

Pop sales beat rock radio



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I heard a rock radio station run a promo for several weeks that featured a fake complaint from a fake caller about some of the song selections on the station.

The point was made that at a traditionally rock radio station, several blatant pop songs were mixed in with the head banging.

Where is rock music heading? I have always been a big fan of rock music, and it is a format that continues to reinvent itself year after year. We've seen rock music morph from new wave to hair metal to grunge to alternative into its current state. But can you see pop music as the next installment of rock?

I can. In the past year, I have seen more music that is considered pop played on rock radio stations. A year ago, you wouldn't have heard songs such as Beyonce's "Irreplaceable" or Justin Timberlake's "What Goes Around" on a station that primarily plays Nickelback and Fall Out Boy. That has been the case these days.

Why does rock radio feel the need to play pop music on their stations? First off, and maybe most importantly, pop music sells. Many times, it is much more marketable than other styles of music. It is obviously popular and many people in rock radio think they can gain listeners, thus making money, by playing more pop-oriented rock.

There's no doubting that in pop culture, pop music is key. Britney Spears and even Michael Jackson are much larger, due to the music they play, than anybody in any other genre.

Look at the huge hype surrounding the boy band craze several years ago. It was the type of music they performed that made them the money and helped fuel the craze.

Now, not to say that other genres are not marketable and don't make money, because that is not the case. There's a bigger issue.

I think the bigger picture to realize is that the line between pop and rock has become very blurred. There are many songs that can be considered both pop and rock. There are also many songs that have been embraced by radio stations as their own, and that continues to blur the line.

Many radio listeners also are not as polarized as the stations they listen to. There are many radio jumpers who listen to one station for one song, then will switch stations to hear a totally different song, sometimes in a totally different genre as well. That shows that for the most part, radio listeners want to hear a mix of music, not just one type of music all day.

If you're a die hard rock music fan, you don't have to live in fear. I don't necessarily think that your favorite rock songs are going anywhere.

I don't think you have to worry about the tunes you love disappearing. You may just have to share your Nickelback with Nelly Furtado and your Green Day with Gwen Stefani.

Corrections:

Kristina Harding was identified incorrectly in last week's issue. She was identified as being an admissions counselor. Her correct title is admissions assistant.

The *Collegian* staff regrets this error.

Talk show host offends listeners

By **Jessica Bernhardt**
News editor

Everybody knows about it. Don Imus, former MSNBC and CBS Radio broadcaster, has been without a job for a week.

For those of you who live in a cave, let me fill you in. Imus was initially suspended for two weeks after calling the Rutgers women's basketball team "nappy-headed hos" while on the air. After much debate, both MSNBC and CBS radio fired Imus.

Imus' insulting remarks are nothing new to listeners. In fact, he's known for them. According to msnbc.com, the women he targeted included a class valedictorian, a future lawyer, and a musical prodigy.

Not only that, but there were only two team members who weren't African Americans.

The remark was made the day after the team lost the NCAA women's championship game to Tennessee. While Imus was having an on-air conversation with producer Bernard McGuirk, he said, "That's some rough girls from Rutgers. Man, they got tattoos..."

McGuirk replied, "Some hardcore hos."

Which, in turn, led Imus to say, "That's some nappy-headed hos there. I'm going to tell you that."

The remark was dreadful and appalling. It was racist. It crossed the line.

In a society already having problems with racism and prejudice,

why would a much-listened to talk-show host want millions more to have an even worse opinion about different races? Because that's his job. He wanted to stir the pot.

The comment was wrong because it was aimed at African Americans.

Not only that, but Imus is white and 65, which goes to show he isn't very up-to-date with today's college-aged generation.

What gives him the right to humiliate it?

Many feel the remark made by Imus was unacceptable and insensitive. However, it's a mystery as to whether it's forgivable.

Editorial

Seniors raise bar for underclassmen



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There is a song that goes, "I hope you still feel small when you stand beside the ocean. Whenever one door closes I hope one more opens. Promise me that you'll give faith the fighting chance. And when you get the choice to sit it out or dance, I hope you dance."

To the class of 2007, 17 days before graduation, I hope you "Lean wit' it rock wit it," "Snap ya fingers," and then "Rock ya hips."

But seriously, I hope that as you take this next step you realize you are a representative of more than just yourself.

You are a reflection of the excellence and talent at this institution. A spokes model for each person's dedication to education, you are the role model of each incoming freshman, even the ones you will never meet.

It is important you understand you were looked up to and appreciated.

Although no one else may ever say it, the experience would not have been the same without you.

I remember move in day freshman year. It was Aaron Rose, theatre senior, who helped my family and I fill my small room in Cole with boxes. Krystle Robinson, business senior, made it a project to make sure I got involved in Sheba. She wanted me to connect. So I did.

I played Phase 10 with Prince Ezeala, sports management senior, and David Brisco, sports management senior. I got help editing video from Tara Pagenkopf, news media senior. I learned about responsibility and being a good resident assistant from Mallory Vickery, biology senior.

And then I broke bread with lots of people who decided they would silently change my life. Thank you.

More powerful than any retention program, upperclassmen play a huge role in the success of classes to come.

They set the standard.

They raise the bar.

They dare those around them to be great.

As I reminisce on the late nights I've spent studying or complaining because I needed to study, the early mornings I partied and waited in a long line at McDonald's for pancakes, and the days I just sat in the café laughing, none of it would have been possible without you.

The seniors are a shining example of what it means to hang in there even when it seems impossible.

Until I came to college I never understood what it meant to be broke and tired. I didn't really expect to experience that kind of thing because everyone I saw on the Southwestern infomercial looked so happy.

Everyone during my campus visits was high on life, so naturally

When do rights to freedom of speech go too far? How can we tell when and where the line is crossed?

For journalists and television producers, freedom of speech is part of the job.

The first amendment states, "Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances."

Whether or not statements made cross the line of free speech, they should be thought out before voiced.

The statement was an opinion by

Imus. He has the right to freedom of speech. Does it really make it okay? Does it make it better that he can use the first amendment as a cover up for something wrong he did? Better yet, the fact that he knows it was wrong?

It's difficult to decide where the line should be drawn. It's a matter of personal taste and corporate policy.

In the end, most people feel that what Imus did was wrong, and he knows it as well. Now, it's a matter of rebuilding self-worth and climbing the ever-challenging ladder of trust that is too often broken by media involvement.

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Music Column

Personal Column

Smith pursues career maturity in 'Happyness' role

By **Anthony King**
Staff reporter

Watching inspirational movies can sometimes become a chore. Storylines take an hour to develop and average actors desperately attempt to move an otherwise bored audience. However, if a film inspires using a respected actor with a well written script, one can find themselves on the verge of tears.

Inspired by a true story, "The Pursuit of Happyness" portrays Chris Gardner (Will Smith) at his wits end. Gardner's life has transformed from full of potential to a penniless, homeless, single parent.

Gardner applies for an internship as a stockbroker at Morgan Stanley in San Francisco. As Gardner attempts to earn a job and turn his son's life and his own around, we see Smith secure his place in Hollywood as a top actor. Jaden Christopher

Syre Smith plays Gardner's son, Christopher, and does a remarkable job. While portraying the true qualities of a child, Jaden reminds all of us of a time when we didn't have a care in the world growing up and when our parents could make everything better.

Smith appeared to put on an Oscar-worthy performance, but no such award was received. His role as a frustrated, but humble and genuine, father is a welcome change from his early roles as the comedic hero still climbing out of the bad acting grave he dug on "The Fresh Prince of Bel Air."

No doubt I enjoy his alien fighting movies (Independence Day, Men In Black) as much as anyone. However, sooner or later, everyone has to grow up. Jamie Foxx did this in "Ray" and "Collateral" and Smith has taken gigantic leaps in "Ali" and "Pursuit of Happyness."

Our first meeting with Gardner shows his struggle immediately after one gaze into the horrific, seemingly permanent glare of his wife's eyes, who is played by Thandie Newton. His duties as a bone density scanner salesman bring in bare bones, and she is growing impatient working shifts at two jobs.

As Chris hauls around those scanners, he's placed in numerous predicaments.

Thieving hippies and psychotic bums and taxi drivers give the audience a chance to catch their breath as they try to choke back tears and endless sympathy for Gardner after his wife leaves him and their son.

Movies like this start with the words "inspired by true events" on the screen, which leaves the free thinking section of the audience to

wonder, "How much of this is true?" Just because it was made into a movie does not clarify the film as fact. The assumption that there was an actual Texas Chainsaw Massacre with a man named Leatherface is quickly dismissed. Countless archives reveal that only the character was based on a troubled man whose worst crime was his necrophilia. Hopefully, most of Gardner's "Pursuit" was portrayed in a factual light, but that is for us to wonder and guess.

The fact is that Smith's astounding performance should leave everyone in awe. Watching his every move, the way his sad eyes move from wall to wall when he disappoints his son with his inability to provide adequate shelter and food. Regardless of

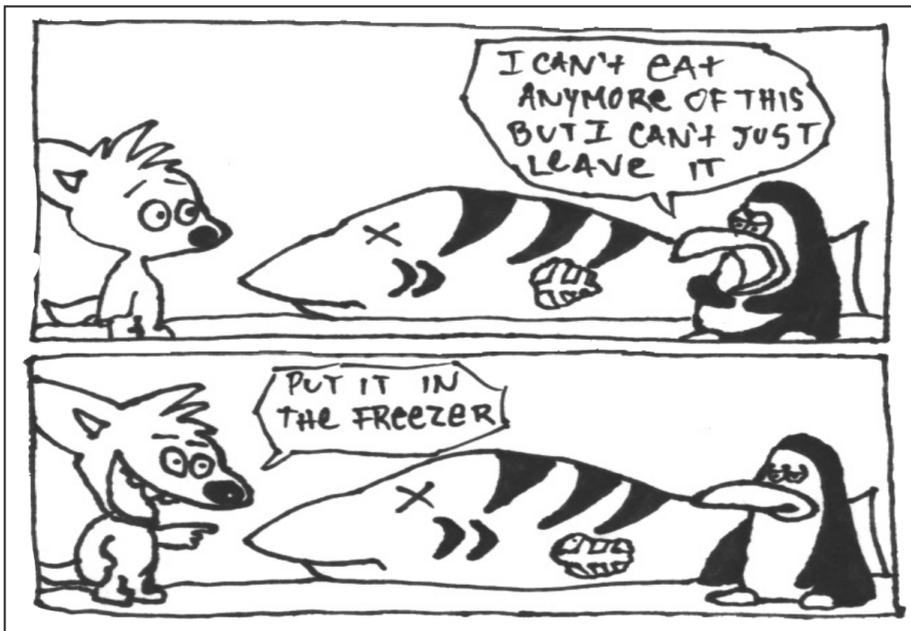
whether you like an actor or actress, classic performances when they are at their acting peak are what separate them from the rest.

The average actor can throw themselves into a movie and go through the motions. When someone like Smith pours his heart into becoming Gardner, you never think of him as anyone else. His behavior puts us in his shoes and we imagine what we would do had we been in his desperate position.

Amidst all the sadness and hardship, a feeling of "happyness" is experienced by all at the end.

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Movie Review



Cartoon by Tony Lara

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