

U., with an audience of 6.5 million, is the most widely read and U., with an audience of 6.5 million, is the most widely read and interactive lifestyle and entertainment magazine among 18- to 34-year-old college-educated young adults. Educatal content focuses on the diverse interests, activities, attitudes and concerns of students attending four-year colleges and universities. U.'s editorial fellows, selected each year from top graduating seniors, read campus newspapers, commission articles and photography by the best student journalists, and maintain an orgoing dialogue via the Internet and U.-Views line with students at hondreds of campuses nationwide.

Publisher and Editorial Director GAYLE MORRIS SWEETLAND

Managing Editor Advisory Editor

ARI CHEREN KELLEY TUTHILL

JACKI HAMPTON VAUGHAN

Editors on Fellowship EN James Madison U. GAYLE COHEN PAUL HELTZEL Virginia Tech ELIZABETH LEE William and Mary

Advisory Council

Dr. David L. Adams Indiana U. ROBERT BULLARD Michigan State U. W.B. CASEY U. of Iowa DR. JAN T. CHILDRESS Texas Tech U. MONA CRAVENS U. of Southern California MARK GOODMAN Student Press Law Ctr. DR. LES HYDER Southern Methodist U. KATHY LAWRENCE U. of Alabama RICHARD C. LYTLE U. of Texas LESLEY MARCELLO Nicholls State U. FRANK RAGULSKY Oregon State U. DR. J. DAVID REED Eastern Illinois U.
TOM ROLNICKI Associated Collegia TOM ROLNICKI Associated Collegiate Press RICHARD SUBLETTE Past President, C.M.A. LAURA WIDMER

Production and Operations

Operations Directo Circulation Manager THOMAS J. MITCHELL KEVALEEN RYAN TRACY MATTHEWS-HOLBERT

Northwest Missouri St. U.

Marketing, Research and Promotion Marketing Services Mgr. MELISSA E. ALGAZE Marketing Assistant MICHELLE GISLASON Marketing Consultant GREGORY L. DICKSON Administrative Asst. MARIETTE MERCADO

Main Office

1800 Century Park East #820, Los Angeles, CA 90067 Tel. (310) 551-1381 FAX (310) 551-1659 or 552-0836

Publisher V.P. – General Manager Entertainment Ad Dir. Classified Ad Sales Asst.

GAYLE MORRIS SWEETLAND THOMAS J. MITCHELL GENE MARGOLUIS MICHELLE GISLASON

New York
U. Magazine, 170 E. 61st St., New York, NY 10021
Tel. (212) 980-2800 FAX(212) 980-2811
Eastern Advertising Manager
Harketing Services CAROLE RYNSTON

Chicago JOE GUENTHER, PETER GUENTHER, MIKE SHIELDS The Guenther Company Tel. (312) 670-6800 FAX(312) 670-0056

CHRIS GUENTHER, The Guenther Company Tel. (313) 647-7490 FAX(313) 647-7492

MICHELLE ZIEGLER, SUSAN TIERNEY, Tierney & Co. Tel. (214) 960-2883 FAX(214) 960-2886

San Francisco
PETER SCOTT, PATRICK DOYLE
Scott, Marshall, McGinley & Doyle
Tel. (415) 421-7950 FAX(415) 398-4156

Jim McGinley, Scott, Marshall, McGinley & Doyle Tel. (213) 382-6346 FAX(213) 382-1108

American Collegiate Network, Inc.

Chairman & President GAYLE MORRIS SWEETLAND
Finance and Administration MARIA SPIRTOS nting Manager ROSALIND WINZEY

U.® is published nine times a year and printed in the U.S.A. on recyclable paper. Subscriptions \$18. Copyright® 1993, U. and U. Magazine are registered trademarks of American Collegnate Network, Inc. All Rights Reserved.





Gallery Gerard Holguin, The State News, Michigan State U. ROFESSOR IN YOUR PARENT'S DAYS. YOUR PROFESSOR

U-Mail

About last issue...

I really enjoyed your article "Awareness Overdose" [U. Magazine, Oct. 1993]. It said a lot. I wish you [would] publish more awareness articles in the future. After all, college is for awareness! Steve Shahin, Oklahoma State U.

I just got done reading your latest issue of U. Magazine. I was extremely disappointed and outraged that you did not publish any information about the upcoming album from Rush! You may not consider Rush to be in the "college rock" arena; how-ever, most Rush fans are attending a university! If you can mention Pearl Jam and Guns N' Roses you could have at least mentioned Rush. Brad Simonin, class of '89, New Mexi-

I was reading your article titled, "U.'s Got the Look!" [U. Magazine, Oct. 1993] and found myself somewhat offended. It was not the article itself with which I am displeased, but rather

COVER PHOTO ILLUSTRATION: BRIAN LEACH, ART CENTER COLLEGE OF DESIGN

one of the picture captions. I found myself questioning the common stereotype among non-Midwesterners that the central section of our country, especially Iowa, is exclusively comprised of cornfields. I wonder if uneducated, liberally biased, amoral Californians could possibly educate themselves regarding civilization outside of their own state? David Grandy, freshman, Western Michigan U.

I'm here at Duke U. and am speaking on behalf of the Trent 3 Hall. We are enthralled with your magazine and feel that you were right on target when you said the preppy look is alive and well, because we are just a bunch of Ralph Lauren-wearing fools and we love it. Why don't you guys come over to Durham and research an in-depth article on the best university on the face of the planet? Andrew M. Dries, freshman, Duke U.

Other blasts from the past...

In "Dixie strikes sour note with members of marching band," [U. Magazine, Aug./Sept. 1993] band member Tim Jones makes a ludicrous statement that "Dixie" was played in the Civil War during the killing of his people and that it's shouted by the Ku Klux Klan when they march. It is news to me about the Klan shouting "Dixie" when they march.

The song "Dixie" is a song of pride in the hearts and minds of many Southerners who do not hold racial views, for the region in which they were born and raised and which they love. Such charges by people like Mr. Jones are offensive to many Southern whites. Steve Pickett, senior, U. of South Alabama

I was shocked... no, too simpleton. I was appalled at what a half-assed ignorant article you published in your Aug./Sept. 1993 issue about the "exhibitionist" CD sale. These haps in Florida are just another example of the blatant rip-off of an established UC Santa Barbara, icon. In November '91, Isla Vista's own CD and tape store held America's no baloney, original nude day. My question... Where the hell were you, U.?! Loud & Proud... John Hasdovic, senior, U. of California, Santa Barbara

Write to us on the INTERNET: umag@well.sf.ca.us

U-MAIL: Address your correspondence to Letters to the Editor, U. Magazine, 1800 Century Park East, Suite 820, Los Angeles, CA 90067; fax it to (310) 551-1659 or E-mail to umag@well.st.ca.us. All Sendors: Include your name, year, school and phone number for verification. Internet users should also include permission to reprint their submission. Letters should be 200 words or less. U. reserves the right to edit submissions for length and clarity.

Opinion Poll

RESULTS FROM LAST MONTH Do you suffer from information overload?

No. I don't suffer from information overload. There's no such thing. The more information, the better. John Cline, junior, U. of Illinois

Yes, I think Bill Watterson was correct in Calvin and Hobbes when he said, "The average 15-second commercial overextends the attention span of the average American by a good 14 seconds."

Dan Kifer, senior, U. of Colorado



THIS MONTH'S QUESTION Do you think **Clinton** is doing a good job?

I definitely don't think we suffer from information overload. I think information is a great weapon against ignorance. The more info the better. Randy McNees, junior, State University of New York, Buffalo

Yes, I definitely suffer from information overload. I'm a freshman and I didn't expect this much learning in one month. Thomas Pryde, freshman, U. of Mississippi

I think I know too damn much already. I think this world has too much information floating around it. I think they should just give me my degree and let me go home. Chris Johnson, junior, U. of Wisconsin

Yes. Sometimes when I'm doing calculus I freak out and can't do it anymore. I throw down my books and lay there and laugh myself to sleep. Bill Beaton, sophomore, U. of Nebraska

*The U. Student Opinion Poll is a sampling of comments from college students across the country. The toll-free number invites responses to questions posed to students each month in the pages of U. The National College Magazine. The poll is not scientific, and percentages are figured on verbal responses received each month.