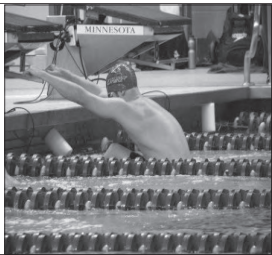




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Falcons finish WIAC championship in sixth place



STUDENT VOICE

February 19, 2010

www.uwrfvoice.com

Volume 97, Issue 15

UWRF facilities to undergo renovations, location changes



Sally King/Student Voice

North Hall is one of the several facilities on campus that will undergo renovations. Also included in the relocation plans are the Sports Information office, the UWRF Publications, Public Affairs and Photo Services. They will be merged into University Communications in North Hall.

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Several UW-River Falls facilities on campus will be changing location in the near future due to renovations and mergers. The UWRF Sports Information office will be relocated, and the UWRF Publications (North Hall), Public Affairs (South Hall) and Photo Services (South Hall) offices will be merged into University Communications.

The offices that have merged into University Communications, which opened in 2009, will be located in the newly renovated area in 120 North Hall this spring. Once renovations are completed, Photo Services will even have a basement studio. This area was previously occupied by Fast Copy until 2009, when it was relocated to its current location in Rodli Hall. Fast Copy is the campus location which specializes in copying, printing and binding, according to Fast Copy's Web site.

The Publications Office currently serves as the liaison between UWRF and the Department of Administration's State Printing Section in performing administrative support in state contract printing, according to its Web page. The Publications Office serves all UWRF departments, services and programs that wish to communicate through the printed piece.

The mission of the Office of Public Affairs is to serve as the liaison between the University and its many external publics. The Public Affairs office's main goals are to assist University faculty and staff in public relations activities and to serve as the campus contact point for those seeing to learn about the University as a whole, according to their Web Site.

The Sports Information Office, which specializes in distributing news, schedules and other media such as photos and videos regarding all UWRF athletics, currently resides in South Hall and will be relocated to the athletic complex in Hagestad Hall in the upcoming weeks.

The recently renovated UWRF Archives and Area Research Center, which is now located on the ground floor of Chalmer Davee Library as of January 26 2010, is currently the most recent office to be relocated on campus. The archives is currently open to the University community as well as the general public, with free of charge research offered during public hours with no appointment.

"As libraries have made more and more databases, catalogs, and other online resources available to students, we've worked hard to make them accessible," said Valerie Malzacher, the director of the UW-River Falls Library, in her writing from the director article this past winter. The office also offers photocopying and microform printing as well as scanning equipment.

The new UWRF Archives and Area Research Center was designed by Frisbie Architects, Inc. of River Falls and offers an additional 3,276 square feet compared to the previous location, and opens into an attractive reception area with a circular desk and drop lighting fixtures. Compact shelves in the stacks area provide room for expansion of the center's unique collections. Windows and open display cases line the outer hallway creating a welcoming entrance for patrons as well as a location to showcase the many historic artifacts housed in the UA/ARC.

Residence Life to alter, modify on-campus experience for students

Kimberly Kuhens
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The incoming freshman class and returning residence hall inhabitants will be greeted this coming fall with changes and additions within the halls.

A major change regarding the residence halls is that the all-female dorm, Parker Hall, will be moved to Prucha Hall. The reason for the switch is because there is only a small amount of female students who actually request to live in an all-female dorm, according to Julie Phelps, the assistant director of facilities and administrative services. According to Phelps, this change will create more co-ed space in Parker Hall while still having an all-female dorm option available.

There will be two learning communities available in the residence halls. One of the communities, called the "Connections" Learning Community, will be located on the third floor of Hathorn Hall. This community is for first-year students and will have the students taking classes with their floor members, according to the Housing Preference Choices flyer. The students can expect to interact closely with UWRF faculty, staff and students to develop lasting relationships that will shape their

undergraduate experience, according to the flyer.

The second learning community will be located in May Hall. This community, called the iRock Living Learning Community, will focus on the concepts of personal wellness, connection to the environment and social justice, according to the Housing Preference Choices flyer. The students involved in this community will take two to three courses each semester that incorporate the concepts through team learning, experiential programming, service learning and regular positive interaction with students and staff. According to Phelps, this community was formulated by the First-Year Experience (F.Y.E.) staff and faculty. This community will be co-ed and available for 44 first year students.

An even bigger addition to the UWRF campus is currently underway. The South Fork Suites addition has reached the 10 percent design phase

and will hopefully reach the 35 percent design phase by June 2010, according to Sandi Scott-Duex, the director of Residence Life. The design phases have to be approved by the Wisconsin Division of State Facilities and the UW System. This addition will cost approximately \$20 million, which includes additional parking spaces

See Res. Life page 3



Hannah Lenius/Student Voice

Parker Hall is one of the residence halls that will see upcoming changes. The once all-female dorm will now be co-ed.

University initiates improved 'user friendly' Web site design

Christina Lindstrom
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The appearance of UW-River Falls has begun to change and will continue to do so over the next few weeks—to online visitors, that is.

Over the past year, Residence Life has been working with the Department of Technology Services to redesign their Web site, according to Sandi Scott-Duex, director of Residence Life. The new design was launched Feb. 8, introducing a new navigation menu on the left side of the page in place of the previous single list of links. There are also more photos, descriptions and language that links to other pages, according to Scott-Duex. She said the primary reason for the change was to make the site easier to use, with a focus on incoming students and their parents.

"We also wanted to have more photos and information related to not just what you have to do to live here, but to showcase some of the highlights of our residence life program, especially the students that live in our halls," Scott-Duex said.

She added that a few things are still in transition, but the new look of the page is, for the most part, complete.

"Since it was just released, we haven't received any feedback as of yet, but would welcome any thoughts," Scott-Duex said.

Another change to the UWRF Web site is the redesign of Desire2Learn. Red and black are now the dominant colors in the design, showing school spirit on the Web. All technical updates and announcements inside D2L will be posted directly above the "My River Falls Courses" area. According to ITS Lab Manager and Workflow Coordinator, Mary-Alice Muraski, items of interest such as workshops and possible summer or J-term courses will be posted within areas to the right, left or below the courses area.



Muraski

"Since it was just released, we haven't received any feedback as of yet, but would welcome any thoughts."

Sandi Scott-Duex
Director of residence life

The help documentation for students and instructors has separate locations outside of D2L on the DoTS Web site.

The new D2L login page was created in compliance with new Web site redesign policies

and to match other UW campuses' login pages.

"We wanted the new login screen to have an identifiable River Falls lo-

See Redesign page 3

VOICE SHORTS

New ambassador position available to UWRF students
The admissions office is accepting applications from current students who would be interested in becoming ambassadors for UWRF. The position would require the ambassadors to lead two weekly tours, telephone call prospective students and upload blogs to UWRF’s Web site. Applications are available in the admissions office and are due on by 4 p.m. on March 5.

‘Fiddler’ to premiere at RF High School
River Falls Community Theatre and River Falls High School will present “Fiddler on the Roof.” The musical will be performed at 7:30 p.m. from Feb. 25-27, 2 p.m. on Feb. 28, 7:30 p.m. from March 4-6 and 2 p.m. on March 7 at the River Falls High School. Tickets are available for \$14 at the door or \$12 in advance at Dish and Spoon Cafe.

RIVER FALLS POLICE/
UWRF POLICE DEPARTMENT

Editor’s note: Information for this section is taken from River Falls Police and UW-River Falls Police Department incident reports.

- Feb. 5**
- Caitlin L. Schifsky, 20, was cited for underage possession of alcohol on the 200 block of E. Elm St.
 - Jordan L. Gullicksrud, 19, was cited for underage possession of alcohol and for resisting/obstructing a police officer on the 100 block of E. Cascade Ave.
- Feb. 6**
- Travis I. Bue, 19, was cited for underage consumption in Johnson Hall.
- Feb. 7**
- Daniel T. Johnson, 21, was cited for possession of an open container on the 700 block of S. Main St.
- Feb. 10**
- Erica H. Flettre, 18, was arrested for possession of marijuana and drug paraphernalia in Parker Hall.

- Feb. 13**
- Two rolls of toilet paper were stolen out of a men’s bathroom in the basement of the Chalmer Davee Library.

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WRFW's
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Broadcasting
Schedule

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2-6 a.m.	BBC	BBC	BBC	BBC	BBC	BBC	BBC
6 a.m.-1 p.m.	WPR	WPR	WPR	WPR	WPR	WPR	WPR
1-3 p.m.	Ben Lee Jonathan Hedeem	Aaron Bergman	Jason Kenison	Pat Lynch	Wes Campbell	Brian Wegner	~empty~
3-5 p.m.	Erik Altmann	Brian Wegner	Cory Heaton	Nick Niewinski James Scott	Steven Linzmeier Adam Vircks	Amanda Leeman	Patrick Okan Jeff Schafer
5-6 p.m.	Erik Altmann	Hip Hop Hourglass	Stay Alive	ACT on AG	Let’s Talk	Finally Friday	~empty~
6-8 p.m.	Rachel Erickson	Laura Krawczyk Katie Heaton	Music Show Jon Lyksett Pat Lynch Pat Bakker	Adam Lee	Chris Schad	Falcon Hockey (Starts at 7 p.m.)	Jon Stefonek
8-10 p.m.	Ashley Goettl Nathan Riley	Matt Torkelson Kevin Duzynski	Natalie Conrad	Jon Lyksett Cory Heaton	Sara Helm Katie Hudson	Falcon Hockey (Ends at 9 p.m.)	Jeff Knopps
10 p.m.-Midnight	Greg Klimowicz	Ken Weigend Grady Stehr	Joe Kelly Jared Fritz	Cyrus Kozub	Nathan King Will Larson	Ali Al-Hanooti	~empty~
Midnight-2 a.m.	~empty~	Kyle McGinn	Andrew Hagemann Erik Gates	Kim Tri	~empty~	~empty~	~empty~

Fair offers student employment postions

Blaze Fugina
blaze.fugina@uwrf.edu

Students filled the University Center Ballroom Feb. 10 for the UW-River Falls’ Fair for On-Campus Jobs where employers spoke about positions. Students who attended the meeting had the opportunity to meet with 20 different employers, ranging from campus media to athletic groups. The goal of the fair was to allow students the opportunity to meet with on-campus employers and to discuss what jobs are available and how a student could apply for one. According to the career services Web site, the job fair is an “Opportunity for students to meet on-campus employers and receive assistance preparing any career-related materials.”

The Web site also stated that most of the positions that were being offered are for the following academic year.

UWRF students came to the job fair hoping to find a job with one of the campus employers. “I need a job,” freshman Trevor Frank said. While many students say that they need a job, there is one category of students that many jobs on campus cater to. “I get work study,” said freshman Laura Bohn. Many of the jobs on campus are for students who qualify for work study. According to the Enrollment Services Web site, work study is determined by the Free Application for Federal Student Aid, or FAFSA. “If you have submitted a FAFSA and ‘Federal Work Study’” is listed on your award letter, you have the opportunity to apply for work study employment and earn up to the amount of work study awarded,” the Web site said. Both Bohn and Frank said that if they had a choice, they would want to work at the UC or the weight room. McKenna Pfeiffer, who organized the career fair, said that she was happy with the way the career fair went this year. “Career Services was very pleased with the turnout at the



Sally King/Student Voice
This year’s Fair for On-Campus Jobs boasted a much larger campus organization turnout from 2009, with 20 featured employers.

Fair for On-Campus Jobs,” she said. “We went from 10 [organization booths] last year to 20 this year.” Pfeiffer also said that she noticed the fair increased the participation by students as well as the number of applications submitted. “This event allows the departments to expand their recruitment efforts and reach students that may not otherwise have an opportunity to connect with,” she said. “The students were very excited about the opportunities available and seemed motivated to participate in the application process for a number of positions.” The fair not only allows students to explore and apply for positions, but also to talk to organizations on campus as well. “This is a great way for [students] to learn about all the positions available as well as network with representatives from those departments,” Pfeiffer said. A total of 248 students attended the fair, she said, while 1,263 students are employed on campus.

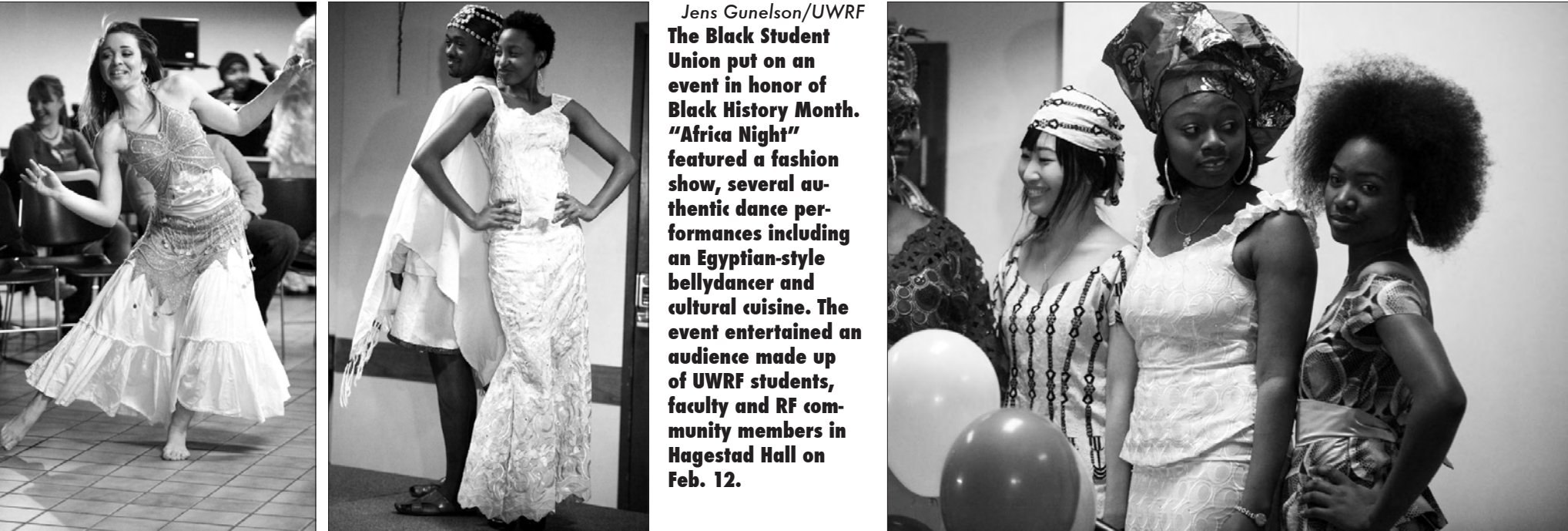
Partnership brings new tech to CAFES

Cristy Brusoe
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Students at UW-River Falls have new farm equipment and expertise to work with after the University and Case IH Agriculture, Value Implement agreed on a long-term partnership on Dec. 2. The ten-year lease partnership connects UWRF to the Racine-based Case IH and the Value Implement of Osseo, Wis., and Menomonie, Wis., and provides the College of Agriculture, Food and Environmental Sciences (CAFES) with access to the latest agricultural equipment and precision farming technologies. The partnership will also bring the newest equipment and expertise for use at the campus lab farms. Seth Wier is one of the agricultural engineering technology students that is benefiting from this partnership. “I think the partnership was a really cool deal. It is going to help out the students in the agricultural engineering department learn with the latest and greatest technology. Right now we make the best with what we have. Most of the stuff is already outdated that we are learning with but it’s the same concepts as the new stuff, he said” Dean Olson, chair of the UWRF agricultural engineering technology department, said that the Case IH equipment will present students with a unique opportunity to see the productivity-enhancing benefits of the equipment firsthand in a real-world setting. “We will be able to show students how they can raise a crop as efficiently as possible with machinery that minimizes fuel usage, requires fewer passes and utilizes precision agriculture technology to maximize production,” Olson said. Students in Olson’s programs have been producing biodiesel from soybeans and the waste vegetable oil from food service to power campus vehicles and the farm equipment. Some

of the new equipment will be used to investigate the positive effects of using biodiesel to operate Case IH machinery, such as the lack of wear on the engine and quality of emissions. The machinery will also be used at the 477-acre Mann Valley Farm, which hosts the new Dairy Learning Center. The Center has a friendly composted-bedding housing system in which cows’ manure combines with the woodchips, microorganisms and moisture to begin the decomposition process. “While the cows are being milked twice a day, we till the bedding layer to further facilitate the composting process,” Bill Connolly, farm director, said. “Then we clean the area by scraping off the top layer of material, putting down fresh bedding and bringing the compost material out to a compost pad where we turn it periodically.” After his process is complete, it is sold to local homeowners and landscapers for \$30/yard to be used for crops. Biomass harvesting is another area of expertise Case IH brings to UWRF. Connolly believes it may be possible to use the Case IH equipment for harvesting corn cobs to be used for feed or bedding. “With this new partnership students can learn the up-to-date stuff on things such as GPS, Self Steering, variable rate planting and even field maps created during harvesting. We can even burn the biodiesel in them that we are currently producing in the agricultural engineering department. It is also going to help out both of the lab farms by having new equipment to work with,” Wier said. The students of UWRF will be responsible for cleaning and maintaining the planters, tractors, tillers and other farming tools. Each year Case IH will replace the equipment with brand new machinery. Along with the new equipment, students will also be invited to participate in the annual Case IH Student Plant Tour offered at one of its U.S. manufacturing locations.

UWRF presents ‘Africa Night’ to showcase culture



Jens Gunelson/UWRF
The Black Student Union put on an event in honor of Black History Month. “Africa Night” featured a fashion show, several authentic dance performances including an Egyptian-style bellydancer and cultural cuisine. The event entertained an audience made up of UWRF students, faculty and RF community members in Hagestad Hall on Feb. 12.

Redesign: New Web site to highlight, promote University features

from page 1

site redesign policies and to match other UW campuses’ login pages.

“We wanted the new login screen to have an identifiable River Falls location in the picture displayed,” Muraski said.

The picture is two students working on laptops in the Involvement Center near the “river” over the fireplace in the UC.

The UWRF home page will launch its new design in May, according to Muraski. The progress of the redesign can be tracked on the UWRF Web page. The redesign Web page offers screen shots of the new design, a timeline for the project, information on focus groups, frequently asked questions pertaining to the redesign, and the team members and task groups.

According to the DoTS Web site, it is being redesigned to “create clarity, focus, professionalism, consistency and improve administration and management of content within the UWRF Web site.”

The new design will also implement elements from the integrated marketing communications plan. In March 2009, new Web style sheets were implemented throughout the Web site to provide a consistent look, but the navigation and content remained the same.

A content management system (CMS) will replace Dreamweaver for updating pages within the UWRF site. According to the redesign Web site, “All pages that reside on the UWRF Web site will be put into the CMS. The CMS must be used to update content and create or delete a page.” The home page and top-level pages will be launched in May, according to the site, while department and office pages will be changed to the CMS over the summer.

“Watch for a call for student volunteers to do usability testing once we have the new design closer to roll-out,” Muraski said.

Res. Life: Upcoming changes to include all-female housing in Prucha Hall

from page 1

and landscaping.

The building will house 240 sophomore students. According to Scott-Duex, a hired consultant came in and discovered a gap between first year and upper classmen housing opportunities. This building will provide more privacy for sophomore students but will still have a community feel to it due to its cluster design, according to Scott-Duex. The design involves clusters of 20 students with a combination of single and double rooms. There is a shared living space and a kitchenette on each floor.

Another fun feature of the new addition is that it will connect to the current South Fork Suites building with a living learning center. The center will include multipurpose rooms for programs, group studying and seminars, according to Scott-Duex. “The lobby will have a lot of glass looking out towards the prairie grasses and will hopefully have a fireplace” said Scott-Duex. The building will also be equipped with wireless internet.

UWRF is using the architecture services of SDS Architects and Elness Swenson Graham Architects (ESG) for this project. These two separate firms have joined together to design this project, according to Scott-Duex. Combined, these two companies have 97 years of experience in architecture.

Both firms stress the importance of creating economically and environmentally friendly structures. On the ESG Architects website they have “Green Guidelines” that include: promoting site selection that contributes to healthier livable communities, designing for flexibility and future adaptability in building use, preserving the natural environment, promoting energy efficiency, reducing the environmental footprint, reducing water use and promoting green materials.

It is UWRF’s intent to seek LEED Silver Certification with this building, according to Scott-Duex. This certification will be attained through the U.S. Green Building Council, a national standard for green design, construction, and operation, according to the SDS Architects Web site. The addition will be built with sustainable materials and will handle the waste produced during the construction in a green manner. According to Scott-Duex the silver certification level is higher than the state of Wisconsin requires.

There are currently two students on the design committee for this project, according to Scott-Duex. There will be more opportunities along the way for students to voice their opinions on the design. The drawings for the building will be on display on poster boards in the University Center after spring break. This project is slated to open in 2012.

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EDITORIAL

Higher education exists outside classrooms, too

Take a moment and reflect on why you are in college. Some people attend UW-River Falls because their parents mandated they pursue higher ed; others are more than happy to rely on Mommy and Daddy’s bank-roll to fund several years of debauchery before transferring to Subway U. And still others wander campus clueless simply because they believe college is the socially expected norm.

But it is a safe wager that the large majority of UWRF students attend this University in hopes of securing the education and experiences that will bring about a happier tomorrow. The Student Voice has run several columns this academic year about proper classroom etiquette, which is monumentally important. But the classroom is not the sole educational realm. Half of all learning that takes place at universities comes from experiences outside the classroom.

That is a bold statement, but think about it. Every interaction with peers and professors, time spent making friends, at least two years living in a residence hall, these are all socialization mechanisms that teach how to exist in the “real world.”

One of the positive aspects of attending UWRF is that this institution is dedicated to helping students seek out and enjoy as many ‘outside classroom’ learning experiences as possible.

Career Services is a plethora of knowledge, advice and contact information any student (past or present) can tap into. But paramount is their ability to aid students in finding and securing internships. In a society which sees record totals of people enrolling in, and going back to, school, the job market gets more competitive daily. It is a matter of the utmost importance that students do whatever possible to be distinguishable from the crowd. Start looking for internships right away, don’t wait until junior or senior year. If possible, work several different internships to diversity your experience and knowledge base.

Global Connections can help students interested in studying abroad. With the proliferation of technology, the entire planet is becoming interconnected. More and more companies are finding the need for globally informed employees. Having spent a term overseas would make any candidate more attractive. The Global Connections office can even help break down and find financial aid, so traveling internationally is a reality for all students.

People always say “time flies.” Don’t let your time at UWRF fly by, leaving you facing graduation without a plan or valuable experience. Start looking into the future now; it is never too early. Respect your time in class, listen to your professors, but never forget that even after you walk out of that classroom, you never stop learning.

Editorials represent the opinion of the Student Voice Editorial Board and are prepared by the editorial staff.

STUDENT VOICE

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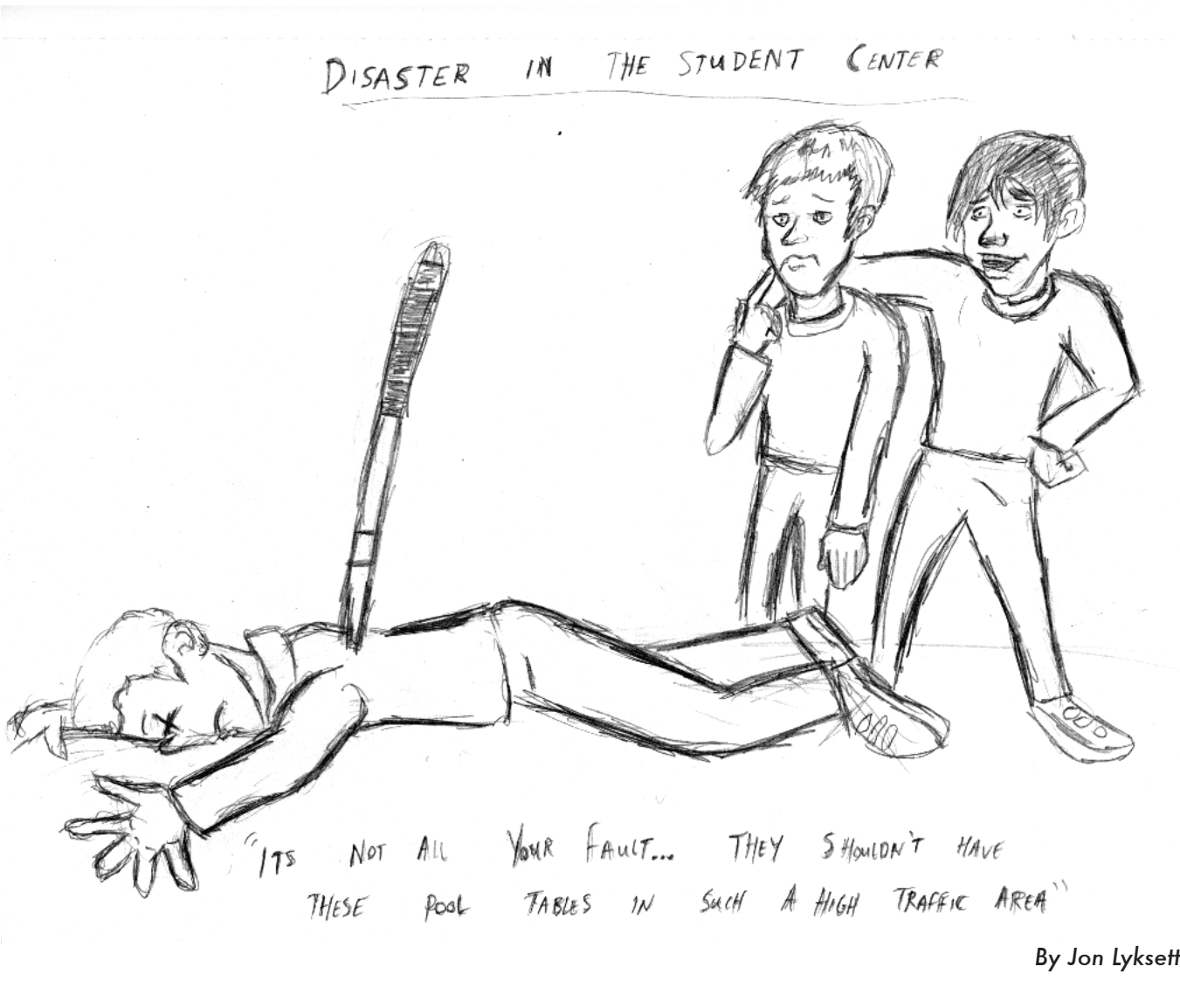
The *Student Voice* is a student-written and managed newspaper for UW-River Falls, and is published Thursdays during the regular school year.

All editorial content in the *Student Voice* is determined by the newspaper’s Editorial Board. The opinions expressed in editorials and columns do not represent those of the newspaper’s advisor, student population, administration, faculty or staff.

Letters to the editor must be 300 words or less, and include a first and last name and phone number. They can be submitted at 304 North Hall, River Falls, WI, 54022 or to editor@uwrfvoice.com.

The *Student Voice* reserves the right to edit any material for content, libel or space. It also reserves the right to withhold letters. All letters, news releases, briefs, display ads and classified ads must also be submitted no later than Wednesday at noon.

Single copies of the Student Voice are free. Printing is paid for through student fees.



By Jon Lyksett

LETTERS TO THE EDITOR

Student shares concern over professor accountability

We’ve all had that professor. Whether s/he is, said respectfully, blatantly arrogant, intolerably inadequate for educational instruction, or profoundly apathetic towards his/her personal career choice, we the students make our way to class day after day. How do we get out of this situation? Rearrange our schedules to get in with a different professor? I think that it’s safe to say that for many of us, that’s simply not plausible. Do we file a formal complaint? The first step of that process is to express your concern with the professor, which opens the door to a litany of problems: Would you care to respectfully tell your professor s/he is inadequate for the job in your humble, non-Ph D opinion? I realize that the previous question does not represent the purpose of a meeting like this, but considering the relationship between professor and student, there exists a “no-go” zone. Students don’t establish the criteria that makes a professor adequate, therefore, it is not our “place” to say whether s/he is or isn’t.

So, do we simply play with the hand we are dealt? As it is, students aren’t thrilled about the idea of adding a semester or two because of various issues that share a common denominator in general education requirements. In light of this, I don’t find it attractive that we receive this instruction from relatively small group of professors with previously mentioned characteristics.

And, I’m a natural number cruncher, so how about this: let’s put tuition at \$2700 and you’re ambitious at 18 credits. That’s \$150/credit, or for a three credit, Monday-Wednesday-Friday class, you can just leave \$10 on the desk as you exit. For comparison, a while ago I paid for two McChicken sandwiches but received something totally different. The manager offered to fix the order or give me a refund.

Just like I would say to the aforementioned professor, I told her that I don’t want a refund; I just expect to receive what I paid for.

Jordan Harshman
Student

Prologue submissions are due by March 1
E-mail writings to: kelly.bryant@uwrf.edu

Seasonal Affective Disorder can impact students at UWRF

Do you feel like you want to hibernate? Are you more irritable than usual? Do you feel down more than you do at other times of the year? It could be Seasonal Affective Disorder, SAD for short. February and March are long months in these parts. The reason seems to be, in part, that we are getting sick of winter and we start to let ourselves admit that we want spring. It seems that as soon as we start to want spring it plays hard to get and we start to feel worn-out. This, coupled with lack of sunlight and cabin fever, is the perfect storm for a lowering of mood that requires some needed attention. The fortunate thing about



Mark
Huttemier

The fortunate thing about dealing with SAD is that the steps to get through it remind us of the importance of recognizing how powerful the mind/body connection really is.

recognizing how powerful the mind/body connection really is. Treat the body well and your mind should follow.

Exercise: The endorphins released during exercise counteract the build-up of cortisol in your brain. Cortisol is a stress related chemical that accumulates in your brain and makes it hard to think and focus. Exercise also increases energy and our overall awareness of what our body craves to be healthy, like good food.

Food: Stop eating foods that are high in fat and sugar and start eating foods that are high in protein, complex-carbs and fiber. If you want to do this quickly cut out pop, chips and fries from your diet and decrease your beer consumption.

Outside: Get outside as much as you can. Exercise outside if you can. Outside light helps SAD in ways that we aren’t exactly sure of, but one working theory is that it helps your body to maintain its sleep/wake cycle. The winter is a time for increased sleep and most of us have felt the pull to “hibernate” in the later winter months. Since we don’t hibernate we

need to get a blast of brighter outside light during the day to convince the brain that it’s shouldn’t go into slowdown mode during the day.

Routine: Get on a routine to grind through these last two months of tough weather. Bodies like routine for the same reason a kindergartner likes routine. It likes to know what’s going to happen next and likes to start getting ready for the next thing a little before the next thing starts. This means that you should try to get up, eat, exercise, study, relax, and go to bed, at around the same time each day to do what you can to help your body cope with having less natural energy than it has at other times of the year.

Plan: Plan something cool to keep you excited about the not-so-distant future. The idea that there is something good coming up gives you hope, and hope

Get on a routine to grind through these last two months of tough weather.

is hugely important for a sense of well-being. This could be a party, or a vacation, or a summer job, or a future personal goal, or a puppy. I don’t care what it is as long as you can plan for it and it drives you onward.

Ask for help: Sometimes being down feels too big to deal with alone no matter what you are doing for it. That’s why we have professional counseling staff on campus. If you feel overwhelmed with your low mood, or you feel hopeless about the future, please call the counseling staff at UW-River Falls (715-425-3884). We offer a free, confidential and professional, service to students. If you can’t reach us and you are having a mental health emergency, please call campus police at 715-425-3133 or 911.

Mark is a Licensed Psychologist in the state of Minnesota. He is a Licensed Professional Counselor in the state of Wisconsin. He is experienced in individual and group counseling. He specializes in stress, anxiety, depression and relationship issues.

Modern television programs offer little substance, content

I come back to my room after an intense 4-5 hours of lecture, and all I want to do is take an hour and watch something good on television. It's too bad my best choices are 'The People's Court' and a movie that has run 5 times this month already on channel 10. What the hell?

When you think of someone criticizing what's on television, you probably imagine a 70 year old man talking about how when he was our age, there wasn't so much garbage on. Well, I agree with that old man. There is simply way, way too many garbage shows, channels, and programming on our television.

Basically, I'm going to go after certain shows, and if you happen to be a fan of a certain one I mention, I apologize, but truthfully really don't care if I'm upsetting you. Now, one thing that I'll stay away from is the "news media," because I feel like that is a whole angry column waiting to happen. Let me start off by saying "What the hell, History Channel?"

Yes, that's right, "The History Channel." Don't get me wrong, for the most part, I love everything about it. I always enjoyed watching the channel when they would have legit 'history' shows covering anything from World War II stories and secrets to ancient Egypt. Lately, however, I don't think it should be called "The History Channel" at all. Seriously, the channel should almost be changing its name to 'The Random Crap/Prophecy' channel. This goes back a couple years now, and with current programming, is truer than ever. Just look at some of these shows that or current or at least recent: "Life After People," "Nostradamus," "UFO Hunters," "Jurassic Fight Club" and the

list goes on. The worst is "Monster Quest." The back stories of some of the 'monsters' in these shows are kind of cool, but it's the same show basically every episode. "Well, we sent out a team of experts, we found some startling evidence, but not really, maybe we'll find it someday."

Come on, "History Channel," do you realize how many options you have?! You're the HISTORY channel, that's pretty much anything and everything that happened before today. I don't need to know if some prophet thinks the world might end in 2012, if I want to know about that stuff I look it up on some

paranoid blogger's page. Let's reference something a little more recent. Shows like "The Bachelor," need to go away. I'll log on to Facebook later in an evening, and half the statuses will be something like "He shouldn't pick her!" Hey, I have an idea, who gives a damn? Shows like 'Survivor' were interesting for the first two seasons, but I'm sorry, after

season 832, it's hard to get into a show that isn't remotely close about surviving. Daniel Tosh said it best in his stand up "We have a game show in our country called 'Survivor.' That's a GAME in our country! You can win a million dollars 'surviving' in a place where people already live. Someone asks 'Excuse me, can we have some bread?' No, we're Americans, this is just a game to us." It's a wonder why other nations have these negative opinion of us, I mean, it's not like we have shows that portray things like family life, love, humor, and other things in a negative/dysfunctional way. Oh wait, that's pretty much 90 some percent of television.

The last one that I'll mention is "American Idol." Oh no, your beloved 'American Idol!' I enjoy watching auditions to see the songs people are choosing to do, but when they have people that are blatantly terrible, ridiculous, and trying to be "different" just for the hell of it., that's a red flag. The show puts these people on after getting through many judge panels before Simon and company. The reason these people come in confidently, when they shouldn't be, is because they have people telling them beforehand that they did

great, knowing that they'll embarrass themselves, but it'll make great TV! That's pretty cheap, and pretty cold if you ask me.

In the end, television currently is incredibly disappointing. There are plenty of great programs and channels out there, but it seems that people are plugging in to these identical, rhetorical and awful shows.

I don't even have to mention shows like 'Flavor of Love' and 'Teen Mom,' do I? But hey, whatever entertains you, entertains you, so who am I to judge? Well, actually, I take that back, stop giving these god-awful shows a chance to keep on coming back for more.

Matt is a marketing communications major in his senior year. He enjoys listening to The Beatles, and playing piano whenever he has some free time.

There is simply way, way too many garbage shows, channels, and programming on our television.

Winter Olympics provide chance to take pride in nation, athletes

The 21st Winter Olympics has begun in Vancouver, Canada. Although the Olympics started off tragically with the death of Georgian luger Nodar Kumaritashvili, the Olympics will continue to bring about excitement, history and honor.

During the opening ceremonies, Canadian hockey legend Wayne Gretzky helped to light the torch, and, as Michael Jackson's 'We Are the World' was played, athletes and spectators alike were reminded of how while we may all come from different countries, we are all united by the Olympic Spirit.

The winter Olympics offers many different sports that test and challenge the athletes, such as the luge, a dangerous and competitive event wherein athletes speed through the course lying on their backs on a sled. Mogul ski racing is a competition in which finesse, speed and technique have the spectators holding their breath. Other events show that athletes are only one steps away from history or defeat. Every second counts, as witnessed in the men's short-track speed skating. History has already taken place as American Apolo Ohno tied the record for most medals won by a U.S. Winter Olympian by taking silver in the 1500, tying him with Bonnie Blair at 6.

The Olympics are filled with awe-inspiring stories, such as J.R. Celski from team USA, who was merely inches away from cutting open a major artery in speed skating, and sixty stitches later, returned to the ice to capture the bronze medal at age 19.

The first gold medal for the United States belongs to Hannah Kearney in the women's moguls, after she upset the heavy favorite, Jen Heil from Canada.

Even this area has its Olympic connections in Maria Lamb, a St. Paul native from River Falls competing in the speed-skating long track. And Minnesota lays claim to the most athletes of any state with 20, followed by New York with 18.

The more anticipated events, such as figure skating and the hockey finals, will occur later this week and

into next. The hockey preliminaries started out in a lopsided affair, with the Canadian women defeating Slovakia 18-0. Nothing would mean more to the Canadians than the gold in hockey, but look for a strong U.S. team to dash their dreams. Be sure to look for other American favorites: Shaun White in snowboarding; Burnsville, Minnesota native Lindsay Vonn in various skiing events; and Johnny

Weir in figure skating. The Olympic Games have something for everyone, and give spectators the chance to witness the hopes and

The Olympic Games have something for everyone, and gives spectators the chance to witness the hopes and dreams of those who represent their country and themselves...

dreams of those who represent their country and themselves, putting in countless hours for their moment to shine. They may even hve the ability to restore a little American national pride.

There are some moments in which we will never forget, like the 1980 Miracle on Ice team. What will this year's Olympics mean for us and for future generations? Even if you are not interested in the competition, I encourage you to watch the games, even for an hour, to see the vast array of national pride and Olympic spirit.

Go team USA!

Ashley is a freshman double major in digital film and television and political science. She is also a member of the UWRF softball team, WRFW radio, Forensics, College Republicans and Student Senate



Ashley Goettl

'Fake News' yields more influence than actual news

We don't read newspapers, we don't watch the news, and the radio isn't our fount of current events. So where does our generation get its news?

Comedy Central's Jon Stewart. So what happened to make Comedy Central the source of daily news and world events for the twenty-something generation? I mean for a show that flaunts its "fake news" angle, it has won 2 Peabody awards, and in 2005 Stewart was named one of the most influential people of the year.

I'll tell you how this happened. The mainstream news media has failed in holding the interests of the current generation.

News media is now held in the clutches of

It's nice to listen to someone hold fear tacticians accountable for the lies they use to terrorize the American public.

private ownership and interest. They prattle on using loaded words and rarely shedding light on any subject, while looking pompous and arrogant in three piece suits, laughing at their own jokes.

While Jon Stewart obviously leans left towards the Democrats, he holds both parties accountable for their stupid decisions and phrases.

In a time where politics is a mud-slinging gang bang between a bunch of old men in a marble room, it's nice to have someone speak your language, and downgrade them both. It's nice to listen to someone hold fear tacticians accountable for the lies they use to terrorize the American public.

"Nothing says 'I'm ashamed of you, my government' more than 'Stewart/Colbert '08,' " Stewart told New Yorker editor David Remnick at the magazine's fall cultural festival.

Honestly, I think our generation is sick of all that political hackery. We're sick of religious intolerance and wars based on ideology, and we can't stand political party rivalries. So, we reach out to those who tell it like it is. Those who make us laugh at the idiots who use relating news as a form of masturbation. And those who make us see the hypocritical antics of the political system.

Stewart also becomes a fact checker for

the mainstream news rompus. More than once he has called out Fox News, CNBC, MSNBC and everyone else on their errors.

That and he can make fun of himself. Very few news anchors, in the process of taking themselves so seriously, would leave room in their spot to poke fun at number one.

Meanwhile, Jon Stewart has done entire segments making fun of how seriously people take him, or the false statements he's made in the past.

As an audience that is generally uncomfortable with the idea that celebrities and news anchors see themselves as infallible, we like this transparency.

People on TV are human after all!

We want to see good things happen in the world, and while laughing, we learn about the world. We learn how to not take things so seriously. And even while most of the show is based off humor, there are times when the tone grows incredibly serious.

There are times to be serious and we get that. There are times to get angry, and we get that too. Jon Stewart does all that for us.

And while I may seem to be singing the Daily Show's praises, and I am, news must be found in other places as well. In minutes you can not possibly know all there is to know about current events.

But in the end, he has our ear. While never claiming to be a journalist, he has somehow found what gets our attention; how to make us listen.

So, pay attention mainstream media! You may want to take notes from Comedy Central, because while your viewers are waning, those of the Daily Show grow in numbers.

So, pay attention mainstream media! You may want to take notes from Comedy Central, because while your viewers are waning, those of the Daily Show grow in numbers. Welcome to the Jon Stewart Generation.

Chaia means life; and she tries to live it to the fullest. Writing is what she loves. Spanish, Hebrew, Portuguese and English are the word she uses. Tel Aviv is where she is inspired.



Chaia Lindberg



Josh Yonker, freshman

"Maybe trips to other universities to see what they do."



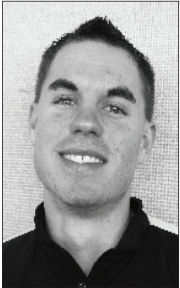
Candice Pellowski, junior

"Volleyball tournaments are really fun in the spring. Last year floors had teams and they made t-shirts."



Londa Johnson, senior

"Doing homecoming events and promoting the sporting events more would help. I think people would stay and support the teams if they knew we had a good basketball team."



Richie Mark, junior

"I think if there were more movies and dances on weekends that would get kids excited to stay."

Swim team grows together over season despite challenges



Submitted Photo
Senior Kevin O'Brien swimming in the 2010 WIAC Championships at the University of Minnesota Aquatic Center Feb 13. Both the men's and women's teams took sixth in the meet.

Natalie Conrad
natalie.conrad@uwrf.edu

The UW-River Falls swim and dive team overcame several challenges this season, but prevailed by making many improvements. After a season filled with changes and turmoil, the team finished off their season last weekend with both men's and women's teams placing sixth at the WIAC Championships at the University of Minnesota Aquatic Center. The team had an uneasy season, having no on-campus pool and facing possible termination.

The men's team had their first winning season in ten years, according to Coach Bill Henderson.

The Women's team continues to grow and improve and has more depth this year, according to freshman Darian Kaiser.

Despite the changes and challenges this season, the UWRF swim and dive team managed to make the best of it. The decision to move to the high school pool was a blessing in disguise, because it's a superior facility, according to Coach Henderson. There was also a lot more space for practice, according to junior Ranndi Tutor.

"We went from having five or six people in a lane at Karges, to having two or three at the high school," Tutor said.

As for the challenge of dealing with the threat of termination for a large part of the season, things were not quite as positive.

"Dealing with the threat of suspension was a big emotional drain and a stressful time," Henderson said.

But even the horrible situation had some positive results, according to Knight.

"We acted like a family," Knight said.

"There was high tension, but when it was all over and the decision was made, the team was so much closer."

Throughout the season, the team had many outstanding individual performances by newcomers and veterans alike.

The freshman class was led by Hannah Wiseman and Mars Delgado for the women's and men's teams respectively, while veterans Knight, Alyssa Adair, and Kevin O'Brien led with great season performances.

Wiseman started out the season winning three events at the St. Mary's University Meet in October: the 50 free, the 100 free and the 100 backstroke. She continued to have great performances throughout the season. At the dual meet at Macalester, she won the 1,000 free in 11:31.5, which is the fourth fastest in school history. She also placed second in the 100 back in 1:05.81, and third in the 200 back in 2:26.11. Wiseman was also the 400 free relay team's leadoff swimmer and helped the team to a first place finish in 4:03.24. Wiseman finished up the season with an eighth place finish in the 1,650 free in 18:17.62, the third best all-time at UWRF.

Delgado won the 100 free, and the 50 free in to start off the season at the St.Mary's meet. He had several strong performances throughout the season, winning the 100 free in 51.34 and the 50 free in 22.97 to defeat Lawrence University in November.

Two other outstanding swimmers for the women's team are

captains Adair and Knight. Adair helped lead the Falcons to a 120-75 win over Lawrence University, winning two events in the meet. Knight had three strong races for the Falcons in the team's dual meet at UW-Eau Claire ,winning the 100 breaststroke and finishing fifth in the 1,000. She was also a member of the first place winning 400 medley relay team and was chosen for the WIAC All-Sportsmanship team.

O'Brien finished off his last season with some phenomenal performances. He set the record in the 100 fly and finished first with a time of 54.2. He also won the 200 IM in 2:11.44 and the 50 fly in 24.77. O'Brien,

5-10, was also part of the 200 medley relay team that placed first in 1:45.75. He continued to break his own school record in the 100 fly and placed in all three individual events he competed in at the Falcon Invitational. O'Brien finished fourth in the 100 fly and set the school record with a time of 53.18. He was also named WIAC swimmer of the week for the week of the Macalester meet. He finished off the season leading the men with a seventh place finish in the 200 fly at the WIAC meet. He finished in 2:03.35, which is the second fastest all-time at UWRF.

The team enjoyed spending the last weekend of the season together at the WIAC meet. It was three full days of swimming and a lot of fun, according to Knight. It was a continuous cycle of swim, eat, and sleep, according to Tutor and Knight.

The team overcame many challenges and continues to grow and improve from season to season, according to Henderson.

"Considering all the anxiety and tough times the team went through with the athletic director's recommended suspension, I think the season went very well. The men had their first winning season in ten years and the women had their third winning season in a row," Henderson said. "We are working toward moving up the ladder in the conference and with the returning members of the team and the incoming recruits we should be much stronger next year. We'll see what happens."

Falcon Men's hockey team hosts first round of playoffs

The playoff season for winter sports has finally arrived. The men's hockey team kicks off the playoff season with the first round of the NCHA Peters Cup as the third seed hosting sixth seed UW-Eau Claire. The first round of the NCHA Peters Cup is a best of three series, and it is played on Friday and Saturday night. The third game is not your traditional game, however, as it is just a mini-game. It consists of just one twenty minute period after the Saturday night game if the series is tied at one apiece. If there is a winner after the twenty minute period than that team moves on to the semifinals. If the game is still tied after the twenty-minute period, it will go into a sudden death match and whichever team scores first moves on.

The two teams have played each other three times this



year, with the Falcons winning two of the games and tying the other. The weekend of November 13 and 14, the Falcons traveled over to Eau Claire to play the Blugolds at Hobbs Arena. The Falcons left Eau Claire with a 2-1 victory on Friday night and a 1-1 tie on Saturday night. On February 6th, the Blugolds traveled to Hunt Area hoping to avenge their defeats, but came up short as the Falcons scored five third period goals and won 6-3.

The Falcons finished the season strong winning four of their last five games. The biggest concern coming into this weekend will be can they win at home or not. The team has been inconsistent at home this year, posting a 6-7 home record, but only a 9-1-2 record on the road. However, they have won their last two home games, which includes the Eau Claire game on February 6th. The Falcons had just five home games since the mid-season semester break winning three of the five games.

The biggest reason for the inconsistent home record and the

dominant road record comes down to the defensive side of the game. The Falcons scored 46 goals in 13 games at home, which, averages out to be 3.53 goals per game. The Falcons scored 41 goals in 12 games on the road, which averages out to be 3.41 goals per game. There isn't much difference on the offensive side of the game between home and away. However, goals given up are a different story. The Falcons gave up 45 goals in 13 at home, which, averages out to be 3.46 goals per game. The Falcons gave up only 27 goals in 12 games on the road, which, averages out to be 2.25 goals per game. The team is giving up one less goal on the road than at home and is still consistently scoring as many goals on the road as at home. In hockey, that is a huge difference.

If the Falcons can bring the defensive side of their game they create on the road to Hunt Arena, and also keep that offensive edge they have, the team should have no problem taking care of sixth seeded UW-Eau Claire in the first round of the NCHA Peters Cup.

Derek Johnson is a journalism major. His interests include: playing/watching sports and writing music. Derek also spends his time broadcasting sports for WRFW.

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Weekly sports wrap

Women's basketball

The Falcons lost to UW-Lacrosse Feb 17, 76-67. They travel to UW-Platteville on Feb 20 in their last WIAC season game.

Men's basketball

The Falcons lost to UW-Lacrosse 73-71 Feb 17. They will head to UW-Platteville

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Strong performances, music make up for film’s flaws

The tagline for director Scott Cooper’s “Crazy Heart” reads, “The harder the life, the sweeter the song.” No doubt about it, Bad Blake has lived a hard life. Once a successful country western musician, Blake is reduced to playing his old tunes in corner bars and bowling alleys. With a cigarette in one hand and a shot of his favorite whiskey in the other, he lives life like he can’t wait to die. And yet, when he takes the stage, he plays with an aura of sweet, sensuous emotion that belies his ragged exterior.

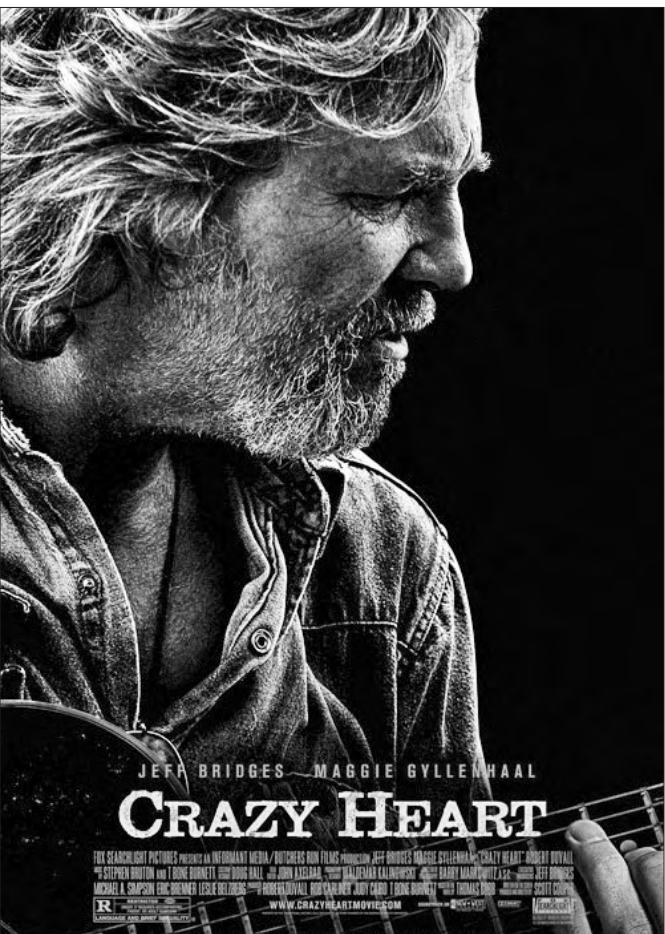
The role of Bad Blake feels like the perfect fit for star Jeff Bridges. Not since Mickey Rourke in 2008’s “The Wrestler” has an actor been so completely and authentically lost in a character. His performance is deep and affecting, but never overdone - achieving a level of believability that actors strive for but rarely obtain. Not only does it rank among the top performances of 2009, but it’s also one of the best in Bridges’ distinguished career. For the first time since “The Big Lebowski,” I was able to see Bridges as someone

other than The Dude. Although this is clearly Bridges’ show, “Crazy Heart” also features a strong supporting cast. Showing up as Blake’s former protégé is Irish bad-boy Colin Farrell. Surprisingly, he proves to be a talented country singer. The legendary Robert Duvall makes a brief appearance as well. I only wish he would have played a larger role in the film, as the few scenes he shares with Bridges are nothing short of cinema gold.

Spending the most screen time with Bridges is co-star Maggie Gyllenhaal. Her performance as a struggling single mother may lack Bridges’ natural subtlety, but it’s not without merit; she’s lively and raw, perfectly contrasting Bridges’ aged melancholy. Bridges and Gyllenhaal both excel in their individual roles, but together they are the film’s greatest weakness. They become lovers early in the story, and it’s this relationship that drives Blake to better his ways. Unfortunately, they never feel like a believable pair. Gyllenhaal’s actions rarely match her motives - she seeks to find a better life for her son, but is all too willing to

bring an alcoholic like Blake into her home. Considering that this love affair is so vital to the story, its implausibility is almost a deal breaker. The underlining theme in “Crazy Heart” is redemption. As Blake fights to overcome his many vices, he proves that it’s never too late to teach an old dog new tricks. Frankly, this theme has been handled better elsewhere. I think that the before-mentioned “Wrestler” is ultimately a superior redemption movie - reaching a powerful emotional climax that “Crazy Heart” falls just short of. However, with such strong performances by Bridges et al, it’s not hard to look past the film’s flaws. Also, considering that this was director Scott Cooper’s big-screen debut (he also takes writing and producing credits), I would say that he did an admirable job. Although his first attempt is not perfect, I would keep an eye on him in the future. Jason Reitman might have some competition in the up-and-coming director scene. Go for the acting, but stay for the music. “Crazy Heart” is a touching - if not original - tale of redemption that is just different enough to feel fresh. There are better films out there, but none have Bridges’ phenomenal performance.

Michael Brun is a journalism major with a minor in film studies. Although he is a self-professed gorehound, he can also be emotional - he cried like a child at the end of Terminator 2.



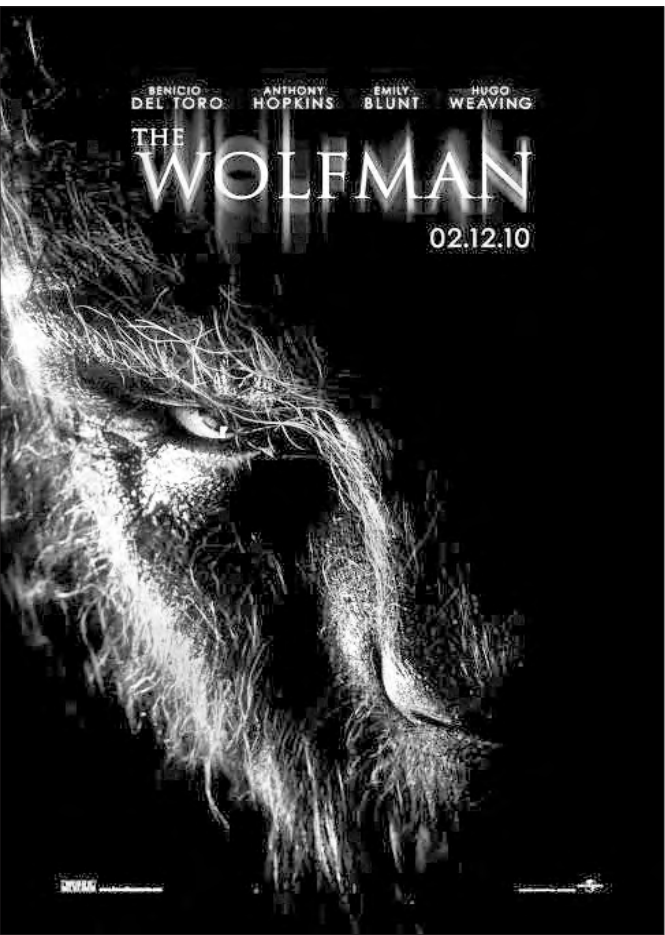
Wolfman pays homage to 1941 classic with compelling actors, splendid scenery

Not many fantasy creatures can really evoke fear in an audience, and the Wolfman is no exception, but regardless, it is a beautifully shot homage to the 1941 classic. Walking into the theater, I didn’t expect to be extremely scared at any point in the film and I wasn’t, but the film did an excellent job of using suspense and action to keep viewers on the edge of their seats. Maybe some of the special effects seemed a bit laughable at times, but it is the Wolfman. One of my few complaints about the film is that it seemed to move too fast. Before I knew it, the film was over. With a cast including Benicio del Toro, Emily Blunt, and Anthony Hopkins, clearly the acting wasn’t a negative. Even though the film seemed to fly by, I felt very compelled and intrigued by the characters. Anthony Hopkins

was especially interesting as a devious and deranged father. Benicio del Toro filled the role of a troubled man perfectly, dealing with a terrible affliction. Emily Blunt added some much needed compassion to the film as the one person aiding the desperate del Toro. The film really created a beautiful gothic world. The cinematography and scenery were superb and entrancing. This made it very easy to get drawn into the film, which had some of the most beautiful scenes I have seen in a long time. Something about the way it was filmed, the scenery and the tone really made me feel like I was watching an old film. The Wolfman is not a film for people with weak stomachs. It was rated R primarily for all the gore and blood. So, if you like lots of blood and guts, this is the perfect film for you. The gore didn’t

seem to faze me too much, but then again I’m a horror movie enthusiast. This is not a movie for kids, and I was appalled to see a few young children in the theater. The film was an excellent remake of the 1941 classic, because it captures all the important aspects of the original “...captures all the important aspects of the original and simply updates it using modern visual effects.” and simply updates it using modern visual effects. If the film had been shot in black and white I would almost be compelled to believe that it was older. It certainly is shot like one. The cinematography, acting and storyline made the movie a great ode to horror classics, films and the special effects made it a great modern-classic horror film.

Natalie Conrad is a junior journalism and marketing communications major and French minor. She enjoys running, reading, writing, playing guitar, and traveling.



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Bailey Rae’s new album comes packed with emotion

In contrast to her first massively successful, self-titled LP (the forty-ninth best-selling album of the 2000s), British Soul singer Corinne Bailey Rae’s sophomore effort is tinted with strong shades of melancholy and pain. Born in Leeds, Bailey Rae burst onto the music scene in the summer of 2006, and charmed and soothed listeners with her singsong Jazz melodies

that were calm, warm and refreshingly heartfelt. She was billed as a less-bland Norah Jones and a lighter version of Billie Holiday. However, after the initial charisma of her two wonderful singles began to wane, it became apparent that the album was characterized mostly by an abundance of filler. Well-delivered, but somewhat forgettable none-

theless. In contrast, The Sea, Bailey Rae’s latest record, begins with the soft words, “He’s a real live wire/ He’s the best of his kind / Wait till you see those eyes,” certainly referring to her husband, who died of an accidental methadone overdose in 2008. It becomes immediately apparent that she is attempting to touch on more moving and personally meaningful subjects.

Here, she bears her grief to the world, making no apologies for any of her mixed emotions. Her loneliness again surfaces on “I’d Do It Again,” in which she croons somewhat incoherently over a waxing and waning acoustic guitar. “Hard to believe / That my heart, my heart’s an open door... see more,” she passionately delivers. However, it remains clear that this record isn’t about mourning, but rather a heartfelt tribute. “This album, like everything I do, is made to try and impress Jason Bruce Rae,” she writes. There is much diversity to be found on the album, including the hopeful and upbeat “Paper Dolls,” featuring a resonating chorus with a hint of pop influence. The perfectly-delivered “Paris Nights/New York Mornings” is a number infused with

personality, spice and a hint of 1960s attitude-something that you could definitely dance to. The title track she sings, as if reminding herself, “Don’t you stand there wishing life would fade away.” Bailey Rae has always had a remarkably silky smooth delivery, well accompanied by soft Jazz backgrounds and soul medleys. She seemingly hopes to show the world how she can be empowered, not burdened, by the power of love, and thus has evolved into a bolder and more impassioned artist. The glimpses of vintage soul that Bailey Rae offers her listeners is something that is starkly refreshing, especially when compared to the forgettable, substance-free R & B that is prevalent today. Following an upbeat summer soundtrack, Bailey Rae has now given us something for the long, cold days of winter.

Andy Phelps is an English major with a journalism minor. He enjoys gambling and Korean soap operas. He possesses a deeply-rooted dislike for Nickelback.



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River Falls hotels compete with each other, economy

Lezli Weis
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The lodging industry in River Falls seems to be continually changing with businesses opening, going up for sale and changing ownership.

The Best Western Hotel and Suites, the newest lodging establishment in town, opened in River Falls on July 3, 2009, Dustin Hanson, the hotel manager, said. However, the hotel business is a little “softer” than they would like to see, he said.

“We believe for a new hotel, in a small town, we are holding our own,” Hanson said.

UWRF built a new green University Center which was completed in 2007, and the Best Western wants to continue this trend.

“The theme of the town is green and we are certainly working to go along with that,” said Andrew Dyb, general manager of the Best Western Hotel and Suites in a press release posted on BestWesternRiverFalls.com.

Hanson explained that Anytime Fitness, the 24-hour work out center that is a part of the building, is doing well and there are a large number of members enrolled. Students Tiffany Pirius and Aaron Smith are both members at Anytime Fitness.

“I have been working out here since September,” Pirius said. “I used to work on at the University.” Smith didn’t work out anywhere else before coming to Anytime Fitness.

There are currently six other lodging options in and around town that are working to compete with the new Best Western. These hotels are: The Kinni Creek Lodge and Outfitters, The Servant Quarters, Highland Inn, America’s Best Value Inn, River Falls Motel and Crossings by Grandstay Inn and Suites.

River Falls Motel and America’s Best Value Inn are both under the same ownership. America’s Best Value Inn was previously a Best Western, but changed names three years ago according to Rita Bhakta, the hotel’s manager. They have experienced a decrease in customers over the past few years due to the economy, Bhakta said.

“People are spending less now,” Bhakta said. “We have nice and clean rooms out here [but] people are now becoming aware of their expenses.”

She explained that they are competing with the other hotels, but the Best Western isn’t affecting them very much. The reason, she explained, is because America’s Best Value Inn does not have a pool and the Best Western does, so they are not in the same exact area of competition.



Lezli Weis/Student Voice
above: Inside the Best Western Hotel and Suites lobby visitors are welcomed to the hotel. Anytime Fitness, a work out center attached to the hotel, has a large number of student members.
below: The Servant Quarters Bed and Breakfast, located five miles out of town, offers unique features. In an attempt to draw in more customers, The Servant Quarters added a conferecne room and increased marketing.

Sally King/Student Voice
left: The Best Western Hotel and Suites has increased competition among lodging businesses in the area since they opened July 3, 2009. Owners of hotels and lodges admit the present economy has had a larger impact on business than the opening of the Best Western.

“Mainly because this is a college town, we do have parents coming in for that,” Bhakta said. She explained that they also have discounts for college students, and if there is an event at the University, they work out a cheaper rate with customers.

The River Falls Motel is currently up for sale, but still in business, Bhakta said.

The Servant Quarters Bed and Breakfast is located five miles outside of town, and offers some features that the other hotels in town do not.



marketing. “Anyone I do business with, I’m going to let them know about what I have,” Overbye said.

The Servant Quarters offers wireless internet, and all guests are welcome to use the kitchen. Overbye said that her bed and breakfast is perfect for family reunions, weddings, couples retreats and many other things.

“I want to enhance and draw in more people for different types of events.

Another aspect that The Servant Quarters offers that other hotels in town do not is that they have a Ham radio room below the four-season porch. Overbye also has a printer and fax machine that guests are welcome to use.

The Servant Quarters has been open since September 2007, and Overbye has continually been trying to draw in more customers.

“I’ve had about the same amount of business in the 2008 and 2009 calendar year,” Overbye said.

When asked about the new Best Western, she explained that she is constantly competing with them.

“I’d like to have all of their people stay here,” Overbye said.

She said she hopes the conference room will help

draw in more people for different types of events.

In order to set themselves apart from other hotels and lodges in River Falls, the Kinni Creek Lodge and Outfitters offers kayak rentals to their guests and to the public, explained Paige Olson, the owner of Kinni Creek.

“We offer one-on-one personal hospitality to each of our guests and they become friends of mine and my husband,” said Olson.

They offer three guest rooms that can sleep seven people each, and there is a pull out couch for the cabin that can fit two more people.

Kinni Creek has been open since 2000, and since then has seen a decrease in customers, explained Olson.

She attributes the decrease to the “lodging tax.”

“Our customers pay a 10.5 percent total tax where other retail and restaurant customers only pay a 5.5 percent total tax,” Olson said.

In order to compete with the opening of the Best Western, Olson continues to offer a “Total Vacation Rental,” which includes a fully furnished kitchen and an outdoor gas grill.

“It is popular with UW parents as their cabin at their kids’ college, [and it’s a] nice alternative to a standard hotel room,” Olson said.

The seven hotels and lodges in and around River Falls are all competing with each other and continue to do what they can to attract new customers. According to many owners and managers of the hotels and lodges, the economy is affecting them more than the addition of the new Best Western.

“People are spending less now. We have nice and clean rooms out here [but] people are now becoming aware of their expenses.”

Rita Bhakta
America’s Best Value Inn
Hotel Manager

wooded acres that has walking paths through the woods.

Debra Overbye, the owner of The Servant Quarters, explained that she doesn’t have a lot of business, but recently added a conference room and is starting to do more

serve my guests astically,” Overbye said.

She leaves it up to the guests to decide if they want her to make them breakfast in the morning, or if they would rather not see her throughout their stay and have the place

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