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Fake Break Edition

THE PENDULUM

ELON, NORTH CAROLINA | WEDNESDAY, FEBRUARY 3, 2010 | VOLUME 36, EDITION 2

www.elon.edu/pendulum

Winter storm leaves mark on Elon, NC



Jack Dodson
 News Editor

Snow battered the state of North Carolina from Jan. 29 through Jan. 30, leaving eight inches of lasting snow in Alamance County, prompting closures as late as Monday morning.

Elon University remained closed Monday and Tuesday mornings because of the winter storm, opening officially at 10 a.m. Alamance County schools remained closed Monday to allow towns more amount of time to clear the roads.

North Carolina, among other southern states, was declared in a state of emergency by Gov. Bev Perdue last Saturday morning. The National Weather Service issued a winter storm warning that lasted through the weekend.

Mike Dula, the town manager for the Town of Elon, said it was fortunate the storm fell on a weekend. He said because of the cold temperatures after the snow fell, the roads became very icy.

"It'll eventually go away, but if it freezes overnight, it can hang around," Dula said.

The Town of Elon is equipped with dump trucks with blades on the front to clear snow, as well as other trucks with the same equipment. The town does not have chemicals that prevent ice on roads, Dula said.

He said the state is responsible for clearing certain roads in the area, including Haggard Avenue, Williamson Avenue and University Drive.

Sophomore David Hodges said he had to come back to campus early from western North Carolina in order to avoid driving through the storm.

"Friday night it just started pouring down and Saturday morning it was a totally different story," Hodges said. Being from Florida, Hodges said he didn't have any experience driving in the snow and had trouble keeping control when he drove during the weekend.

Grant De Roo, a sophomore from New Hampshire, said he had to drive to the airport in Raleigh on Monday and was surprised by the

condition of the highways.

"It was unbelievable. It was awful," De Roo said. "The highway was the same as anything off the road ... the sidewalks were plowed better than the road."

Hodges said North Carolina, and Elon in particular, is not adequately prepared to deal with a snow storms. He said he didn't think investing in snow equipment in North Carolina is worth the cost.

De Roo said he felt, despite the few occasions in which the South sees snow on the level of this past weekend, a better system of clearing the roads would be worth the price.

"Granted, it might only be a couple days a year (that it snows), but it's four days now and people are still canceling school," he said.

According to the Burlington Times-News, the city of Burlington and the N.C. Department of Transportation spent more than \$342,000 cleaning the streets of the city.

The Greensboro News and Record reported the city of Greensboro spent \$25,000 in preparation for the storm.

The Duke Energy Web site reported on Monday afternoon there were still almost 9,000 power outages in North Carolina and South Carolina. Jackson County in the Western part of North Carolina saw the most power outages, with almost 4,000 alone.

Jenequa Breeze, the assistant manager at Starbucks on Huffman Mill Road, Burlington, said she opened the shop everyday during the weekend and had more customers than she was expecting.

She worked on Saturday with only her student manager, who lives close enough that coming in to work wasn't an issue. Most businesses on Church Street and Huffman Mill Road, were closed on Saturday, she said.

Breeze said that there really weren't any snow plows around clearing the roads during the day.

"It would be nice to see more snow plows because there are still a lot of roads with ice on them," Breeze said.

New green jobs grant offers NC \$150 million

Samantha King
 News Editor

The Obama administration recently pledged to create sustainable jobs across the nation, authorized by the American Recovery and Investment Act of 2009 and known as the "Pathways Out of Poverty" grant. North Carolina will receive \$150 million as a part of this grant.

The United States Department of Labor collaborated with nonprofit organizations to develop a budget for the grant and determine where the funds are most needed across the United States. The grant is intended to help those with low incomes, criminal records or minimal education find and maintain jobs, according to Secretary of Labor Hilda Solis in a press release.

Jim Barbour, associate professor of economics, said the grant would not harm the economy other than the deficit it would possibly create.

"Anytime people have extra money to spend, it would help the economy," Barbour said.

While Barbour said he could not comment on the long-term prosperity of the grant, he did acknowledge North Carolina's need for change and new jobs.

"The existing (job) structure of North Carolina is badly damaged," Barbour said. "Ideally, this would free up intellectual ability to create better mills and put them to use. What they will do, I have no idea, but it would free up people to imagine a better world."

The funds are allotted and outlined to serve specific purposes within the 38 different companies it will be divided among across the United States, according to a press release by the United States Department of Labor.

Three North Carolina businesses will receive funds to aid in the burden of the recession, while creating sustainable jobs for the future.

Good Will Industries International will receive more than \$7 million in six U.S. cities, including Charlotte, to aid "people with disabilities, chronically unemployed individuals, ex-offenders, older workers, homeless individuals and high school dropouts," according to the press release.

MDC Inc. is a company dedicated to helping "low wage workers and unemployed individuals" find lasting careers, according to the press release. The more than \$3 million allocated will be distributed among eight mostly rural areas in the United States. The majority of the funding will go to MDC Inc. headquarters in Charlotte, N.C.

The final North Carolina location served is a branch of Opportunities Industrialization Centers of America Inc. in Asheville. The \$4.9 million allocated will be shared between Asheville and two other cities.

Couple gives \$1 million to Elon Academy

Samantha King
 News Editor

Elon Academy, an Elon University-based program designed to help low income and first generation high school students in Alamance County to prepare for college, received a \$1 million donation from Elon alumni Doug and Edna Truitt Noiles.

The company was sold to Johnson and Johnson, leaving Doug and Edna with more than

enough money to continue the modest lives they chose to live.

"I've thought about it a lot," Doug said, referring to the gift. "We had more than we needed. We lived a basic, simple life for 50 years."

The couple's long endearment with the program began almost four years ago when President Leo Lambert told them about the "abysmal situation" at Cummings High School during lunch.

After speaking with Lambert, Doug and Edna decided they

wanted to do something to help the students of Alamance County. They promptly donated \$220,000 because they wanted to help make change possible. The academy had not yet been established.

"In the beginning, Leo came and we listened and we knew we wanted to do something to help," Edna said. "When we put the money in, we didn't know

See GIFT | PAGE 3



NY Times to charge for online content

Decision raises questions about the price of quality journalism

Jack Dodson and Lindsay Kimble
Executive Editors

New York Times' readers will have to open their wallets to access some of the publication's online resources beginning in January 2011, when the company switches to a "metered" model of payment for usage.

On Jan. 20, executives of The New York Times Company announced after a year of debate, visitors to NYTimes.com have to pay a flat fee for unlimited access to online content. The price for content is yet to be announced.

The Times, which garners 17 million readers a month according to Nielson Online, joins nearly a dozen other newspapers that charge for site access, including the Wall Street Journal.

Sophomore Alex Stevens accesses the Times' Web site through an iPhone application and receives updates from the Web site via Twitter. He said a fee will end his usage of the Times online and in print.

"You can usually find most stories the Times has somewhere else for free," Stevens said. He said he never really used the Times print version before, "unless it was required for a course."

Glenn Scott, associate professor of Communications, said he's not surprised the news organization decided to charge for content.

"Theoretically it would work because they just have to have a dependent revenue flow," Scott said.

Many newspaper analysts note the Times is one of the first newspapers to begin the switch to a better generator of online revenue than advertising, which will likely be a trend throughout the industry.

"When it's happening in New York City, you can bet it's going to spread," Scott said.

Scott said advertising on news Web sites has not been as effective in the eyes of advertisers as other Web sites, and the business model for news may have to change, relying more on subscription.

Elon currently provides a free service to students that offers the New York Times print edition in the McEwen Communications building. Scott said this service may eventually expand to online, allowing students to access content for free through a package

deal the university could purchase.

This is not the first time the Times has charged for content.

In the 1990s, the newspaper charged overseas readers for some Web site access. From 2005 to 2007 the Times used a TimesSelect service that charged for access to editorials and columns.

The "metered" model method of payment allows users free access to the Web site for a certain number of articles per month. If users exceed this number, they will then be charged. The Times' homepage will remain free and subscribers to the print version of the Times will receive unlimited access to the site without any extended fees.

Readers can also read individual articles through search engines like Google without being charged.

"Quality content is not free," said Rupert Murdoch, chairman and CEO of News Corp., in a Wall Street Journal article which explained the decision to charge for site access.

Murdoch, who owns the Wall Street Journal, points out that in the future, good journalism depends on the ability of a news organization to attract customers by providing information that "they are willing to pay for."

Murdoch notes customers are smart enough to realize they cannot receive quality information for nothing. Many free online news stories are from non-reputable sites or are aggregator sites linking to esteemed journalists' work.

Naemah Clark, assistant professor of communications, accesses the Times online but mostly gets her news from television. She said it is highly unlikely she'll continue to access NYTimes.com in light of the new fees, if it limits her access to certain articles.

Clark is currently conducting a research project to see if people would pay money to access news. She has found that most people would rather use a free source than pay for content.

"Most media outlets will realize they cannot just rely on ad revenue and provide news for free," Clark said. "Then, when there are no other options, people will pay."

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SARAH COSTELLO | Graphics Editor

2010 Census kicks off with new efforts to inspire participation

Kassondra Cloos
Reporter

Since 1790 the government has counted the number of U.S. residents through the Census, but the Census remains a widely misunderstood tradition.

"I think (the general public) understands what it is," said George Taylor, professor of political science. "But I don't think they understand the importance of it."

The 2010 Census Bureau's slogan, "We can't move forward until you mail it back," highlights a complete and accurate count of residents. It is essential for the most efficient allocation of government funding for infrastructures such as hospitals, roads and schools.

In addition, Taylor said the number of representatives for each state in Congress and the Electoral College relies strictly on the number of individuals residing there.

"The Electoral College shifts power with population," he said.

For the first time in history the Census Bureau will conduct a road tour across the United States to raise awareness. On Tuesday, Jan. 5, the Charlotte, N.C.-based vehicle began its journey. Eleven other regional vehicles, as well as a national bus, will also continue to tour the country until April when the Census officially begins.

"It's important to know why these things are happening," junior Amanda McBride, said, "especially since we pay taxes."

Freshman Bobby Rawlings agreed.

"I feel like very few average Americans understand the gravity of the census—including myself," Rawlings said. "If they were versed on the importance of the census, then they may take the process

more seriously, and it would become drastically more accurate."

In an attempt to add a more human aspect to the process, the Road Tour involves creating a "Portrait of America." Those who visit the tour buses will learn more about how and why they are counted.

They will also have the opportunity to get their pictures taken and tell their own stories of how census data will make a difference in their communities. Many of these stories are featured on the census Web site, where anyone can read them.

"I think that will be really effective," freshman Sandra Weiss said. "When people fill out those forms, they're just checking boxes. They have no idea what it's doing. Adding a more personal aspect like this will make being counted more meaningful."

The Census Bureau makes it clear on the form that anyone living away from home, even college students, are not to be included in the household count. Rather, census takers will be visiting colleges in the coming months in order to get an accurate measure of residents at each school.

"It would make sense for them to do that," freshman Joshua McGee said. "Considering I spend most of my time here in this community. I might not be here five years from now, but somebody else will be."

With only 10 questions, the 2010 census is one of the shortest questionnaires in history and will be mailed to every household in mid-March. It is due back in early April.

Those who do not return the forms will be visited by census-takers, who will merely obtain the answers for the questions asked on the form.

"By law, you're supposed to answer," Taylor said. "We don't get every person, but we're probably fairly accurate."

New BioBus route offers public transportation to downtown Burlington

Mary Yost
Copy Editor

New sights, sounds and tastes can be found in a short ride to downtown Burlington. A new downtown and East Burlington BioBus route encourages students to go beyond the "Elon bubble" and discover the community and the areas surrounding Elon University.

The route is a pilot program that will run throughout the spring semester. If there is sufficient community and student interest in the route, hours will be expanded next fall, said junior Elon Volunteers intern Teri Horn.

"It is important for students to explore Burlington because the community is a part of what the university is," Horn said. "At Elon it is easy to remain inside of the bubble. We see a natural disaster in Haiti and want to help. However, there are people who need help right where we are. It is a lot easier to serve people here than to hop on a plane to Haiti."

According to Tammy Cobb, the assistant director for community partnerships in the Kernodle Center for Service Learning, during the past eight years numerous community partner agencies have said they need consistent student volunteers at their organizations.

"After considering the most heavily used organizations and service locations in our community, a route was made to support student transportation needs," Cobb said.

The one-hour bus loop will depart from the Moseley Center parking lot Monday through Thursday every hour between 2:30 and 5:30 p.m. It stops at six locations throughout downtown and East Burlington, making volunteer sites accessible by foot.

Patrick Harman, executive director of the Hayden-Harman foundation in Burlington, hopes the route will

acclimate students to the community and the opportunities it offers.

"The more students get out into the community and learn about it, the more engaged and comfortable they will be with Burlington," Harman said.

Along with providing service opportunities, the route will offer an opportunity to support local businesses in downtown Burlington.

"The Downtown Burlington Corporation will be hosting an event in early February to familiarize downtown merchants with the loop, use of the Phoenix Card and marketing opportunities," Cobb said. "We expect this may have appeal as a new place to eat, have coffee, shop and visit in addition to service opportunities."

The community has generated a lot of interest in the new loop and the opportunities it provides to residents.

"Due to funding by Piedmont Authority through Regional Transportation, the public can ride any of the Elon BioBuses at no cost," Cobb said. "But this route in particular will help connect service providers and their clients to each other and Elon."

The route will help community members learn more about the benefits of public transportation.

"The BioBus is an opportunity for the community to become acclimated to what a fixed route would be," Harman said. "There hasn't been public transportation in Burlington since 1978. Therefore, some people have no knowledge of what a bus route is."

Traveling on the BioBus route offers students the opportunity to go beyond the "Elon bubble" and sustain the university's bond with Burlington.

"The new loop will better connect the students to our community and our community to campus, strengthening and creating new relationships and partnerships," Cobb said.

First lady launches national childhood obesity initiative

Eva Hill
Senior Reporter

On Jan. 20, Michelle Obama announced her plans to be a part of the battle against childhood obesity. Her initiative will require the federal government to collaborate with local officials and members of nonprofit sectors.

Randy Bridges, superintendent of Alamance County schools, said he was not aware of the first lady's announcement and did not have any information regarding fitness and nutrition changes in the school system. But he said he recognizes the importance of the issue and involvement of families and schools.

"Obesity is a serious issue for our children that has to be addressed by our schools and parents," Bridges said.

Obama said she hopes her efforts will lead to more nutritious food options available in school systems and more opportunities for children to be physically active in their communities.

Many schools are reducing or completely eliminating physical education requirements because of recession and budget deficits. Reports from the surgeon general recommend students

from pre-kindergarten to grade 12 to participate in physical education courses.

At the U.S. Conference of Mayors, Obama rallied support from mayors across the country and expressed the simplicity of her goal. "To put in place common-sense initiatives and solutions that empower families and communities to make healthy decisions for their kids," Obama said.

The obesity issue with youth was made personal by the Obama family's pediatrician. He warned Obama of his suspicion that "something was getting off-balance" with Malia and Sasha and advised the first lady to monitor their body mass indexes.

"Even though I wasn't exactly sure at that time what I was supposed to do with this information about my children's BMI, I knew that I had to do something," she said.

Obama said she recognizes the difficulties parents face when both raising children and working.

"There were plenty of times when after a long day at work, when the fridge was empty and the kids were hungry, that I just ordered that pizza because it was easier," she said in a report from USA Today.

Despite time constraints, budgeting and convenience, Obama hopes to reach parents, children and communities with her efforts to bring

attention to the growing problem.

According to the Center for Disease Control and Prevention, 16 percent of children 6-19 years old are overweight or obese. These numbers have more than tripled since 1980 and are likely to steadily increase as the eating and exercising habits of children continue to worsen.

During a speech at the Department of Health and Human Services in Oct. 2009, Obama recognized working to prevent childhood obesity will not only lead to immediate positive results, but also prevent the issue from progressively worsening for future generations.

"It's a major public health threat right now," she said. "So just imagine what we're going to be facing in 20 to 30 years if we don't get on this issue."

Kathleen Sebelius, secretary of health and human services, agrees with Obama and supports her efforts to combat the growing issue, recognizing the issue from an economic standpoint.

"The unhealthier we are as a nation, the more our health care costs will continue to rise, and the less competitive we will be globally," Sebelius said. "We have not only a moral obligation but I would say an economic imperative to begin to make a change."

Noiles' want their donation to sustain Elon program for future generations

GIFT from Page 1

about the academy, we just wanted to help."

Doug and Edna were present for the initial Elon Academy meeting in 2007 with students and their families, which Edna described as simply "awesome."

"It was the parents and grandparents who touched us most deeply," Edna said. "Hope for their children shown in their eyes. We were deeply touched by that, it still moves me when I think about it."

Doug, who remembers his childhood fondly, agrees.

"We have both been in favor of our whole lives of a good college education," Doug said. "When I was

a kid, I loved to learn and do things. The little kids now a days are being cheated, something should be done about that."

The couple believes the Elon Academy will allow students to have fun while learning once again.

Darris Means, assistant director of the Elon Academy, said while he cannot comment on how the academy will budget the \$1 million gift, he does know the academy plans to use the gift to sustain the program.

"We want to deepen the scholars' experience and continue to make sure the program is most effective," Means said. "The goal is not to increase the number of participants

but to enhance the experience."

Elon Academy is a three-year commitment that students in Alamance County high schools apply and interview for in their freshman year of high school.

Students meet once a month on Saturday for a book discussion and college-preparatory classes, such as SAT prep, scholarship and college applications, Means said.

Academy students also must complete three summer programs their sophomore, junior and senior years.

"The students live on campus for four weeks and take courses taught by Elon faculty and highly qualified

high school teachers," Means said.

Elon University students also gain experience through Elon Academy by working closely with the students as resident advisors and mentors as well as TAs for some of the classes students take.

May 2010 marks the first Elon Academy graduating class. Talks over how the academy will continue to support students after they begin college are still being discussed, Means said, but there are still some programs required for graduated seniors.

While the future for the program cannot be determined, the couple is excited to see it progress.

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Opinions

Consequences of interference Questioning the heart of journalistic altruism

A journalist covering a story about an insane asylum witnesses a male patient escape. Should he stop him? A fundamental rule of journalism prohibits interference.

Journalists are taught to keep a separation from sources, to not befriend them or become emotionally attached to those they cover. This constitutes a conflict of interest. Physically intervening in a story is also strictly off-limits.



Marlena Chertock
Columnist

When Anderson Cooper came to visit Elon last year, no one could predict he would be traveling to Haiti in 2010 to cover a devastating earthquake, reporting in the throes of looting and dangerous riots.

During a video shooting for CNN on Jan. 18, a looting began in the streets, and one boy was hit by a concrete block and thrown off the roof. Cooper dropped his video camera and rushed to pull the boy away from the chaos. Away from the looting and violence, Cooper and medical personnel laid the boy down to stop the blood flow.

Response to Cooper's act has been mixed. Some call his actions heroic, while others claim he disregarded journalistic principles.

David Douglas, Elon alumnus ('05) and television reporter in Wisconsin,

cites the number one rule in television reporting: "You (the reporter) are not the story."

In 1993, photojournalist Kevin Carter snapped a photograph of a severely malnourished child in Sudan crawling to a nearby UN food camp. A vulture was watching nearby, waiting to eat him. After the photograph was taken, Carter moved on quickly to cover other stories and pictures in Sudan.

The picture won the Pulitzer Prize in 1994, and Carter committed suicide soon after winning the award. Carter had done a journalist's job. He had not interfered in the story, perhaps to the Sudanese boy's demise. It is not known what became of the boy.

Journalists are human, even though they are constantly held accountable for remaining objective and free of bias. Cooper's sense of justice and morality came into play in his situation. There comes a point in any job when a person's humanity is called upon. If it is for the good and well-being of another person, an action should not be reprimanded.

But, there is a fine line between altruism and acting to get higher ratings. Michael Skube, Elon Communications professor, said, "My impression is that CNN's Haiti coverage as a whole, even with Wolf Blitzer, has gone a little overboard in (the emotional aspect)."

Skube does not think that Cooper was in the wrong for wanting to help the hurt child. In fact, he expressed sympathies. "But, for God's sake, do it off the air,"

Skube said. "When it's part of the on-air coverage, the subject becomes Cooper's compassion more than the child's misfortune. AC360 bears witness. This is transparently disingenuous."

Television is first about ratings and second about journalism, Skube said.

"Cooper gets good ratings, and that is something CNN sorely needs these days. He gets them, in part, because he conveys the image of the on-air counselor at large," he said.

But insincerity in the name of ratings poses an incredible threat to the craft of broadcast journalism. It is the story that should provide the emotional pull, and news of the earthquake involves enough emotional quality on its own without the distracting qualities of Cooper's heroic actions.

Communications professor Janna Anderson describes Anderson Cooper as an international humanitarian first and a journalist second. Anderson encourages students to observe and report "unless there are lives in the balance," she said. "Journalists should not step in when others who are more capable can do the job of saving lives and making that difference."

In the case of human rights and extreme situations such as Cooper's, these essential journalistic rules can be broken a bit. The focus of a piece should never be solely on ratings, but if it is the case of saving a life or remaining objectively behind the camera, saving others trumps one's journalistic obligations.

EDITORIAL

Individual choices aid to halt sexual violence on campus

Every September, freshman college students begin to discover the personal decision-making processes involved with their social lives. But when issues arise within those areas, the consequences can be dire. Conflicts between the aforementioned aspects often result in sexual violence cases.

Smith Jackson's recent e-mail pertaining to the young woman assaulted on College Avenue raises a significant amount of alarm. While walking in the darkness alone that evening, she could have been abducted, raped or worse. Though it is common knowledge that this world is inhabited by innocent and sinister characters alike, it is devastating that private campuses have become settings where corrupt deeds take place.

There is a line between chance encounters with strangers in remote off-campus locations and the sexual violence that occurs in the context of social outings on campus. The latter often occurs when alcohol is present and in the possession of underaged drinkers.

In a study conducted in 2009 by the Journal of American College Health by four major universities, results indicated 20 percent of undergraduate women experience sexual assault in college.

Most of the assaults occurred after the women had consumed alcohol and could not give their consent.

Our generation — despite the

intrinsic value of messages sent by American media and the lack of alcohol education and tolerance within American culture — has proven time and time again that it can't handle the substance responsibly.

Though people who consume alcohol in moderation are completely capable of making decent decisions, there are those who are not cognizant of what moderation is. Situational evidence continues to prove that alcohol perpetuates the instance of danger involved in basic human interaction.

With an increased sense of self-control comes thorough, quality decision-making, neither of which are present in alcohol-saturated scenarios.

To attempt a solution to an issue, primary dialogue must be facilitated among those directly affected. It seems the first steps towards resolution are beginning to take form.

Sophomore Jonathan Conner is the founder of the Facebook group 'Sexual Violence on College Campuses' and has this to say about his motivation to engage the Elon community in public dialogue about the subject: "I feel as though this Facebook page was necessary because it's just like any problem in the U.S. today — people recognize it as a problem but do nothing to help solve it."

Connor capitalized on the popularity of Facebook to stimulate what he views as much-needed conversation.

"I felt as though sexual violence on college campuses was a problem that needed to be talked about ... especially within the community that it is affecting (i.e. college students)."

Sophomore Sophie Marie Nielsen-Kolding joined the group to include her viewpoints on the topic.

"I think that we need to do something to change people's opinions about drunken sex being acceptable. I think it's an issue that people are uncomfortable discussing, but it should be discussed more on campus, not just with the incoming freshmen."

Of decision-making while under the influence, she added, "If you wouldn't do it if you were sober, don't do it when you're drunk."

After posting a YouTube link of Asher Roth's "I Love College" music video, Conner asked if students saw a cultural link between the subject matter and the images and lyrics presented. Even on Elon's campus, the debate about pop culture fueling present-day social concerns presses on.

Elon provides multiple forums to discuss sexual violence; the "Consent is Sexy" campaign does much to enliven Elon students to participate in the non-violent cause. Additionally, the Facebook rapport that has begun is helping to promote discussion. Still, individual choices will greatly impact the way this issue is handled by our generation in the future.

THE PENDULUM

Established 1974

The Pendulum is published each Wednesday of the academic year. The advertising and editorial copy deadline is 5 p.m. the Friday before publication. Letters to the editor and guest columns are welcome and should be typed and e-mailed with a telephone number for verification. Submissions are accepted as Word documents. The Pendulum reserves the right to edit obscene and potentially libelous material. Lengthy letters or columns may be trimmed to fit. All submissions become the property of The Pendulum and will not be returned. You can reach The Pendulum by e-mail at pendulum@elon.edu. If you have questions or concerns about an article, contact a section editor. Please do not respond to reporters directly.

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Future looks bleak for Brown

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After legendary terms and remarkable accomplishments made by former Sen. Ted Kennedy, Sen. Scott Brown has huge shoes to fill.



Style

'Mebane, NC: Biggest Little Town on Earth' Grand opening of Historical Museum in Mebane, NC



Professor of Non-Violence Studies, Linda Dunn, right, views an exhibit at the Mebane Historical Museum open house on Saturday.

Gabriela Szewcow
Design Chief

When asked where the town of Mebane is, Carolinians frequently greet the question with blank stares. It hasn't always been this way, and the small town located in Alamance County has worked to preserve its history through the creation and opening of a historical museum.

The goal of the museum, which opened Jan. 24, is to preserve Mebane's past through photographs and other artifacts, mostly from the 1930s and 1940s. The photographs depict the businesses and companies that helped spur Mebane's thriving economy.

"At one point, in the late '40s, early '50s, everything you needed was in downtown Mebane," said Peggy Boswell, director of the Mebane Historical Museum. "They had a theater, they had a grocery store, they had restaurants, they had places to shop, they had a teenage club hangout, they had a medical clinic. So that's why they called it — the biggest little town on earth."

Volunteers worked to put the museum together.

"A large volunteer group has worked very hard over the years to form a museum to house the artifacts that belonged to the collection of Milton McDade," Boswell said.

Milton McDade was a citizen of Mebane who possessed many photographs and artifacts from the town's past. Before his death, he donated everything to the town, under the condition they would create a museum.

McDade's artifacts were given to the Mebane Historical Society, which put them on display in the town's library until the society decided to move it to a larger location. The collection was moved to the newly-renovated recreational annex building, where the museum is now officially located.

The exhibit's collection includes an audio and visual area with slides and DVDs of Mebane's historical events. Many slides from McDade's collection were taken of agricultural workers in storage buildings and tobacco fields, as tobacco was a large contributor to Mebane's economy.

Another interactive part of the museum is dedicated to Joe Thompson, a local fiddle player. Thompson is one of the last remaining Black fiddlers in the South, and he lives right outside of Mebane.

Thompson's talent was discovered by the public as a folklore music player in the 1970s and has played recently at the National Folk Festival at Lowell, Mass., the Festival of American Fiddle Tunes in Ft. Worden, Wash. and at New York's Carnegie Hall.



Joe Thompson, left, greets visitors at the Mebane Historical Museum Saturday.



Juliana Smith, right, a 1979 graduate and Clara Dollar, left, welcome visitors at the Mebane Historical Museum.

NC brought to big screen, stars grace Fort Bragg



Channing Tatum, left, and Amanda Seyfried, right, star in Screen Gems' "Dear John." The film premiered in North Carolina.

Liv Dubendorf
Reporter

FORT BRAGG, N.C. — Channing Tatum, Amanda Seyfried, stars of the new movie "Dear John," and author Nicholas Sparks, author of the book on which the movie is based, attended the movie's premiere in the Fort Bragg's York Theater on Saturday, Jan. 23.

"Dear John" chronicles the relationship of a soldier,

John Tyree (Tatum), who falls in love with a college student, Savannah Curtis (Seyfried). Although separated by John's frequent and increasingly dangerous deployment they send love letters overseas.

"It's just a beautiful movie about two kids falling in love," Sparks said.

In the same style as other Sparks' books, "Dear John" is filled with drama, which triggers complications in John

and Savannah's relationship.

Sparks said the new film "translated beautifully" from its book version.

He said his biggest inspiration for the story came from "Casablanca" and his cousin who was part in the first wave of soldiers in Iraq.

"I grew up in the South and knew a lot of guys who chose to enter the military straight out of high school," Sparks said. His southern heritage is important to him, as all his stories take place in the South.

Coming from the world of Hollywood glamour, Fort Bragg was a stark juxtaposition to the glitzy world of cinema. "This is real life," said Seyfried. "I took off my heels as soon as I got here."

At Fort Bragg, Seyfried, Tatum and Sparks were awarded the Iron Mike, Ft. Bragg's most prestigious award.

"We are here because we greatly respect everything that you do," Tatum said, addressing an audience of 700. "This is real.

This is you guys."

Tatum, who has been involved with the project since its pre-production phase, gained inspiration from real Special Forces soldiers.

"You're surrounded by danger, but you try not to think about that," Tatum said. "You just keep thinking I get to go back in two months and three months and four months or however long it is."

"Dear John" is released in a time when curiosity about the modern soldier is on the rise. Along with films like "Brothers" and "The Hurt Locker," this film glances at the life of a modern soldier, especially in the aspect of love.

According to Tatum, the book's ending was too sad, so they "took it a little step farther. You don't know what's going to happen 20 years down the road, so we changed it a little bit, but we didn't change the book. We added another page."

"Dear John" opens nationwide Friday.

Fashion Week: *last walk in the park*

The art of fashion has been described as timeless, yet this February, Fashion Week is getting a little crazy. From final farewells at Bryant Park to bringing high-end fashion to the masses, it is sure to be a week to



Alexandra Johnston
Fashion Columnist

remember.

Tune in to Watch: American fashion designer Marc Jacobs, famous for his peculiar sense of design and advertising, will broadcast his fall/winter 2010 collection live on his Web site. The show will take place 8 p.m. Feb. 15. On Jacobs' Web site, www.marcjacobs.com, visitors can RSVP to attend this virtual show and be entered to win a pair of tickets to attend the live show in New York City. Alexander McQueen has previously used this approach in his spring/summer 2010 collection. Streaming the show live enables viewers from across the globe to connect to New York's fashion week.

I'd Tweet That: With more than 75 million users, it seems everyone from high-profile celebrities to the neighbor down the street wants a chance to tweet. This February, fashion designers are using Twitter not only to advertise, but also to update fans throughout the process of showing their collections. Robert Duffy, president of Marc Jacobs, will be tweeting on Feb. 15 to let fans know exactly what goes on behind the scenes at the show.

Fashion can be unpredictable, and shows don't always start when planned. By using Twitter, Duffy plans to alert fans watching the show's online broadcast to any delays that would affect screening time. Models have also begun using Twitter to allow people to see the fashion world through their eyes.

Farewell, Bryant Park: After nearly 17 years of shows in the historic Bryant Park, located off 42nd Street in the heart of the garment district, fashion week is changing locations. Next fall, fashion week will be held at the spacious Lincoln Center, located on 62nd Street.

The fashion world knew for a long time they had outgrown the six-acre park that sits behind the New York Public Library. The location, although filled with memorable history, was a constant struggle to prepare and conduct during fashion week.

While some designers are pleased about the move, ready to have more space and amenities for their shows, others say they will miss the close location at Bryant Park. According to Women's Wear Daily, top designer Anna Sui, who usually shows in the tents at Bryant Park, had various concerns about the new location.

"One of the things that works with Bryant Park is that we can walk the clothes over there and finish the clothes as we're setting up," she said. "Somebody can walk in with the last dress before the first exit. I don't think we will have that luxury at Lincoln Center."

Despite these changes to the nature of fashion week, the pre-fall collections showed a strong preview of what will take place in the coming days.

Increase of depression nationwide, Elon's rates remain the same

SIGNS OF DEPRESSION

- Loss of interest in daily activities
- Feeling sad or down
- Feeling hopeless
- Crying spells
- Problems sleeping
- Trouble focusing
- Irritability
- Restlessness
- Being easily annoyed
- Feeling fatigued or weak
- Feeling worthless
- Thoughts of suicide

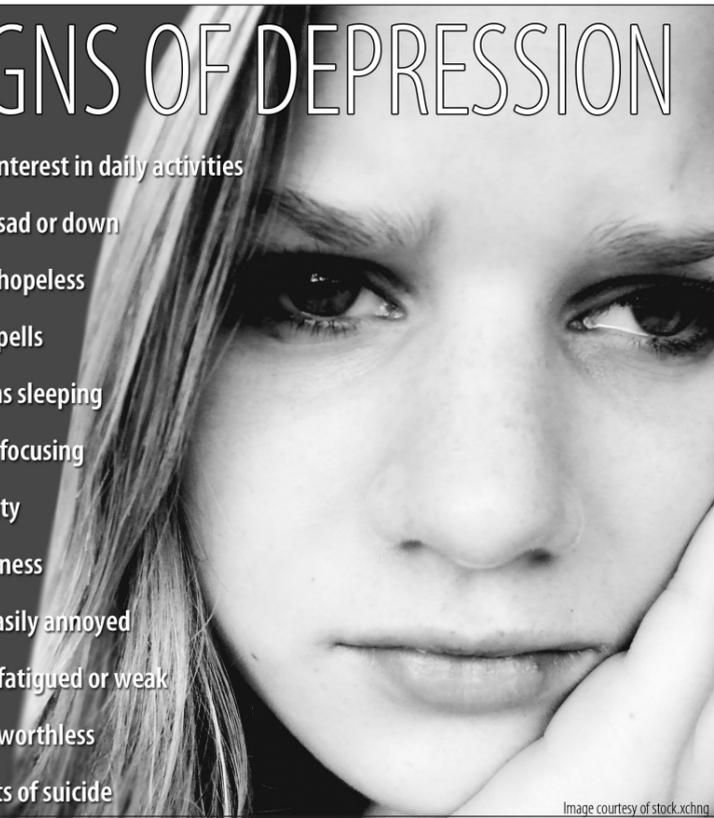


Image courtesy of stock.xchng

INFORMATION COURTESY OF MAYOCLINIC.COM
SARAH COSTELLO | Graphics Editor

Marlena Chertock
Design Intern

Some people call it the silent killer. Depression has recently increased in college-aged students across the country, but the depression rates at Elon have not dramatically increased.

According to a study published in USA Today the amount of college

students with hypomania, "a measure of anxiety and unrealistic optimism," has risen from 5 percent of students in 1938 to 31 percent in 2007. The amount of students with depression has increased from 1 percent in 1938 to 6 percent in 2007.

The World Health Organization defines depression as a common mental disorder characterized by sadness,

loss of interest or pleasure, feelings of guilt or low self-worth, disturbed sleep or appetite, low energy and poor concentration.

The national trend cites students in 2007 were five times more likely to "surpass thresholds in one or more mental health categories" than students in 1938. This trend is not as evident at Elon.

Elon counselor Chris Troxler said between 60-70 percent of students come into the health and counseling services for anxiety or stress related issues. In a year, 35-40 percent of students come in for depression.

"We see probably around 500 students in a year," Troxler said. "Frequently, if you're anxious enough, you get depressed. In some ways it's a bit of a continuum. Untreated anxiety can turn into depression."

When Troxler began working at the Elon Health and Counseling Services Center in 2001, 5 percent of the student body came in. By the 2009-2010 school year, that percentage had doubled to 11 percent.

Troxler said there hasn't been a dramatic increase during the last 10 years in the cases of depression at Elon. There have been more cases, but not a drastic increase.

"So many things are radically different now than in 1938," Troxler said. "A relatively small percentage of people went to college then. There were no coed dorms, very few coed colleges, segregation was in effect. The flow of information was much slower and relationships developed in a different manner. There are many reasons why the numbers of depressed students have grown nationally in recent history."

Elon has become more competitive,

and students have higher achievements, class rank and SAT scores.

"The current student body is under more pressure both to get in here and do well here, which creates some background level of stress," Troxler said.

Additionally, alcohol and drug use can have an impact on anxiety and depression. Troxler said the use of alcohol and drugs to deal with stress is inappropriate and ineffective. In 1938, most colleges did not have counseling services. It was at the early stages of the counseling service movement.

"The attitude was to suck it up and muddle through," Troxler said. "Now everybody knows you can get help, and people are choosing to do that."

The number of students with pre-existing mental health issues has risen to 17 percent for the current freshman class, compared to 6 percent of the incoming freshman class in 2000, Troxler said.

"These students as a group are more likely to come back as sophomores than the rest of the class," Troxler said. "People who have gone through difficulties and dealt with their problems seem to be more able to cope with the stress of going to college."

Elon offers many options to relieve stress. The Elon Health and Counseling services recommend many of these activities as a way to reduce stress.

"There is meditation, yoga classes, exercise, the Truitt Center often offers activities, like ballroom dancing and service projects," Troxler said. "To get your mind off your own troubles and focus on somebody else's can be very therapeutic."

Student revamps old organization, creates new level of interest

Sarah Carideo
Reporter

As we grow older, we have fewer tomorrows and more yesterdays. The accumulation of yesterdays is a tradeoff for the knowledge and wisdom that can only come from experiencing life in time. Elon students will get a chance to learn from this wisdom through a revived organization, Adopt-a-Grandparent.

Adopt-a-Grandparent provided students with the opportunity to visit nursing homes. A lack of student volunteers with the program caused the organization to disintegrate at the beginning of this year.

Sophomore Rachael Jones is not going to let that happen again. She was a member of the group last year and was met with the disappointing news that the program had been canceled earlier this year.

"I stopped by the Kernodle Center to ask what was going on with the program because I wanted to get involved," Jones said. "They said it was canceled this year due to lack of interest. I think coordination and organization might also have been a problem."

Since then, Jones has taken the program into her own hands and is confident she will have positive results. She personally wants to be a part of the program and strongly believes that there are other

Elon students who feel the same way. She created a Facebook group called "Adopt a Grandparent at Elon" and recently hosted an interest meeting that attracted about 35 to 40 people.

"I actually ran out of handouts because I hadn't expected so many people to come," Jones said.

Last year, Jones tried to organize a service project with the elderly through her Elon 101 class, but was shut down when it was pitted against a children's Halloween carnival. The great response to the program provides Jones with the incentive to continue her mission.

"I've always had a soft spot for working with the elderly," she said. "I don't want them to feel lonely. I feel like the elderly are somewhat ignored as a group of people. We don't want to invest our time in them, yet they have so much to teach us. And one day we'll be in their exact position ourselves."

Jones said she believes by communicating through easily accessible venues like Facebook, she will be able to reach out to the group more consistently and attract more members. She said it is important to keep students' interest and ensure students are aware of the program.

Jones is also remaining conscious of the limitations students may have. She wants students to easily fit volunteering into their schedules by having one-on-one interactions as often as desired and a possible larger once-a-month event.

"I know the difficulty of trying to coordinate transportation and carpools for off-campus events discourages a lot of students who don't have cars from volunteering," Jones said.

She has chosen Blakey Hall, about a 15-minute walk from campus. Jones hopes to concentrate her efforts there for now, and once there is a solid base of volunteers, she would like to expand to other communities nearby.

She is currently working with Judy Simpson, the programs director of Blakey Hall, to complete an inventory of those elderly who are interested in the program to match them with students.

Students will interact with the elderly at Blakey Hall through conversation, crafts, games, etc. Jones hopes the organization will be able to host bigger events like pizza parties.

One of the biggest challenges the program faces is students might assume the elderly are "crazy old people" and be scared to participate. Jones hopes the program will be able to dispel that stereotype.

"It's a cycle, because if the 'crazy-old-person' stereotype is all students know, they won't want to volunteer with the elderly," Jones said. "And if they don't volunteer with the elderly, how will they learn anything different?"

She has even considered eventually changing the name of the program to diffuse the connotation it might have.

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Crenshaw HYUNDAI

Intensity, teamwork lead Phoenix to SoCon victory

Sam Calvert
Sports Editor

With the Elon women's basketball team tied 59-59 with Samford University, freshman guard Ali Ford passed the ball to freshman forward Lei Lei Hairston. The clock showed 38 second left in the game and a mere four seconds left on the shot clock.

Hairston was able to force a foul, giving her the opportunity to make one of her two free throws. This single point pushed the Phoenix to an eventual 60-59 win against the Bulldogs.

With another conference victory under its belt, the team will look to take on Appalachian State University at 2 p.m. Saturday in the Nest.

"This is a huge win for the program," head coach Karen Barefoot said. "To be able to go into Samford and play on their home court and win like that - it's definitely a confidence booster for a young team."

Elon is now 9-14 overall, with a 4-10 Southern

Conference record. Samford fell to 16-7 for the year and 10-4 in the SoCon.

Hairston led the team in points, with 15, followed by Ford with 13 points. Senior forward Urysla Cotton was Elon's leading rebounder, with eight.

The Phoenix made 43.4 percent of its field goals, shooting 50 percent from behind the arc. Samford shot 37.3 percent from the floor, making just 23.8 percent of its three-point shots.

"We beat a solid program," Barefoot said. "We defended them as well as we could defend them. It was a complete effort."

Hairston said she credits the team's intensity and positive energy for the win.

"Everyone was up on their feet on the bench," Hairston said. "There was no negative feelings to be found on Elon's side of the court."

Appalachian State will be a different type of play, Barefoot said. The Mountaineers will force the young Phoenix team to speed up play, giving them more opportunity to make mistakes, she said.

Barefoot said it will be important for the team to keep its composure, especially as a young team.

"We just have to focus on one game at a time," Hairston said. "Each team we play is different, and so we have to play them differently."

It will be important for the team to carry the intensity and quality of play to the coming games, Barefoot said.

"If we play like we did tonight against everybody, we're capable of winning it all," Barefoot said.

Both Barefoot and Hairston stressed the need to bring energy and teamwork to the table to make sure the team goes in strong to the SoCon tournament, beginning March 4.

"February is our month," Hairston said. "We have to keep playing like it's our month."



HEATHER CASSANO | Staff Photographer

Freshman guard Ali Ford looks to pass in Elon's 64-57 loss against the College of Charleston on Jan. 25. Ford scored 13 points in 32 minutes against Samford Monday.

ATHLETIC RESULTS JAN. 20 - FEB. 1

Men's Basketball

Jan. 21
Samford 50
Elon 49

Feb. 1
Elon 60
Samford 59

Jan. 23
Chattanooga 80
Elon 83

Men's Tennis
Jan. 23
Elon 0
Duke 7

Jan. 28
Elon 55
UNC Greensboro 62

Jan. 30
Elon 1
East Tennessee State 6

Women's Basketball

Jan. 23
Georgia Southern 71
Elon 66

Jan. 31
Elon 1
William & Mary 6

Jan. 25
College of Charleston 64
Elon 57

Women's Tennis
Jan. 23
North Carolina Central 0
Elon 7

Jan. 28
Southern Virginia 32
Elon 83

North Carolina A&T 0
Elon 7

Jan. 30
Elon 64
Chattanooga 83

Jan. 27
Elon 1
Virginia Tech 6

SPORTS THIS WEEK

FEB. 3 - FEB. 9

Wednesday

Men's Basketball @ Wofford - 7 p.m.

Wilmington - 1 p.m.
Women's Basketball vs. Appalachian St. - 2 p.m.
Women's Tennis vs. North Carolina - 5 p.m.
Men's Basketball @ Furman - 8:05 p.m.

Thursday

Women's Tennis vs. Lees-McRae - 2 p.m.

Saturday

Indoor Track (Vince Brown Invitational) - All Day
Women's Tennis vs. Winston-Salem St. - 10 a.m.
Men's Tennis @ UNC

Monday

Men's Basketball vs. Western Carolina - 7 p.m.
Women's Basketball @ Davidson - 7 p.m.

Eat Well. Live Well.

New Year. New You. Just 4 U!



Do you have goals for a healthier lifestyle this year or like most of us, did you get a little too merry over the holiday tables during break? We've got an easy way for you to get back on track. Over the past year, Elon Dining has made some strides in offering healthier and vegetarian dining options. However, Elon students have expressed that they need a way to identify these offerings other than by going to the dining website. We heard you!

ARAMARK's expanded healthy menu program, Just4U - Food That Fits Your Life®, is designed to help students proactively manage their health and wellness goals. Colorful Just4U point-of-service menu identifiers make it easy to find selections that are lower in fat, lower in calories, lower in carbohydrates, as well as foods that are organic, vegetarian, locally grown or are a good source of whole grains and calcium. The simple, yet powerful, nutrition messages will help Elon students make informed choices quickly.

Just4U educational brochures featuring information on topics such as, "Understanding Serving Sizes" and "What is a Healthy Diet?" are available in most campus dining locations. These educational materials all carry the ARAMARK - American Dietetic Association (ADA) proud partner logo in recognition of ARAMARK's partnership with the ADA. ARAMARK works with the ADA to develop consumer education messages, to elevate awareness of registered dietitians as the nation's nutrition experts and to make a positive impact on public health. As one of America's largest employers of registered dietitians, ARAMARK is currently the only professional services provider to become an ADA Partner. Look for the Just 4 U symbols in your favorite dining locations today!

Ask a Director

Do my meal plans roll over?

Yes! Your unused meals roll over from fall to winter to spring semester provided you do not reduce your meal plan. This is a meal plan feature that not many colleges and universities offer, one of the many features that sets Elon University Dining apart. Your fall rollover meals will be available for use two weeks into the spring semester. Therefore, you may take advantage of your unused fall meals beginning February 17. Remember, you can use your meal plans for combo meals in many retail locations or use multiple swipes for surf & turf, sumpuous desserts and more fine dining in 1899 Grill Room. — Jackie Ferguson-Robinson, Marketing Manager, Elon Dining Services

Nutrition Tip of the Month

Cool Weather Casseroles

Casseroles, stews and soups: These are all good ways in cool weather to sneak more nutrition into your eating plan. Dried beans and peas like navy, kidney, black or split, provide fiber, protein, iron, folic acid, calcium, magnesium, potassium, carbohydrates and other B vitamins, less salt. Cooking dried beans takes preparation. Soak beans overnight, drain and add fresh water, then cook for two to three hours or until tender. Add rice or pasta, vegetables and lean meat for increased flavor and nutrition. If you use canned beans in soup, add less salt. You can also experiment with different spices to change the character of your entrée.

Check Colonades' menu on Tuesdays for delicious low fat vegan chili made with nutritious beans and tofu.

Elon University
Dining Newsletter
January 2010

January Events:

- > Jan 12- Winter Term Celebration Dinner at McEwen
- > January 20- Tropical Escape Dinner at Colonades
- > Harden is closed for Winter term
- > Last day to use your meal plan during Winter Term is January 27 at 4pm.

Spring into a Meal Plan

Finding it hard to manage your meals and school work at the same time? It's not too late to add a meal plan for spring. You receive a new allotment of meals every Wednesday, plus you'll get Meal Dollars to use at any on-campus dining location. As a busy student, it's one less thing you have to think about. Go online to www.elon.edu/dining and use our Meal Plan Wizard to find out which meal plan is right for you.

Don't have a meal plan? Think about adding Food Dollars to your Phoenix Card account. Food Dollars can be added in any amount at any time based on your needs and can be used at any dining location.

Elon Dining Services is here to meet your needs, whether you are vegetarian, a late night diner, enjoy fine dining or love to snack, we've got something for you! Visit our website to find menus, a new favorite location and so much more!



Have you seen our Dining newsletter?

It our newest resource to students that keeps you up to date on dining events, offers nutritional tips, answers your dining questions gives you coupons and so much more. Check out the newest edition on the 10th of every month at www.elon.edu/dining on the News & Events Page.

February edition available on Feb10.

Sports

Men's basketball looks to finish season strong

Conor O'Neill
Assistant Sports Editor

The Elon men's basketball team has produced overall record of 4-16 so far this season, with three less wins than it had this time last year. The Phoenix also endured a nine-game losing streak from mid-December to mid-January. It would be easy for the team to focus on the negative.

Despite the overall record and the 2-7 Southern Conference mark, head coach Matt Matheny has seen the Phoenix take steps forward this season.

"We are seeking consistency," Matheny said. "Our team has shown some stretches of very good basketball."

One of those stretches appeared Thursday night, when the Phoenix traveled to UNC Greensboro. Down 31-16 at halftime, the team rallied in the second half and cut the deficit to one point with 5:31 left in the game.

It couldn't fully overcome the deficit, and the team eventually lost 62-55.

"When the clock started, they came to play and we didn't," senior forward Adam Constantine said.

After the game, Matheny asserted the loss was a bump in the road rather than a step backward.

"We've progressed," Matheny said. "I remember the games in November and December when we had bad shooting and we didn't come back."

In this case, the Phoenix had to overcome a 22 percent shooting output in the first half.

Matheny is quick to point out that it is no longer good enough to just battle back, and the time for moral victories has passed.

With nine conference games in the month of February before the SoCon tournament begins on March 5, the Phoenix has time to find its consistency.

Matheny said the most improved aspect of play is the defensive intensity brought by the Phoenix.

In its last three games, the team has forced opposing teams to average nearly 18 turnovers per game.

"We're getting better defensively, and that's keeping us in games," Matheny said. "Our defense just needs to be more consistent."

On Thursday against UNCG, the Phoenix made just four of 22 shots from the three-point range. That number is a far cry from the previous game on



Junior guard Chris Long, right, drives the ball down the court on Jan. 25 in a win against University of Tennessee at Chattanooga. Long had eight points and five rebounds in Thursday's loss to UNC Greensboro. He has 179 points and 42 rebounds on the season.

Jan. 23 against Chattanooga where it made 16 of 35 shots from beyond the arc.

"We need to work to get better shots," Matheny said. "We saw our shooting ability against Chattanooga, now we just need to work to get more consistent shots."

Elon's free throw shooting is also troubling. In the four previous games before the trip to UNCG, the team shot

80 percent from the line. But against the Spartans, the Phoenix made just nine of its 20 attempts.

"When you go nine for 20, that's tough and that's not us," Constantine said.

Tonight at Wofford College, Elon has a chance to find its rhythm.

The Phoenix is just 2-12 when playing away from Alumni Gym this season.

Wofford is currently second in the South Division of the Southern Conference, with an overall record of 15-8 and a conference record of 7-3.

Against the Terriers last season, the Phoenix dropped the regular season meeting 74-71 in overtime. The teams met again in the conference tournament, with Elon earning a 62-55 victory.

Elon student athletes raise money for Haitian relief efforts

One student's idea turned into a national donation effort

Jack Rodenfels
Senior Reporter

A vision was all Elon senior baseball player Mike Melillo had when he decided to do something to give back to a nation struck by a devastating 7.0 earthquake.

"Two weeks ago, I would have been happy with donating \$50 toward relief efforts in Haiti," Melillo said.

During the last two weeks, \$50 has turned into more than \$14,260 donated to help give aid to Haiti.

Melillo, a catcher on Elon's baseball team, was sitting in class watching images of citizens who had died or were affected by the earthquake in Haiti, when he realized he needed to do something to help the relief efforts.

He considered going to Haiti to help, but he knew he couldn't amidst preseason training. Instead, Melillo called on his teammates to give back.

"I started talking to guys on the team and thought that we should donate money since that's what they need more than anything," Melillo said. "We are college students and obviously don't have a ton of money, so I thought we would get a dollar from each guy on the team."

That idea — collecting a dollar from each member on the baseball team — quickly spread from Elon to other college baseball programs in North Carolina, with each baseball player donating a dollar.

"Since we play summer ball with a lot of student athletes from all over the country, we thought about spreading this donation message around with the guys we have played with," Melillo said.

The idea spread quickly and turned into "Pinch Hit for Haiti," an effort pairing with the American Red Cross calling on every collegiate baseball player to give one dollar toward the earthquake relief efforts in Haiti, as well as encouraging fans to donate money to

the cause.

"Individually, our donations are small, but together our funding will greatly benefit Haiti in the long run," Melillo said.

The collective effort has grown vastly, with new monetary pledges coming in each day. As of Feb. 1, 70 colleges from 30 states have contributed toward Haitian relief efforts.

Melillo has paired with Elon to track the progress and total funding by setting up an online forum showing what schools have participated in "Pinch Hit for Haiti" and how much money they have pledged.

"The university has been nothing but supportive, making this effort run smoothly every time we have gotten money coming in from a different school," head baseball coach Mike Kennedy said. "Because of what they are doing from an administrative standpoint, (the university) gets the word out about 'Pinch Hit for Haiti.'"

Through his work so far, Melillo said what he has learned has been twofold — to never underestimate the power of people or the power of an idea.

"I try to explain the story and our vision to other baseball teams, and before I finish they say 'All right we're in, I'll call coach right now. Let's do it,'" Melillo said. "The results we have speak volumes to the type of people we have in college athletics today."

With the earthquake's direct effect on nearly three million people and casualty estimates numbering in the tens of thousands, Melillo hopes the donations will continue to come in and student athletes around the nation will realize the power of helping others.

"The biggest thing I hear from other donors is 'pay it forward,'" Melillo said. "I think people are inherently good. This effort has taught me to never doubt how people want to help out and how an idea can come to fruition through the support and help of others."

Steps to join "Pinch Hit for Haiti":

As a team:

1. An individual from a university collects \$1 from each member of the team.
2. That individual visits www.redcross.org and donates the amount collected via credit or debit card.
3. Once the process has been completed, Red Cross will provide the team with a page that has its tracking number, name and the amount donated.
4. The team copies the information and pastes it into an e-mail document.
5. Then it e-mails the information along with the team/school name to pinchhitforhaiti@gmail.com.

As an individual:

1. Visit www.redcross.org and donate the amount collected via credit or debit card.
2. Once the process has been completed, Red Cross provides a page that has a tracking number, name and the amount donated.
3. Copy the information and paste it into an e-mail document.
4. E-mail the information along with the university the individual wishes to represent to pinchhitforhaiti@gmail.com.