

STUDENTS ENCOURAGED TO ATTEND FOR THE UNIVERSITY OF CULTURE ON YOUR COLLEGE CAMPUS DURING INTERNATIONAL WEEK OCTOBER 10-14.

# The All State

Serving the Austin Peay community since 1929

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8 pages



## Political candidates visit APSU for forum

By JODI PATRICK  
staff writer

Education; crime; the future; their fellow opponents. These were the main issues at Candidate Forum '94.

Approximately 50 people attended the forum Wednesday afternoon. Eight mayoral candidates, two candidates for the 68th House of Representatives seat, two candidates for the 67th House of Representatives seat, and one candidate for Public Service Commissioner spoke at the forum.

John Maher, president of Pi Sigma Alpha, was the commentator for Candidate Forum '94.

The first mayoral candidate to speak was James Davis, Clarksville resident since 1965 and Board of Education member from 1978-1990. His main concerns centered around crime, education and growth.

Davis said the best deterrent to crime is visibility. "I recommend hiring more personnel; that will cover the areas; that will allow for more protection."

Davis also mentioned the building of a convention center to attract trade shops, conventions and tourists.

R.E. Durrett, councilman and Clarksville native, wants to see Clarksville continue its growth pattern.

"I would like to see more planning for growth so that as

development occurs we don't lose the quality of life that many people have move here for," Durrett said.

Durrett also wants to see the city and county governments seriously consider consolidating to help eliminate waste.

Michael Hinson, who wants to see the family put first, believes everyone has an opinion on where Clarksville's priorities lie.

"Every single person has an idea about where this community needs to go," Hinson said, "I want to let you know I'm out here; I want to talk to you and find out your ideas."

Curtis Mize, who graduated from APSU and served with the 101st Airborne division, supports limited spending on all local campaigns.

"Local races should have a cap of \$1,000," Mize said, "and the emphasis should be placed on forums and meetings where questions and answers can be given."

Mize accepts no contributions over \$20.

Real estate agent Johnny Piper moved to Clarksville 25 years ago and has attended approximately 75 percent of all city council meetings in the past 10 years.

"I am not a politician," Piper said, "I am a business man, and I want to approach the city of Clarksville as a business and not as a political institution."

Clarksville's Human Resources director, Sam Podurgal, holds an

M.A. in social and criminal justice and a M.A. in education. Needless to say, his main concerns for Clarksville lie in crime and education.

Podurgal also believes Clarksville requires a manager and not a politician. "It requires a manager. A manager with experience, a manager with foresight, and a manager with the vision to lead this city into the 21st century."

Current mayor, Don Trotter, is a graduate of APSU. He has taught in Montgomery County and at APSU.

Trotter said, "When we talk about the issues, we'll virtually all talk about the same issues. The difference is I have been doing the job for the past eight years."

Trotter also emphasized that while he has been in office, five new industries and thousands of new jobs have been created in Clarksville.

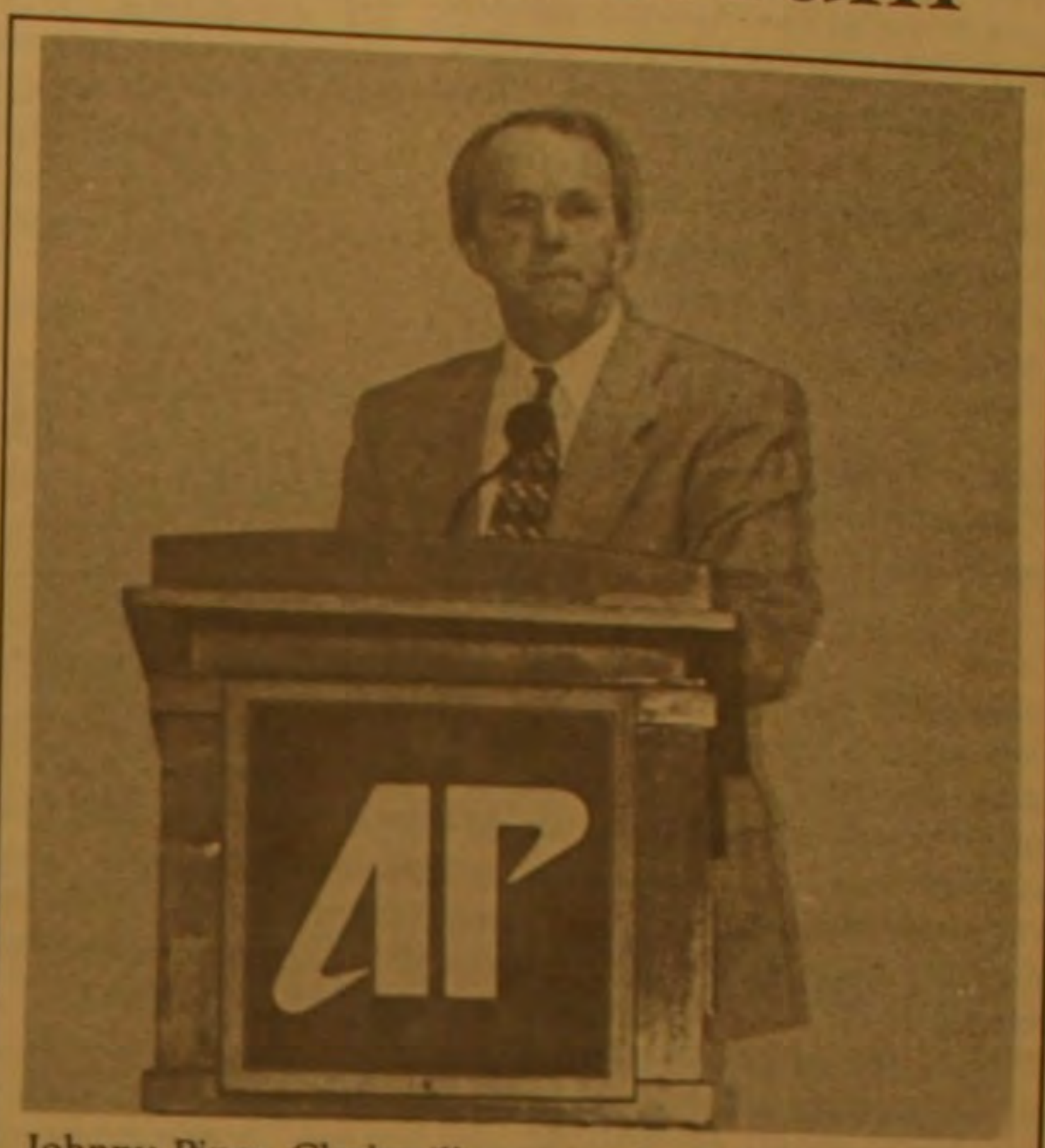
Paralegal and lifelong resident of Clarksville, Lori Turner, said she is "a breath of fresh air" for the city.

Turner's main emphasis lies in crime. She supports cutting waste and hiring new officers.

"Depending on the path that we take now, will depend upon the city we have in the future," Turner said.

Miriam Chambers, homemaker and Clarksville resident for 18 years, is running for the 68th District House seat.

"Only by being actively involved in the political processes,"



Johnny Piper, Clarksville mayoral candidate, discusses his ideas of municipal government with audience members at the political forum sponsored by Pi Sigma Alpha. (photo by J. Daniel Cloud)

Chambers said, "are we able to be part of the solution to the challenges of the 21st century?"

Chambers' went on to examine her opponents record of accepting Political Action Committee monies and his support for higher taxes.

Chambers' opponent for the 68th District House seat is Tommy Head, a graduate of APSU.

Head supported the half-a-cent

sales tax increase. Because of this tax increase, Head points out, the Montgomery County school system is receiving \$5 million more and APSU is receiving \$4 million more than before the tax increase.

On the tax issue Head said, "but I'll tell you some of the reasons

continued on page 4

## Bonfire, pep rally to open Homecoming festivities

By ANGIE HARVILL  
guest writer

A bonfire pep rally, a parade, a banner contest and the election of the Homecoming Queen and her court lead the celebration of this year's Homecoming, Saturday, Oct. 22.

This year's theme is "Showdown at the AP Corral." A Homecoming committee composed of students, faculty and representatives from the community developed the theme. All planned events will revolve around the country and western motif.

Andy Keane, director of Student Activities, said the theme was broad enough that individual students and organizations could create several different ideas to contribute to the events and competitions.

"We are pushing more to let people know when homecoming is, and what it is," Keane said.

Homecoming 1994 packets were sent to organizations on campus, and they contain all of the dates and information concerning the Homecoming events.

The new election rules and regulations for the queen and her court, as well as the candidate application, were included in the packet.

Decoration guidelines for parade participants, the parade judging criteria and awards and the parade entry application

were included.

Winners of the banner contest will be announced at the bonfire and pep rally, which will be held Thursday, Oct. 17. Prize winners of the parade float and car competitions will be announced over the public address system during half-time at the Homecoming game. Awards range from \$100 to \$300.

Last semester the SGA formed a Homecoming Queen Ad Hoc Committee to revise the queen selection process after several complaints were made concerning last year's procedure. After a great deal of research, the committee decided to give only enrolled students the power to select the queen and her court.

Tim Amyx, former member of the SGA, was the committee member chosen to type the new rules and regulations and put them into detail to be presented to the general assembly. The assembly voted to accept the new election procedure.

Amyx said that he would be the first to admit that the process is not perfect. He said, "I would like to encourage everyone to come out and vote and to share their opinions with the current student government. If they do not like it, I'm sure the student government would be more than happy to review and revise the process as necessary."

The Queen selection process states that any applicant must be a full-time student, be a second semester freshman or

above, have a cumulative GPA of 2.5 or above, be sponsored by at least one student organization, and have no formal disciplinary record of any kind.

"Realistically, the duties of the Homecoming Queen are to represent Austin Peay State University to the Alumni Association and to act as a student representative to the community. Our Homecoming Queen is normally the ideal female student in all aspects that encompass student life," said Jude X. Crowell, president of SGA.

The SGA duties concerning homecoming include: holding elections for the queen, initiating and participating in activities concerning homecoming week, helping to organize, plan, and participate in the parade, and representing the students' interests. Crowell said, "Homecoming is supposed to be fun, and it is for the students as well as the alumni. We are trying to make it more student-oriented."

Parents' Appreciation Weekend will also begin on Homecoming day. Students are encouraged to invite their families to join in the celebration. The parents can choose from several activities throughout the day including the Residence Hall Association's Fall Fling, and the Homecoming game. The APSU book store will also be offering a 10 percent discount on APSU merchandise.



Michael Dweck and Laurie Campbell, advertising executives with a twist, entertain and inform at a lecture in the Gentry Auditorium. See related story on page 6 for more details. (photo by J. Daniel Cloud)

## On-campus voice mail secures communication for students

By RANDELL OVERSTREET  
staff writer

Austin Peay students and faculty members will be exposed to the latest communications technology when voice mail becomes available to everyone, including commuters, in January 1995.

Voice mail is a communication service that allows students and faculty to receive and leave messages via phone. In January, an access code will be issued to students after they complete a training course. This will give them the ability to communicate much more effectively and efficiently.

"Voice mail will give the students and faculty a better chance to communicate and improve their relations, and it will help them become more productive by eliminating telephone tag," said Liz Ivey, director of Institutional Research.

When voice mail comes to

Austin Peay, Ivey hopes it will replace answering machines and independent answering services that many people have found so reliable. Voice mail is a more advanced form of communication technology, that may not only be more convenient, but safer as well.

Answering machines are vulnerable to the effects of lightning that could strike one machine and damage the main phone system on campus. Voice mail is a secure form of communications that provides privacy for students' and faculty's messages.

The communications service will become available because the campus upgraded the telephone switch earlier this year. There service will be, offered to everyone free of charge during the spring semester.

However, a nominal fee will be figured in with tuition charges starting in the fall of 1995. This

fee will not be optional, yet it is expected to be inexpensive. The service will be highly beneficial to those that choose to take advantage of it.

Campus organization will also be able to relay information to members about meetings and other general information. It will also be very helpful to everyone during severe weather that may interrupt regular schedules.

Administration can issue an official notice of any schedule changes, and those concerned may check their voice mailbox for an announcement instead of relying on other sources.

Voice mail may also help with the enrollment problem at APSU. The post office currently does not have enough P.O. boxes for students. Ivey said, "The service will eliminate the need to continually add new post office boxes as the enrollment grows."

Brochures from independent continued on page 4

APSU Barrier Awareness Day is scheduled for Friday, Oct. 14. Activities begin at 8:30 a.m. and conclude at 2 p.m. Barrier Awareness Day gives participants an opportunity to experience firsthand how disabilities can affect day to day life. For more information, contact Beulah Oldham.

Due to temporary construction that began Oct. 10 and will end May 31, Lot G parking area (North of the Dunn Center) will be limited to faculty and staff parking until 2 p.m. daily.

The Financial Management Association is having an interest meeting in the Kimbrough Lobby on the second floor, Monday, Oct. 24, at 4 p.m. All finance and accounting majors are invited to come. Pizza and soft drinks will be provided at the meeting.

A support group for survivors of rape is being organized by the APSU counseling center. This group is open to all faculty, students and staff. For more information, contact Cindy Long at 648-6162.

A short film about remarkable women's achievements will highlight the second organizational meeting of the new Women's Students Organization on Thursday, Oct. 13, from 7-8:30 p.m., in Harned Hall, Room 140. If you are interested but unable to attend, contact Dr. Susan Calovini at 648-6314.

Students are invited to a forum on "Sex and Art" on Tuesday, Oct. 18, from 11 a.m.-12:25 p.m. in the UC Gov's Room. The discussion will feature APSU faculty Dixie Webb, Malcolm Glass, Sharon Mabry and Bruce Childs, and will be followed by a question and answer session. For more information call Dr. Susan Calovini, Women's Studies Coordinator at 648-6314.

The APSU Department of Music and the Center for the Creative Arts will present a musical extravaganza: Broadway Bound, on Oct. 21-22 at 7:30 p.m. in the Concert Theatre of the Music/Mass Communication Building. Tickets go on sale Oct. 17. Admission is \$3 for students, \$5 for balcony seating and \$8 for orchestra and terrace levels. For more information and ticket reservations, call 638-7001.

The National Pan-Hellenic Council will be sponsoring a step show competition for Greek organizations from surrounding colleges. The step show will be held Oct. 22 in the Clement Auditorium at 7 p.m. The event is open to the public and tickets are \$5 before the show and \$6 at the door. For more information, call Amanda Adams at 648-7711.

Remember FYI for all your campus and community events!



# News

## BACCHUS promotes responsibility

By BRIAN BROWN  
staff writer

Austin Peay State University has a new campus organization dealing with the responsible use of alcohol and it is called BACCHUS.

BACCHUS is a long acronym that stands for Boosting Alcohol Consciousness Concerning the Health of University Students. It is a "new college trend taking the nation by storm," says Dana Miller, president of the BACCHUS chapter at APSU. The primary focus of BACCHUS is to promote responsible drinking among college students.

BACCHUS is in its earliest stages now. They are currently on a membership drive and have already selected the executive

committee. Dana Miller is president, Daniel Hayes is vice-president, Jennifer Yates is secretary and John Webb is treasurer. There are several committee chairs vacant now, but

**The primary focus of BACCHUS is to promote responsible drinking among college students.**

they will be filled within the next few weeks. Anyone attending APSU can be a member of BACCHUS. They are establishing stable monthly meeting times so students can attend if they choose.

Students will start seeing more of

BACCHUS in the coming weeks. During Alcohol Awareness Week, which is also Homecoming, BACCHUS plans to try to carry out a "zero hero" program. The "zero hero" is a designated driver that receives free non-alcoholic beverages when they present their "zero hero" cup to owners at local establishments serving alcohol. BACCHUS is also holding a "mock-tail" party for the student body.

BACCHUS is the forerunner for another organization coming to campus called GAMMA. The acronym GAMMA stands for Greeks Advocating the Mature Management of Alcohol. This organization is essentially the same as BACCHUS except that it caters to the Greek population on campus.

## AP celebrates Alcohol Awareness Week

By Christy Pulliam  
Guest Writer

Nationally, one-third of all college students report drinking and driving-- that is equal to every car that is registered in the state of New Jersey.

The week of Oct. 17-21 is National Collegiate Alcohol Awareness Week.

This is the week that is dedicated to bringing awareness to students about alcohol. LifeChoices at Austin Peay is planning to entertain students during that week with free "mocktails" on Oct. 17 and 19. A free bowling night and guest speaker are tentatively planned.

"Boosting alcohol consciousness concerning the health of our student is our goal," Tony Schermer of LifeChoices said. Schermer plans to dispel some myths concerning alcohol and plans to give some statistics on drinking both nationally and locally.

Nationally, 48 percent of people who drink are not of legal age. Binge drinking, drinking five or more drinks within a two

hour period, is one of the biggest problems related to alcohol consumption. Also, 74 percent of bingers drive drunk.

"Austin Peay has a solid base of students who do not drink. We want to inform students that when you get here you don't necessarily have to drink," Schermer said.

Austin Peay is below national statistics among college students who reported drinking.

Nationally, 24 percent of college students report they do not drink, and 73 percent of students who report drinking drink less than once a week. Many APSU students said they would prefer that alcohol not be served on campus. Forty-three percent of Austin Peay students report they would prefer alcohol not to be served at parties.

A huge 86 percent of students

on campus say they do not binge drink. "The campus population here at Austin Peay recognizes the situation as it is," said Schermer.

If you would like more information concerning Alcohol Awareness Week or if you have any questions, contact LifeChoices at 648-6242 or drop by their office at 337 Ellington.

## LOST SOMETHING??

The following items, found on campus, will be destroyed by Campus Police if not claimed before Friday, Oct. 14.

- One Nissan car key
- Keychain with two keys
- Book bag & one tube lipstick
- One car key on keychain
- Three keys on keychain
- Camera with case
- Nintendo, 2 controls
- Rhythm Composer
- Women's glasses & case, cordless curling iron, clock radio, paperback book
- Keyring, 5 keys

**Contact Campus Police for information regarding these items.**

## GET INSTANT CASH!!

For your much needed blood donation at:

**Interstate Blood Bank**  
\$15 FOR ALL STUDENTS!

Ask about our CASH BONUS program. Our friendly, highly qualified staff will make you feel at home as you lie back and enjoy our music filled rooms. All it takes is 30 minutes of your time!

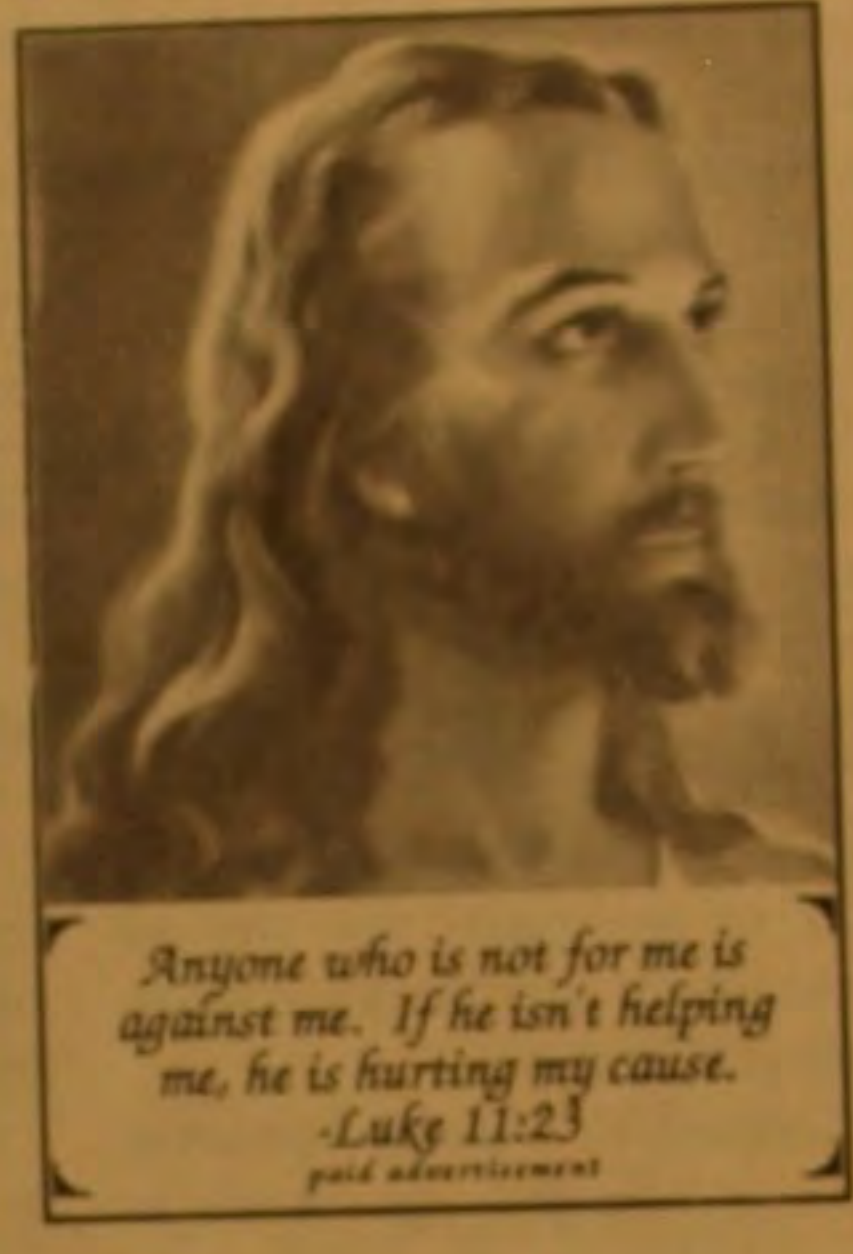
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Saturday: 8AM - 4PM



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|---------------------|--------|
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| Gas 60              |        |
| Electricity 45.88   |        |
| Car Loan 240        |        |
| Student Loans 175   |        |
| Insurance 125       |        |
| Credit Cards 165    |        |
| Overdraft (Chk) 189 |        |
| Groceries 300       |        |
| Entertainment 100   |        |
| Clothes 50          |        |
| Medical 275         |        |

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\*Assuming an interest rate of 6% credited to TIAA Retirement Annuities. This rate is used solely to show the power and effect of compounding. Lower or higher rates would produce very different results. CREF certificates are distributed by TIAA-CREF Individual and Institutional Services.



**HABITAT FOR HUMANITY MEETING:**  
Thursday, Oct. 13, 3:30 P.M.  
Kimbrough Building, Room 113

The Campus Chapter of Habitat for Humanity needs to identify all interested students, staff and faculty for the 1994-95 academic year. Our next meeting will address new officer elections, establishing publicity, fundraising and membership committees. We have three houses in various stages of completion at the moment, and volunteers are needed. By Nov. 17, we will be essentially finished for 1994. A fourth home will be built in the early months of 1995. If student groups are planning to donate time to Habitat for Humanity for community service credit this semester, NOW is the time to contact the Campus Chapter for information on how to volunteer. For information on how to volunteer contact: Dr. Stephanie Newport, APSU BOX 4226, Campus Phone: 6363.

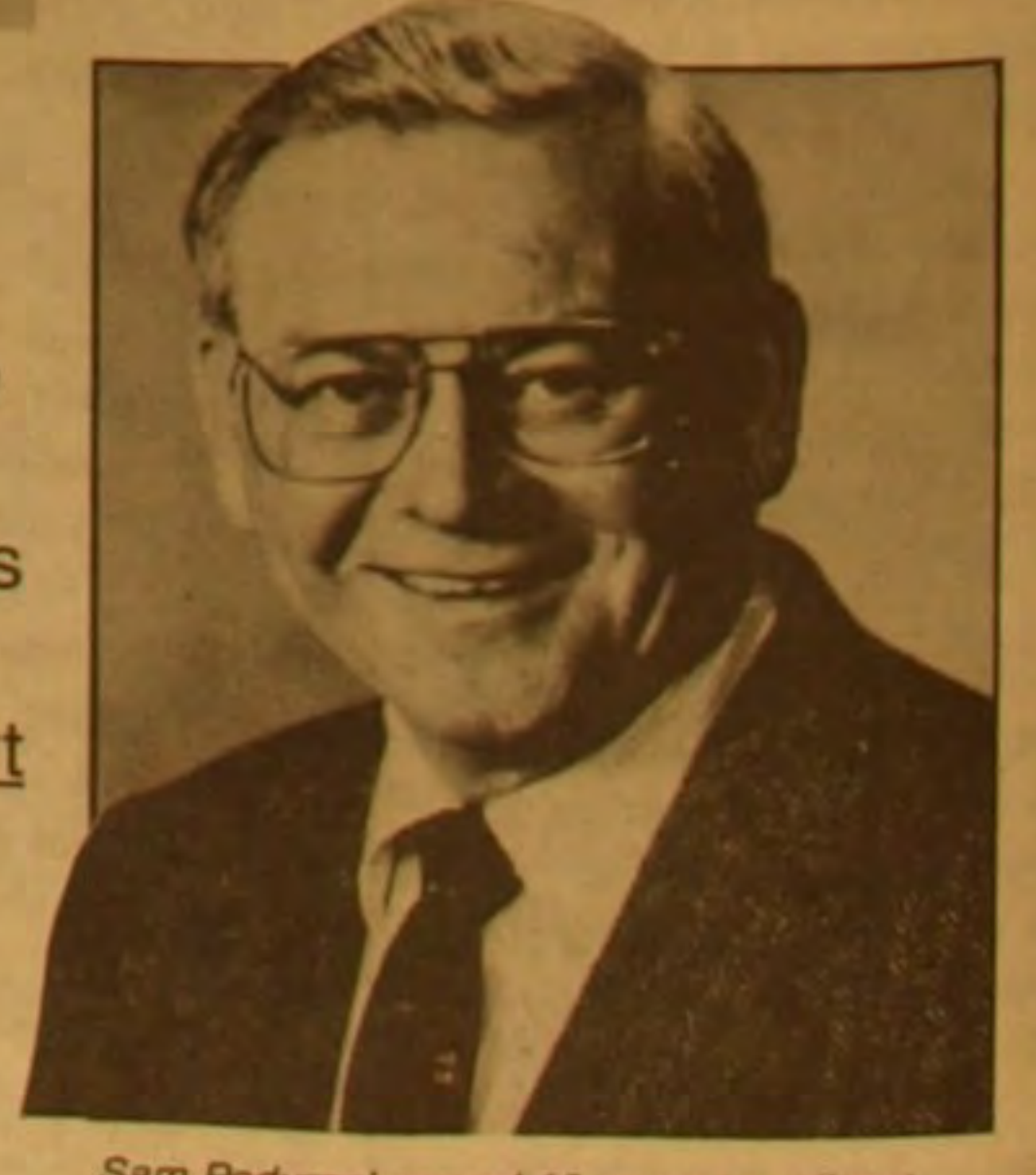


**"I'm a PARTNER for PROGRESS."**

JoAnne Newport  
Student, APSU

"We college students have an important task this fall - choosing the person to be our mayor for the next 4 years. Sam Podurgal has worked closely with APSU, both as an educator and as Human Resources Director. He's the smart choice for mayor of Clarksville."

**Sam PODURGAL**  
FOR MAYOR



Sam Podurgal served 10 years as adjunct faculty member, Management Technology at Austin Peay State University.

Paid for by the Committee to Elect Sam Podurgal, Michele Jones, Treasurer







# Credit cards bury some students in uncontrollable debts

By SUNNI DENICOLA  
College Press Service

During her sophomore year at Radford University in Virginia, Michelle Bedell bought a few necessities on credit. It seemed easy enough—she only had to make small monthly payments.

But eventually Michelle, who only worked during the summer, fell behind one month, then two months. With interest and penalty fees accumulating, the total she owed grew rapidly. By her junior year, it was out of control. Her monthly amount was at a level she couldn't pay, and her interest rate skyrocketed to nearly 24 percent.

Then, she says, the intimidating phone calls started, leaving her frightened and in tears. Basically, she had a choice: pay or be blackballed financially for the next seven years. She couldn't pay.

Bedell had fallen into the trap of a spiraling credit card debt.

"I got really scared, and I didn't know what to do...I was just so ashamed...I couldn't believe this was happening."

Today, at 22, she can't rent an apartment, buy a car, and may be shunned by future employers. It will be this way for the next seven years. "Standard practice," say credit card companies nationwide. "Loan shark tactics," says her mother, Connie.

Michelle and her mother are fighting back. Last spring they told their story before the U.S. Congressional Subcommittee on Consumer Credit and Insurance, which was examining the consequences of marketing credit cards to high school and college students.

And it didn't end there. Michelle is now suing Signet Bank's Credit Card Division (from whom she obtained a Visa card), claiming she did not fully understand the nature of her credit card contract—primarily, interest accruals and increases and the long-term ramifications to her credit record. This month, Michelle and her mother go to court to take on what Connie refers to as "the suits...high-powered lawyers and bankers."

How could this happen to this shy honor student who says she used the card strictly for bookstore purchases, not shopping sprees or entertainment?

"I was trying to be an adult, and I thought, 'Hey, credit cards!' You know they just come right to you. You just fill

it in (an application card) out. I never even thought about the interest rate," Michelle admits. "I just thought I'd be paying a certain amount and would never have a problem with interest."

If Michelle's story strikes home, it is not surprising. A few years ago, it was rare for a student to have his or her own credit card. Today an estimated 61 percent of the nation's 8 million college students have at least one credit card, according to the industry's own statistic.

Even though most students have a limited income and credit history—or none at all—they're very attractive to credit companies. Why?

"It's just the last few years that students have been targets," says Ruth Susswein, executive director of Bankcard Holders of America, a non-profit consumer credit card group. "(It's the issuer's) reaction to the credit card market being so saturated."

Once students are signed up, they tend to stay with their first credit card company for 10 to 15 years. That, plus the relatively high rates on "kiddie cards," make students a profitable long-term market, says Derweiler.

"What's more, there's a fresh batch of prospects each year called 'freshman,'" says Susswein.

Student applications also are not required to meet a strict criteria that requires applicants to have employment, a credit card history and the assets necessary to obtain a credit card.

Even though most college students are not employed, credit card companies generally consider them to be a safe bet. When they can't pay, their parents often pick up the tab.

"What we hear, more often than not, is that parents are bailing children out," Susswein says. "Parents usually feel morally obliged to pay, even though they are not legally obliged."

Whoever is paying, the credit card industry is more than satisfied with the end results. Susswein says industry estimates indicate "issuers are earning \$16.5 million a year on every 100,000 student cardholders—more than \$10 million of which is interest income."

At the hearing, a subcommittee chair U.S. Rep. Joseph P. Kennedy (D-Mass) had this to say: "The credit card industry is telling students they can get a credit card without a job, income or any other showing that they can

pay off a debt. This marketing blitz is having a devastating impact on the lives of many students and their families. Without knowing the risks of credit, students have gotten hooked on plastic and are racking up huge debts that will plague them for years. Their parents often face a grim choice: to either bail out their children or watch them get their financial lives off to a disastrous start.

By the time Michelle turned to her mother for help, she was being sued for payment by Signet and also was having problems with a Discover card, although the situation was later settled out of court. Her twin sister, Diana, was in the same situation but had not been sued. The twins' combined debt at Signet alone were roughly \$3,000, half of which, the Bedells claim, was interest and fees.

"Our family had three kids in college and no more money left," says Connie. "So we started fighting it."

Connie phoned the credit card companies, bank presidents, the BHA and finally, the press, looking for help. "I said, 'What can I do? No one had an answer...'"

Credit card companies argue that college student are in fact better credit risks than other populations.

"We are very pleased with the way these young adults are handling their accounts," says Teri A. Temples, spokesperson for Signet, who refused to comment on the pending Bedell case. "The college portfolio is one of the best and highest performing portfolios...so there are a lot of young adults out there that are handling their credit and doing it the right way."

Temples says, however, she does not know how many of these loans are being paid by parents.

As for the students who find themselves in financial hot water, she says: "They have opportunities to get education to help them understand how they need to pay (credit cards) them off. There are two modes of thought about that...one is not giving cards to students, because we don't want them to get into trouble. Our mode of thought is let's give cards to students at a reasonable rate, at a reasonable level of pay-off, to students who are likely to manage

those cards the right way...We've been very successful with that."

"College students are held to a different standard than the rest of us," says Susswein. "College students with no job, no assets, no income, no credit history and no means of supporting themselves are eligible for unsecured credit, and in some cases, quite a bit of credit."

"Without exception, no other group with this same lack of credentials is given the time of day by the credit card community."

So what does that mean to students? Well, nobody's talking about yanking those plastic pacifiers just yet. The Congressional subcommittee and credit counselors are primarily asking for more education up-front to balance all the sales hype.

"Our concern is not that students should not get a credit card," says Susswein. "When used wisely, it can be an excellent way to build credit. Our concern is that people are given cards without understanding their responsibility."

BHA proposed that Congress require mandatory personal finance classes that would include credit education for high school students. Susswein also says issuers should have to check "how many lines of unsecured credit the student is carrying before issuing further credit."

While Congress has not taken any action, Kennedy encouraged credit card companies to improve educational efforts and to consider requiring that students show some minimal ability today when they apply for a card. He also suggested issuers schedule showing how long it will take to pay off the average debt when paying only the minimum balance.

"The hope is that the industry would take some voluntary action and therefore not require Congress to take any action," Susswein says. She says Visa recently created a computerized educational package and is also about to run an ad about how a credit card is a loan, not free money.

## Forum

continued from page 1

some of us have to bite the bullet and increase taxes...we need to educate our kids...we need to build roads."

Kim McMillan, candidate for the 67th District House seat, has been a practicing attorney for the past seven years.

McMillan said a state representative must possess "the ability to listen to others. To take their ideas, to go to Nashville, and cooperate with others."

McMillan supports truth in sentencing, the death penalty, and eliminating some death row appeals.

Bill Wyatt, candidate for the 67th District House seat, is a Clarksville native, a graduate of

APSU, and has served on the County Commission for 15 years.

"Federal Government is a big business," Wyatt said, "and it needs to be run professionally, and it needs to be organized professionally."

Public Service Commissioner candidate, Judge Sara Kyle, was the final speaker of the day. The former teacher grew up in Dickson County and graduated from APSU.

Kyle says that the election for the next PSC member is extremely important to all Tennesseans. "Every Tennessee voter is eligible to cast a ballot and help introduce a new generation of leadership and public service on the PSC."

Elections will be held on Nov. 8.

## Voice mail

continued from page 1

voice mail companies are available in the University Center. The charges of some voice mail services begin at around \$5 a month. APSU's voice mail service will be much cheaper and more accessible. Students and faculty are

excited about the arrival of voice mail to Austin Peay because it helps prepare students for the communications technology revolutions that are becoming widespread throughout the workforce.

Training sessions will be available next semester to help

teach users how to utilize the service.

Ivey said, "Eventually, the university will provide students and faculty with all communication needs."

Voice mail is a step toward making that goal more possible.

Live Music

# the Brary

Cold Beer

**Thursday, October 13**

**Tom Ehlts**

**Friday, October 14**

**-LIVE-**

**from Athens, GA**

**New Found Daze**

**Saturday, October 15**

**UT vs. Alabama**

● \$2.50 pitchers during game ●

**Monday, October 17**

**Mark Stuart**

**COLLEGE NIGHT! Happy Hour all night!**

**Coming Oct. 26...The Party Doctor!**

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- Zero to 25 mph control
- Close, soft landing

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Training includes general description on how a parachute jump is performed along with equipment operation. Instruction is simplified with video and photo explanations.

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- Exit/Freefall body position
- Main parachute deployment
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Independents dominate men's action as championship slated for tonight

## Last-second touchdown gives Rebels women's title

By BYRON SHIVE  
Sports Editor

After a dominating season, the Raging Rebels captured the women's flag football championship last Wednesday with a thrilling 18-14, last-minute win over a gutsy Alpha Delta Pi squad, to earn a trip to the national championships in New Orleans in December.

After standout ADPi quarterback Tara Moseley was knocked out of the game late in the second half with a leg injury—and the sorority trailing in the contest 12-7—back-up Terri Magrans drove the team down the field for a touchdown with less than two minutes

remaining.

With ADPi now leading by two, and with the Rebels faced with a lot of real estate to travel over in a short time, things didn't look good for the regular season champs.

However, Lori Kirkpatrick hit Emily Sleight with a desperation bomb in the waning seconds. Sleight, who stumbled at first, kept her balance long enough to score the winning touchdown

and set off a wild celebration on the Rebel sideline.

The Rebels' triumph in the women's league set the tone for the

conference games at the beginning of the season, the men's independents sent a knockout punch to the usually-dominant Greek

division by sweeping all four first round playoff games Monday.

The independents outscored their Greek counterparts 147-13 in Monday's action.

As The All State went to press, four teams were left with a chance at the title, and with it a berth in the national tournament in New Orleans. Tonight's championship game is slated for 7

p.m. on the intramural field.

The Ghetto Squad, which captured the regular season title, played The Sandlot Boys last night for a berth in tonight's title game.

The Sandlot Boys whitewashed Pike Gamet 42-0 in their first round game, while The Ghetto Squad blanked Pike Gold 28-0. The Ghetto Squad defeated Sandlot 22-21 in their thrilling regular season contest.

In the other bracket, The Traitors, 52-6 winners over Alpha

Gamma Rho Monday, went up against The Falcons last night. In Monday's biggest upset, The

Falcons knocked top-seeded Sigma Chi Black out of the playoffs with an impressive 25-7 win.

The Traitors won their regular season match-up against The Falcons by a 31-6 count.

The National Championships will take place the week after Christmas on the campus of the University of New Orleans.

## Sports Briefs

### Volleyball

After defeating OVC rival Middle Tennessee State 15-8, 15-3, 12-15, 15-12 Sept. 29, to improve their mark to 8-7, the Lady Govs' volleyball team has dropped four straight and six of their last nine matches (not including last night's match at Tennessee-Martin).

At the Western Kentucky University Big Red Invitational, the Lady Govs lost all three of their matches, falling 9-15, 11-15, 5-15 to Xavier; 11-15, 16-14, 7-15, 10-

15 to host Western Kentucky; and 9-15, 7-15, 7-15 to Oral Roberts.

A bright spot for the team was Suzanne Parker, who was named to the All-Tournament team. The 6-1 junior middle blocker had 30 kills for a .388 hitting percentage and added 27 digs for the Lady Govs.

Coach Cheryl Holt said, "We are not playing well right now. We have a good game plan but we're just not executing. We're not mentally sharp. But I've seen this before. This is typical of a young team."

### Cross Country

Hosting their lone home meet of the season, the Austin Peay State University women's cross country team finished third, while the men came in fifth at the Fort Campbell Par 3 Golf Course on Saturday.

Southeast Missouri State won both team competitions.

Sandy Bates paced the Lady Governors with a fifth-place finish in 19:46 in the women's five-kilometer race, 41 seconds off the winning time of 19:05. Bates

followed four Lady Otahkian runners through the chute as SEMO won handily.

Joey Tucker paced the Governors with a time of 27:42.

"The weather was great today," said Head Coach Elvis Forde. "The course was well-prepared and everything went smoothly. I am a little disappointed with the performance of our kids."

## Cagers tipoff with 'Midnight Magic'

The Austin Peay State University men's and women's basketball squads will officially tip-off the 1994-95 season with a "Midnight Magic" celebration Friday night at 10:30 p.m. in Dave Aaron Arena.

Under NCAA rules, college basketball teams may not begin practice until midnight, Oct. 15. The midnight season-opening practice has become a tradition at numerous schools throughout the country, but this will be the first time the APSU squads will be participating.

Sometimes being at home can go against you."

Both squads will compete at the Murray State Invitational Saturday, with the Ohio Valley Conference Championships slated for Oct. 29.

### Rifle

Austin Peay State's rifle team competed in its first match this season Saturday at the ROTC

Armory located on campus.

The Lady Governors, in only their second season of competition, shot an aggregate score of 1,211. Kari Olson led the way with a 326 score on four targets, including an 88 (out of 100) on the final one.

Susan McCormack shot a 320, while Su Cha Sprague shot 288 and Jennifer Hayes added a 277, in their first competitive match.

will stage their own slam-dunk contest.

During the warm-ups, ESPN will be in town to shoot a video showcasing Govs' forward John Jenkins, who is a hopeful entry into the college basketball slam-dunk championships in March.

Prizes will be awarded to lucky attendees, and "Midnight Magic" T-shirts can be purchased.

The event is free and open to the public, but those attending are urged to enter the Dunn Center through the Marion Street entrance.



Antone Thrift, a sophomore wide receiver, prepares to cut up field after eluding a would-be Murray State tackler during Saturday night's 29-14 loss to the Racers. After going two games without a turnover, the Governors fumbled the ball 10 times, losing four, and threw one interception, as Murray State capitalized on Governor mistakes. Austin Peay will play at Tennessee State Saturday night, after dropping to 1-2 in the Ohio Valley Conference.

## FALL 1994 ON-CAMPUS RECRUITING

The following organizations will send recruiters to the APSU campus to interview seniors and graduate students for job openings and career opportunities during Fall 1994.

- For more information come to Career Services located in Ellington Student Services Building, Room 217 between 8AM - 4:30 PM Monday - Friday.
- Schedules will be on a First-Come-First-Serve Basis.

### SENIORS-SIGN UP EARLY!!

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| The Finish Line           | Oct. 24 | 9-4:00    | Ellington 217 | Any major                                  |
| Sherwin-Williams          | Oct. 27 | 9 3:00    | Ellington 217 | Bus., Mkt., Mgt                            |
| U.S. Air Force            | Oct. 27 | 10-4      | Ellington 217 | Tecnical Degrees                           |
| U.S. Marine Corp          | Nov. 8  | 9:30-3:30 | Ellington 217 | Any Major                                  |
| Lady Footlocker           | Nov. 9  | 10 -4     | Ellington 217 | Bus., Accounting                           |
| Federated Insurance       | Nov. 11 | 9 -12     | Ellington 217 | Business                                   |
| First Union National Bank | Nov. 15 | 9-4:30    | Ellington 217 | Business                                   |
| Modern Woodmen of America | Nov. 15 | 9:30-1:30 | Ellington 217 | Business                                   |
| Kmart Corporation         | Nov. 23 | 9:30-1:30 | Ellington 217 | Bus., Mgt., Mkt., Econ., Lib. Arts         |
| JC Penney                 | Dec. 5  | 10-4      | Ellington 217 | Business                                   |

SENIORS WILL BE NOTIFIED WHEN ADDITIONAL COMPANIES SIGN UP.

REMEMBER TO SIGN UP EARLY

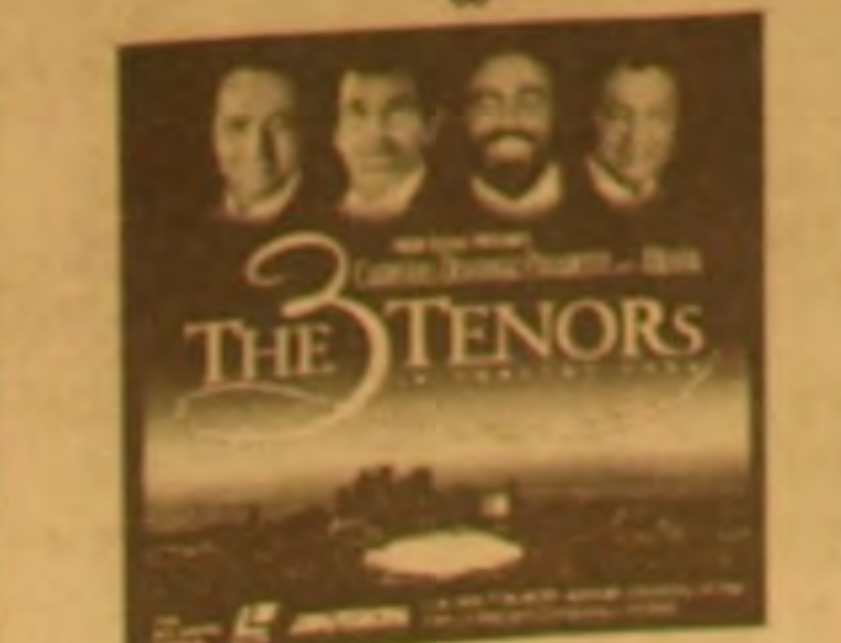
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# Features

Page 6

## Adult Literacy Council offers educational opportunities

by J. Daniel Cloud  
features editor

If you can read this, you are more fortunate than many adult Americans. According to a study released in September of 1993, by the Education Department, some 90 million of the 191 million adult United States citizens have inadequate reading and math skills.

Citizens of Clarksville, however, have the opportunity to fight the problem of illiteracy. The Adult Literacy Council, a program sponsored by United Way, operates in conjunction with the Montgomery County Board of Education's division of Adult Education. These programs are currently housed in the Greenwood Complex, along with several other education-based programs.

Many prospective Adult Education students have seriously limited literacy skills and must be tutored in reading before continuing their education. There are currently 54 tutors working with the Adult Literacy

Council. These volunteer tutors assist teachers in classroom situations, teach small groups, and—in some cases—work one-on-one with students.

"Some students," says Heather Hudgens, a newly-trained tutor, "need extra, personalized teaching and work better person to person."

Hudgens was trained with ten other new tutors recently. Nine of these are APSU students. Jane Trout, executive director of the Adult Literacy Council, says that using college students as tutors works out well for all involved. Tutoring schedules are planned to accommodate school exams, breaks, and other aspects of the student schedule. And since student tutors know what it is like to be in school, they are able to empathize with those they are teaching.

These volunteers are only used to tutor students who are in the Adult Literacy program. The other classes are observed by teachers who are certified by the state of Tennessee. Many of these teachers are on the extended

contract program, which allows teachers to teach more hours than a normal school year would. During the summer, these teachers write courses for the school. Students then take the classes by independent study.

Before this program was started a few years ago, an adult who wanted to return and obtain a high school diploma had to get a General Education Diploma. Now, any student who can read is able to work toward either a GED or a regular high school diploma, given by the Greater Clarksville Community High School. Those who need more than three credits (out of 20 needed to graduate) are encouraged to go for the GED, because a full-time student taking 20 class hours per week earns only three or four credits per year. The GED can be earned much more quickly than the high school diploma, and is accepted by most universities and businesses.

Anyone over the age of 18 who can read is eligible to be a tutor. Interested? Call 648-5650.



Jane Trout, executive director of the Adult Literacy Council, and Heather Hudgens, a volunteer tutor, work to eliminate illiteracy in Montgomery County. (photo by J. Daniel Cloud)

## Unorthodox advertising executives use creativity and ingenuity in popular ads

By Dorothy Collins  
staff writer

Anyone expecting two executives from an ad agency, dressed in slick suits with polished images were in for a surprise Thursday night. Graphic artists Michael Dweck and Lori Campbell broke the mold.

The walls of the Gentry Auditorium rocked with laughter all evening during their lecture on graphic art. They are unorthodox in their approach to advertising. They are successful. In two years, they built their small New York based agency into a multi-million dollar operation.

They specialize in low-budget and tongue-in-cheek ads for clients that give them the freedom to do really attention-getting advertising. Dweck said that they operate on the "assault principle." That is, an ad campaign that assaults the public with their client's product.

For example, the ad for Oak Tree Dairy, a small struggling business trying to maintain a foothold in today's market is a picture of a black and white cow, grazing with the Three Mile Island Nuclear Power Plant in the background.

The cow has a third eye in the middle of its head. The ads reads "Do you wonder why the milk from Pennsylvania doesn't taste as fresh as ours?" Pow!!! Overnight reaction from outraged dairy farmers in Pennsylvania made the CNN News, got comments from talk shows, and ended up on "Saturday Night Live."

Their ads were attention-getting and controversial — so much that the ads made the front page of newspapers such as the New York Post and the Boston Globe.

The ads made people sit up and take notice. And look at the free publicity for their client. The client

has to take a little heat, but the end result was a business that more than doubled, and their name on everyone's lips — they're no longer unknown.

Other ads such as the ones for Giant Carpet were just funny. A whole page with large words that read, "In Honor of the Politicians, We Are Offering 90% Discount and Giving you 50%." Or "If You Remember Prices Like This, You're Probably Dead." Then there's "The Biggest Clearance Since You Ate a Whole Box of Prunes at One Sitting." These definitely get audience attention and tickle their funnybone at the same time.

Dweck and Campbell operate on the philosophy that "the end justifies the means." Campbell, whose degree from the University of Colorado, Boulder, is in advertising, had wondered about great ideas on the drawing board

that never made it into publication.

She founded out that most clients wanted to play it safe, not insult anyone, thus blocking the talents of artists. She got with Dweck, whose degree from Pratt Institute in Brooklyn is in graphic arts. Together, they made a dynamite team.

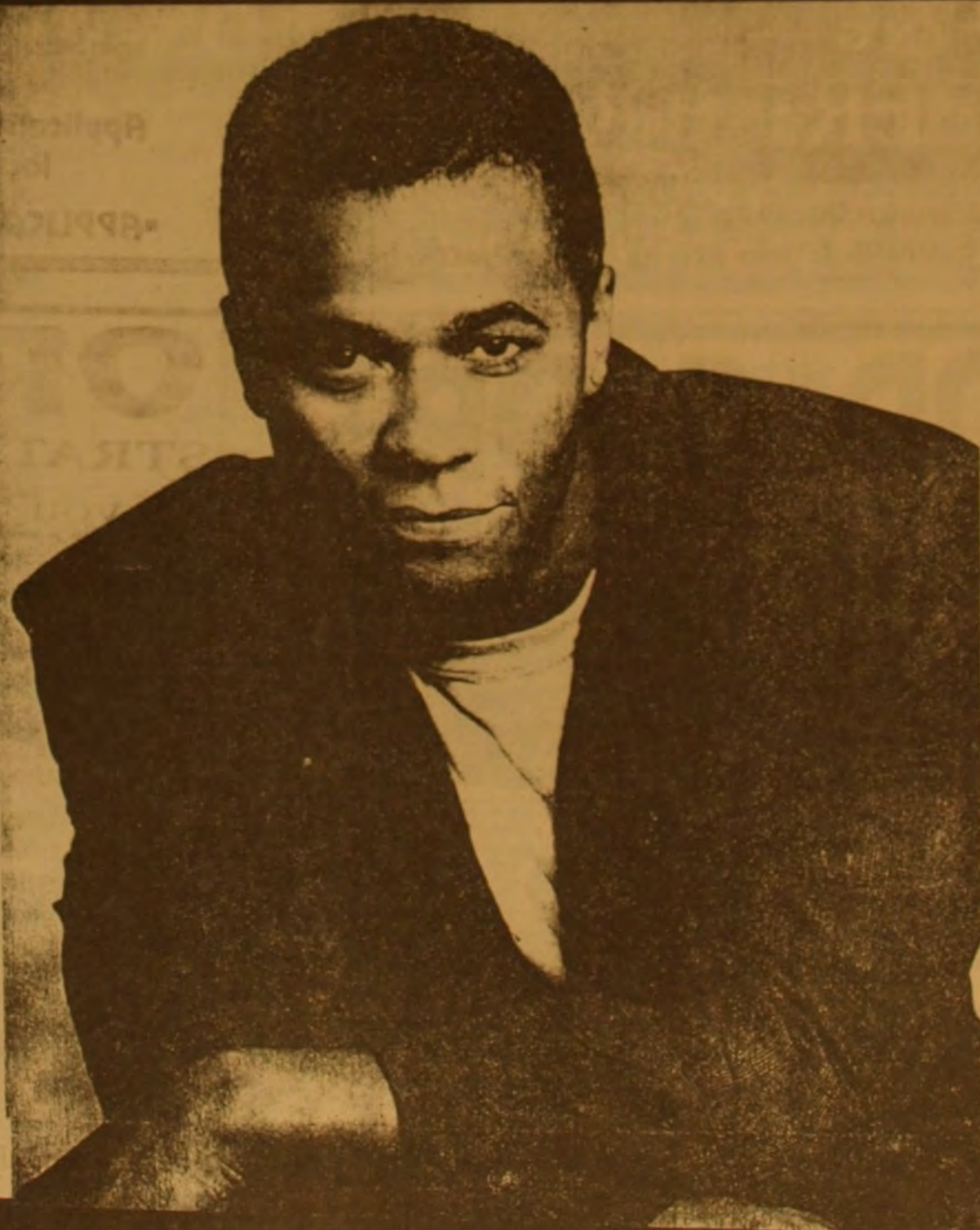
They showed slides of their office, with real desks and computers, and a basketball hoop on the wall. Dweck said the office was designed with lowered partitions so that everyone can get together to brainstorm an idea.

It was an informative, if unusual, lecture. The word lecture doesn't even fit here. It was entertainment. That was also part of their philosophy. They wanted their commercials to entertain.

They are unusual, successful and funny. Dweck and Campbell have figured out some magic combinations: How to have fun at their work, and how to make the media work for them.

This great evening of entertainment was sponsored by the Center for Creative Arts in conjunction with the APSU art department.

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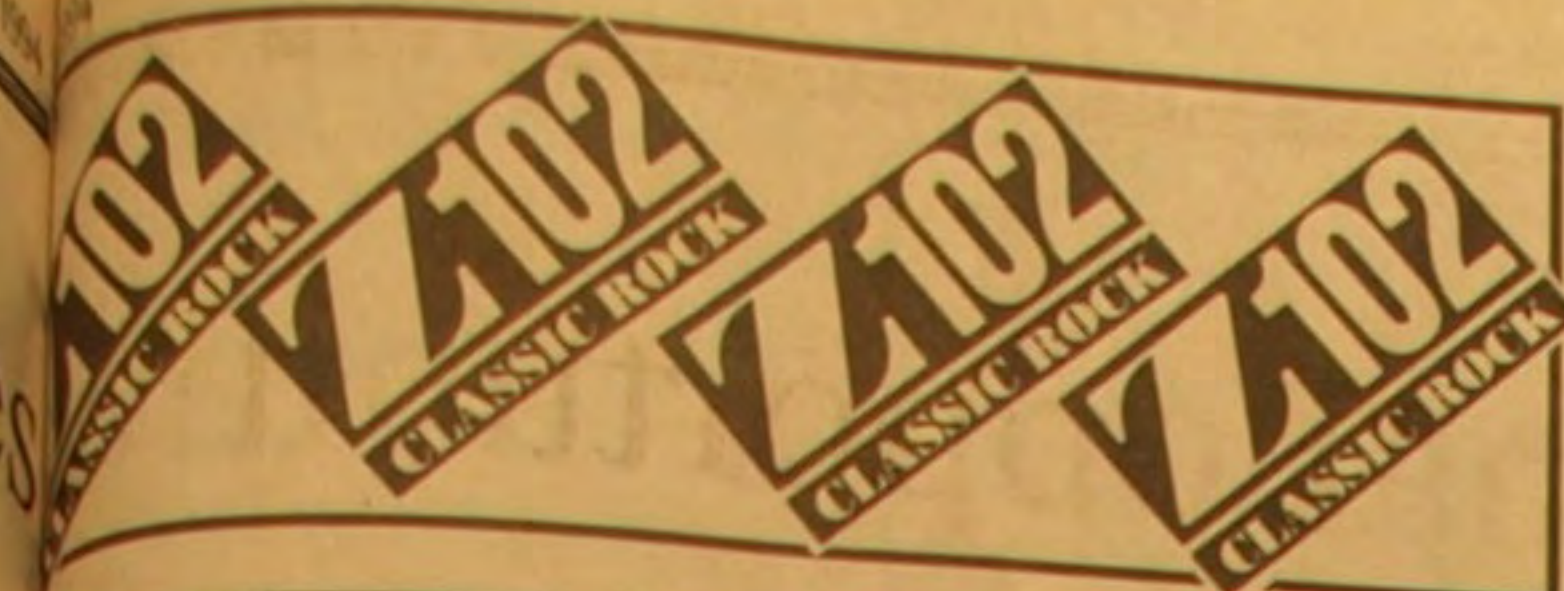
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JANET MASLIN, THE NEW YORK TIMES



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