quarter of the black students enrolled at selective American colleges and universities are immigrants or the children of immigrants, according to a new paper by sociologists at Princeton University and the University of Pennsylvania. The finding suggests that native-born African-American students are even more underrepresented at selective colleges than is commonly understood. The paper is likely to add fuel to a long-standing debate about the meaning and purpose of affirmative-action programs. . . . The paper draws on a study of 1,051 black students who enrolled at 28 selective institutions in 1999. . . . 27 percent were born outside the United States or had at least one parent who was born outside the United States. . . . By contrast, only 13 percent of the general population of 18- and 19-year-old black Americans in 1999 were first- or second-generation immigrants, according to data from the Census Bureau’s Current Population Survey. At the most selective of the 28 schools, the ratios for non-native black students were even higher. The study included four Ivy League universities — Columbia, Penn, Princeton, and Yale — and at those universities, 41 percent of black students were first- or second-generation immigrants.”

— *Academe Today, The Chronicle of Higher Education*, Feb. 1, 2007

### Sustainability report

“Seldom has a week gone by this academic year without an announcement that a college has vowed to reduce its greenhouse gas emissions or purchase only locally grown produce. Green building is spreading and institutions are hiring sustainability coordinators to help facilitate environmental programs on campus. The Sustainable Endowments Institute, a two-year-old group that studies university investment policies, has kept tabs on the slew of green initiatives and whether colleges invest in green-friendly ways. In its College Sustainability Report Card . . . many of the nation’s top colleges receive high marks for their campus greening practices. But many of those same colleges receive much lower grades in categories that measure green investment decisions and willingness to share information about how they use their endowment money. . . . Colleges in the report also earned points for erecting green buildings, serving organic food and articulating official energy policies and plans. Institutions that pledged action were given modest points, while those that had already begun implementing plans or had completed initiatives were rewarded with a higher score. . . . Debra Rowe, president of the U.S. Partnership for Education for Sustainable Development, said the report is valuable because it creates a best practices list for colleges to use and gives a full picture of sustainability.”

— *Inside Higher Ed*, Jan. 24, 2007

## People in action



**King’s legacy** — The 18th annual Martin Luther King Jr. Celebration at SUNY Oswego recognized the legacy of the civil rights leader and the contributions of some members of the campus community on Jan. 25. The Sigma Omicron Chapter of Alpha Phi Alpha presented its Martin Luther King Jr. Community Service Awards to R. Deborah Davis, assistant professor of curriculum and instruction; Grace Mukupa, assistant residence hall director of Mackin Hall and a graduate student; and Gurdeep Skolnik, assistant director of continuing education. Shown from left are the Rev. Richard V. Rice, who gave the invocation; Jackie Warren-Moore, a poet and playwright who was keynote speaker; Skolnik; Mukupa; and Oswego Mayor Randy Bateman.

**Robert Card**, associate professor of philosophy, has recently had his paper “Inconsistency and the Theoretical Commitments of Rule-Consequentialism” accepted by the journal *Utilitas*.

**Bruce P. Frassinelli**, an adjunct instructor in the communication studies department and journalism program, has been re-elected to a one-year term as chair of the Oswego County Foundation, the philanthropic arm of Alliance Bank. The foundation was formed in 2000 to support youth-development programs and community organizations that contribute to the quality of life in Central New York.

**Donna Matteson** of the technology department will receive one of 10 Post-Standard Achievement Awards in April, the newspaper announced last week. Stories about each of the winners will appear in the newspaper between now and the awards ceremony.

**Walter Opello**, associate provost for international education and programs, delivered a lecture, “Na-

tion State and the Global Order,” on Jan. 15 to Chinese students at Wuhan University of Technology in Wuchang, China. **Xiaoqin Sun Irminger** of the School of Education served as translator. “Students were so engaged in the lecture and in the Q and A session that it was over half an hour over the scheduled time slot,” Irminger said. The next day Opello interacted with political science graduate students and faculty at a seminar. “About 35 students and faculty attended and the discussions were quite open and casual,” said Irminger, who again translated.

**Peter A. Rosenbaum** of the department of biological sciences department is the lead author of “Unexpectedly Low Genetic Divergences Among Populations of the Threatened Bog Turtle (*Glyptemys muhlenbergii*)” in the February issue of the journal *Conservation Genetics*, a publication of Springer Netherlands. His coauthors are Jeanne M. Robertson and Kelly R. Zamudio, both of Cornell University’s department of ecology and evolutionary biology. □

## Science Today series announces spring schedule

Topics ranging from weather forecasting to learning and memory, adaptable lizards to the theory of relativity will be discussed during SUNY Oswego’s Science Today lecture series this spring.

All lectures are free and open to the public. They will begin at 12:40 p.m. Wednesdays, during the College Hour, in Room 102 of Snygg Hall. A pre-presentation social gathering will take place at 12:25 in the same location.

The semester’s series will start Feb. 14 with Christopher N. Boddy of the Syracuse University chemistry department presenting “Using Bacteria to Produce Complex Molecules.”

On Feb. 21, Krsna Dev of Oswego’s physics department will discuss “General Relativity: Physics in Warped Spacetime.” Meteorologist Andrew Odins of WeatherPredict Consulting will provide “A Perspective of Long-Range Weather Forecasting: Methodologies and How Forecasting Is Applied to Commodities” Feb. 28.

March presentations will include Joe Armstrong of the Illinois State University biological sciences department exploring “Hemiparasitism: A Way Station to Holoparasitism or an Evolutionary Stable Strategy?” March 7; David Wells of Yale University’s molecular, cellular and developmental biology department pondering “How Neurons Learn” March 14;

and Rich Glor of the University of Rochester’s biology department detailing “Speciation and Adaptive Radiation in Caribbean Anolis Lizards” March 28.

Charles Reiss of the linguistics program at Concordia University in Montreal will explore “Linguistics as Cognitive Ethology” April 11. Lin Qiu of Oswego’s computer science department will explain “Using Tablet PC Technology to Improve Teaching and Learning” April 25.

Science Today’s spring series is slated to wrap up May 2, as Fehmi Damkaci of Oswego’s chemistry department discusses “Molecular Machines.”

### Interdisciplinary series

The lecture series is an interdisciplinary effort geared to provide biology, chemistry, computer science, earth sciences, mathematics and physics majors a broad view of fields related to their area of study. The program also showcases potential careers and paths of research in the natural sciences.

A campus committee coordinates the lectures, which are sponsored by Oswego’s Science Planning Committee, College of Arts and Sciences and Sigma Xi chapter.

For more information on the series or any of the speakers, visit [www.oswego.edu/science](http://www.oswego.edu/science). □

## Survey finds more Oswego graduates going straight to graduate school

The job market for new graduates continues to improve, said Director of Career Services Bob Casper. His office's report on its latest survey of graduates, the class of 2005, shows that "they've done pretty well," he said, and national studies indicate that hiring is well up this year as the trend persists.

The most notable shift for Oswego graduates shown in the new report on 2005 graduates is away from the job market, however, and toward graduate school. The percentage of graduates reporting that they continued their studies rose from 19 percent for the class of 2004 to 26.3 percent for the class of 2005.

Behind that change, Casper said, may be Oswego's increasing efforts to encourage students to consider graduate school and, as the academic profile of in-

coming Oswego students rises, simply more interest in and aptitude for advanced study among students completing their undergraduate degrees.

Casper said that his office has recognized that Oswego students often come in with little knowledge of the possibilities for study beyond the bachelor's degree and has begun to address it.

"We're working to increase awareness of our students about graduate school as an opportunity," he said. Last year, "we had a week of graduate school activities that we put together with the graduate office."

Graduate school jumped as an option for graduates across the college — arts and sciences, business, and education — but was largest for those in the School

of Education, where the percentage leapt from 23 percent to 36.8 percent.

Ninety-seven percent of survey respondents going on to graduate school enrolled in New York universities including Columbia, Fordham, St. John's, Syracuse and University of Rochester. Among out-of-state choices were Johns Hopkins University, University of Maryland, San Francisco State University, and Washington and Lee School of Law.

### Salaries up

Another striking number from the new report is the top salary: \$250,000. Casper said his staff did some research before accepting that figure. "It seems legit," he said. "We did not figure it into the average salary as it would skew the figure," he added. They also did not include it in the published summary of the survey, now in press.

The average salary across all majors that Career Services staff reported is \$34,603, up from \$32,400 for the previous class.

Highs for various majors included \$80,000 in information science, \$78,000 in business administration, \$65,000 in wellness management, \$61,800 in marketing, \$60,000 in graphic design, \$53,000 in vocational teacher preparation, \$51,500 in computer science, \$51,000 in accounting and \$50,000 in communication studies, political science and psychology.

The percentage of responding graduates overall either working full time or pursuing graduate study rose more than 4 percentage points over the previous year to 87.6 percent. And the percentage of respondents pursuing their destinies out of state dropped about 15 percentage points.

Casper noted that the percentage of the 2005 graduates who responded to his office's survey was down, with only 60.6 percent responding compared to 74 percent for the previous year. He explained that as people turn to unlisted cell phones, follow-up phone calls are less effective. To counter the decline, Career Services offers incentives through support from Auxiliary Services. □ — Julie Harrison Blissert

## 'Dora' receives honor, takes show on road

While many were on winter break, some theatre students were pursuing a big break, presenting "Dora: A Case of Hysteria" at the Kennedy Center American College Theatre Region II Festival competition.

Only six productions from the mid-Atlantic region were selected for full performances at the event, Jan. 15 to 19 in New Paltz.

Senior Trevor Franklin directed the student honors production, a dark comedy about one of Sigmund Freud's most infamous case studies. Franklin said he knew that Kennedy Center representatives, who visited for the show's run in November, were impressed. When he learned the renowned festival wanted to showcase it twice, he immediately called cast and crew to start working again.

"I was excited," said Allison Kleber, who played Dora. "Trevor said, 'I hope you didn't throw away your script.'"

Nathaniel Angstrom, who played Freud, relished "the rare opportunity to revisit a major production."

### Refashioned for larger theatre

The play would need major changes to fit a different space. But since "Dora" originally unfolded with only three weeks of rehearsal, Franklin was confident everyone could meet the challenge.

"We got the dimensions of the theatre, and it wasn't a black box," Franklin said. "That meant we couldn't keep it in the round. We changed it to a three-quarter thrust."

No longer performing in the round meant changes in stage design, movement and interaction. Moreover, moving to a larger space and different setup removed the intimacy of the lab theatre, which Franklin thought was a real strength.

In the original run, "we could talk normally and be heard," Kleber explained. "Now we really had to open up and act more expressively."

Franklin praised sacrifices made, as many students

returned to campus early to take the show on the road. Around 20 students and faculty — some paying their own way — went to New Paltz to pull off the production, Angstrom said.

### Underdog in competition

Despite all the challenges, Franklin was proud of how the two performances went.

"The actors really stepped it up another level," he said. "There was a sense the second time around that the cast was making the show their own. They had confidence to make the show even better."

No more than two productions from any region are nominated for nationals, and while "Dora" was not selected, participants were happy with their performance.

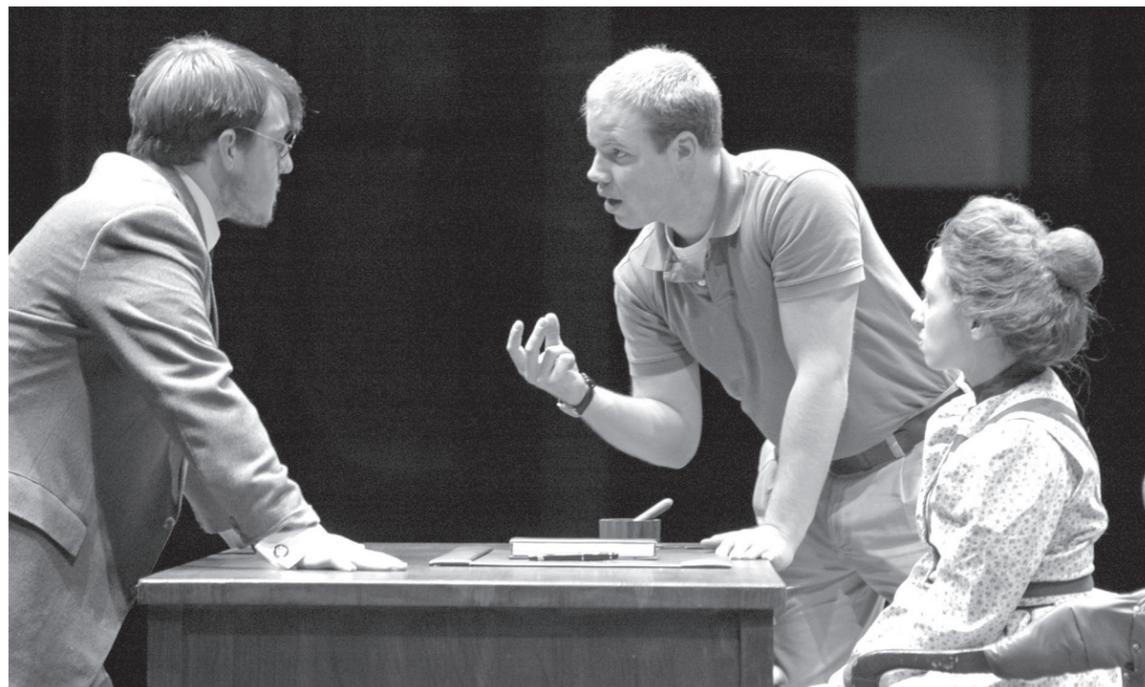
"I felt like Trevor and the technical designers gave us everything we needed," Angstrom said. "I felt confident and in control. I think it was a national level show."

"Dora" seemed an underdog production, especially competing with colleges that are regularly nominated, follow specific formulas and use well-known playwrights — unlike Oswego's little-known script that was adjusted on the fly and "an hour long and texturally repetitive," Angstrom acknowledged.

Franklin said he had positive feedback and considered it a learning experience. "I learned about taking shows on the road," he said. "I learned how to change a show quickly. If I had to do it over again, I would have been more aggressive on decisions to help the final production."

But just getting this far has put the Oswego program more on the map, Angstrom said.

"I was really proud standing there when Trevor got a plaque," Angstrom said. "People were standing up, applauding. People who have their own ideas about theatre said they were impressed with what we've done." □ — Tim Nekritz



**'Dora' redux** — Director Trevor Franklin (center) works with actors Nathaniel Angstrom and Allison Kleber in a rehearsal for the restaging of "Dora: A Case of Hysteria." Cast and crew came back together to present the November student honors production at the Kennedy Center American College Theatre Region II Festival in New Paltz in January.

## 'Devils, Soldiers, Souls' respins Faust legend

Musicians, actors and dancers performing work by famous composers addressing the legend of Faust and the devil will comprise "Devils, Soldiers and Souls" Wednesday, Feb. 14.

The show, an installment in SUNY Oswego's Ke-Nekt Chamber Music Series, will begin at 7:30 p.m. in the Sheldon Hall ballroom.

Three faculty members are collaborating to spearhead the production. Juan La Manna of the music department conducts the music, Mark Cole of the theatre department directs the acting portion, and dance faculty member Cheryl Wilkins-Mitchell choreographs.

"This morality tale, with references to the Faust legend, is based on a Russian folk tale, 'The Runaway Soldier and the Devil,'" Cole said. "It tells the story of a naive soldier, circa World War I, who bargains with the devil and eventually gains a life of wealth and success but spiritual desolation."

The musical program features great works related to the legend of Faust selling his soul to the devil, La Manna said. Selections will include Igor Stravinsky's "Histoire du Soldat," Franz Schubert's "Gretchen am Spinnrade" and "Der Erlkonig," Camille Saint-Saens' "Danse Macabre, op. 40" and Richard Wagner's "Two Songs by Mephistopheles."

La Manna said the timeless moral lesson and strong story have maintained the myth as a creative inspiration for more than 400 years and keep it current today. "The tale is conceivably a parable, as it shows us the terrible consequences of desiring more knowledge, more power and more wealth," he said.

A few parts will be previewed during an admission-free informance at 12:40 p.m. during the Feb. 14 College Hour in Room 41 of Tyler Hall.

For reservations for the evening performance or additional information, contact Tyler box office at 312-2141 or tickets@oswego.edu. □

## Author, science historian, TV host James Burke coming to campus

James Burke, author, creator and host of such TV series as "Connections" and "The Day the Universe Changed," will discuss "Technology, Change and the Arts" at SUNY Oswego on Wednesday, Feb. 21.

The admission-free show will begin at 8 p.m. in the Hewitt Union ballroom.

Hailed by the Washington Post as "one of the most intriguing minds in the Western world," Burke first gained fame in the United States when his 1979 British Broadcasting Corp. series "Connections" aired on the Public Broadcasting Service and became one of PBS' most-watched series ever.

The science historian and former BBC chief reporter for the Apollo space missions followed up with the popular public television series "The Day the Universe Changed" in 1985.

His books include *The Pinball Effect*, *The Knowl-*

*edge Web*, *Circles* and *Twin Tracks*. In video or written form, Burke's work appears in the curriculum of many universities and schools in the United States.

The Oxford-educated thinker is known for his look at how historic events inspire each other as well as his wry British humor.

His series have probed such unlikely connections as the popularity of underwear in the 12th century with the invention of the printing press, the opera "Carmen" with the theory of relativity, and the work of Mozart with the Stealth aircraft.

Burke has also been a regular columnist or contributor for such publications as *Scientific American*, *Forbes* and *Time* magazine.

When not writing books or making documentaries, Burke is a sought-after speaker on the topic of technology and change for the likes of NASA, IBM,

Microsoft, Nike, colleges around the globe, U.S. and other nations' government agencies and the World Affairs Council.

"If you crossed the zany comedy team of Monty Python with physicist Stephen J. Hawking and maybe seasoned the hybrid with a dash of 'Masterpiece Theatre' host Alastair Cooke, you might come up with a clone of James Burke," the Aurora Beacon News said of an appearance by Burke at the Illinois Mathematics and Science Academy.

Burke's appearance here is part of SUNY Oswego's Arts and Technology program series.

Tickets are free but required for entry because of anticipated high demand. They are available by contacting Tyler box office at 312-2141 or tickets@oswego.edu. Seats must be claimed by 7:40 p.m. Feb. 21 to be guaranteed. □

### Announcements

#### Poucher without elevator for now

Renovations to Poucher and Swetman Halls continue to progress towards a re-opening of the completed complex next fall. Renovation work includes reworking and upgrading the old elevator at the juncture of Poucher and Swetman. To accomplish this work, the existing elevator has been removed from service.

Those with mobility restrictions who are unable to use stairs will not be able to access the third floor of Poucher Hall until the new elevator is in service. To reach an English department faculty member, contact Joan Wallace in the department office at 312-2150 or by e-mail at wallacej@oswego.edu. She will assist in making alternate arrangements. □

#### Open skating at Campus Center

Members of the campus and community can take part in open skating Mondays, Tuesdays and Wednesdays at the Campus Center ice arena through mid-March.

Normal hours are noon to 2 p.m. Monday, Tuesday and Wednesday and 6 to 8:30 p.m. Tuesday (except

Feb. 20). The final open skating session of the season is slated for Tuesday, March 13.

Cost to participate is \$3 for the public, free to skaters with a SUNY Oswego ID. Skate rental is \$2.

For more information, call the Office of Campus Life at 312-2301. □

#### College Council meeting webcast

SUNY Oswego's College Council will meet at 1:15 p.m. today, Feb. 7, in the meeting room the Campus Center. The meeting will be webcast for the first time.

The governor-appointed body that oversees the college meets four times a year on campus. Today, members will hear a presentation by Scott Steiger of the meteorology faculty and meteorology students Nicole Hannon, Joe Wegman and Jason Keeler about their work predicting lake-effect snowstorms.

Council members will also hear reports from President Deborah F. Stanley and representatives of the faculty, student body and alumni association.

Council members include Chair David Poletto of Latham, Jane Backus of Mexico, Margaret Barclay of Pulaski, Saleem Cheeks of Troy, Paul Culligan of

Troy, Stephen Greene Sr. of Oswego, Bernie Henderson of Oswego, Daniel Olson of Lyons, Carolyn Rush of Oswego and Dan Tascarella of Oswego, Student Association president. Cheeks, Culligan, Greene and Rush were newly appointed in December.

To view the live webcast, those interested should go to [www.oswego.edu](http://www.oswego.edu) at 1 p.m. and click on the appropriate link under "Happenings@Oswego." □

#### Police report

Since Jan. 19, University Police have investigated several cases of harassment, trespass and theft and made three arrests.

Police charged a 20-year-old Seneca Hall resident with criminal possession of marijuana in his room. In separate incidents, officers charged an 18-year-old Cayuga Hall resident and a 23-year-old Onondaga Hall resident with driving while intoxicated and driving with a blood alcohol content above .08. The 23-year-old was also charged with failure to keep right. □

#### National PR award

*Continued from page 1*

"He also let them come to his office and do their reporter pitch — designed to get a reporter do a story for your client as part of the competition," and offered constructive feedback, Pieraccini added.

Just getting this far is impressive, Pieraccini said, and speaks well for Oswego's public relations program. "It shows that our program graduates students ready to compete in the competitive field of agency PR at the level of the top 10 agencies in the country," she said.

But however they place, both students savored the experience and learned about themselves.

"It definitely made me realize I want to do public relations because it was what I enjoy doing," Andrews said.

"It was so much fun," added Boukassi, who also said it reaffirmed her interest in PR. "It showed me I could do it." □ — **Tim Nekritz**

### Spotlight

#### Clemmens enjoys Oswego's outgoing, active student body

*This week's Campus Update Spotlight shines on Christine Clemmens. A Presidential Scholar who is already a sophomore in her first year of college, the marketing major hails from Oswego and lives in Johnson Hall.*

**Q. What made you want to attend SUNY Oswego?**

A. I had really good scholarship offers but I also wanted to stay close to the lake because I grew up near it. Oswego also has a really good business program.

**Q. What is your favorite part of being at Oswego?**

A. Definitely meeting new people. Even though I grew up here, I didn't know anyone when I started college. It's good to see how people mix together from different backgrounds.

**Q. What is your impression of other Oswego students?**

A. Pretty much all the kids I've met from Johnson are outgoing and want to get involved. Most of the classes I've had are smaller and have been more discussion-based. Students get involved in every way possible, whether it be attending field trips or just offering verbal ideas. We bounce ideas off each other and are always willing to help each other out.

**Q. Do you have any hobbies?**

A. I like to scrapbook, and to volunteer — especially with Habitat for Humanity. I like to run — I used to run two seasons a year in high school. I like to hang out with friends, playing cards and board games. Sometimes it's hard to find free time due to such a busy schedule.

**Q. What achievement are you most proud of?**

A. Either that I graduated 10th in my class of 382



or that I'm on the Chancellor's Award faculty review committee. There's only one undergrad representative.

**Q. Have you thought about your plans after college yet?**

A. I definitely want to go to graduate school. I like traveling, so I want to study abroad in college, but I also want to fill my passport. It's half full now and I really want to fill it soon. After school, I want to work in business, possibly human resources or finance. □

### Calendar highlights

- College Council meeting, today
- College Hour speaker Tim Riley, today
- Rice Creek Rambles, Feb. 10 and 24
- Men's ice hockey game vs. Plattsburgh, Feb. 10
- Deadlines for Quest proposals, Feb. 12 and 13
- Ke-Nekt performance, Feb. 14
- Black Student Union dinner, Feb. 17
- Faculty recital, Feb. 18
- Blood drive, Feb. 19 and 20
- Arts & Technology speaker James Burke, Feb. 21

For a more complete calendar, see SUNY Oswego Events online at [www.oswego.edu/news/calendar/](http://www.oswego.edu/news/calendar/). □