



Concert controversy
Students criticize
Programming Board, Page 7



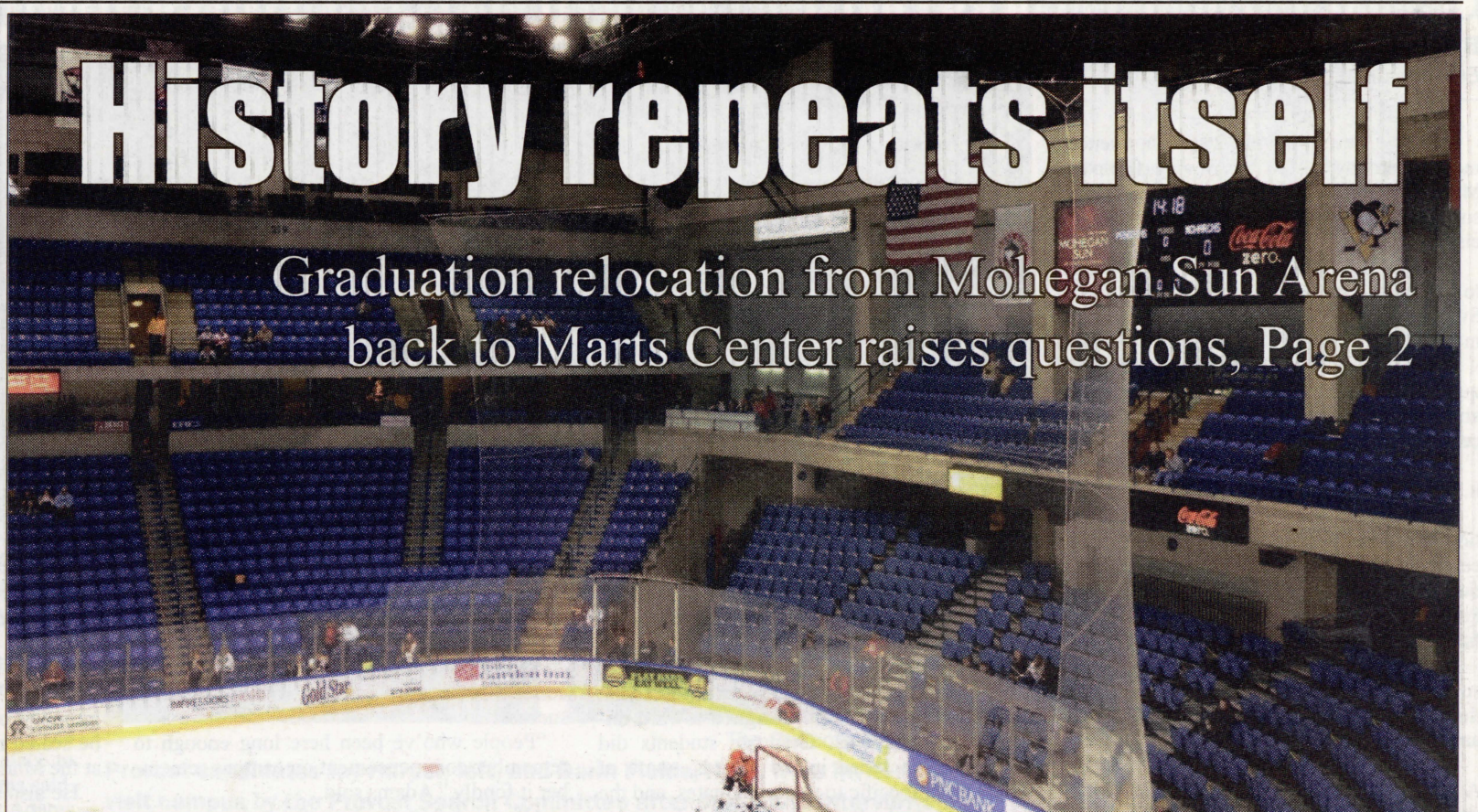
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Photos: Courtesy of Alyssa Klinitski and The Beacon/Laura Preby

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Feb. 5, 2013

Contact editor: christine.lee@wilkes.edu

Commencement ceremonies return to campus among concerns

By Kirstin Cook
Editor-in-Chief

With the news that the 2013 commencement ceremony would be moving from the Mohegan Sun Arena to the Marts Center, some students reacted with primary skepticism.

"When I first heard about it, I was ready to call in and book the Arena myself," John Sweeney, a senior accounting and business management major, said.

But with the release of frequently asked questions from Student Affairs on the graduation venue change, many of Sweeney's concerns were cleared up.

"Once I heard the facts, I really agreed with it."

Several students had concerns and questions on possible issues with relocating the ceremony to campus relating to things like ticket availability, venue size and parking. Paul Adams, vice president of Student Affairs, said these questions are expected.

"Before we re-establish the gym as a desirable venue, we're going to have to answer those questions and I understand that," Adams said.

However, representatives from Student Affairs, which coordinates graduation every year, insist the venue change is the best option to deal with some of the problems that had evolved with the ceremony.

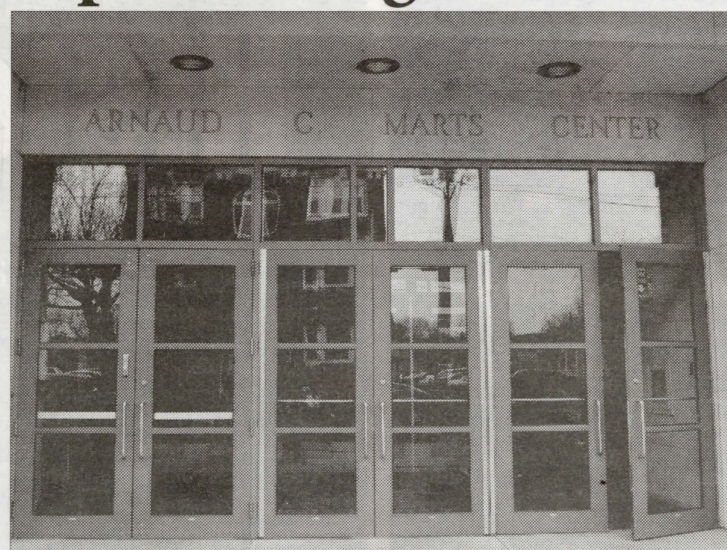
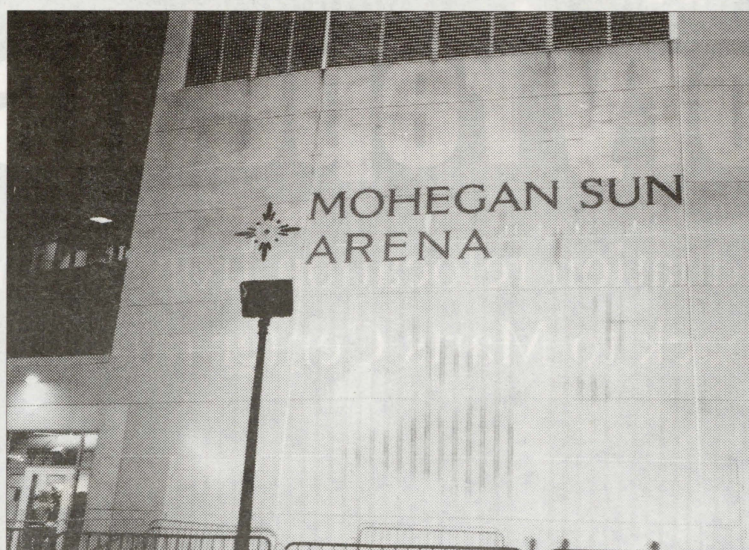
"I think students will be pleasantly surprised," Mark Allen, dean of Student Affairs, said.

Allen said he had received feedback from past attendees on several problems with holding the event at the Arena. One issue was the length of the ceremony, which was becoming increasingly longer as the number of graduate students increased. The ceremony exceeded three hours last year.

Often times, students would leave after they received their diplomas rather than wait for the remainder of the event, creating a poor atmosphere for the students at the end of the schedule of receiving their degrees.

"You get to the bachelor's degrees and half the place would be empty," Adams said. "It was disappointing to say the least."

Adams said they considered other options, such as handing out the degrees at the very end of the ceremony to get people to stay, but



Photos: Courtesy of Alyssa Klinitski and The Beacon/Laura Prel

Graduation is being moved from the Mohegan Sun Arena to the Marts Center this year. Student Affairs representatives say the relocation comes as a solution to issues like the increasing length of the event and a lack of intimacy at the Arena.

he said that would simply make people angry.

Student Affairs had also received feedback that the event was more designed toward undergraduate students. Graduate students did not feel as included in the awards, some of which were specific to undergraduates, and the speeches, which often targeted the undergraduate experience, leading Student Affairs to decide on splitting up the two ceremonies.

This year, the graduate and undergraduate students will be honored with two separate ceremonies, with the graduate ceremony taking place first in the morning of May 18, 2013. The goal is to transform the ceremonies into more manageable, specific events.

"What this is going to do is allow us to shorten the ceremony for everybody," Adams said.

This return to campus will allow the commencement ceremony to include some of the historic events that the ceremony used to include when it was held on campus around six years ago.

"We can revisit a lot of the traditions that used to be part of the ceremony when we did graduate on campus," Adams said.

Adams said he is hoping to continue traditional events like parade, which led students along South Franklin and South streets before the ceremony, and post-commencement celebrations.

Adams said the past protocol of holding commencement on campus was regarded as successful.

"People who've been here long enough to remember commencement on campus remember it fondly," Adams said.

Allen noted at the time the ceremony was first moved to the Arena, there was a negative immediate response from students similar to the one he's noticed this year.

"At that time we were receiving a fair amount of negative feedback, that 'how can you take this very personal type of experience, this culminating experience, and move it off site or externally,'" Allen said.

However, he said this student discontent comes with the territory of change.

"I think sometimes, with any change, there's going to be that uncertainty," Allen said.

One issue that students vocalized uncertainty with was the ticket distribution. Allen said students will be provided at least 10 tickets for guests, adding that a small poll conducted by Student Affairs found most students wanting four to six tickets. For those who need more, the remaining tickets will be returned to a pool to redistribute, but there will not be a charge applied.

He said the Marts Center, which has a capacity of 3,500, will be suitable for this audience.

Besides the size, Allen said a difference between the Marts Center and the Arena is the intimacy of the venue. He said families will be seated much closer to graduating students at the Marts.

He also said the schedule was very specific at Arena, which didn't allow attendees to linger and say goodbye.

With the ceremony at Marts, there will be a post-commencement reception planned.

The difference in venue fees, some \$20,000 that paid for the rental and staff at Arena, will be redirected to pay for the reception and investment in making the Marts more suitable in atmosphere.

While Adams noted that both venues are athletic in nature, he thinks the Marts Center is a more appealing option because of its symbolism and the idea of returning students to the place where they had their first major event during orientation.

"I think the idea that we're able to bring everyone together after the ceremony on the campus where they spent hopefully these meaningful years is just a nice closure rather than a parking lot," Adams said.

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Meet the Staff



Brandon Scott
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Provost candidates take to campus; discuss policies in open forum

By Christine Lee
News Editor

When students hear the term provost, most aren't aware of his or her role on campus and in the lives of students.

In a survey of 10 students, none knew what the role of provost was on campus, while a little over half knew Wilkes had a provost.

Vice President of Student Affairs Paul Adams explained that the role of the provost is the chief academic officer, meaning it is his or her job to oversee and advance the interests of the undergraduate, graduate and professional education at Wilkes.

He explained it is the provost's job to advocate for the academic priorities and to make sure Wilkes recruits and retains a "superb and diverse" faculty. It is also their job to attain resources and support of excellent teaching, scholarly pursuits and service and support of the university.

Adams said the provost's most important role in the life of the university is that, as the chief academic officer, they are responsible for anything related to academics.

"As the chief academic officer, the provost is responsible for leading all of the academic affairs division, providing leadership for it and the vision to accomplish the university's mission," Adams said.

For students, Adams explained, the provost's most important role is maintaining Wilkes' mission.

"It's the provost's responsibility to execute and make sure the resources are in place to see that the mission is fulfilled," Adams said.

In addition to the responsibilities Adams highlights, the provost also serves as the senior vice president, meaning if the president isn't around, the provost is the one in charge on campus.

This year, Wilkes has been active in its search for a new provost, led by a search committee which Adams is chair. Last week, two of the three candidates were invited to campus to meet with faculty, staff, administration and students.

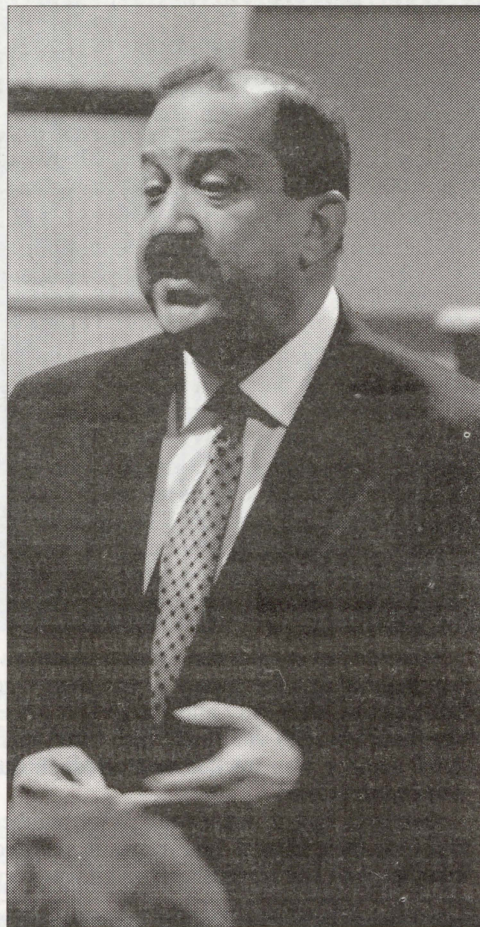
Adams described the three candidates visiting campus as the best-fit of all the candidates interviewed by the search committee.

"The three that we selected would be three we felt would be the best fit for Wilkes University at this time," Adams said.

The first candidate to visit was Jay Harper, who served as provost and professor at the University of Mary Washington in Virginia. Some of the initiatives he would take if selected include having a constructive dialogue with the president, working between the administration and faculty, developing professional deans to serve as the "voice of (the) college" and preparing students to go forward.

Others include making sure students get the education they were promised, going to various events to show his support of students and forming a student group to advise him on their issues.

The second candidate to visit was Darin Fields, who serves as vice president for Academic Affairs, dean of Faculty and the Sarah B. Cochran professor of English at Bethany College in West Virginia. He previ-



The Beacon/Austin Loukas

Provost candidates Jay Harper, left, and Darin Fields, right, were invited to visit campus by the Provost Search Committee after 90-minute interviews last month in Philadelphia with members of the search committee. An open forum for members of the campus community was held for each candidate in the Henry Student Center ballroom in which faculty, staff and students could ask the candidates questions on policies they would enact if chose as the next Wilkes provost.

ously worked at Wilkes, starting in 1993 as an assistant, later associate professor of English. He later served as chair of the Department of Humanities and dean of the College of Arts, Humanities and Social Sciences until 2008.

Some of Fields' initiatives if selected as provost include being an advocate for the faculty, assisting the president in achieving institutional goals and being an advocate for students.

Others include collaborating with Adams as the vice president of Student Affairs and delivering an education in a small setting that is distinctive to Wilkes' identity, specifically focusing on undergraduates and the liberal arts core. He said as a former faculty and administrative member, He said he could easily tap into and understand the culture at Wilkes.

Although he declined to release the name of the third candidate to The Beacon, Adams said the third candidate will visit campus Feb. 11 and 12 and the name will be announced on Feb. 7. After that visit, the committee intends to meet with President Patrick Leahy the week of Feb. 11-15. It will be up to Leahy to decide which candidate becomes provost.

Adams encourages members of the campus community to share their reactions and thoughts to members of the search committee, which can be found on the Wilkes website.

They can also provide feedback to the search committee through an electronic form on the Wilkes website.



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Save the Date!

The third provost candidate visits campus Feb. 11-12. The name will be announced and materials distributed on Thursday, Feb. 7. An open forum with the third candidate will take place Feb. 12 at 11 a.m. in the Henry Student Center ballroom.

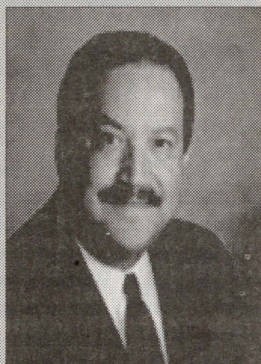
Wilkes Provost Candidate bios

Jay Harper

Jay A. Harper has served as Provost and Professor at the University of Mary Washington in Virginia.

He has also served as Dean and Professor in the College of Liberal Arts and Sciences at Rowan University in New Jersey, Associate Dean and Professor at Slippery Rock University of Pennsylvania in Slippery Rock and was assistant, associate and later chair of the Psychology Department at the State University of New York College at Old Westbury. He also served as a visiting associate professor at the State University of New York at Stony Brook.

Harper received his Bachelor of Science degree from City College, City University of New York. He earned his Ph.D. in psychology from the State University of New York at Stony Brook.



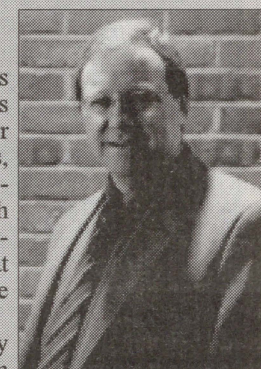
Darin Fields

Darin E. Fields currently serves as Vice President for Academic Affairs, Dean of the Faculty and the Sarah B. Cochran professor of English at Bethany College in West Virginia.

He previously served as Dean of the College of Arts, Humanities and Social Sciences at Wilkes from 2003 through 2008. From 1999 to 2003 he was chair of the Humanities Division at Wilkes.

From 1993 to 2003 he was an assistant, later associate professor of English at Wilkes. He also served as an assistant professor of English at the University of Delaware.

Fields received his Bachelor of Arts degree in English from the University of Arizona. He earned his Master of Arts and Ph.D. in English from the University of Delaware.



Programming Board spring concert creates controversy

NEON TREES

By Shawn Carey
Assistant News Editor

The 2013 Programming Board Spring Concert has been announced and it may not have been a warm reception to students.

The spring concert this year was announced at the end of Pizza Wars last month as Neon Trees. Since the announcement, there has been some controversy as to how the votes were collected and who voted.

"I know that some people are unhappy with the choice," said Programming Board adviser Melissa Howells. "However, we implement the most democratic way of choosing the concert and we ask for suggestions."

Many students complained about the choice almost immediately after the decision was announced. A video was posted on the Twitter page wilkesproblems called "Hitler Reacts to Wilkes Spring Concert," which depicts a scene from a movie in German in which Hitler becomes enraged with captions

with phrases such as "Last year it was Mac Miller! And now Neon Trees! They have one song and it sucks" and "I pay 40,000 thousand a year and I get Neon Trees! I would have been happy with Tyga, maybe even Luke Bryan, but Neon Trees?!"

Students complained that they didn't receive the survey for concert voting and of all the students on campus, the number that actually voted was a slim.

Programming Board concert committee chair Lindsey Coval said she had seen the video posted online, but declined to comment. Howells said she did not see the video and declined to comment on it as well.

Students even reacted to the video that was posted.

"That video was uncalled for, to not only Programming Board but to the school and its students," Rebekah Harris, sophomore pre-pharmacy major said.

Programming Board said that they used email as a primary resource to reach students, but also used Facebook, Twitter and QR codes

at the Snowball dance and around campus. They also asked for suggestions from students at Club Day, along with other Programming Board events.

"In terms of getting the survey out there was an email issued, but as an Resident Assistant, I sent it out to all the other RA's on campus," Coval said. "It was posted on the Programming Board Facebook around 13 times; it was posted on Twitter multiple times as well."

This year the Programming Board instituted a new type of survey that listed a first and second choice for students to choose from. They used Google forms to compile all the votes and tabulate a winner.

Students had to enter their Wilkes identification number into the survey to cast their vote and students were only allowed to vote once. For those who did vote more than once, their WIN number was tracked and all duplicate votes were deleted.

"Students had to enter their WIN number and pick their choices and again, it gets fed into that chart and spreadsheets and it was very

The Beacon/Austin Loukas
clear who the winner is this year," Howells said.

Coval said that changing the voting process for next year's concert could be a possibility.

"I think that after this year, we are going to have to look at things again and see what we can do," Coval said. "We have to see what is going to be the most efficient way to reach out to the most people."

Howells seemed to second the suggestion by Coval.

"We are open to suggestions. Anybody who thinks that there may be a different way of doing it, we will certainly hear them out and are certainly willing to change," Howells said.

Tickets for Neon Trees are now on sale. They are \$10 for students and will be on sale all this week and Tuesdays and Thursdays during club hours the following weeks. Tickets are on a first-come basis.



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Had a wonderful time. Wish you could hear ...

Now you can at the

Study Abroad Essay Contest Award Ceremony

4-5 p.m. Feb. 13, 2013

Ballroom, Henry Student Center

Listen to stories from students, faculty and staff about how their experiences abroad changed their lives.

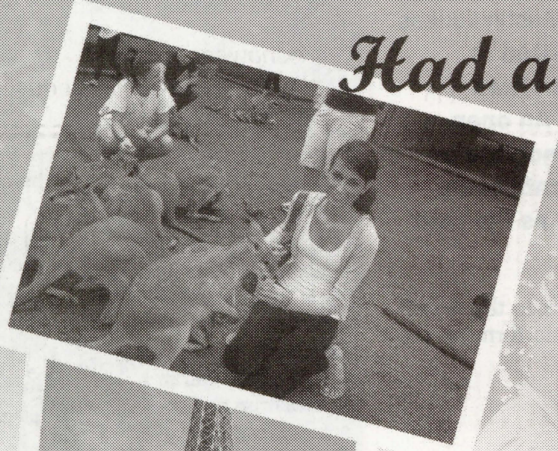
Celebrate the winners of the first essay contest.

First-place recipients in each of three categories receive an expense-paid trip to a Caribbean resort.

Light refreshments and a social hour will follow.

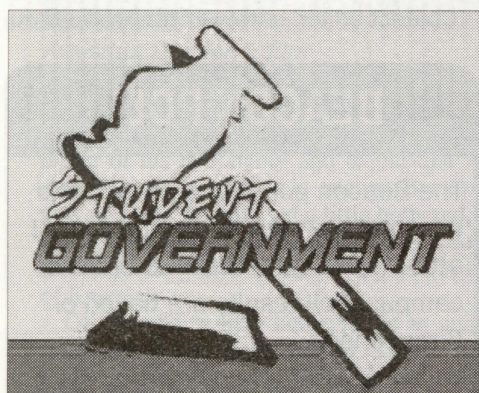
Posters of work from this past year by students and faculty will be on display.

Sponsors include: Center for Global Education and Diversity, The Beacon, The Creative Writing Program, Sundance Vacations, Barnes & Noble Bookstore.



Student Government starts preliminary discussion of Spring Fling

By Shawn Carey
Assistant News Editor



The meeting on Jan. 30 was called to order at 6:03 p.m. in the Miller Room.

All college: \$31,316.16
Conference: \$2,640
General: \$18,875.85
Leadership: \$1,200
Spirit: \$2,493.44
Student Government total: \$56,525.45

First on the agenda was a club report from the Speech and Debate team. Presenting was Melissa Caprio, president of the speech team. Meetings for the club are on Tuesdays at noon in Capin Hall.

They participated in a Junior Achievement Program as a part of their community service project, along with hosting two different tournaments.

The first tournament was a high school fo-



The Beacon/Archives

This week Student Government began preliminary discussions on funding for this year's Spring Fling, which will be held on March 22 at Genetti's Hotel near Public Square at 7 p.m.

rensis tournament, which raised about \$600 for the club. They have a collegiate level tournament coming hope, and according to Caprio, should raise about \$1,000 for the club.

She said that the debate team participated in a debate camp over the summer, along with the speech team participating in a workshop.

She said that the club does a lot of traveling.

It had been to New Jersey, New York, Las Vegas and Canada to name a few.

It just got back from a tournament in Canada. They had five winners out of the 14 who participated. Students who are interested in joining should contact Professor Christine Mellon.

The Running Club was there for a fund request. Robert Sperazza, president of the club

and Samantha Blincoe, treasurer for the club, were there to present. They are requesting \$600 for the Relay for Heat to be held on Feb. 9.

The breakdown of the event is \$5 per mile ran by Wilkes students. Last year Wilkes students ran a total of 37 miles, which amounted in \$185. The money raised will go to the Martin Luther King Fund, an organization that raises money for underprivileged homes in the Wilkes-Barre area.

A preliminary budget discussion on Spring Fling was held. Peter Tuzzo, sophomore class treasurer, presented the budget in place of Amber Konopka, who could not attend.

The dance will be March 22 at Genetti's Hotel ballroom at 7 p.m. They are requesting \$14,950 for the dance. There was a discussion about having two DJ's at the dance.

"I know in the past we have used DJ's in WCLH," said Ian Foley, SG vice president said. "We can stimulate those other options instead of using outside resources."

The Operations Committee met during the week. Foley warned members of SG to be conscious of who is around them when they are swiping into the residence halls.

Do not let anyone in that they do not know. Also, he said they will be adding an Ethiopian flag to the SUB, to represent students who are attending Wilkes from Ethiopia.

The Council of Clubs will be Feb. 12 at 11:30 in the Miller Room.

The meeting was adjourned at 6:57 p.m.

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Winter Weekend is near

By Julianna Salvato
Correspondent

It's almost time for Wilkes University's much anticipated Winter Weekend, the event where teams made up of Wilkes students battle it out to determine who comes out as the winner.

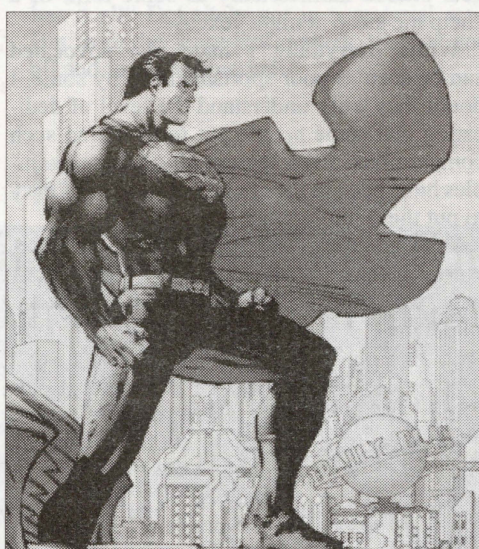
The teams' intelligence, creativity and strength are tested as they compete in various challenges. This year's theme is comic book superheroes and villains.

This year the event takes place the weekend of Feb. 15-16. On Friday night, the weekend will kick off with teams participating in a mascot competition, team skit, banner contest, pizza eating contest and the photo scavenger hunt. Saturday brings events like dodge ball, volleyball, Minute to Win It, a relay race and trivia.

This year's Winter Weekend has 12 teams and more than 160 students signed up.

Friday night's events are from 6-9 p.m., and Saturday's will take place between 10 a.m. and 2 p.m. A secret event is scheduled for Saturday, which is meant to surprise to participants and spectators.

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This year's Winter Weekend theme was announced as comic book superheroes and villains

Stay tuned for next week's issue for more coverage of the annual celebration of Winter Weekend.

Wilkes University Television Program Guide

Channel 97: Service Electric Cable

Monday February 4, 2012		6:00pm	Norman Mailer Lecture
6:00pm	Kirby Lecture J.C. Watts	7:30pm	Wilkes Now
7:30pm	Wilkes Now	8:00pm	True Rarity: The Amazing Story of Irwin Weinberg
8:00pm	Wilkes Barre-Making A Difference	8:40pm	Seusical Spring
8:30pm	Rosenn Lecture-Cory Booker		Classical Arts Showcase
Tuesday February 5, 2012		Thursday February 7, 2012	
12:00pm	Wilkes Now - Live	6:00pm	Rosenn lecture Michelle Rhee
6:00pm	Kirby Lecture Tom Szaky	7:30pm	Wilkes Now
7:30pm	Wilkes World	8:00pm	Snow White
8:00pm	Ernest Hemmingway	9:30pm	Showstoppers
	Classical Arts Showcase		Classical Arts Showcase
Wednesday February 6, 2012			

Feb. 5, 2013

Contact editor: carly.yamrus@wilkes.edu

Gracious losers are just unfit winners

Why losing in an event does not have to mean accepting defeat

By Jason Cochran
Sports Co-Editor

Some people see a person as a gracious loser, I see that person as someone without pride in their performance. At the end of a sporting event a favorite line of the loser is that they were outclassed, outmatched or their opponent was better that day.

What that really means is they didn't work hard enough. They know deep down there is something that they could have done better, faster, more quickly, or more smoothly. The line "I was outclassed," should be met with humiliation not adoration from fans.

With the old idea of someone has to win, someone has to lose, it's fine, I understand it. For every winner there is a loser, but that doesn't mean the person that loses has to accept their defeat. When someone accepts his or her loss, it typically doesn't come after the event, it comes during the event.

When a person accepts defeat mid-event it really does reduce the value of competition, think of all the blow out sports events, like when a football team runs up a score. It gets easier over time. They put in their second string players and the top talent is gone. They take a break and it's no longer the best of one team playing the best of the other, it's the people who are still developing and not quite the top level playing against other sub-level people.

This reduces the value of the win, granted the first team beat the other first team but think about it. They are not really playing up to the best possible level, so inherently it reduces the win because it was no longer the best against the best.

With the close of that event the losing side will be left with a bad taste in their mouth but they know that they really didn't try their hardest, they may have at one point but they know deep down when their star players were on the bench that they weren't giving their best effort.

Even in individual sports it can be seen on athletes' faces when they are beaten. When this happens they stop giving all they can, they in their own way, will just lay back and accept defeat and count the time until the event is over. These people are the same ones that others will say are so gracious in defeat.

Those people are wrong. They are not gracious losers, and those people are poor competitors. Show me a person who reaches the end of an event, and they don't know the outcome, the person thinks they did enough to win, and then that person is told they lose. They will not be gracious in defeat.

There is no reason he should be. That person should not accept the fact he lost if they felt that he should have won. That would be incredibly frustrating. I don't know many sports where this is the case, but I know it often is the case in many combat sports. The fighters believe they did enough to win all match then it comes time for the judges decision and their

opponent is the one getting a hand raised. The loser is left shaking his head in disbelief and disagreement.

This is why I believe the sport has so many premature retirement attempts. Often after a long, drawn out fight, the person's soul and will to compete are just crushed when they find out they did not do enough to win, when they went out, tried their hardest and did everything they believe they needed to, to win.

The perfect example of this for me, would be the way that Nick Diaz reacted after his loss at UFC 143. He did something every kid did as they were growing up- he rage quit the sport.

After the judges' decision was read, Diaz was completely taken by surprise and the result and could do nothing but utter the statement: "If that's the way that you have to win the fight, then I don't wanna fight anymore."

The raw anguish and emotion is far more genuine than any time some 'gracious loser' goes across to give a fake hug to their opponent to say great job man, you really just outclassed me tonight.

The idea of being outclassed alone is just terrible. Why would you admit to being outclassed, the very idea means that you were not even worthy of competing against your opponent in the first place. That should be an absolute embarrassment to you, not something that gets uttered halfheartedly as some form of a "help me sleep at night" excuse.

While everything I have just advocated can be seen as poor sportsmanship by some, I doubt they truly understand the level of dedication that some people put forth during such competitions. Even though all of these examples have been in the context of sports, it's easy to put these into non-athletic situations.

Take this idea in the context of a job interview, the person who is your direct competitor is virtually identical to you in every aspect but somehow that person develops a better rapport with the interviewer, that doesn't mean that person was better than you; you weren't outclassed. What it means is that you didn't come up with the result in that situation because you were not as well prepared to develop that connection with the interviewer.

This is not a point of praise for your competitors, this is a point of shame for you as a competitor. The competitor did not win that interview, you lost it. While people will have success and glory throughout their lives, just be aware most times it's not because they were better, it's because the other people made mistakes.



The Beacon/Laura Preby

While every competition has a winner and a loser, the value of any event is reduced when the loser graciously accepts defeat.



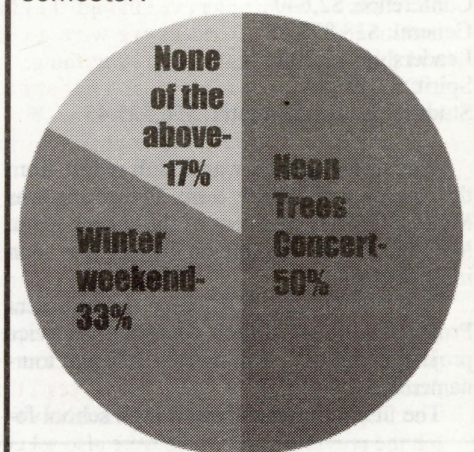
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BEACON POLL

The Beacon poll is unscientific and does not claim to reflect the overall attitudes of students on the Wilkes campus. Poll results are based on 6 responses.

Last week's question:

What Wilkes University-sponsored event are you most excited for this semester?



This week's question:

What is your diet like at school?

- Vegetarian/Vegan
- Anything that tastes good
- Healthy choices at the SUB
- I cook my own meals
- I don't have time to eat/mostly snacks

Cast your vote online at:

www.thewilkesbeacon.com

SPEAK UP!

The Beacon wants to hear your voice.

Send your name, major, year and opinion to:

carly.yamrus@wilkes.edu

The Beacon reserves the right to edit submitted pieces for length and content. Anonymous letters will not be published.

The United States: Proof that money won't buy happiness

By Lyndsie Yamrus
Assistant Opinion Editor

My ex-boyfriend was Brazilian and was never afraid to say it. He was extremely proud of his nationality and to me that was always such an admirable quality. But every now and then I would get a little bothered because he would go off about the culture down there, and how their culture compared to that of America.

OK, maybe "a little bothered" is an understatement. I got really heated. This is how I saw it: Here he was, living in the United States, the best country in the world, and nothing but complaints came out of his mouth.

He would tell me that Brasil had its priorities straight and that his country was far more family-focused than mine was, that the people down there were happier even though they had less, and that as Americans we were greedy and selfish and felt entitled to everything.

Of course, I was stubborn and my attitude became, "If you don't like it, go home."

But looking back, he was right and I just didn't want to accept it.

According to a recent Gallop poll, Latin Americans are among the happiest individuals in the world to date, receiving the highest positive emotion scores worldwide. Panama, Paraguay, El Salvador, Venezuela and Trinidad/Tobago ranked 1-5 on the list, respectively, responding 85 percent, 85 percent, 84 percent, 84 percent and 83 percent "yes", they were happy, when adults were asked how they felt the previous day. Adults were also asked if they laughed, felt well-rested, learned something interesting, felt respected and for how long these feelings lasted throughout the day.

Singapore came in last, with only 46 percent "yes."

While the United States does not appear on the list, our country ranks somewhere between 55 percent and 81 percent "yes" from the Gallup poll. An average score like this recognizes that America isn't depressed, but we're not entirely happy either.

More importantly are the implications of this poll: lo and behold, what people have been saying since pretty much the beginning of time is true, money does not buy happiness.

While it is easy to assume that a higher income means a more positive attitude and more prosperous life, this isn't statistically true. The United States is a perfect example of this.

Panama ranks 90th in the world with respect to gross domestic product (GDP) per capita, while Singapore ranks fifth. That is what is so surprising to analysts: the two variables appear more or less inversely proportional, and while Singapore is more financially productive, the country's emotions are more negative.

It was also found that after earning up to \$75,000 annual income, individual's emotions don't significantly change past this amount.

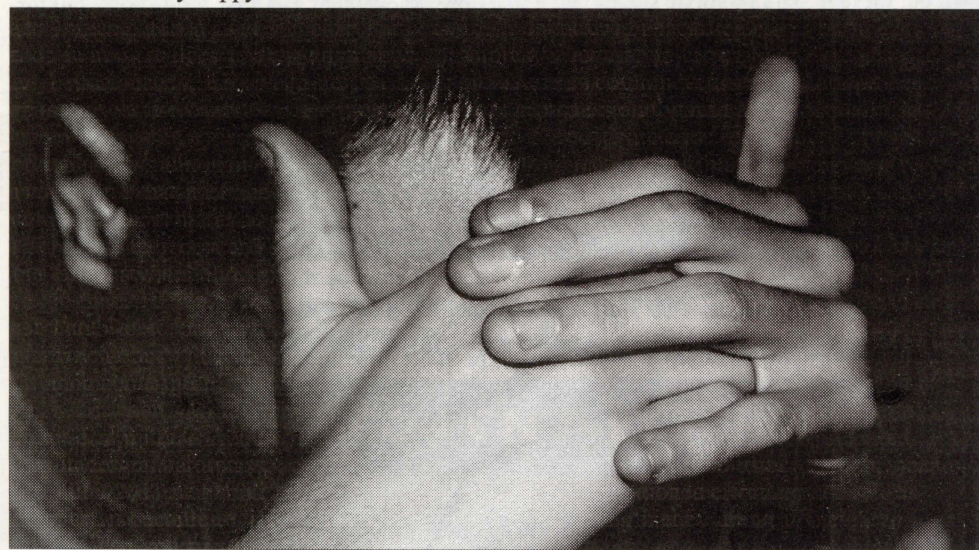
So as much as I hate to admit it, the United States isn't the best country in the world anymore. New Zealand ranked No. 1 for best country for business, according to Forbes. IB-Times stated that Norway ranked No. 1 for overall GDP per capita. In 2013, Switzerland is the No. 1 place for a baby to be born in order to have a "healthy, safe and prosperous" life, according to The Economist Intelligence Unit.

The United States has been ranking in the teens for a while in nearly every list as we struggle to uphold the American Dream.

Truth is, we are greedy, selfish and feel entitled. That's why we're dropping as a country. We're too concerned about what we don't have rather than what we do have. It's not money and "stuff" that's going to make you happy; it's the people you're with, how you spend your time, appreciating what you have and working with the situations you're given.

Think about it. Do you think Latin America has it all? Definitely not in a material sense. But from the sense that matters, they've got it all and that's impressive.

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The Beacon/Austin Loukus

The US does not immediately appear on the world list of emotionally positive countries, indicating that more money does not guarantee happiness.

Complaints arise over voting miscommunication, band results

By The Beacon Editorial Staff

People love to complain. It's a basic tenet of human nature. Take Wilkes University's annual spring concert for example.

In theory, it exists as a way for the Wilkes University Programming Board to provide students with a night of affordable entertainment beyond the realm of Bingo and board games. Whoever headlines the concert is decided by the student body via online voting, so this suggests whatever band is chosen will be the one most students actually want to see. That's all well and good ... in theory.

In actual practice, the whole concert seems to exist solely as a means of providing students one more thing to complain about.

Last year, the spring concert gave us Mac Miller. Some were happy about that. Others complained. This year, the band Neon Trees is headlining the spring concert. When that announcement was made, once again, some were happy but many more complained.

Seems the chorus of whines rising around this year's spring concert may be a little louder than usual. So much so that the programming board made it a point to post the results of the voting process on its Facebook page. Out of the 523 students who voted (remember that number, we'll come back to it), 124 picked Neon Trees as their first choice to headline the concert. The closest competitor was Tyga, with 81 votes. That's a win by a pretty clear margin. And, yet, the chorus of whines continues its sneering song.

If you use Twitter, you may follow an account that operates under the handle @Wilkesproblems and tweets self-flagellating satirical barbs about the trials and tribulations of life as a Wilkes student. Not surprisingly, the account has recently posted several tweets poking fun at both the announcement naming Neon Trees this year's concert headliner and the so-called "controversy" surrounding said announcement. There's even a "Hitler Reacts" meme video addressing the issue.

While hardly the funniest use of the "Hitler Reacts" meme, for Wilkes students with a sense of humor, it does earn itself a few chuckles. Unfortunately, not everyone has a sense of humor. Some overly serious minds will undoubtedly agree with the video's laughably ridiculous dialogue, which at one point has Hitler announce mid-diatribe that he'd "rather hang out with Stalin" than pay \$10 for a Neon Trees concert. Others won't agree, but will likewise fail to see the humor in such over-the-top declarations.

One of Hitler's statements that does ring true comes when he says that "nobody f***ing voted." Remember that thing about there only being 523 votes total? Well, when you take into account that Wilkes has more than 2,200 students enrolled in the undergraduate class alone (assuming Wilkes' 2010-2011 fact book is still more or less accurate), it becomes evident just how few students even voted in the first place.

Let's make this clear: If you don't vote, you don't get to complain about who wins. See-



The Beacon/Laura Preby

The Neon Trees concert has raised much controversy among students.

ing as how the majority of people who did vote did so in favor of Neon Trees, it's a logical assumption that the majority of those complaining are those who did not vote.

Some have gone on to complain that they weren't even informed of how or when to vote. With that in mind, here's the facts: Information about voting was posted several times on the Wilkes University Programming Board's Facebook page and Twitter account. An email did go out, but programming board representatives have acknowledged that the school's recent switch to Gmail likely resulted in some students not receiving said email. Voting information was also available at last semester's Snow Ball dance, and was posted in the Henry Student Center. An article likewise appeared in the Nov. 20 issue of The Beacon, and programming board representatives have said that word-of-mouth was additionally intended as a means of dissemination.

In other words, the information was out there. Those who've been so proactive about making sure their displeasure with the voting results has been heard perhaps should've been equally as proactive in finding out how and when to vote in the first place.

Having said all that, the pendulum swings in both directions. As acknowledged earlier, all complaints have roots in legitimate criticism. Sure, students could have taken a more proactive role in the voting process and would also do well to recognize that self-righteous negativity isn't exactly helpful (c'mon now, you're just bitter 'cause Childish Gambino didn't win, aren't you?). But, at the same time, as much as the programming board deserves credit for all its efforts to inform students of how and when to vote, the cold, hard reality is that those efforts barely amounted to diddly-squat.

With just 523 votes cast in a school with more than four times that many undergraduates, it's obvious that the programming board's efforts it clearly weren't effective. More needed to be done. More needs to be done in the future. Because all the good-intentioned efforts in the world don't mean a thing if they aren't effective.

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Unethical agribusiness influences our nutrition

Goods produced by food industry the product of foul practices and manipulative advertising

By Carly Yamrus

Opinion Editor

Think about the last meal you ate. What did you eat? Where did the ingredients come from? Do you even know what the ingredients were? If you read the side of that bag of chips you just ate, could you accurately describe to me what "hydrologized corn protein" is? How about disodium guanylate? What is the percentage daily value? What are calories per gram?

Odds are you don't know. And why would you know? Does anyone even care? Who cares what's in the Doritos chips, they taste so good! When did we ever learn about how to read the nutrition facts on the back of the food we consume? Well, we didn't. And why would we?

The United States Department of Agriculture was created in 1862 for two purposes. The first was to provide a "sufficient and reliable food supply," as well as develop and spread dietary guidelines for proper nutrition to the American people. Since 1862 we have put all our trust into the government to provide set dietary guidelines and to update them every five years.

Now we all know about the Food Pyramid, right? Well, it no longer exists. It is now the "Dinner Plate," which denotes the approximate amount of food a person should consume each meal. Fruits and vegetables take up half of the plate, while protein and carbohydrates take up the other half, and dairy products depicted as the cup next to the plate. Note there are no fats and oils section on the dinner plate.

No matter what shape the food guide is shown as, each producer, especially those of meat and grains, will try and tilt the market to their advantage using any means possible. Scientific jargon and deceptive labeling has a huge influence on what we purchase.

After consumers became aware of the need for healthy food, big business needed to get crafty with how they market their processed goods.

Companies market their products using healthy sounding claims such as "high in fiber," or "a good source of calcium." In reality, the salt, sugar and caloric content most likely outweigh whatever "good" nutrition was in that product.

Marion Nestle, author of "Food Politics: How the Food Industry Influences Nutrition and Health," explains that the food industry promotes an "eat more" mentality. Instead of saying "eat less meat," the meat industry says, "eat more lean meat." Obesity in America clearly tells us that we do not need to be eating more of anything. But you know, less food doesn't make more money.

Our food system is big business- known as "agribusiness" and defined as "an industry engaged in the producing operations of a farm, the manufacture and distribution of farm equipment and supplies, and the processing, storage and distribution of farm commodities."

Our food system relies heavily on cheap commodity crops such

as corn and soybean that can be found in many of the food products we buy.

According to the National Family Farm Coalition, Farmers are paid subsidies for supporting this broken system. In other words, farmers are paid to produce large amounts of these "bad" crops. Yet they have no choice. A few companies dominate in all realms of the business, ranging from seeds to fertilizers, to processing and retailing.

Overproduction of commodity crop keeps prices artificially low, which in turn helps pump out more cheaply processed food. Fruits and vegetables are actually considered "specialty crops." Specialty crops. They are special because you can't grind up corn and make it into a strawberry or a carrot.

Remember how the new "dinner plate" fails to include fats and oils? The fats and oils section of the food guide represents foods that are high in calories or have no nutritional value. That's funny, because processed food is full of that.

Because commodity crops are so cheap, they are not only used in corn-based products, but are used to feed livestock.

Cows don't eat corn. They eat grass. Scientific American states that meat raised on corn contains higher amounts of Omega-6 fatty acids and less Omega-3 fatty acids, and it has more calories.

So what exactly is it about factory-farmed meat that is so bad? The Union of Concerned Scientists cited a few examples of what farm-raised livestock really eat: same-species meat, diseased animals, animal parts, waste, plastic, drugs and chemicals.

If that doesn't make you think twice about the industry's ethics, I don't know what will.

According to health.usnews.com, the food industry supports groups that lobby against campaigns aimed at anti-obesity or public health. Why? Because of money. You can pay your way out of pretty much anything these days. Entirely unethical seeing the state of our country's health. It's all about the profit. It was hardly ever about health. Anything that the food industry has pumped out that has made a profit AND was healthy was an added bonus or maybe it was just a mistake.

Fixing our food system is going to take policy reform and a lot of compromise which I don't see happening too quickly. In the meantime, educate yourself on what is really in your food before you buy it, and when possible, purchase produce that is grown locally.

If knowing these facts angers you as much as it angered me, know that there are ways to eat healthier.

The Sierra Club recommends eating a variety of non-processed food. Buy food that is locally grown or organic. Despite the recommended "guidelines" announced by the USDA and FDA, eat less meat. If you do eat meat, choose local grass-fed, free-range beef.

Fast Facts On:

Food

Courtesy of Takepart.com

- **Less than 1% of corn produced is sweet corn that people eat**
- **The price of fruit has gone up 40% over the past 30 years**
- **The United States has pumped \$50 billion into the corn industry over the past decade**
- **\$1 buys you 1,200 calories worth of potato chips but only 170 calories worth of fruit**
- **The price of soda has gone down 33% in the past 30 years**

CAFO (concentrated animal feeding operations) beef is the product of factory farming where animals suffer from crowded conditions, disease, and malnutrition.

Seafood is a healthier alternative to meat but it important to watch you eat. Some seafood may have been caught in ways that harm the environment. Bottom-feeders such as shellfish, bass, grouper, flounder, crab and many others are caught using large nets that clear the entire ocean floor.

The Natural Resources Defense Council recommends reading the Monterey Bay Aquarium's Seafood Guide to help make the best choices when choosing seafood.

The main goal of marketing is to persuade you into choosing one specific product over another. Don't be a blind sheep in the grocery store; know what's in your food. Don't fall for the creative labeling schemes, check the ingredients and the nutrition facts, and don't forget to look at the serving size.

It is sad to say that the food industry does not care about our health. We invest all of our trust into a system where the main goal is to make as much money as possible. While we may feel like we have no control over such a system, there are still options. Personal health choices may be more expensive, but they are worth it if you can afford it.

The organic food and drink industry is expected to rise in the next few years as health awareness continues to be a pressing issue. I'm not holding my breath, but I will try to keep some faith in the industry that they can meet consumers in the middle and strive for a healthier America.

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Soul Rebel: Remembering Bob Marley

Local artists pay tribute to reggae legend with birthday tribute show

By Rebecca Bolus
Staff Writer

To some, Bob Marley is just "that guy with the dreads who played some upbeat reggae music."

But to others, he is much more than that. Marley is strongly viewed by many as an iconic and politicized figure whose legend still lives on even after his death.

Marley's music portrayed many of his beliefs, especially those belonging to the Rastafarian movement, a religion that Marley was devoted to. His songs were woven with political, philosophical and spiritual themes reflecting his world view. Marley's music influenced many people during a time of war and racism all over the world.

Even after his death, Marley and his band, The Wailers, continue to be recognized for their musical influence and impact on the world. In 1994, Marley was posthumously inducted into the Rock and Roll Hall of Fame and in 1981, shortly before his death, was awarded the Order of Merit, Jamaica's third highest honor, for his "outstanding contribution to his country's culture." Even in Thailand, Marley's birthday is

celebrated with a three-day-long festival honoring his musical inspiration.

With what would be Marley's 68th birthday coming up this Wednesday, local band The Subnotics will be presenting a special tribute concert on Saturday, Feb. 9, at the River Street Jazz Café in Plains.

The Subnotics is a nine-piece roots reggae band that is greatly inspired by Marley. The members of The Subnotics include two Wilkes University alumni, Brian Feist and Kermit Alphonso. Other members of the band are Robb Brown, Angelo Miraglia, Mark Klepaski, Dirk Dekker, Pete Terpak, Carl Crupa and Jay Stefanski.

Practicing and jamming to the music Bob Marley and the Wailers' music motivated the band to start doing these tribute shows, one of which was also held at Rodanos in October.

"From there, it was obvious what we should do. While we were preparing our original material, we decided to put on a couple shows as a tribute to Bob Marley and the Wailers, to pay homage for the music and influence. What better time to honor his music than at the time of his birth," Stefanski said.

The band members point out that Marley's

music has had a strong influence on their own material. They even credit Bob Marley and the Wailers for being the reason why most of the band members were exposed to reggae music in the first place. In looking at why Marley's legacy still resonates, the band said that was due not only to the impact his message had on the world, but to the bouncy infectiousness of the music through which he delivered it.

"Bob Marley is revered for his social conscience, spiritual mysticism and political courage, and his message continues to inspire disenfranchised communities by offering them a promise of worldly salvation and divine redemption," Feist said.

"In addition to all that, he can just make you feel good. Despite the allure of international fame, his music turned into a message of healing, loving and helping. What is unique about all of it is that much of his music sounds very uplifting despite the heavy anti-establishment or impoverished undertones."

In celebrating Marley's music and message, the members of The Subnotics say have found inspiration not just for their own music, but for their lives as well. Amid such inspiration has come an enlightened awareness of the power music itself has on the artists who create it, the audiences who enjoy it and the overall culture as a whole.

"We all come from musical backgrounds from rock, metal, funk, R&B, jam, etc. While learning all of Marley's material we discovered, more than ever, that the music is about making your own small contribution to the collective unit. We really liked that because it mirrors Marley's reflection on humanity," Crupa said.

"If we all make a small conscious effort in doing our own part in the world we live in, collectively we can make a big impact on the people around us for positive change. You really have to dig into the songs to understand the meanings. Part of his legacy was that his music also has duality. You can take his message and apply it to your personal life and somehow, it transcends."



Courtesy of The Subnotics

Local roots reggae band The Subnotics are just one group of musicians that has taken inspiration from the legacy left behind by Bob Marley since his death in 1981.

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Bob's Best

In honor of Bob Marley's upcoming birthday, the members of The Subnotics sat down to come up with this exclusive playlist of their top 10 favorite Marley tracks. If you're thinking about checking out the group's tribute concert at River Street Jazz Café this Saturday, or if you just want to brush up on some essential listening from an iconic artist, then hop onto iTunes or Spotify and give these must-have hits a listen...

Punky Reggae Party

Walk the Proud Land

Kinky Reggae

Coming in from the Cold

Concrete Jungle

Lively up yourself

Small Axe

Put it On

One Love

Buffalo Soldier

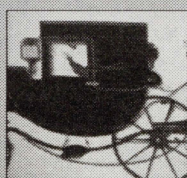
Stiff Necked Fools

The Subnotics' birthday tribute to Bob Marley will be @ 10 p.m. Saturday, Feb. 9, at River Street Jazz Café. For more info, visit riverstreetjazzcafe.com.

VISIT THE BEACON ONLINE @ THEWILKESBEACON.COM FOR EXCLUSIVE 'BEACON BLOGS'



FRONT ROW FILM SCHOOL
with Anthony Bartoli
"Gangster Squad" review



THE BOOK REPORT
with Anne Yoskoski
"Death Comes to Pemberly," by P.D. James



THE GRAVEYARD SHTICK
with Jake Cochran
Where do we stand?

Radio Schedule

In addition to Hair Metal Monday, 90.7 WCLH has a number of original radio shows hosted by Wilkes University students, for Wilkes University students, with even more coming soon. Turn on, tune in, but don't drop out ...

MONDAY

Hair Metal Monday

From 4 – 6 p.m. see modern-day Wilkes-Barre transformed into 1980s Los Angeles with a non-stop barrage of Twisted Sister, Motley Crue, Dokken and other glam metal greats. Hosted by Chad Dallas, Iggy El Gordo and Jarret Steele.

Metal Massacre

From 7 – 10 p.m., DJ Massacre assaults listener eardrums with a volatile mixture of scream, death metal and nu-metal. Or, as he likes to say, "stuff you'd punch a baby to."

TUESDAY

Staten Island Joe & Franiak Show

Grab some lunch and brush up on your sports news with Staten Island Joe and Franiak during the creatively titled Staten Island Joe & Franiak Show. From 11 a.m. – 1 p.m.

WEDNESDAY

Rock 'N' Roll Shenanigans featuring Corey & Andrew

"Shenanigans" is right. Don't expect dry conversation or deep life insights here, as DJs Corey and Andrew play a random mish-mash of '80s and '90s alternative while talking about whatever nonsense passes through their heads. From 2 – 3 p.m.

Vital Vinyl with Klassic Kurtz & Matty-G

Take a trip back in time from 4:30 – 6:30 p.m. with Klassic Kurtz and Matty-G as they spin an eclectic mix of classic rock and blues the way it was meant to be heard, on actual vinyl records.

THURSDAY

The Staten Island Joe and Franiak Show

Grab some lunch and brush up on your sports news with Staten Island

(cont. on opposite page)



Photo by: Laura Preby / Desi

By Bill Thomas

A&E Editor

They call themselves Chad Dallas, Jarret Steel and Iggy El Gordo.

Those aren't their real name of course, but that hardly matters. Like Axl Rose and Nikki Sixx before them, they've recast themselves as gaudy avatars of sex, drugs and rock 'n' roll. Also, Aqua Net.

Together they prowl the airwaves like predatory jungle cats clad in old leather and ill-fitting spandex. Unleashed in their wake are the musical stylings of Quiet Riot, Poison and W.A.S.P. Surprisingly, though, this isn't Friday night on L.A.'s Sunset Strip, circa 1985. It's Monday afternoon on River Street in Wilkes-Barre, 2013. Based on the mu-

sic coming out of your stereo, you'd be forgiven for making that mistake.

The '80s, it seems, are alive and well on the third floor of the Dorothy Dickson Dart Center. From there, in the 90.7 WCLH radio booth, Dallas, Steele and El Gordo – really Communication Studies seniors Kyle Wolfe, Matt Gaines and Justin Franiak – bring a little glam to NEPA via their show, Hair Metal Monday.

"It started out as a joke and then, little by little, it came together in pieces," Wolfe says, explaining the origins of the show. "I remember at Club Day I was looking at the notes for the Rock 'N' Roll Shenanigans show (see sidebar) and literally the notes said 'Chad' and 'Dallas,' so that's where that came from."

Gaines and Franiak's monikers were similarly random creations. In truth, as if intentionally embodying the carefree party-hearty spirit hair-metal represents, the whole show in itself is a more or less random creation.

"Everything is kind of fly-by-the-seat-of-our-pants, really spontaneous. A lot of the stuff we just come up with on-air," Franiak says. "If it works, it works. If it sucks, we just don't do it again. Like the Aerosmith thing."

The Aerosmith thing?

"We played Aerosmith on our first show and we got a caller who was not happy," Wolfe explains. "They complained that Aerosmith wasn't heavy enough for Metal Monday, so now we don't play Aerosmith unless it's a state of emergency."



Design by: Bryan Calabro

"It's become a running joke now," Gaines adds, laughing. "Welcome back to Hair Metal Monday, where we don't play Aerosmith."

Aerosmith faux pas aside, the glam-banging trio says Hair Metal Monday has been very well-received since it debuted last semester, despite its stick-out-like-a-sore-thumb status in the midst of death metal, thrash metal and metalcore that's long dominated — and still does dominate — the majority of Metal Monday.

"The first show we ever did, we only did it for an hour, just as a trial run," Wolfe says. "We figured it would never get past one show, just thinking there'd be so many people saying 'This isn't real metal. This is hair metal. This is supposed to be Metal Monday.' But we

got about ten requests, and only one disgruntled caller, the one about Aerosmith. So we went for another hour. Literally half of our show is just requests. We have loyal callers who call in every week, and a lot of people make requests on the Facebook page."

For Franiak, a student who's been a part of WCLH since freshman year, the positive reception Hair Metal Monday's received is more than just a happy accident. It's a sign of a larger evolution for the radio station as a whole.

"The thing that's cool about the fact that we can even have something like Hair Metal Monday and have people like it is that it's just part of things becoming more diverse," he says. "We've got a lot of new people coming in, a lot of eager freshmen, and just this semes-

ter a lot of new shows. A lot of specialty shows. There's alternative, classic rock, Top 40 stuff. ... I think it's healthy for the station to get that breath of fresh air."

When speculating the reasons behind Hair Metal Monday's success in particular, though, the trio cites the aforementioned sense of spontaneity ("We once talked about the Hulk Hogan sex tape for the entire show," Wolfe confesses), as well as the fact that show is able to cater to an audience that otherwise goes largely ignored.

"The only other hair metal radio show I know of is Dee Snider's 'House of Hair,'" but that's a syndicated show throughout the country," Franiak says. "We always make the joke that we're the No. 1 hair metal show in Northeastern Pennsylvania."

Joe and Franiak during the creatively titled Staten Island Joe and Franiak Show. From noon — 1 p.m. Didn't I already tell you about this?

The Beatdown

The WCLH radio booth becomes one-part mosh pit, one-part Octagon from 7 p.m. until whenever host Jake feels like going home. MMA talk and punk rock into the wee hours of the night.

FRIDAY

The Morning After Show with Chelsea & Laura

Order up a cup o' Joe and try ignoring the hangover headache pounding in your skull in the company of DJs Chelsea and Laura, as they spin a crazy-quilt combination of indie alt and nostalgic throwback favorites from 9 — 11 a.m.

Tony G. in the Evening

The always opinionated Tony G. speaks his mind and plays an expansive mix of alternative music. From 5 — 7 p.m.

SATURDAY

The Saturday Show with K-Dubs, Captain Kevin, D-White, Suitcases and Father John

Throw on a pair of tight jeans and start slam-dancing with K-Dubs, Captain Kevin, D-White, Suitcases and Father John for this overstuffed auditory orgy of emo, screamo, post-hardcore and, uh, Barry Manilow?!? From 1 — 3 p.m.

SUNDAY

Soulful Sunday with DJ Pistol Pete & DJ Ambs

Smoooth. That's the only word to describe Soulful Sunday with DJ Pistol Pete and DJ Ambs, where you can get your eardrums lovingly massaged by the sounds of modern and classic soul and R&B music. From 6 — 8 p.m.

Channel the Chill with Matty-G & DJ Lissa

Let Matty-G and DJ Lissa help you unwind from 8 — 10 p.m. with spaced-out surf rock for mellow minds. Music you can relax to from various eras.



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THE 101

Every issue, the staff of The Beacon's Arts & Entertainment section indulge their vanity and give a thoroughly biased crash-course in whatever madness happens to be dwelling in their warped minds. Their views do not reflect those of The Beacon, its staff or Wilkes University. Blah blah blah. This week, Brandon Scott is bandaging up his blistered thumbs alongside the...

Athletes of the Electronic Age

By Brandon Scott
Online Editor

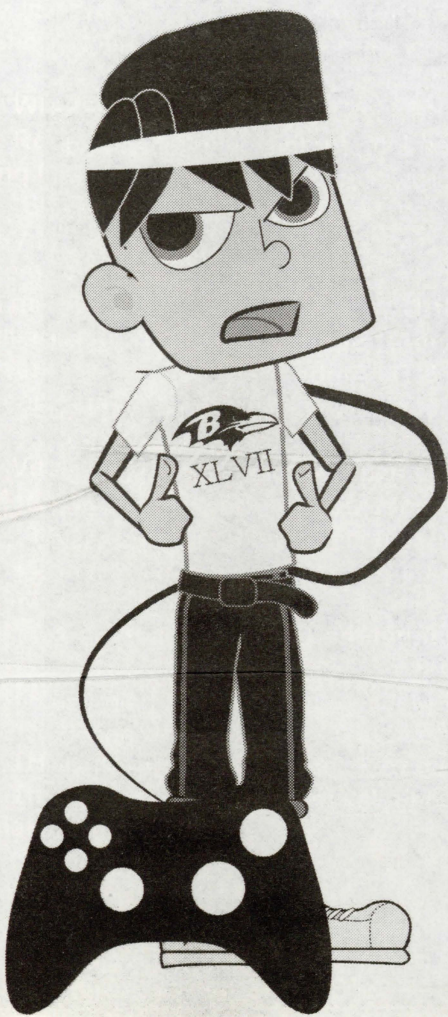
By the time you read this article, an amazing competition will already have happened over the weekend. A competition where athletes have trained together in teams with their eyes on the top prize. And by the time you read this article, a victor will have been chosen, showered in applause, cheers and, of course, money.

What competition was this?

Why, it was the IEM (Intel Extreme Masters) tournament that took place in Sao Paulo, Brazil, of course! What? You mean you've never heard of it? You thought maybe I was referring to the Super Bowl? Come on now.

The IEM tournament is a competition hosted by Intel, (you know, those guys who create computer chips so that your computer works) for the world's best competitive gaming teams in the games "Starcraft 2" and "League of Legends."

"That's neat," you might say. "Recognition for professional gamers once a year is awesome." But it has become much, much more than that. For example, this IEM tournament is only a qualifier for the final tournament coming up in March. But the stakes are still high; this qualifier has a total prize pool of more than \$50,000.



Unimpressed? Well, how 'bout this: A few months ago on Oct. 13, 2012, the League of Legends Season 2 World Championship match was played with a best three out of five matches. The total prize pool on the line? \$2 million.

You read that right: A two and six zeroes. Two million. Like what you'd earn if you won "Who Wants to be a Millionaire?" twice.

Professional gaming isn't a joke anymore, and it is taken very seriously by the game designers at Blizzard ("Starcraft," "Diablo," "World of Warcraft") and Riot Games ("League of Legends").

Still think this is a bit crazy?

Gamers within the competitive community discuss strategies and ways of improving game play, and also host scrimmage matches to test and improve team coordination and playing ability. They bring up game balance with the developers, who in turn, respond back and discuss what may be balanced or unbalanced in their game to create the most diverse and interesting playing field for its competitors. The game grows and evolves, making matches more interesting to watch as professionals break down walls with new strategies.

Surely, though, this is just small hype in the "gamer universe," right?

Viewership for these tournament matches can reach into the millions, bringing it up to par or even past nationally recognized sports like baseball. Regular players host live video streams of themselves playing the games accompanied by commentary or even just music and, in doing so, have developed avid followings online.

Some "streamers" have even become so popular that they now work for the companies behind the same games they were streaming.

Live tournaments even have announcers who keep an updated tab on what is happening and what could happen next in the game, so as to keep viewers on their toes as the game unfolds. Just like, ahem, "real" sports.

"OK, I get it. They're popular, but I really doubt they will ever get a national on-screen presence." So says you, presumably doubtful reader. Nevertheless, the future seems bright for eSports. Riot Games is working alongside competitive gamers to make season three of their game the best yet for the eSports scene. Blizzard is doing the same and working together with competitive gamers to develop a tighter and more interesting eSports scene for their own games. Even Forbes Magazine believes that by the year 2020 we could be seeing eSports in our summer Olympic games.

Is it a stretch? Maybe. Have eSports been growing more and more every year? Definitely. And if there's money and company support for a competitive scene, you can be sure they are going to push for prime time. Bet on it.

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CHEAT SHEET

eSports Language Translator

GG

GG stands for "Good Game." Its often typed on screen from both teams after a match as a sign of sportsmanship. Not typing it isn't necessarily considered rude, but it does look somewhat bad if you don't use it.

And similar to GG is...

GLHF

GLHF stands for "Good luck, have fun." It's used at the beginning of each game and, while not necessarily always said, it does set the tone for the current game and generally helps lessen any tense moments between teammates that may happen in the game.

APM

APM stands for Actions Per Minute. This is a type of measurement used to see how many buttons a player is pressing in a minute. This is really only used in "RTS" or real-time strategy games such as Starcraft 2. You might think to yourself "... and this is important why?" Well, in general, it isn't. But if a player tries to improve his or her APM, then they're probably going to be better at micro-management.

"Micro ... what ... ?"

Micro-Management

Competitive gaming requires you to be able to respond to any type of current or foreseeable threat you may encounter. It also requires you to manage multiple things at once and manage them efficiently. In gamer terms, this is called micro-management, and is usually the reason you might see someone repeatedly clicking their mouse like it's their only life purpose. To play skillfully, it's incredibly important to become good at micro-management.

Back-Door

Back-door, also known as back-dooring, is the concept of striking your enemy from behind (giggity). It's an often looked-down-upon action but can be very effective when the moment calls for it.

Zerg Rush

This term started in Starcraft, and has become popular across more than just games. To clarify, "The Zerg" are a mutant alien race in the game Starcraft. Playing them allows you to create massive armies very quickly to use against your enemy, often before they can get a solid base defense up.

The Zerg's easiest unit to create is called the "zergling." Against less skilled players, a Zerg player can create mass quantities of these zerglings and "zerg rush" the enemy before the enemy has any sort of defense up in his base. Because of the popularity of the game and the unit, the term "zerg rush" has come to be applied to any situation in which you quickly and endlessly attack anybody with mass quantities of units.

Shoutcasting / Streaming

Shoutcasting is when people spectate games and talk about everything that is going on, or what might be going on in the players' heads. They can be very entertaining depending on the person shoutcasting. Streaming on the other hand, is when a person is playing the game, and allows anybody to view their game as they play. Typically the streamer also has a webcam on their face so they can talk and react to what's happening. This has lead to some internet-gaming celebrities because of the antics that ensue.

Feb. 5, 2013

Contact editor: anne.yoskoski@wilkes.edu

Hidden student discounts can save 10-20 percent

Many businesses offer non-advertised discounts on food, entertainment, travel and apparel

By Anne Yoskoski
Assistant Life Editor

The Wilkes student ID allows students access to computer labs, meals, dorms and various other things around campus.

What many people do not know, however, is how many places offer student discounts with valid identification.

Students can get discounts in retail, electronics, insurances, cars, online shopping and even travel. This is a list of national stores that give little known student discounts. Most range from 10-20 percent depending on the retailer.

Many people are unaware of these discounts, such as senior English/education major Matt Bishop.

"I had no clue any of these places had that," Bishop said.

Depending on the retail chain, certain stores are allowed to determine their percentage off due to the manager's preference and the number of colleges in the surrounding area.

This is a short list of the many stores that do, however, participate:

Apparel/Retail

- J. Crew
- Banana Republic
- TopShop
- Amazon
- Ann Taylor
- Sam's Club
- Ralph Lauren
- Sally Beauty Supply
- Juicy Couture
- Charlotte Russe
- Urban Outfitters
- Buy.com
- Forever 21
- UGG
- Walmart
- Foot Locker
- Pacsun
- Under Armour
- Sephora
- Express
- TOMS
- Gap
- Nordstrom
- Shoedazzle
- Fossil
- ModCloth

- Target
- E.I.f.
- Proactiv
- Ulta
- Lids
- Cabela's
- Staples

Electronics/Software

- Apple
- Sony
- HP
- Dell
- Adobe
- Norton
- Corel
- Rosetta Stone

Entertainment

- Cinemark
- RC Theaters
- AMC Theaters
- Madame Tussauds
- Philadelphia Museum of Art
- Museum of Modern Art
- Direct TV

Food

- Subway
- Arby's
- Dairy Queen
- Chik-Fil-A
- Starbucks

Insurance/ Travel

- Allstate
- Geico
- State Farm
- Farmers
- AAA
- Esurance
- Greyhound
- Travelers
- Amtrak

Various

- Inkspector.com
- Academic Superstore
- General Motors
- The Economist

- The New York Times
- The Wall Street Journal
- Jiffy Lube
- Walgreens
- AT&T
- Sprint
- T-Mobile
- Verizon

Even students who knew about some of these discounts find more at every turn.

Senior English major Jonathan Kadjeski said, "I knew there were a few, but I do feel like I learn about a new one every day. No, I had no clue there were this many discounts."

Some of these stores are franchises and therefore have the option to not include a student discount. That is rare, however, and it never hurts to ask if a student ID card will bring down your bill.

Sometimes a student ID card can get students discounts on travel passes for tourist attractions.

For example, the three-day pass of Philadelphia that includes all the major tourist sites comes down in price about \$20.

Philadelphia also has a discounted over 21 Pub Crawl event that has major discounts for students.

Students can also invest in the Student Advantage card. For \$20 a year, students can receive discounts when shopping at large retailers such as Target, Armani Exchange, certain hotels, magazines and even concert tickets.

Smaller stores and boutiques near the campus have student discounts such as Outrageous, some Dunkin Donuts, Movies 14 and various pizza places.

Beware, some discounts are cash back only. This will only apply if paying in cash is an option for you. While these discounts are usually small, they can cover taxes of the item you buy.

Most student IDs can also work in other states, as universities and colleges are usually recognized in at least a tri-state area.

As students, many of us are already drowning in debt and not even finished with our degrees.

Little savings here and there can help, and all the money saved will add up to help pay down loans or maybe buy something new you really need.

For more lists of student discounts visit studentuniverse.com.

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The Beacon/Laura Preby



February is National...

Age-Related Macular Degeneration Awareness Month, Black History Month, Body Awareness Month, Electrical Safety Awareness Month, Heart Disease Awareness Month, Heartworm Awareness Month, Low Vision Awareness Month, National Cancer Prevention Month, National National Awareness Month Awareness Month, National Pet Dental Health Awareness Month, Safety Awareness Month, School-Based Health Center Awareness Month, Sinus Pain Awareness Month and Termite Awareness Month.

Pinterest: A How-To Guide

Admit it, everyone is on Pinterest. It's chock-full of amazing ideas and simple crafts that cause everyone to take one look at the picture with the "it's so easy!" description and declare, "I could do that." After some severe craft fails (and successes), I, **Anne Yoskoski**, decided it was time to share these experiences with everyone, hopefully saving at least one oven, set of eyebrows, trip to the doctor for stitches and a carpet in the process.

Dry Erase Board

This week's Pinterest challenge is what appears to be a simple craft: making a dry erase calendar. It seems simple enough, and it's something everyone can use for organization.

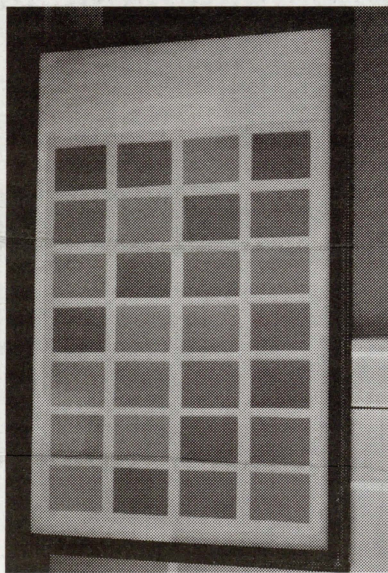
Supplies:

- A picture frame big enough to have a full month on it (make sure it has a glass, not plastic, face)
- Paint chips (raid your local Lowe's or Home Depot)
- Glue
- A nail or picture frame hanging hook
- Dry erase marker
- Hammer
- Sheet of card stock or plain paper

Procedure:

- Take the back of the frame and glue card stock of any print or color onto it.
- Once dry, glue the paint chips on to the card stock.
- Use a ruler if you don't think you can get them exactly in line.
- When all has dried for about two hours; place it back in the frame.
- It should be now ready to hang on the wall.

I give this craft a B+. The marker is difficult to erase sometimes and the glass surface makes it more delicate than a normal dry erase board.



The Beacon/Anne Yoskoski



THE WORD AT WILKES: What is your favorite winter sport?



Amanda Readinger:

Senior Psychology Major

"Does snow tubing count?"



Ali Giammanco:

Sophomore Pharmacy Major

"Luge"



Christian Victoria

Sophomore Accounting and Finance Major

"Curling"



Sam Miller

Junior Environmental Engineering Major

"Kite flying"

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- Loans at competitive rates (co-maker may be required)
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- Debit cards (with checking & 90 days of membership in good standing)

Our main office is conveniently located at 87 North Main Street, about a mile from the Wilkes campus, and we are open from 9:00AM-4:30PM Monday through Wednesday, 9:00AM-4:45PM Thursday and Friday, and 9:00AM-11:30AM Saturday. Additional offices are located in Wyoming and Dallas. Please stop by one of our offices to join, or give us a call Monday through Friday at (570) 825-9950 for more information.

Roger H. Stout
Manager
Class of '71

SOUP-ER bowl fundraiser

Interfaith helps local food bank with event

By Alyssa Stencavage
Life Editor

According to local food shelters, some people can really use help this year.

Everyone at Wilkes has the opportunity to give a little something of their own to those who are less fortunate than we are. In honor of next Sunday's big game, the Interfaith Office is and will continue to hold a "SOUP-ER" Bowl event of its own, which will then be donated to the Westside Area Food Bank in Kingston.

The driving force behind this event is to collect cans of soup for Westside Area Food Bank in Kingston, who is in desperate need of cans of soup to give out to families to feed to help out during the cold weather.

The Westside Area Food Bank is supported by local churches, such as St. Ignatius, whose food goes to this bank, and Church of Christ Uniting, where the food bank is housed. Church of Christ Uniting is open Tuesday and Friday 10 to 11 a.m. for pick-up. These parishes are all involved in the effort and donation of food to this particular food bank.

"The idea came out of the Diocese of Scranton's social concerns meeting, where several members of St. Ignatius were talking about how they were informed by the church that runs this food bank that Westside was running low on soup," Interfaith Coordinator Caitlin Czeh said. "Another group was also talking about an event that

they did so I thought it'd be cool to bring it here."

Essentially, it was a shared idea.

Czeh said she started announcing the idea on Sunday at the Sunday service event, and as of Feb. 1 she's gotten one can. She's hoping that more people will reach out and donate more cans this Sunday and at the Sunday events, and also during the Student Development event.


This Super Bowl Game Watch event hosted by Student Development was at 7 p.m. on Sunday, Feb. 3 in the Ballroom.

"It will have free pizza, wings and snacks for people to enjoy during the game," graduate assistant Jaimie Osborn said. "There will also be prizes for some activities that will take place that night one being whoever brings the most can goods to donate to the SOUP-ER bowl."

The collection for the "SOUP-ER" Bowl event will be going on through Tuesday, Feb. 5, and a delivery will probably be made on Wednesday, Feb. 6. Cans of soup can be dropped off at the Interfaith Office, room 204 in the Henry Student Center.

Take a few minutes to gather up some cans of soup from your pantry, and drop by the Interfaith Office to make your donation and show some support.

Contact Caitlin Czeh at caitlin.czeh@wilkes.edu or give her a call at 570-408-5904.

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Final fundraising for ASB

By Sierra Marsh
Correspondent

Students, faculty, staff and alumni participating in the Alternative Spring Break program are close to wrapping up fund raising efforts with one final event in celebration of Valentine's Day titled, "I'm Very Fondue of You."

Members of this program have been working for the past several months to reach monetary goals by participating in other fund raisers such as a spaghetti dinner, grilled Sticky sales and a Red Robin night.


All of the funds raised during these events aid the Alternative Spring Break program in covering travel, food and other expenses for the upcoming trips in March.

With each ticket costing \$5, members of the Wilkes University community have the opportunity to support the program by watching a movie as well as an array of fondue donated by Sugar Plum Chocolates. Some of the flavors include semi-sweet, strawberry and champagne.

"It will be a fun filled event for couples and non-couples. We're also excited that Sugar Plum is supplying all the chocolate and are thankful for the support given to us by the Wilkes Community," said Megan Boone,

community service coordinator and adviser for the Alternative Spring Break trip to Joplin, Mo.

This event will take place from 7-9 p.m. on Valentine's Day, Feb. 14, in the Ballroom of the Henry Student Center. Tickets are being sold by participants of the Alternative Spring Break program.

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The Beacon/Bryan Calabro
Candy from Sugar Plum Chocolates will be a part of an ASB fondue event.

ASB cooks up Spaghetti Dinner



The Beacon/Austin Loukas
The Alternative Spring Break (ASB) Spaghetti Dinner raised money to benefit the organization and its volunteer trips during spring break.

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Feb. 5, 2013

Contact editor: jason.cochran@wilkes.edu

'Relay for Heat' aims to aid less fortunate

By Frank Passalacqua
Sports Co-Editor

During this rough winter, many families in the community cannot afford to pay their heating bills. As one can imagine, that situation would be something unbearable to deal with, especially as costs rise year to year.

In an attempt to reach out and help the locals, the Wilkes University Running Club will host Relay for Heat to raise money to help the Commission for Economic Opportunity will assist local families who are in serious need of assistance.

Last year, Relay for Heat and the running club helped raise more than \$2,500 in donations, just by collections around campus and the nearby community.

William Terzaghi, adviser of the Wilkes University running club, understands the impact of the community coming together for a good cause.

"For many of us, participation in the Relay for Heat provides an incentive to keep fit over the winter, and perhaps to burn off some of the

pounds put on over the holidays," Terzaghi said.

"The relay has evolved into a real community event, with a number of alumni coming back to run in it, and many members of the community also participate. I think this is because everyone realizes that it is a worthy cause that really helps out local families who are struggling to pay their heating bills."

The ninth annual 100-mile relay will take place on Saturday, Feb. 9, on the dikes in Kingston starting at 6 a.m. Each participant will run a 4-mile leg on the dikes until the group has covered 100 miles total.

Participants will primarily be Wilkes students, faculty, staff and alumni, along with other members of the community who have expressed an interest in helping.

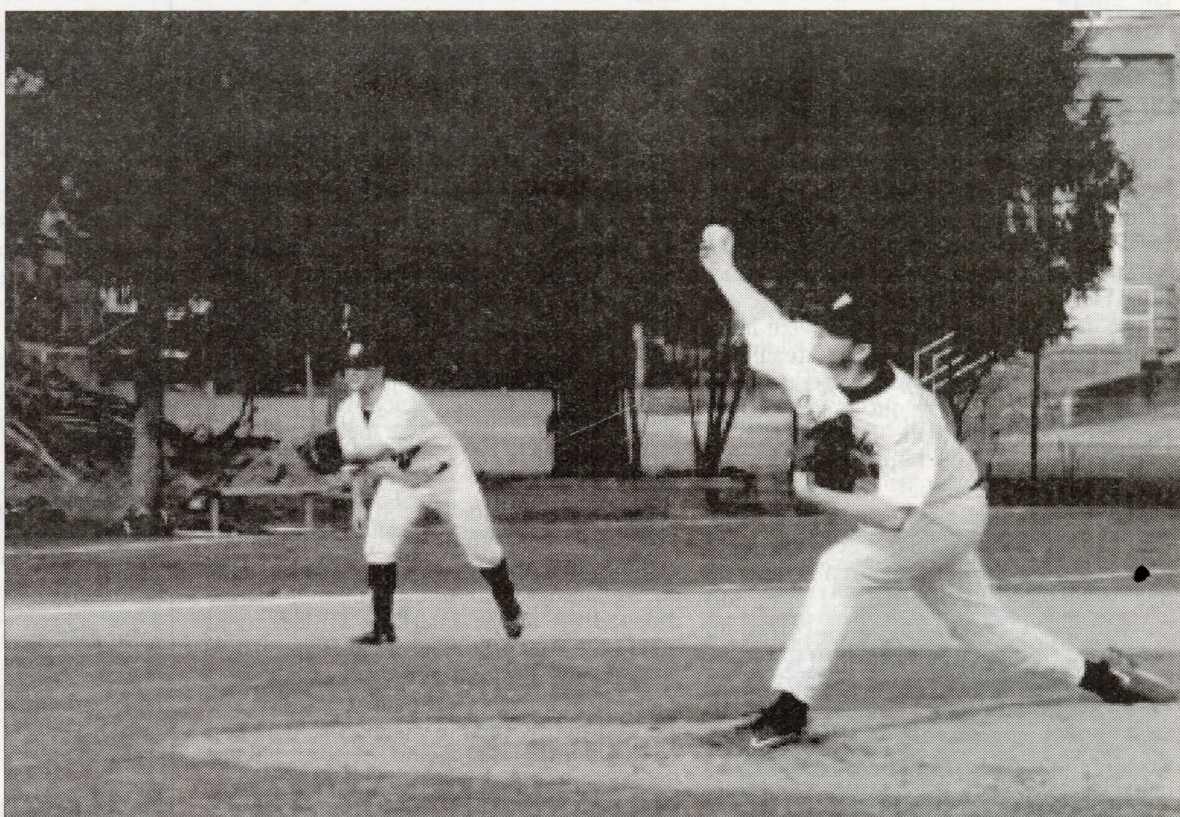
Individuals can support the event by pledging a certain amount per mile covered or by pledging a fixed amount.

All money raised will go to the Martin Luther King Fuel Fund.

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The Wilkes Running Club will be raising funds to help others in the "Relay for Heat" Feb. 9.



The Beacon Archives

Pitchers will be throwing and batters will be swinging as the Wilkes Colonels baseball team begins practicing for the 2013 season.

New baseball coach stresses respect in Wilkes' '13 season

By Evan Willey
Staff Writer

While most students are staying inside cuddling up in blankets to try to stay out of the cold, the Wilkes' men's baseball team is preparing for spring.

As opening day approaches, March 10, new head coach Matt Hollod has his team working hard.

Hollod joins the Wilkes University baseball staff for his first season as head coach in 2013. He served as associate head baseball coach at Freedom Conference rival DeSales University for two years.

Also helping the baseball team is graduate assistant Steve Galella.

Even though the Colonels' record last year wasn't "out of the ballpark" the returning players are ready to win and turn start their season right.

Last years the team finished 13-26 but the main goals for this team isn't to just win.

Hollod wants his players to dem-

onstrate three main mindsets and they all have to do with one word: respect.

He said he wants them to learn to respect the game, respect their teammates, and most importantly respect their opponents.

"A lot of things go into this, and once you achieve this, and are playing the game the right way, then you can really take off as a program," Hollod said.

Respect is a very important mindset to have and understand so once they all understand it they will achieve it all.

With seven new freshman on the team they are probably feeling the most excited about the upcoming season.

The top returners for the team are shortstop Carmen LoPresto, first baseman-third baseman Steve Ruch and DH-first baseman Dan Pisanichyn.

The team isn't going to experience a normal spring break. It is traveling

to a tournament in Myrtle Beach, S.C., for five days.

Wilkes finished last in the Freedom Conference with 4 wins and 17 losses. Misericordia is the biggest threat to Wilkes' chances to win the conference. Misericordia won 18 games wins and had just three losses.

Upcoming Games

Feb. 23, 1 p.m. - Lebanon Valley College at Myrtle Beach, S.C.

March 3, 3 p.m. - College of Staten Island

March 5, noon - Emerson College

March 6, noon - York College of Penn.

March 7, noon - Penn State Berks

March 8, 9 a.m. - Catholic U. of America

Regular Season

March 10, noon - Immaculata University at Immaculata, Pa.

March 12, 3:30 p.m. - Marywood University at Scranton

March 13, 3:30 p.m. - King's College, Wilkes-Barre

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Quick hits: What does the future hold for Edgar

After three title decision losses, what now?

By Jake Cochran
Sports Co-Editor

Saturday night at UFC 156 Jose Aldo, often touted as easily a top four pound-for-pound kingpin, was given his toughest test to date in his ZUFFA career against former lightweight champion Frankie Edgar.

A test that many fans felt he didn't pass.

For those who follow Frankie's career closely, this is getting old. It seems Edgar will go out there, without a doubt lose the first round, probably the second, and this will put him in a rough sport for a controversial, somewhat uneventful but, very important third.

Then, with the momentum shift from the third round, Edgar will start to shine as he has one of the deepest gas tanks in the sport and never appears fatigued in the cage. When Edgar gets going in the fourth and fifth rounds his pace is astounding compared to his opponents.

However, being down possibly almost three to nothing makes the fight practically unwinnable for Edgar on a judge's scorecard. But this doesn't stop "The Answer" from keeping up his frenetic pace. He will bounce, bob, weave, jab, step and move all over the cage for the last 10 minutes of this fight in the hopes that his astounding pace will get him the nod on the decision.

But in the end, the thing he would need to win the fight would most likely be a finish, as his game plan to tire out his opponent and then try to go to work, never really works well on a scorecard as his opponents can typically outlast him for the first three rounds and has only finished one opponent in the fourth round in his career.

Saturday night, the New Jersey Native was in this familiar position as he found himself without his hand raised after five rounds for the third time in a row. But where does this leave him?

There are a few options that Edgar can explore: He can go back up to his first home at lightweight, the division that he held his title in and first saw success. He can stay at featherweight and campaign for a rematch, since he gave Aldo the toughest test of his career. He could stay at featherweight and try to work his way to another title shot. He could drop down another weight class and try to fight at bantamweight and maybe try to use his size and speed in another division.

But upon further exploring these options, there only seems to really be two choices if he wants to regain the UFC gold.

If Edgar goes back to lightweight, there is a huge line accumulating to get to the title shot, a line that Edgar will probably not be able to jump to the front of coming off of three losses, even if they were in three title fights.

In that line at lightweight is also the reason he probably won't get his immediate rematch with Aldo as well, that reason would be Anthony Pettis.

In last weekend's FOX 6 Card Pettis secured a title shot at lightweight, but the stipulation

was that he had to wait until Benson Henderson fought Gilbert Melendez, a choice that obviously didn't seem as promising as the fight with Aldo at featherweight since the top contender sent a text to UFC President Dana White saying that he wanted to fight Aldo.

Obviously this is a far better choice than to see Edgar get the immediate rematch and this makes an opportunity for the UFC to have leverage over Edgar and make him choose one of the other two options, of staying at featherweight and working his way back to the top or dropping to bantamweight.

If Edgar would stay at featherweight there would be a few interesting fights for him there and the road to the title wouldn't be such a long one for him compared to lightweight. Maybe he could get back to the title in two or three fights, and maybe in that time Jose Aldo will have moved on to a different weight class, or maybe Edgar will get a chance to avenge his loss. Either way it is a title shot that he will have to earn since the division is slowly filling up, and he won't be given another immediate title shot quite yet.

The option that I find most interesting though is the idea that Edgar yet again drops weight and tries to make bantamweight. When Edgar fought Aldo Saturday night, he was still significantly smaller than his opponent, while Aldo didn't dwarf him like Benson Henderson did at lightweight. He was still the smaller man in the cage which makes one consider the fact that Edgar can drop even more weight to make the 135 limit.

The reason this seems so promising and intriguing is that Edgar would finally be fighting on the playing field that most fighters do, he would be making a significant weight cut and be matched against people his size, with the most intriguing match-up imaginable for him, a battle against Urijah Faber.

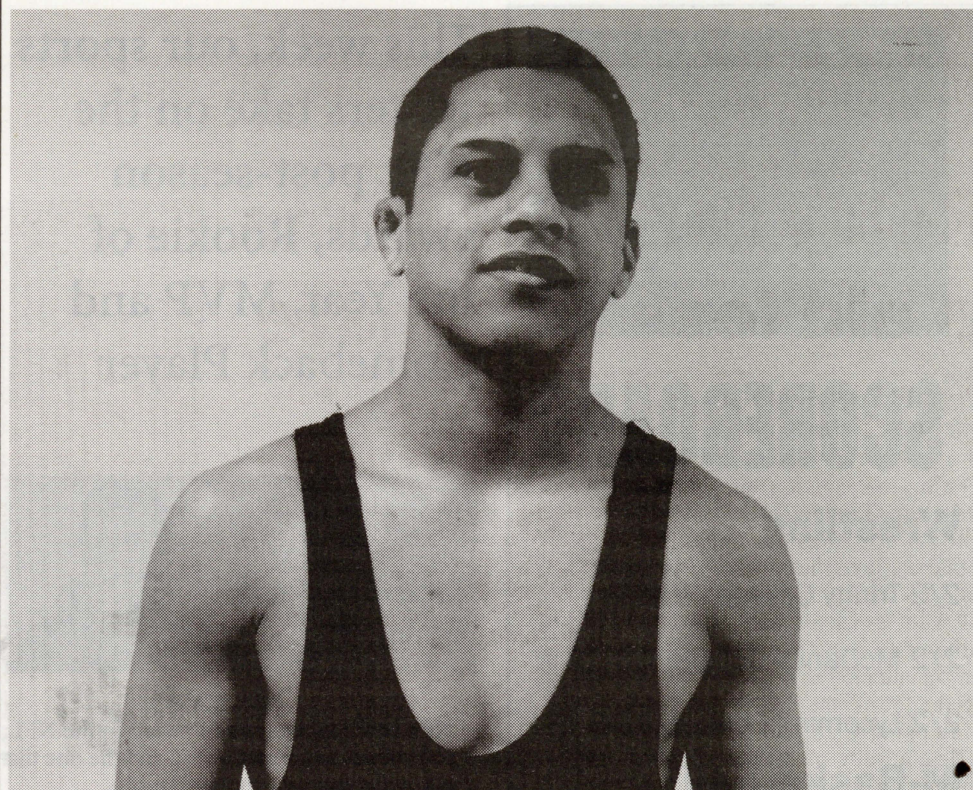
If there's anyone more driven to earn a title than Frankie Edgar it's Urijah Faber. Faber has been fighting to get to the title or for the title in his last 16 bouts, 15 of them have had direct title implications. That streak goes all the way back to 2006 when Edgar was just making it into the UFC over a win on Jim Miller.

If there could ever be a super fight where neither fighter walks away with a belt, this is it.

The problem is that Edgar was reluctant to drop to 145 and to drop the weight to make 135 would probably be even more of a task for the UFC to negotiate. But a fight between Edgar and Faber could easily bring in huge dividends for both fighters as they have ravenous fan bases and could get huge PPV numbers.

However, if this fight were at 135 Edgar will have maybe at least one more fight ahead of him to get to the title shot, especially since the whole interim title situation makes things a little difficult since Cruz is out for at least another year with an ACL injury.

This pretty much seals Edgar's fate to stay at featherweight for now at least, but here's to hoping he drops to 135 and makes some more dream match-ups.



Rea

Continued from Page 20

Have you ever received any awards? What are they? I've received a ton of awards. The most important to me are, The Bethlehem Holiday Classic (first ever champ from my school), State Qualifier, Kings Open and Messiah Invitational.

Are you superstitious when you're in game mode? Yes, very much. I tend to do everything in the same order. I tie my shoes the same way every time. I always go to the bathroom or an empty room before my matches. I always pray before I shake the other guy's hand.

What do you eat/drink before a game? Well, a day before a match I always eat eggs because they don't weigh as much. After I weigh in, I always eat one or two bagels with cream cheese. Oh, and I can't forget the famous "Tang" that coach makes.

How do you like Wilkes? What's your favorite part of being here? Wilkes is awesome. I love everything about it, from the professors to the athletics. I like the small college environment and everyone seems nice and friendly. My favorite part is the SUB and Rifkin because I love to eat.

How is it being a new student in a new school and dealing with playing a sport? Sometimes it's a little nervous being the new kid because I'm a little shy and not really a talking machine. School and athletics are not really a big problem since most of my professors know I wrestle and sometimes give me a break. Also some people start to notice me from my wrestling achievements here in Wilkes, which is nice.

What is your favorite sports icon? My favorite sports icon is a trophy because I always strive to be first.

What is your biggest goal in life? My biggest goal in life is to be a successful parent, teacher and coach.

How do you like the people you've met on your team? Are you close with them? I love my new teammates! First time I met them they were very welcoming and fun. I'm close to a lot of them and consider them as brothers. Great friends.

Where do you see yourself in the next five years? I see myself graduating from Wilkes University and moving on to the next stage in life. Hopefully have a stable job and as always still wrestling.

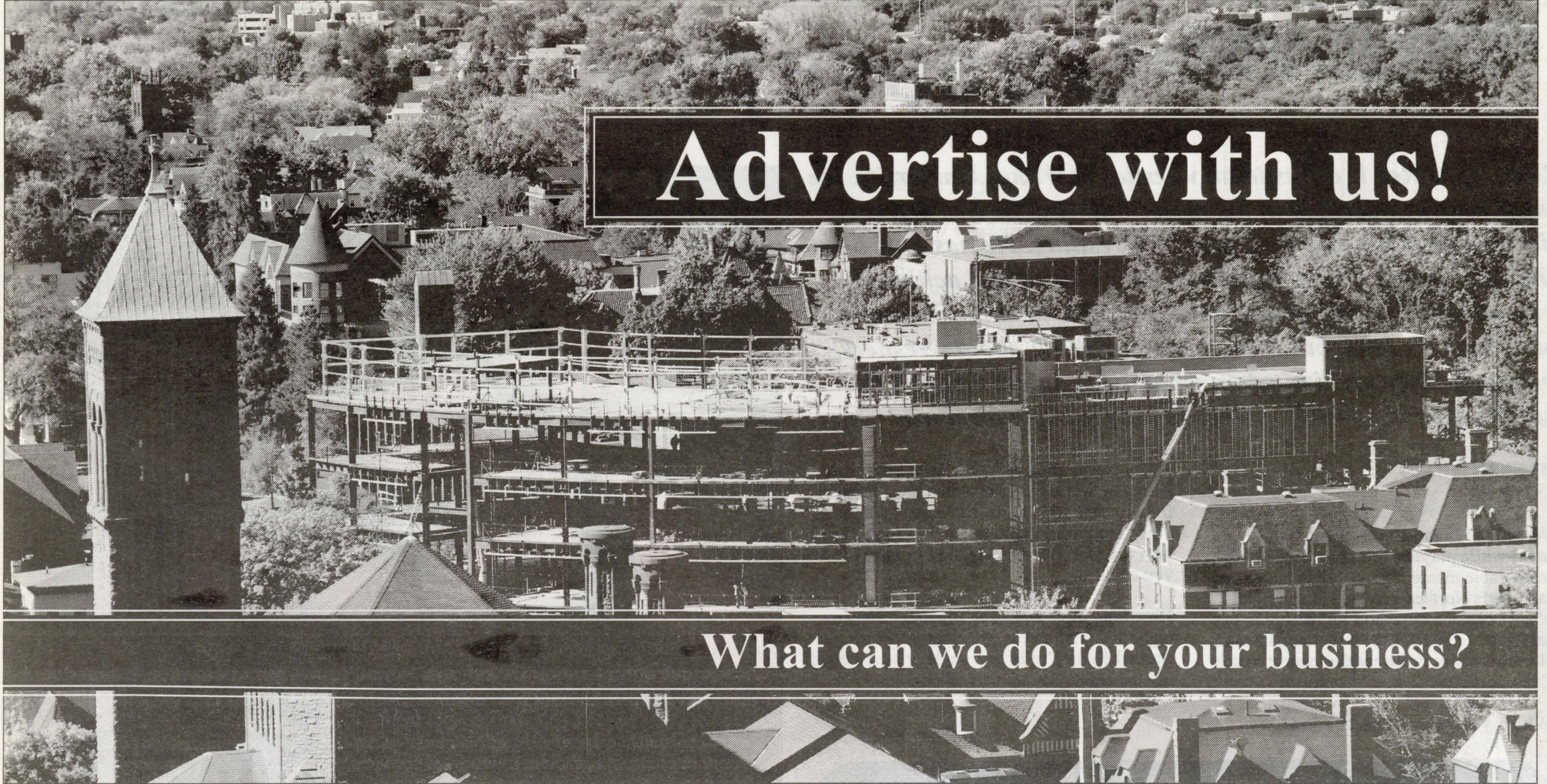
What do you miss about home the most? I really miss my mom's cooking and my best friends.

What's your major and what are you looking to do with it? I'm undecided right now but I'm looking into education and being a wrestling coach later on.

What are some of your lucky charms? My lucky number is five. My socks and shoes.



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THE BEACON

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***Ask about prices.**

Getting to know... Guesseppe Rea

Freshman wrestler

Guesseppe Rea is a freshman wrestler at Wilkes University. He is currently undecided in his major but what he has definitely decided on is his love for the sport wrestling. He has only been into the sport for four years, but has excelled and achieved recognition to bring him to college for his talents. Guesseppe said he loves food, but if you know anything about wrestlers, you know they are limited on what they can eat through the season. As for now, Guesseppe is only hungry for a win.

BY EVAN WILLEY
Staff Writer

What is your most memorable moment while playing this sport? The most memorable moment of wrestling has to be last year's Northeast Regionals semifinals when I beat the kid who I lost earlier in the season to qualify for the state tournament in Hershey. It was probably the longest match I've wrestled.

biggest inspiration is probably myself. Yeah, it may be weird but I have seen great things from myself and I know I'm capable of more. I inspire myself. I tend not to be a follower but (wrestler) Besik Kudukhov inspires me you could say.

How long have you been playing? Surprisingly this is fifth year wrestling. Most people start when they're in first grade or so. I started my freshman year in high school.

Who is your biggest inspiration? My

See Rea, Page 17



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