

JSU RETURNS HOME!

JSU Opens the season with a thrilling win against UT-Martin. However, the victory was bittersweet with the loss of Quarterback Marques Ivory who suffered a season ending injury. More information can be found on the sports page 6.

THE CHANTICLEER

"Welcome to the jungle... good luck finding a parking spot!"

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The Student newspaper of Jacksonville State University since 1934

September 8, 2011

WELCOME BACK



in **THE NEWS**

Calhoun County Chorale Begins Rehearsals

On Monday, September 12, 2011 the Calhoun County Civic Chorale will begin rehearsals for its new Fall season. Rehearsals begin at 7:15 p.m. in the Performance Center of Mason Hall on the Jacksonville State University campus.

This season the Chorale will be performing a concert of seasonal music including John Rutter's Magnificat and other smaller works. The



Calhoun County Civic Chorale is under the direction of JSU Director of Choral Activities, Dr. Patricia Corbin and is one of five choral ensembles sponsored by the JSU David L. Walters Department of Music.

Singers in the Chorale include community members as well as JSU students and faculty. Chorale



Sophomore Heather Robinson, a sophomore the grand prize winner of free semester of housing for spring 2012 given to her by Matt Russell the Resident Life Coordinator for Crow and Dixon Halls.. **Photo by Kevin Brant / THE CHANTICLEER**

Chicken and Bingo at the Cafe

University Housing sponsored Chicken and Bingo at the Jack Hopper Dining Hall. Lucky student Heather Robinson was the grand prize winner of one free semester of housing. The free semester of housing will be able to be used in Spring 2012.

Freshmen Get Cocky and Dazed

By KEVIN BRANT
NEWS EDITOR

When students move in at university housing there usually is not much for students to do until the school year starts. To provide students things to do, University Housing HOSTED Cocky Daze 2011. From August 25-28 there were activities each day for students as they moved in and got settled in for the fall semester.

On August 25 they had cooling stations where people could get water to drink as they were moving in. They also had the prize patrol driving around on campus. If they picked you, they gave that person a question. If they answered the question correctly a prize was given. This also occurred on August 26.

August 26 Housing hosted an event at the Jack Hopper Dining Hall. This event was called Chicken and Bingo. Students played various bingo games for various prizes within the city. In between games trivia questions were

asked to students with winners getting free food at Burger King. The biggest prize of the evening was that one lucky student won a semester of free housing for the Spring 2012 semester. Sophomore Heather Robinson was that lucky prize winner.

On Saturday August 27, University Housing had a cookout behind Sparkman Hall. It had music, free food and an inflatable water slide. Over 100 students came out to have a good time. Those that wanted to, had an opportunity to make tie dyed shirts.

To wrap up Cocky Daze, University Housing had a movie night on August 28. The movie that was played on the quad was "Accepted." It is a movie about a group of friends who start up their own college and find acceptance through rejection. To help set up the true movie experience, popcorn and other movie snacks were available.

Cocky Daze ended but then moved right into the Student Government Association Welcome week. On August 29 all freshmen were required to attend

the annual "Freshman Convocation" at Paul Snow Stadium. This was a way for the new students to learn about JSU. After the convocation, they had what is called "Get On Board Day." This activity was a way for students to go around and get information about various clubs and organizations at JSU. Hot dogs and hamburgers were served for all the new students and their families in attendance.

Other events that went on during welcome week included "Survival," which was held on August 29th. "Survival" is an annual Baptist Campus Ministries event where students can meet new students have fun playing games together and to learn what they can about what the BCM does.

On August 30th the SGA sponsored a tug-of-war competition that was held on Dillon Field, which was followed by the All Sports pep-rally at the Burgess-Snow Field.



JSU David L.
Walters Department
of Music.

Singers in the Chorale include community members as well as JSU students and faculty. Chorale members are singers who have voices that can blend well with others, are able to learn their individual vocal part from written music, and enjoy singing classical choral masterworks. New members are always welcome.

The first rehearsal on Monday, September 12 is a "New Member Open House" where interested singers may come and experience the chorale without further obligation. JSU students interested in participating in the Chorale for college credit should register for "Chorus, MU 196 or MU 396".

For further information, contact the JSU Choral Activities office (256) 782-5544.

inSIDE



International students of JSU tell us about where they come from in this new section of The Chanticleer.

First Stop:
MONTENEGRO.

inENTERTAINMENT



We know you missed it...
because we did too!

Everybody's guilty pleasure is back and better than ever!

Throw a fit, complain, holla at'cha boys/girls. If you have something to say, say it with chicken scratch! You know you want too!

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WLJS 91.9 FM
features Local Talent: First Right
Theft.

Page 4

JSU Soccer

JSU falls short 2-1 against New Mexico State.

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On Campus 2

Campus Crime 2

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Page 2

COMMUNITY, CAMPUS AND SOCIAL NEWS YOU CAN USE

CAMPUS CRIME

Wednesday, August 24

- Attempting to Elude a Police Officer on Highway 21
- Medical Emergency at Bibb Graves

Thursday, August 25

- Medical Emergency at Sparkman Hall
- Violation of Student Code of Conduct at Sparkman Hall

Friday, August 26

- Violation of Student Code of Conduct at Jamestown Apartments

Saturday, August 27

- Arrest- Consumption of Alcohol by a Minor at Park Avenue
- Arrest- Consumption of Alcohol by a Minor at Park Avenue
- Menacing, Assault and Trespass Warning at Paul Carpenter Village
- Arrest- Open Container and Consumption of Alcohol by a Minor at Jamestown
- Apartments
- Arrest- Open Container and consumption of Alcohol by a Minor at Jamestown
- Apartments

Sunday, August 28

- Medical Emergency at Sparkman Hall

Monday, August 29

- Trespass Warning issued at Stadium Tower



The Gamecock Express en route. Photo by Steve Latham / JSU

The Gamecock Express

At the beginning of the 2009-2010 academic year, Jacksonville State University began its first transit system, the Gamecock Express.

As part of the university's ongoing plan to increase and improve service

at the university website or contact the Gamecock Express office to find out which specific games may be serviced.

Bicycle racks

white line.

■ If you are standing while riding the bus, maintain a firm and secure grip on the handrails.

Sunday, August 28

- Medical Emergency at Sparkman Hall

Monday, August 29

- Trespass Warning issued at Stadium Tower
- Lost Property on JSU campus
- Minor in Possession of Tobacco/ Trespass Warning/ Violation of Student Code of
- Conduct at Dixon Hall

Tuesday, August 30

- Information Report at Park Avenue
- Theft of Property at Merrill Hall
- Assist other Law Enforcement Agency on Trustee Circle
- Arrest- Possession of Marijuana and Possession of Tobacco at Patterson Hall
- Arrest- possession of Marijuana at Patterson Hall
- Arrest- Possession of Marijuana and Possession of Tobacco at Patterson Hall
- Arrest- Possession of Marijuana at Patterson Hall
- Arrest- Possession of Marijuana and possession of Alcohol at Patterson Hall

Wednesday, August 31

- Theft of Property at Pete Mathews Coliseum
- Information Report at TMB
- Violation of Student Code of Conduct at Houston Cole Library
- Theft of Property at Houston Cole Library

Thursday, September 1

- Unlawful Breaking and Entering a Vehicle at Paul Carpenter Village
- Violation of Student Code of Conduct at JSU Stadium
- Medical Emergency on Cole Drive
- Arrest- Minor in Possession of Alcohol at the Dollar General Parking Lot
- Theft of Property at Dillon Field
- Harassment at Salls Hall
- Arrest- Minor in Possession of Alcohol at Paul Carpenter Village
- Arrest- at Minor in Possession of Alcohol at Paul carpenter Village

Express

At the beginning of the 2009-2010 academic year, Jacksonville State University began its first transit system, the Gamecock Express.

As part of the university's ongoing plan to increase and improve service, the Gamecock Express system is reviewed continually and routes are adjusted in order to accommodate the needs of the campus community.

Below is the complete text of the new transit brochure for the 2010-2011 academic year. Also included is a link to the brochure containing updated route maps that can be printed for your convenience.

Please note that you may track the Gamecock Express in real time at <http://jsu.transloc.com>.

An iPhone app is also available. For details, please click here.

Our Mission

Gamecock Express' mission is to provide safe and reliable transit service to Jacksonville State University. The system operates Monday through Friday from 7:00 a.m. to 10:00 p.m. (with limited night and summer service) each semester, but is idle during university holidays, semester breaks and weekends.

Is there a fee to use Gamecock Express?

Your tuition payments include costs associated with Gamecock Express. Jacksonville State University students with a valid JSU ID card have unlimited access to Gamecock Express routes. JSU faculty and staff with a valid JSU ID card have unlimited access to internal campus routes.

Gamecock Express Transit Office

(256) 782-3600 Monday – Friday
7:00 a.m. – 11:45 a.m.
12:45 p.m. – 4:00 p.m.

JSU Police Department

(256) 782-5050

The Lost and Found at the Transit Office

(256) 782 – 3600 Monday – Friday
7:00 a.m. – 4:00 p.m.

Institutional Support Services

(256) 782 – 5557 Monday – Friday
8:00 a.m. – 4:30 p.m.

Game Day Service

Because of the heavy volume of traffic in the immediate area around the stadium when football games are played, game day shuttle service may be available for selected games. For these games, fans are encouraged to park at the Houston Cole Library or Pete Mathews Coliseum. The university has added to the number of shuttles that will provide a convenient ride to the stadium area and back to your vehicle. Please check the uni-

versity website or contact the Gamecock Express office to find out which specific games may be serviced.

Bicycle racks

For the convenience of our riders who use bicycles to travel around campus, bike racks are now available on all Gamecock Express buses. Below is more information on how to load and unload your bicycle onto the Gamecock buses. Should you have questions or need assistance the driver will be glad to help you.

To Load Your Bike

■ As the bus approaches, have your bike ready to load; remove all pumps and loose items that could fall off.

■ Always approach the bus from the curb side.

■ Tell the bus driver that you are loading a bike.

■ Squeeze the handle and pull down to release the folded bike rack.

■ You can load and unload a bike nearest the bus without unloading the bike in front.

■ Lift the bike onto the rack, putting the wheels into their marked slots.

■ Raise the support arm, making sure it is resting on your front tire and not the fender or frame.

■ Anything attached to the bike that obstructs the driver's vision, such as milk crates, oversized baskets, or child safety seats, will need to be removed before the bike can be put on the rack.

Unloading Your Bike

■ Tell the driver that you need to unload your bike.

■ Move the support arm down and lift your bike.

■ Please fold up the rack if it is empty.

Safety and Convenience

■ Do not enter a street or chase a bus in an attempt to board after the driver has pulled away from the customary stop.

■ Plan to allow ample time for transportation to and from class by considering traffic congestion, bus connections (if needed) or other possible delays.

■ Use of tobacco products and open containers of alcoholic beverages are strictly prohibited on the buses.

■ Please allow riders to exit the bus before you board.

■ Radios without headphones may not be played on the buses.

■ After exiting the bus, use caution and allow the bus to pull away before you cross the street.

■ Pets are not allowed on the buses, except for service animals approved under the Americans with Disabilities Act.

■ Unlike regular school buses, traffic is not required to stop for Gamecock Express buses.

■ While riding the bus, do not stand in the stairwells or ahead of the

white line.

■ If you are standing while riding the bus, maintain a firm and secure grip on the handrails.

Find Your Bus Route <http://jsu.transloc.com>

Changes To Transit Routes For 2010-2011

As part of the university's ongoing plan to increase and improve service, Gamecock Express has increased the number of buses to seven during the normal hours of operation. Gamecock Express also operates a surge with nine buses from 8:00 a.m. – 11:00 a.m.

How Do I Know Which Bus Route To Take?

Each color-coded route covers parts of the JSU campus and outlying Jacksonville areas. Included in this brochure are maps and schedules that will help you determine which bus route can take you to your destination. The approximate travel times between points are listed on the schedule. To determine your approximate travel time, add the times from each stop listed between your origin and your destination. Most internal routes have multiple buses running approximately 7-10 minutes apart. All external routes have multiple buses running approximately 18-35 minutes apart.

Night Transit (Black Route) Off-Campus Night Transit operates from 5:00 p.m. – 9:00 p.m. Monday – Friday while classes are in session, except during home football game evenings and official Jacksonville State University holidays. Off-campus night transit routes are based on rider demand.

Security Shuttle Service (Yellow Route) The night security service offers a safe ride from 10:00 p.m. – 2:00 a.m. on Thursday and Friday nights to several selected off-campus sites while classes are in session except official Jacksonville State University holidays. The Yellow Route will also run Saturday nights in the fall following home football games.

Help Us Help You

The Gamecock Express Transit system drivers are professionally trained as operators for the bus transportation industry. As always, we welcome any comments or suggestions about your experiences using the Gamecock Express.

Our goal is to provide reliable service. However, weather and traffic conditions may force unforeseen delays. Also, it may become necessary to change or discontinue certain routes. For the most current information, please visit our website at www.jsu.edu/transit.

Lost And Found

If you think you have left behind or lost an item while using the Gamecock Express, please call (256) 782-3600 with your bus route information and a description of the item in question. Found items are held for thirty days.

ENTERTAINMENT

Movie Review: "Rise of The Planet of the Apes"



FROM UWIRE

Andy Serkis is the man.

Not only is he going to be reprising his role as the menacing Gollum in "The Hobbit," but he is also the star and emotional nucleus of the new sci-fi reboot, "Rise of the Planet of the Apes."

What's more, he creates such emotion without even showing his face on screen or even talking (sort of).

"Rise of the Planet of the Apes" stars Serkis as an ape named Caesar who gets taken home by doctor Will Rodman (James Franco) after a science experiment goes horribly wrong.

But when Rodman's research advances further than planned, the

consequences prove to be devastating.

For a movie that features a group of main characters who are not human, "Rise of the Planet of the Apes" creates just as much emotion as the best drama movies out there.

Through the use of facial recognition technology and body suits, characters' expressions and movements feel natural and surprisingly human.

This — in addition to the apes displaying a strong moral compass even when dealing with the very humans that confine them — makes them a group the audience can care about and root for.

As far as reboots go, this is nearly as good as it gets.

Where in the world..?

Montenegro Edition

Did you know that JSU has over 200 international students from Europe, Asia, North and South America, Africa, and the Middle East? The Chanticleer will feature an article by an international student each week.

BY MILIC ZECEVIC
SPECIAL TO THE CHANTICLEER

Montenegro (Crna Gora in Montenegrin, the native language) — the Black Mountain, has the name says, is located in southeastern Europe. Montenegro is slightly smaller than Connecticut. Usually called the Heart of the Mediterranean, Montenegro is one of the smallest countries with one of the richest cultures and very distinct climates. The country neighbors Serbia, Croatia, Bosnia and Albania.

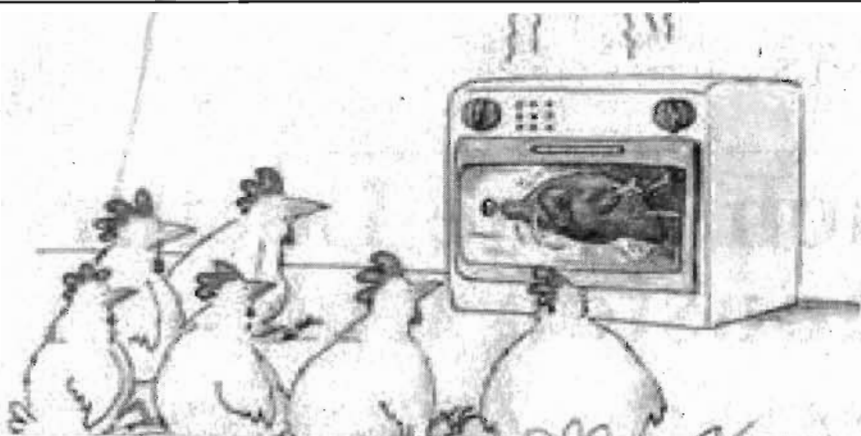
Montenegro was once populated by Illyrians, Thracians and Phoenicians. The constant wars and struggle to control these spaces were driven by Montenegro's beauty and great strategic position. The Romans left traces of their culture as Montenegro was a part of Roman Empire.

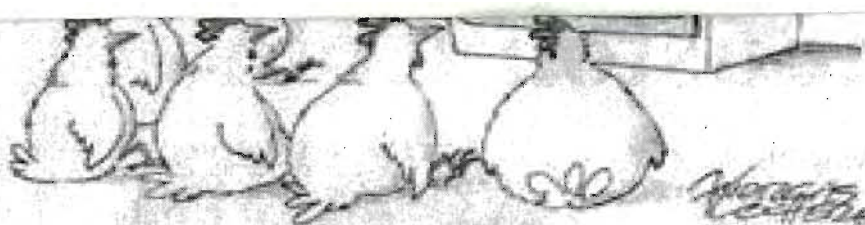
The present day Montenegrin society can be traced to these Slavic people. The Slavs have moved to the present day Montenegro in the sixth century. The first formed Slavic state was named Doclea (Duklja).

cially since the coastal regions are surrounded by the mountains. The bay of Kotor is proclaimed as one of UNESCO's 25 prettiest bays in the world. Montenegro foremost an ecological state, with seven national parks.

The country of about 670,000 people is a jewel that has over 20 clear water rivers and more than 15 lakes. Some famous people have come and fell in love with the country, such as Lord Byron, who wrote "At the moment of the creation of our planet, the most beautiful merging of land and sea occurred at the Montenegrin seaside... When the pearls of nature were sworn, an abundance of them were strewn all over this area..." From the top of Mt. Lovcen, Bernard Shaw exclaimed "Am I in paradise or on the moon?!"

My country is like lost paradise with which one can truly fall in love and keep coming back to. The geographical distance between mountains and the sea is about an hour, so in





CHICKEN SCRATCH

Hey Kasey! Do you emulate poisonous nuts?

Do you ever just sit and star at Facebook hour after hour even though nothing changes?

Did anyone see that?

Susan at the library, you ROCK!!! Keep doing what you do!

DR. HAMISSOU IS MY HERO!!!

Greet at least 1 person in a formal manner today

Would you pay for a hamburger if you knew it wouldn't be given to you? Exactly! Makes no sense does it! So why are we paying taxes...?

I need 2 hats! One smaller and more fitted than the other (larger) one.

I love my best friend!!

I want to be a sign language translator for a speech on TV... super cool

Hello Sir! You're my favorite!

REMEMBER!

RISE OVER RUN!!!!!!!!!!!!!!!!!!!!

What do you want for supper? ...tacos

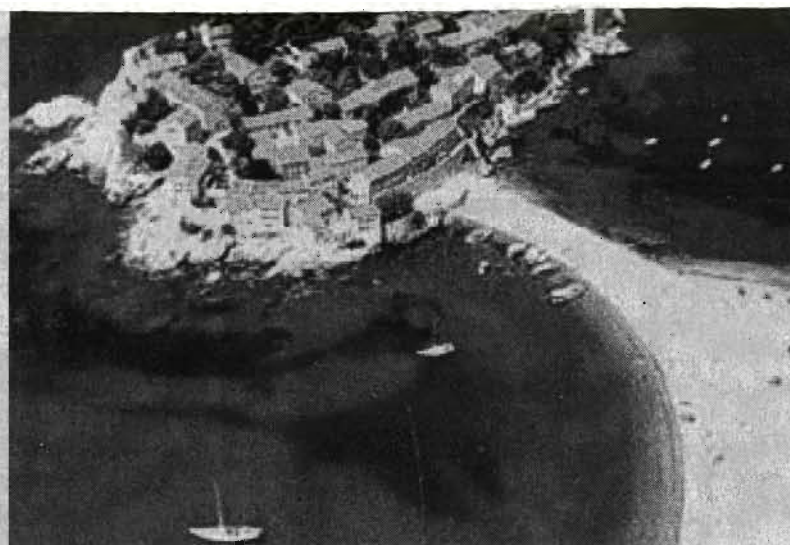
Sweetheart, you need to wear some makeup over them freckles.

My favorite feature is the back-up sensor... Like a tiny spastic person.

I love J'ville in the summer. Fewer people and more pool time

Jacob said so.

(ANY VIEWS OR OPINIONS EXPRESSED IN THE OPINION SECTION OF THE CHANTICLEER ARE THOSE OF THE INDIVIDUALS WRITING AND DO NOT NECESSARILY REPRESENT THE VIEWS OR OPINIONS OF THE CHANTICLEER, WLJS, OR JSU OR ANY OF ITS AFFILIATES OR EMPLOYEES.)



Many countries have tried to control Montenegro in the past but the people have always managed to win independence with their free spirit and bravery. Montenegro was the last country among Balkan states to fall under the Ottoman rule, and throughout the four centuries of Ottoman occupation, Montenegro has preserved the independence of certain territories. Some of the people who used to control parts of Montenegro are: Austrians, Germans, Russians, Venetians, Spaniards, Italians and others.

Montenegro is striving to become a number one tourist destination in the world. Montenegro has a beautiful coast on the Adriatic Sea.

The variety of the beaches, from sandy to rocky, is an element that gives Montenegro a distinct beauty, espe-

one hour you can either be tanning at one of the beautiful beaches or you can leave and enjoy fresh air of the untouched mountainous region.

If you visit Montenegro one must enjoy the Canyon of Tara, also called the Tear of Europe. Tara Canyon is the second largest in the world after the Grand Canyon, and while rafting in its rapids you can notice different flora and fauna of this region.

Montenegro may seem fairy tale country that one might think can be only seen in cartoons or in dreams, but it actually exists. If you would like to see Montenegro, feel free to watch videos on YouTube or Google for the images. You can also watch the James Bond movie Casino Royale as parts of it are filmed in Montenegro.

THE CHANTICLEER

The Student newspaper of Jacksonville State University since 1934

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LETTERS TO THE EDITOR POLICY:

The Chanticleer welcomes letters to the editor. Letters for publication must be limited to 300 words and must be typed. Letters may be hand-delivered or sent through campus mail to our offices in Room 180, Self Hall, or to the mailing address. Letters may also be e-mailed to chantyeditor1@gmail.com.

The Chanticleer will not print letters which are libelous or defamatory. Letters may be edited for style, brevity or clarity. The Chanticleer reserves the right to refuse publication of any submission. Letters must be received by noon on the Monday before the desired publication date.

There will be at least two weeks between publication of letters from the same person. Rebuttals will be published no later than two weeks after publication of the article, editorial or letter in question.

Big Bands Start Small

BY: THE STAFF OF WLJS 91.9
SPECIAL TO THE CHANTICLEER

What do The Red Hot Chili Peppers, Hootie and the Blowfish, KISS, and Rush all have in common? Before they became the mega hit bands that everyone knows they all played at Jacksonville State University. YES! They all played at JSU. The local music scene in Jacksonville is just as good. Bands like First Right Theft, Josh Nichols, Beach Party (!), and New Dime are tearing up the local club scene in Jacksonville and the surrounding areas.

People are always complaining that there is nothing to do in this area. They are DEAD WRONG. There are so many places to see great bands and solo artists. Every weekend, now that classes have started back, the local bars have geared up with shows featuring these local artists. Places like Brothers and Heroes in Jacksonville, The Smoking Moose and The Crimson Tiger in Anniston are putting together some stellar shows with local talent.

With that being said WLJS 91.9 fm is quickly becoming the place for local musicians to get their sound out to the masses. WLJS started playing Divided Seasons in January of this year. Since then the band has opened up for Dangerous New Machine and is now headlining their own shows. They have also signed on with a new management team and are currently in the process of building their reputation as a solid front band. Divided Seasons has arrived

to the point of "ready to be signed."

The staff is always willing and ready to do interviews for local artists to help them get more exposure. We also allow local artists to submit their music for airplay along side many big names in today's music scene.

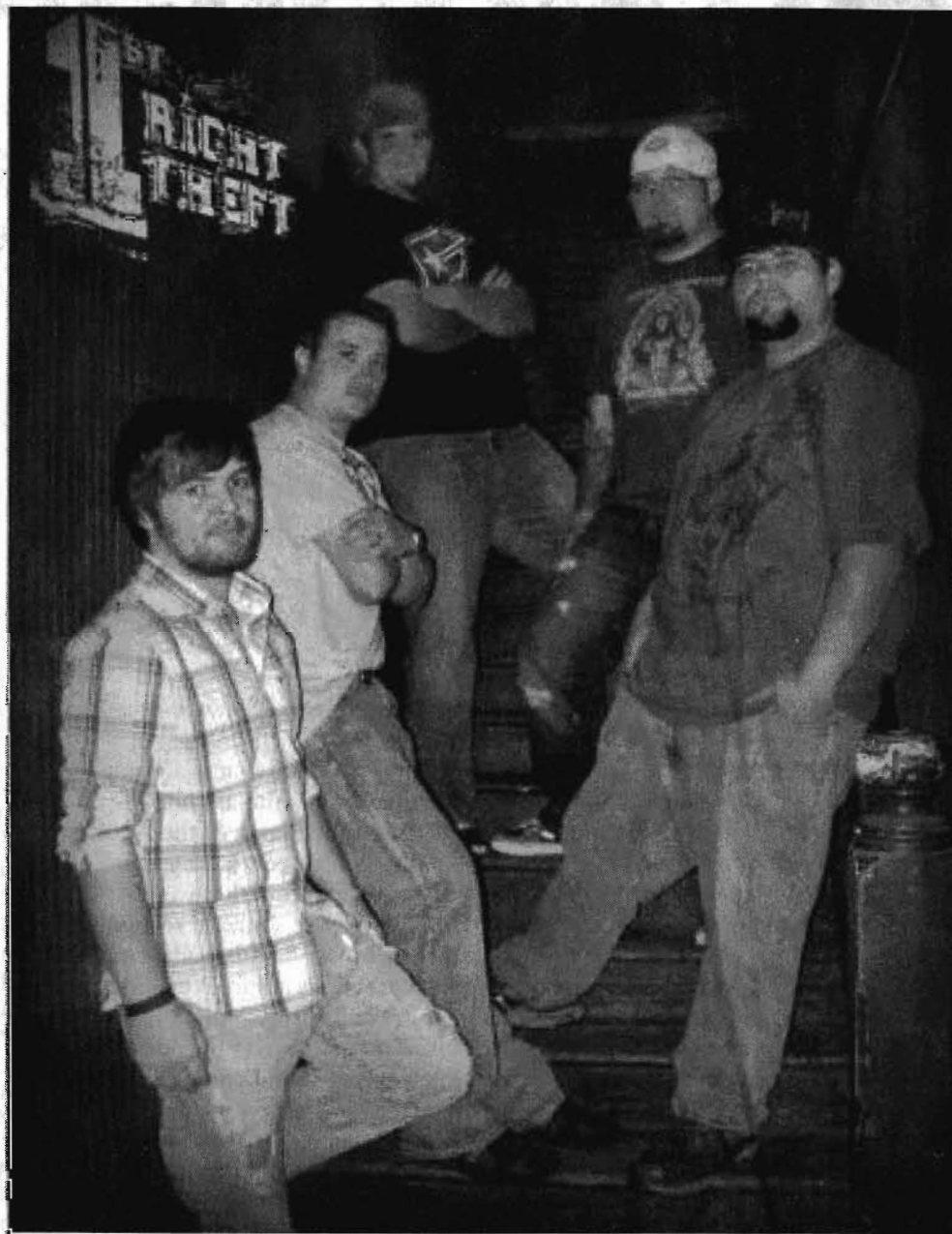
The Program Director, Thad Burton, has done a lot of work over the summer gathering more local artists to add into the library saying, "I've been busy this summer gathering local music, interviewing local musicians, and planning an event in the spring to show off local talents."

The local musicians have noticed the radio station's efforts to expand into the local music scene. Dave Evans, the bassist of a Birmingham's Simone Durand Trio said, "(It's) so refreshing to know that there are still program directors out there who listen."

"If you are a student at JSU and in a band we would want you even more," says Assistant Program Director Billy Ramsey. We have several students that we are currently playing their music. Justin Howard, Lindsey Hinkle, and Alex McGin-

nis are all artists that got their start at WLJS while they were students at JSU.

If you are interested in submitting music for airplay, email Thad



Members of the band "First Right Theft" Photo by Billy Ramsey/WLJS

Lunch Time Lecture at Houston Cole

SAUNDRA DALTON SMITH, MD

From JSU NEWSWIRE

Lunch Time Lecture at Houston Cole

SAUNDRA DALTON-SMITH, MD

Set Free
to Live Free

Breaking Through the
7 Lies Women Tell Themselves

From JSU NEWSWIRE

Houston Cole Library will be hosting a Lunchtime Lecture Wednesday, September 14th at 12:30 p.m. on the 10th floor. The topic of lecture is "Total Well Being For Today's Woman: Nurturing Your Mind, Body, and Spirit" with guest speaker Dr. Saundra Dalton-Smith. Bring your lunch and let's chat!

For more information contact Charcie Pettway Vann 256-782-8434.

Saundra Dalton-Smith, MD is a medical physician practicing medicine since 1999. Dr. Dalton-Smith promotes healthy physical and mental health for a well balanced life. She has been an adjunct faculty member at Baker College and Davenport University in Michigan. She is lives in Anniston, Alabama.



Dr. Saundra Dalton Photo from www.drdaltonsmith.com

Get Involved, Get Cocky

By EMMANUEL HARBOR
STAFF WRITER

In an economical situation that boasts approximately nine percent unemployment across the country, including ten percent in Alabama, competition for jobs and professional school entry is as high as it has ever been. Therefore the onus, for students, has increased to make themselves more marketable, in order to prove to employees why they should be the one out of thousands selected for a particular occupation.

The situation is daunting, but Jacksonville State University provides student organizations throughout the campus, in order to develop skills and background that will attract attention to involved members concerning their prospective resumes. Clubs are formed by students, for students, in order to uphold a particular cause, which usually is to the benefit of not only the students but the community.

The range of specific interests is boundless as it stretches from national organizations such as the Financial Management Association in the College of Commerce and Business Administration, to fraternities and sororities such as Omega Psi Phi and Alpha Kappa Alpha respectively, and even to those who may have an interest or a necessity to connect with Spanish speaking students through the Spanish Club. Opportunities are plentiful to choose from, as students may find one or more of these environments that appeal to them.

However, in light of such events, it is understood that students have to battle time and responsibility constraints, before separating additional time from their schedule to focus on specialty groups. Clubs are cognizant of this concern and are concentrated in continual efforts to create avenues in which time spent within university organizations becomes time well

spent. With increase in the number of students attending these groups, many achievements that were not thought possible can happen, and best of all, these items fit nicely onto one's resume and do not go unnoticed.

The requirements to impress any number of companies, is a very meticulous process and many fall short. Not everyone has the time to achieve a high GPA or standardized admission test score. Internship selections are competitive and certainly not guaranteed to all who desire it. Job experience is important, but many do not operate assignments that enhance the specialty skills of the jobs that they are and will be seeking. Yet the opportunity to join and participate in organizational activities is present for all and there for the taking. It is imperative that students can display the ability to operate within an infrastructure that is dominated by fellow students, because whether one seeks to enter

a professional school or obtain a job, much of their initial communication will involve peers of their like status. Many institutions will like to see distinct evidence of students' abilities to exist in a cooperative environment of similar colleagues, while displaying the capability to handle responsibilities that come with the respective organization.

It does not matter what interest(s) one desires to pursue after college, at least one match can be found at JSU. Whether this interest presently involves law, debate, chemistry, biology, intramural athletics, music, art, community service, recreational activities, and so much more, anyone can get involved and all are invited. Please visit <http://www.jsu.edu/studentlife/index.html>, where lists for organizations throughout campus and contact information for such are located.

Embracing a New Model For Textbooks

From UWIRE

Being prepared for class is painful. As students head back to lecture halls across the nation this fall, many will spend hundreds of dollars purchasing textbooks. The U. Wisconsin Office of Student Financial Aid website estimates that undergraduate students will spend \$1,140 on books for the 2011-2012 academic year, a figure which continues to draw scrutiny to the business model of the bookstore.

But even as prices continue to rise

Book Store, said prices are largely determined by the publisher and chosen by instructors who are aware of the price of the required materials.

Scheibel, who has worked in the textbook business for decades, credited steadily increasing book prices as a result of inflationary and other market pressures rather than the margins charged by the individual booksellers.

"The prices of textbooks has almost always gone up," he said. "As long as I've been in the business, students have complained about the

textbooks.

He said there remains no widely available electronic version of textbooks that are the "be all, end all" to make bookstores obsolete.

For students hunting storefronts downtown for their required titles, Underground Textbook Exchange has carved out a different kind of niche — it will beat any local competitors' price.

Curtis Macek, manager of the State Street location, said a business model

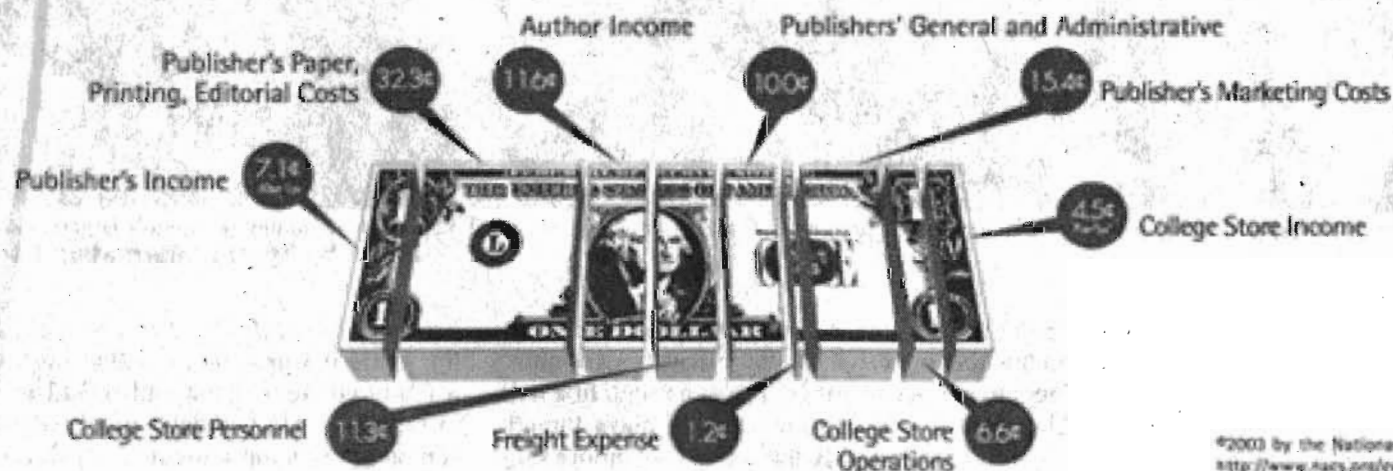
reselling of used books.

"Publishers are kind of at odds with the used textbook industry," Macek said. "They want to sell a new copy every year."

Macek added a tough economy has led to the erosion of brand loyalty with individual bookstores, instead encouraging a fight to undercut other retailers.

He said this market conflict has led to the rise of new editions available every year, the inclusion of

Where the NEW Textbook Dollar goes...



©2003 by the National Association of College Stores
[http://www.nacs.org/common/research/textbook\\$.pdf](http://www.nacs.org/common/research/textbook$.pdf)

in each successive academic year, students and educators are beginning to embrace new electronic forms of text and other emerging media, which are often available for around half the price of a traditional textbook.

Although most of the feedback students provide local textbook retailers may take the form of groans at the checkout, Steve Scheibel, manager of the textbook department at University

price of textbooks. It's the first thing you have to buy that you don't want to."

While consumers running on a student's budget and increasing faculty awareness of the issue have increased the demand for three-hole punch "loose leaf" editions, which retail for around two-thirds the price of a traditional book, Scheibel said students still seem to prefer the physical

focused on cheap textbooks instead of gimmicks and a link to a Nebraska used book wholesaler gives the business an edge when it comes to buy back prices and stock.

He said while it is no secret that the online market, particularly sellers such as Amazon.com, have captured a sector of the market originally secured by storefront window bookstores, publishers are waging a war on the

CD-ROMs with textbooks and online codes to access homework and other material.

Some of the largest course sections for University of Wisconsin freshmen, Chemistry 103 and Zoology 151, also require editions custom made for the university — which Macek said makes students hesitant to purchase these "disposable" and nearly identical texts.

students provide local textbook retailers may take the form of groans at the checkout, Steve Scheibel, manager of the textbook department at University

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Sports

The Gamecocks Relish Dramatic Finishes



Students gather at Burgess-Snow Stadium last Thursday as JSU goes on to win over UT-Martin 24-23 during the game's final minutes. Photo by Sports Information Desk

By AUSTIN FAULKNER
SPORTS WRITER

Last Thursday started like any other. Students were in class, talking with friends on the quad or daydreaming about college football. At 6:00 p.m. that night, JSU would open its regular season and conference schedules for the year taking on the Skyhawks of UT-Martin.

There was a lot of hype about the team in the offseason. News spread that the team had returned a lot of start-

first half. The defense gave up a quick touchdown on the opening drive and the offense just couldn't seem to put one together. It was a rough first half. The team did have some notable plays though.

On UT-Martin's second drive, sophomore safety Robert Gray tipped a pass up and then turned around to make a diving interception to end the drive. Unfortunately,

the Gamecocks did not score on the drive following that turnover. When the Gamecocks did finally score, it came on a 22-yard pass from quarterback Marques Ivory

and hopped off the field in obvious pain. After the game it was found out that he had suffered a fractured right fibula and would need surgery to repair it. He has been ruled out for the season and is seeking a medical redshirt in order to play next year and make up for the season he lost.

Trailing at halftime 17-10 the Gamecocks headed into the locker room leaving fans worried that their team would lose their first regular season/conference game.

The Gamecocks apparently had other plans. The defense held the Skyhawks' offense to two field goals in the second half. While the offense went on to score two touchdowns. One, a 43-yard strike from Coty Blanchard to Washaun Baley and the second, a 4-yard run punched in by senior tailback Calvin Middleton. The score now read 24-23 in favor of the home team. The Skyhawks tried to drive down the field but took too long and ended up wasting the last seconds of the game

"Fans worried that their team would lose their first regular season/conference game."

for the year taking on the Skyhawks of UT-Martin.

There was a lot of hype about the team in the offseason. News spread that the team had returned a lot of starters and was bringing in new talent from across the country. Signing former Georgia running

back Washaun Ealey and Ole Miss linebacker Clarence Jackson only sweetened the deal.

Unfortunately, game day started out rough for the Gamecocks. Jackson was ruled ineligible by the NCAA three hours before kickoff. That meant that Coach Crowe was going to have to use young, inexperienced backups to fill the void.

The team struggled on both sides of the ball in the

their team would lose their first regular season/conference game."

drive following that turnover. When the Gamecocks did finally score, it came on a 22-yard pass from quarterback Marques Ivory to a wide open Justin Howard. The next drive ended premature-

ly but when Coty Blanchard's punt bounced out of the hands of the UT-Martin return man, it rebounded into the waiting hands of JSU's Brandon Rodgers. Unfortunately, that drive would stall as well. Then disaster struck.

Marques Ivory dropped back to pass late in the second quarter and his ankle wrapped up by a defender. He tried to step into the throw, misfired

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This week Jax State will be travelling to Chattanooga to face the UTC Mocs. The Mocs got blown out 40-7 in their opener against Nebraska, but don't be fooled. They dominated the line of scrimmage. Their leading rusher averaged 5.3 yards per carry against a supposedly bigger and stronger Nebraska defensive front. They also have a star at quarterback in B.J. Coleman, who at 6-5, 220 pounds looks the part.

The Gamecocks are not out of the game by any means. Questions do need to be answered but JSU will show up ready to play.

JSU Falls Short 2-1 Against New Mexico State

By DERRICK ROBINSON
SPORTS WRITER

The Jacksonville State Lady Gamecocks fell one goal short in their first home match of the 2011 season. A hard fought 2-1 loss to the New Mexico State Lady Aggies.

The host Lady Gamecocks played in the second game of the 3rd Annual Adidas Gamecock Soccer Classic in front of an enthusiastic home crowd. Both teams played a tough first half and found themselves deadlocked at 0-0 at half time. At the half New Mexico State led in shot attempts, 9-5, but both defenses seemed to be very effective equally.

The second half brought about two completely different attitudes in both teams. Offensively, the Lady Gamecocks and Aggies came out aggressive with both teams scoring early and fast. New Mexico State started the scoring seconds into the half (44:36) by their midfielder Katie Smith. JSU answered right back, 19 seconds to be exact, (44:17) on junior Dani Miller's goal. The Carmel, Ind native scored on an assist from junior midfielder/forward Nathalee Lariviere.

The game remained tied until the 35:26 mark when New Mexico State's Yolanda McMillion scored the go ahead goal, that put the Lady Aggies up 2-1.

Midway in the second half each teams emotions began to show as both squads became feisty. Yellow cards were given to both teams during the half, and game officials warned players of their aggression. The Lady Gamecocks played the rest of the game hard but couldn't come up with another goal.

Junior goalie Katlyn Geddings turned

in a solid performance with eight stops, which tied her career high for stops in a game. The Warrior, Al native suffered a minor injury in their last contest against the University of South Alabama, but looked fine against New Mexico State.

Freshmen Jackie Rush and Courtney Hurt both had good outings for the Lady Gamecocks. Along with senior Chelsea Pelletier they each led the team with two shot attempts each.

JSU closed out the Adidas Soccer Classic Sunday afternoon with a 1-0 loss to Louisiana Tech. The Lady Gamecocks gave another valiant effort but came up short against the Lady Techsters.

Junior Katie Manns and freshman Jackie Rush led in the way with three shot attempts each in the game. Goalie Katlyn Geddings once again had an exceptional outing, recording five saves in the game.

Katie Manns, junior midfielder Dani Miller and freshman Kelsey Robertson were all named to the 2011 Adidas Gamecock Soccer Classic All-Tournament Team.

The JSU soccer team will resume play next weekend in the Under Armour Border Classic in Boiling Springs, North Carolina. They will be facing the host team Gardner-Webb University in their first match on Friday Sept. 9.



The soccer teams comes together after a hard loss to New Mexico State. The Gamecocks would lose 2-1.
Photo by Sports Information Desk