

Deans plan to build bonds over dinners

Monthly sessions with students aim to give students a chance to speak

By Aparna Sud

In an effort to strengthen their relationship with students, the Deans are hosting several new events during the year, including monthly “Dinners with Dialogue” for graduate students and “Cookies with Conversation” for undergraduates.

Invitations to these events are randomly sent to 20-60 undergraduates and 30-40 graduate students, and events last between an hour and ninety minutes.

“Students seem delighted to receive an invitation and very pleased at the opportunity,” said Tom Gearty, Director of Communications for the Dean for Student Life, based on reading RSVPs to the first of these events.

“The feedback is overwhelmingly positive.” Anna Klein, Communications Manager for the Office of the Dean for Undergraduate Education, said these happenings allow students to interact with administrators in a casual setting and allow deans to come across as more personable.

Students are also given the opportunity to ask and submit discussion questions prior to the event. Questions have ranged from ideas (e.g. “Would be possible for MIT to have some kind of home economics class?”) to abstract discussion questions (e.g. “How will the increase in size of the student body impact student life?”).

In addition, students can submit concerns or questions online via comment boxes on the three deans’ newly changed web pages. Responses can be anonymous, although most students choose to reveal their information so they can receive digital follow up from the deans.

“Comments come from both inside and out the Institute,” Heather Fry, Communications Officer for the Dean for Graduate Education, said. “The comment boxes are meant to be a casual low-threshold channel.” The administration is also looking at other ways to enhance student input. According to Fry, they are looking at ways to increase student

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GREG STEINBRECHER—THE TECH

Man-Yan Lam '11 guides the MIT women's lightweight team down the Charles during the Head of the Charles regatta on Sunday. “Every time we passed under a bridge, there would be spectators yelling encouraging words to motivate us,” said lightweight rower Lizzy Wei '12.

MIT rows in Head of the Charles

Men's and women's teams top last year's performances

By Colleen Loynachan

MIT's four varsity crew squads rowed competitively in this weekend's 46th Annual Head of the Charles Regatta. The four squads — the men's lightweight, women's lightweight, women's openweight, and men's heavyweight teams — all bested last year's performances.

The men's lightweight team placed 12th of 21 teams; the women's lightweight teams placed 8th

of 12 teams. MIT's men's openweight team placed 31st out of 35, while the women's openweight team placed 24th out of 30.

The Head of the Charles is the world's largest two-day rowing event, attracting over 8,000 athletes and a quarter million spectators.

Varsity heavyweight men's coach and Director of Rowing Tony E. Kilbridge said the conditions for this weekend's regatta were ideal. Kilbridge said that last year rowers

“under performed” due to difficult weather conditions, including persistent rain and a snowstorm. This year, the rain had subsided and the water calmed before the championship and lightweight teams rowed in the premier events of the weekend Sunday afternoon.

Kilbridge said the major challenge of the race is its length. Whereas normal races are 2 km or 6 km, the Head of the Charles is 3.2

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Freshmen, meet your alumni pals

Class Connections program hopes to strengthen ties across class years

By Margaret Cunniff
STAFF REPORTER

On Family Weekend, freshmen, their families, and alumni came together for a meet-and-greet over dessert, the first official Class Connections event. Muise estimates that there were about ten alumni at the event.

Class Connections is a new program that aims to partner the freshman class with alumni who will be celebrating milestone reunions in the year of their graduation. This year, freshmen are partnered with

the Class of 1989 and the Class of 1964, who will be having their 25th and 50th reunions in 2014. The idea is to foster communication between the three classes for the four years the Class of 2014 is at MIT.

The program was first announced to the Class of 2014 at Convocation, when President Susan J. Hockfield addressed the incoming students.

At the event two weeks ago, the large number of parents caused some confusion — many freshmen were not able to tell the alumni from the parents.

Many other freshmen did not

think the event was relevant to them, so they did not attend. “It didn't seem interesting,” said Emily L. Hupf '14. “It seemed like it would be more a business-like meeting... rather than learning about life at MIT.”

Despite the snags, Daesun Yim '14, the 2014 Class Council president said the event was mostly a success. “We learned a lot about planning future events,” he said.

The program is intended to benefit both students and alumni,

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SARANG KULKARNI—THE TECH

Dr. John Holdren '65, adviser to President Barack Obama for Science and Technology and Director of the White House Office of Science and Technology Policy, delivers the 2010 David J. Rose Lecture in Nuclear Technology, titled “The Energy / Climate-Change Challenge and the Role of Nuclear Energy in Meeting It.”

Colombo, Next House freshman meet on dining

On Sunday, Andres A. Romero '14, the organizer of the Next House Dining Petition that led to the UA's unanimous bill urging intervention in the dining process, met with Dean for Student Life Chris Colombo.

According to Romero, at the meeting:

- Colombo said that if the students in Next House do not like the dining plan, they should get on the waiting list to move to another dormitory. Colombo is aware there may be changes to house culture as a result of this, though they may be hard to quantify.

- Colombo said that the House Dining Advisory Group (HDAG) believes most students want breakfast.

- Colombo said that HDAG will proceed with the

RFP (Request for Proposal) process.

Though his spokesman, Tom Gearty, Colombo questioned Romero's account of the meeting, saying Romero did not portray the meeting accurately.

Gearty said that Colombo did not direct students to join the waitlist, rather that those directions came from students who were present.

Ellen B. McIsaac '12, Anne M. T. Juan '12, and Bette M. Colombo were present at the meeting. McIsaac confirmed Romero's above bulleted points.

Romero also claimed that Colombo said that MIT would either go ahead with the new HDAG plan, or stop all house dining altogether.

Gearty said that was “not an accurate portrayal of the meeting,” and Juan and McIsaac agreed.

Juan and McIsaac are members of HDAG. McIsaac is the president of Next House.

— John A. Hawkinson

IN SHORT

Gonzalo Guillen, age 22, the suspect said to have stabbed his fellow Anna's Taqueria employee outside the Student Center on Wednesday, Oct. 20, was taken into custody late Friday morning in East Boston.

Three students were expelled in 2008-09, possibly a record for MIT. See our Committee on Discipline charts, p.15.

The deadline for UROP proposals for the fall term is Thursday, Oct. 28,

at 5 p.m.

Russo's Produce Market has moved to its winter location on the first floor of the Stata Center. It runs on Tuesdays, noon-6 p.m.

The Tech distributed a survey about the political views of MIT students on Monday afternoon. Please respond by 11:59 p.m. Thursday. Results will be released in our election day issue, Nov. 2.

Send news information and tips to news@tech.mit.edu.



ROCK BAND 3 IS HERE

Hold on to your plastic faux-struments — the latest installment *Rock Band* franchise adds a keytar and a “pro” mode for more finger-busting hijinx. **CL, p. 8**

ABORTION AND THE STATE

Is abortion immoral? And if so, does that mean it should be illegal?. **OPN, p. 5**

G@AMIT BACKS “IT GETS BETTER”

Leaders of LGBT at MIT speak out about the project, and the community. **OPN, p. 4**



STEAL MY COMIC

In which you get what you paid for. **FUN, p. 9**

THE TECH'S WORLD SERIES PICKS

The staff didn't see the Giants coming. Now they're split on whether the team will go all the way. **SPO, p. 16**

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A comprehensive look at the 'It Gets Better' campaign

'It Gets Better' provides an uplifting message for many

By Judith "Cal" Vasquez and Joubert Glover

As president and vice-president of G@MIT (GLBT at MIT, a student group at MIT devoted to creating a queer-positive environment), we thought it would be important for us to contextualize and point out a few concerns to Michael Veldman's '14 opinion piece published on October 19.

We agree with James M. Long's criticism of Veldman's opinion (published October 22), and would like to articulate a few additional concerns from the perspective of the LGBT community at MIT.

We take issue with the fact that Veldman's article speaks for a number of members of the LGBT community in a way that isn't necessarily true. Those who make "It Gets Better" videos are often trying to answer a simple question posed by the campaign — if you could go back to give your teenage self a message, what would it be?

For some, this is a stoic and harsh message about the depression and isolation felt by many LGBT youth. For others, it's an uplifting message, saying that while it may be impossible to imagine a happy life when you are alone and being harassed, you have the possibility of being happy once you leave the toxic and often homophobic mid-

dle and high school environment. Who are we to discredit these individuals' message because it does not fit into our conceptions of what a depressed person does or does not want to hear? Those who are making the "It Gets Better" video were there, and it devalues their experiences and their ability to send out a powerful message to criticize it as "hollow...and cruel" because it is not the message that we ourselves would give.

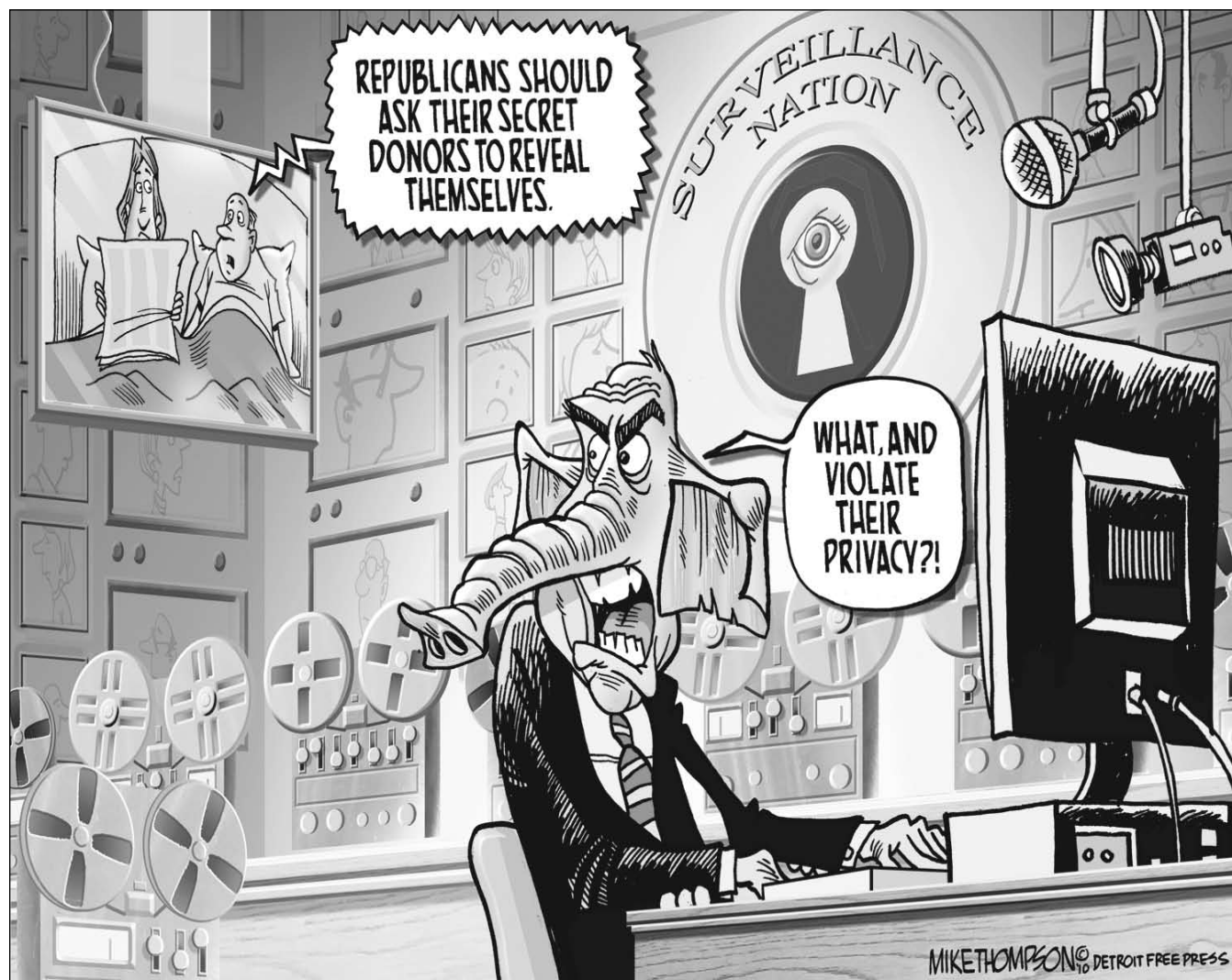
The Tech's coverage should also focus on the positive measures and successes of the LGBT community...

We further criticize *The Tech* for choosing to print an overly negative and bordering on nihilistic opinion piece instead of an article that had the power to make a positive impact. The week before the 19th's issue of *The Tech* was Coming Out Week, during which LGBT at MIT and G@MIT put on eight events over the course of the week. These had a positive impact and a large turnout, and to not cover these events with a full article, despite being aware of their

occurrence, is to ignore an important aspect of MIT's community. We believe that the message of tolerance at MIT that coverage of Coming Out Week would have presented would have been a much better use of space than Veldman's criticism.

We are concerned that the most coverage the LGBT community has gotten in an extended period of time was about a campaign that was not directly germane to the LGBT community at MIT. The last broad-scale coverage that the LGBT community received, which we determined from searching through *The Tech's* archives, reported on homophobic threats the Sloan LGBT student group received through e-mails in 2008. To truly reflect the MIT community as a whole, *The Tech's* coverage should also focus on the positive measures and successes of the LGBT community, such as the recent rise in attendance at LGBT events, the thriving first-year LGBT student group and Coming Out Week.

Judith "Cal" Vasquez '12 and Joubert X. Glover '11 are Vice-President and President of G@MIT, respectively. The videos referenced in this column can be found on the G@MIT webpage at <http://web.mit.edu/gamit/www/>. If you would like to participate in MIT's 'It Gets Better' video, e-mail gamit-admin@mit.edu.



CORRECTIONS

A story on Friday, October 15 about the MIT-Greater China Strategy Working group misstated the name of the founder of Sohu.com. He is Charles Zhang PhD '93, not Zhu.

OPINION POLICY

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Letters, columns, and cartoons must bear the authors' signatures, addresses, and phone numbers. Unsigned letters will

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Abortion: A question of values

A fetus may have a right to life, but how does the state fit in?

By Keith Yost
STAFF COLUMNIST

I don't like writing about social issues. In part, this is because they seem so insignificant. Why should I care about the passage or overturning of Prop 8 (a gay marriage ban in California) when that state already offers domestic partnerships that provide all the same rights as marriage? Does it really matter whether a violent criminal spends his entire life behind bars or is put to death? How can the issue of marijuana legalization rate more highly in anyone's mind when Social Security is insolvent?

For the most part though, I don't like writing about social issues for one reason: They make me uncomfortable. Policy questions in economics, technology, or foreign affairs are primarily debates over the nature of an objective reality. These are issues on which empirical evidence has something to say, where value judgments alone are insufficient to guide a responsible policy maker. But social issues are almost entirely questions of values. Conversations about social policy very quickly devolve into intractable differences and eristical arguments — they're divisive, not deliberative.

If there is a silver cloud to the recession, it is the disappearance of social issues from public discourse. The attention of the nation has been on bailouts, fiscal stimulus, and health care, and as the midterms near, the wedge issues that practically defined past elections are conspicuously absent.

This peace will not last. Some issues, like gay marriage, are already working their way through our court system, ticking time bombs placed under the support beams of the GOP's new fusionist political tent. Others, like "Don't Ask, Don't Tell" and the "Ground Zero" mosque, are going to be brought out by politicians to be used as cudgels against the other side.

If social issues are an inevitable feature of political life, then people like me have two options. The first is to live as Elena Kagan

has, and fastidiously avoid making any public judgment on such matters, in the hope of avoiding them until such time as I've been given lifetime tenure in some position. The second is to confront social issues head on, explain my views clearly and honestly, and let the chips fall where they may.

I've chosen the latter. And so, I give to you, Keith Yost's answers to questions about abortion.

Is an embryo human life?

If human life is a yes/no binary sort of thing, then it's fair to say that life begins at conception. After all, if a 21-year old is human life, and walking backwards we find no bright line to mark the transition point between non-life and life, or humanity and non-humanity, then it stands to reason that an embryo is life just as I am.

Personally, I like to think of life as a fuzzier sort of thing and say that an embryo (or, for that matter, a coma patient) is human life only insofar as it has a chance of reaching cognizant adulthood. Thus, if an embryo only has a 50 percent chance of reaching maturity — and we chose to ignore the significant resource costs involved with converting an embryo into a mature human being — we should be willing to trade two embryos for a single 21-year old.

But what are its rights?

The important question is not whether an embryo or fetus is human life. The important question is whether we choose to assign it human *rights*, and to what degree. After all, we do not automatically grant rights to all forms of human life — most rights are reserved until the age of majority, and some are taken away under various circumstances.

I consider rights to be inexorably tied to cognitive function. In order to enjoy the liberty to make ones own decisions, you first need the mental capacity to rationally make those decisions for yourself. For this reason, we deny rights to children and the mentally

incapacitated. An embryo, by this reckoning, should have very little in the way of rights.

At the same time, the right to life is the most basic of human rights. We are loathe to take it away from anyone — a 6-month old child, even if it has fewer mental functions than an adult dog, still enjoys a level of protection in society that exceeds that of the animal. I'm inclined to believe that an embryo does indeed have a right to life.

However, does an embryo's right to life trump a mother's liberty?

Rights are constantly in conflict. There is no cardinal ordering of human rights that decides when one trumps another. Think about the challenge of terrorism: a society can respond in many ways to a new terrorist threat. It could simply ignore the problem and accept the increased risk of death (cheapening the right to life). It could improve its level of protection by granting the police and national security forces greater powers to intrude upon citizens lives (cheapening the right to liberty). Or, refusing to accept either mortal risk or curtailed liberties, it could increase the resources it uses to combat terrorism (cheapening, through taxation, the right to property). There is no *right* answer. We choose our path through a sort of tug of war held between Dick Cheney, Anthony Romero, and Grover Norquist.

The *Roe v. Wade* decision was an unprincipled legal nightmare. Justice Blackmun made virtually no attempt to link the decision to constitutional rights, and placed the decision within such an arbitrary legal framework that were the decision to be revisited today, would almost certainly be struck down. But his balancing act, however arbitrary, exemplified the trade-off between rights. As a pregnancy progresses, the viability of the fetus increases, which strengthens its right to life, and the burden upon the mother of carrying the baby to term decreases, which weakens her claim to liberty.

Blackmun's formulation of "first two

trimesters are abortable, third is not" is a crude tool, but it captures the problem well: Somewhere in those nine months, there is a line to be drawn.

Is abortion immoral?

I'm reminded of a series of late night commercials by ChildFund International. You've probably seen them: an actor (usually Alan Sader) appears with a child from a developing country and says that for less than a dollar a day, *you* can save the life of a child, *this child*. As melodramatic as it sounds, ChildFund International is actually understating its case. For a dollar a day, it is probably possible to save as many as ten lives. Is it immoral for you or I to not give that dollar, knowing the relative good it can do? Yes.

As a question of morality, I think of abortion in the same way. For 300 calories a day, *you* can save the life of a child. In most circumstances, abortion is immoral. While pregnancy and birth are not inconsequential, their burden upon the mother is, in my mind, usually much less than the value of the life it creates. A pregnant utilitarian should feel personally compelled to preserve the human life inside them.

But speaking more practically, should abortion be illegal?

Abortion is generally immoral. But it is not the job of the state to impose morality on its citizens. Granting the state that sort of responsibility is to invite disaster — historically, states are not characterized by their morality, but by their depravity. The job of the state is to protect the rights of individuals, and a fetus's rights, for at least some period after conception, are less than those of a mother.

If dictating morality really were the proper sphere of the state, we should force our citizens to give money to ChildFund International well before we force every woman to carry every pregnancy to term. We don't. And we shouldn't.

Do you blog?

The Tech's Opinion section is starting a blog this semester.

If you care about politics, international relations, or campus events, but don't have the time to write long-form opinion columns, this is your chance.

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Trying out new ways to talk

Gearty says communication is a priority for the Deans

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participation on faculty committees. Additionally, the administration is planning to meet frequently with diverse student groups and student athletic captains in conjunction with the Undergraduate Association and the Graduate Student Council.

Students can now also get updates about campus events on Twitter at <http://www.twitter.com/MITstudents>. With over 200 followers already, the series of 3-5 daily tweets allow both graduate and undergraduate students to be informed about on-campus events and Institute announcements. Fry says they try to tweet about events that are of interest to most students, such as the Glass Pumpkin Patch or Beaver Dash.

However, Gearty recognizes that not all students may respond to Twitter. "There is no single channel to get the word out," Gearty said. "The main focus is for students to be

heard and get the information they need." Gearty notes that e-mail may be the most effective form of communication for graduate students, but not for undergraduates. Gearty acknowledges that the administration has to communicate with students in a variety of ways.

"There was a general frustration that students did not know what was going on."

—Chancellor Phillip L. Clay

One possible method of communication is through student focus groups. In an effort to move forward, administration is looking to students leaders and representatives. "They will be beneficial and advantageous in both relaying and receiving information from the rest of the student body," Fry said.

In a recent e-mail sent out to all students, Chancellor Phillip L. Clay PhD '75 notes the process to improve dialogue between students and administration began in 2008, based on input from students and faculty. "There was a general frustration that students did not know what was going on," Clay said. As a result, Clay along with Dean for Graduate Education Christine Ortiz, Dean for Student Life Chris Colombo, and Dean for Undergraduate Education Dan Hastings have come together to find ways to keep students "up-to-date and involved in the discussions and initiatives on campus."

"It was easy to tell that two-way communication was a priority for the Chancellor and Deans," Gearty said, speaking about his impression upon assuming his position last year.

Klein also points out that some of these initiatives, including the Twitter feed, are part of a larger move to use technology to communicate with students.



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Crew more focused this year

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miles, or 5 km.

"The challenge is to obtain the best speed and maintain it throughout the race," Kilbridge said.

This regatta didn't count towards MIT's standing in the Eastern Sprints League, which includes the Ivy League schools.

"We didn't place as highly as we hoped in the Head of the Charles, but my goal for all of the rowers is to be competitive within their league," Kilbridge said. The four squads each beat a few of the other crews within their league.

Lightweight women's rower Lizzy Wei '12 said that the enthusi-

asm of the spectators increased her squad's confidence and built up its energy and adrenaline, improving its count stroke rating.

"Every time we passed under a bridge, there would be spectators yelling encouraging words to motivate us," Wei said.

Wei said that the whole mentality of the team has been more focused this year, which resulted in an improved performance in this year's race.

Despite graduating five of its top eight rowers last year, the lightweight men's team, led by new head coach Will H. Oliver, had a stronger finish in this year's race.

"Having a new coach has been

inspirational for us," coxswain Emily Shao '11 said. "He pushes us really hard."

The heavyweight men's team was an especially young group this year, with four freshmen rowing in the championship eights boat.

Kilbridge said that the young team has "a lot of potential," but that they also have a long way to go as the rowers are in the early stages of learning how to row at the college level.

MIT also raced second varsity squads Saturday afternoon in the men's and women's club eights events. The crew team will compete again this weekend, at the Princeton Chase in New Jersey.

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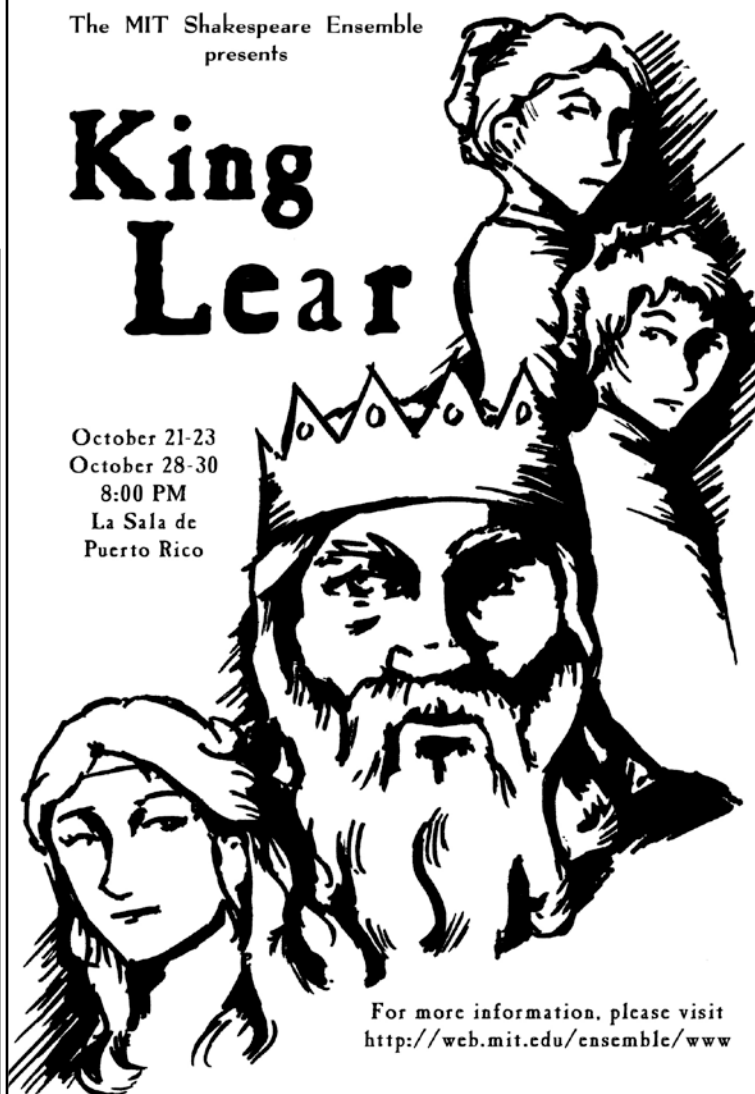
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The MIT French Studies Program in Foreign Languages and Literatures

Announces

The American Premiere of Darina al-Joundi's Play

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(performed in French with English-language supertitles composed by Philippa Wehle)

On Tuesday, October 26 at 7:30 p.m., MIT Media Lab Complex,

sixth floor (E14-674); free admission; reception to follow the show



This play is an astonishing account of a young Lebanese woman's attaining social, intellectual, and sexual freedom amid the violence of civil war in Beirut. It has been hailed by *Le Monde* as "a story that flows from [al-Joundi] like a surging river" and by *L'Humanité* as "a song of resistance. . . for all her sisters of Palestine, Algeria, Irak, and Syria."

A round-table discussion and Q&A about the play, focusing on the topic "Writing and Staging Interculturalism," will take place at 11 a.m. on Wednesday, October 27, in Room 14E-310 (Humanities Building, 160 Memorial Drive)

This program is made possible by the support of Foreign Languages and Literatures and the French Initiatives Endowment Fund.

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TRACY 04-96

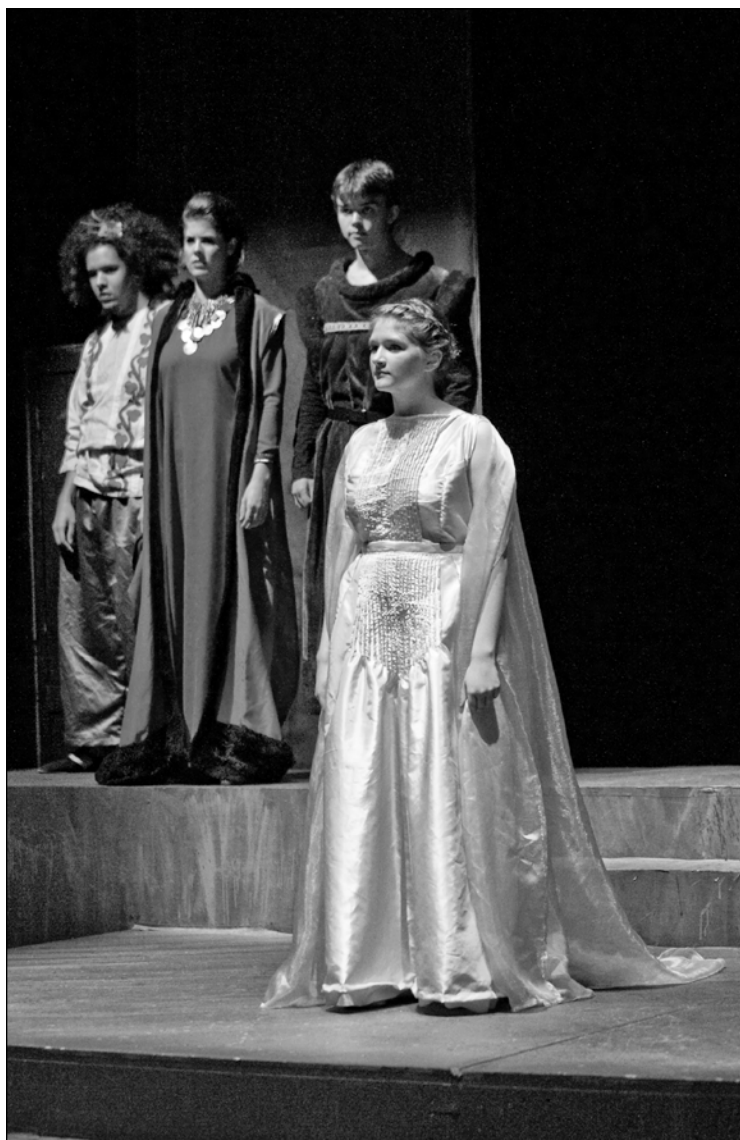
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MIT Shakespeare takes on King Lear



SARANG KULKARNI—THE TECH

Cordelia (Allison M. Schneider '13) attempts to convince her father, King Lear, that she really does love him, all the while refusing to flatter him. The MIT Shakespeare Ensemble is currently performing King Lear, with the second run taking place from Oct. 28 through Oct. 30 at 8 p.m. in La Sala de Puerto Rico in the Student Center.



SARANG KULKARNI—THE TECH

Cornwall (Adam Finelli) gouges out the eyes of the Earl of Gloucester (Joshua J.A. Walker '12) after arresting him.

Frosh meet classes of 1989 and 1964

New program builds ties across years

Connections, from Page 1

informing alumni of things happening on campus and helping students get a sense of life beyond MIT. "Alumni are always interested in students and what students are doing," said Peter F. Muise, Director of Reunions and Class Programs.

"For students, there is curiosity about what life is like after MIT and what life was like at MIT for alumni," he added.

Members of the class councils from all three classes have met to discuss the future of the program. "We discussed our goals and concrete ideas of how we would proceed," said Jonathan Chien '14, a 2014 Class Council publicity co-chair.

"The program is still in its infancy," Yim said. Chien also said the program is currently "slightly undefined in its goals," but that the

Council is learning how to best take advantage of the program as they go.

The Alumni Association plans to continue the Class Connections program for future freshman classes. The program for the 2014s should extend throughout their four years at MIT.

The Association is trying to stay hands-off for now. "A lot of it depends on what the officers in the classes are interested in doing," said Muise. "We're trying to let it grow organically."

Muise notes the current plan is to have campus be the center of the program, but there is interest in expanding beyond campus, possibly through a virtual network or by connecting students with alumni in their hometowns. Chien discussed a possible pen-pal program, which would pair students with alumni based on shared interests.



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Product endorsements link stars with charities

Cause marketing, charity connections give mutual benefits to companies, celebrities

By Megan Woolhouse
THE BOSTON GLOBE

Last month's early-morning car crash that left one person injured but Tom Brady unharmed was more than a close call for the New England Patriots quarterback. It was also a great marketing opportunity.

Within hours, just about everyone knew that the superstar athlete

with a supermodel wife drove an Audi worth \$97,000.

In the days that followed, the Globe learned that Brady's car was a perk, part of an endorsement deal with Audi of America Inc. Since 2007, Brady has acted as "honorary chairman" of Best Buddies International Inc., a charity that helps learning-disabled adults, and in that role he makes appearances at fund-raisers, giving participants

rides in his Audi.

Anthony Kennedy Shriver, Best Buddies founder and chairman, introduced Brady to Audi, which also loans Shriver and his wife two cars for them to drive.

The Brady-Audi-Best Buddies connection is part of a world known as cause marketing, an arrangement that allows a corporation to affiliate with a charity and celebrities to burnish its public image and — potentially — boost sales. The charity, in turn, benefits from the exposure and increased marketing power that come from a corporate ally.

For example, U2 frontman Bono pitches for Louis Vuitton and donates his undisclosed fees to help nonprofits in developing countries. Pop star Lady Gaga, for an undisclosed fee, promotes a line of MAC lipstick, with a portion of sales benefiting AIDS research.

It's an arrangement based on mutual benefits, said Howard Anderson, a professor of entrepreneurship at the Sloan School of Management at the Massachusetts Institute of Technology.

"Everyone wants to do good and do well at the same time," he said.

The arrangements are especially valuable to companies because research has shown that consumers tend to prefer products with a charity connection. A recent survey by the Boston marketing firm Cone found that 73 percent of people between the ages of 15 and 35 were "willing to try a new product they've never heard of if it supports a cause."

Alison daSilva, Cone executive vice president, said cause marketing is a "key differentiator in which companies win the hearts and wal-

lets of their consumers."

About 80 percent of Fortune magazine's top 200 US companies have a "branded cause-related initiative" involving a charity, daSilva said. According to the IEG Sponsorship Report, an industry publication, corporate spending on cause marketing was projected to grow about 6.1 percent this year, to \$1.61 billion.

Celebrities like Brady or Bono can heighten the return on the investment, she said. "They're definitely worth the money," daSilva said of the celebrities. "It has proved to be an effective marketing strategy."

Ken Berger, chief executive of Charity Navigator, a nonprofit that tracks charity effectiveness, said the marketing relationships can turn problematic when the public suddenly becomes aware that a celebrity is paid for an endorsement of a cause instead of promoting it out of a sense of altruism. Berger said those revelations can raise questions in donors' minds about a celebrity's dedication to a cause and potentially hurt fund-raising.

That's why some nonprofits and celebrities don't publicize such transactions, he said.

"That's why a lot of this stuff flies under the radar and these kind of arrangements are not usually very public," Berger said.

Audi, which has sponsored Best Buddies since 2007, loans as many as 35 cars at a time to the Miami nonprofit for high-profile fund-raisers in locations such as Hyannis Port and the Hearst Castle in California. In exchange, Audi gets its five-rings logo prominently placed on the charity's website, displays its cars at fund-raisers, and on riders'

shirts, including those worn by actors Rob Lowe, David Hasselhoff, and musician Kenny G, as well as Maria Shriver, wife of the governor and sister of Anthony Kennedy Shriver.

In press releases, Audi emphasizes that it has helped Best Buddies raise millions of dollars, and that Audi dealers and partners have donated as much as \$170,000 to the cause. Audi does not say whether — in addition to giving Brady a car — it pays the quarterback for his endorsement.

Neither Brady nor his agent returned phone calls from the Globe.

Best Buddies founder Anthony Kennedy Shriver said the arrangement works well for both the nonprofit and Audi.

"You don't understand how incredibly hard it is to get a company to step up and give money like that for people with intellectual disabilities," he said. "We're really lucky they're doing this."

Shriver said Brady had participated in Best Buddies charity bicycling events for free, riding at the urging of his sister and manager Nancy, without any kind of corporate endorsement. Shriver said he told Audi he thought Brady would be "a great fit" in its "VIP Ambassador" program, helping spur a formal endorsement deal.

The VIP Ambassador program is a marketing effort to get celebrities and influential people to drive Audis by offering them cars to drive for free. Other former Audi ambassadors include musicians Justin Timberlake and Seal. Shriver and his wife are also "VIP Ambassadors," and he said he drives an Audi Q7 and his wife has an Audi A8 sedan.

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At MITSO opening concert, Chadwick, Haydn and Kalinnikov



SARANG KULKARNI—THE TECH

Adam Boyles conducts the opening concert of this year's season of the MIT Symphony Orchestra in Kresge on Friday. The concert featured pieces by Chadwick, Haydn and Kalinnikov and a dedication to Tyler Clementi, a Rutgers University freshman who appears to have committed suicide last month because of harassment due to his sexual orientation. The dedication praised him for being a fine young man and a distinguished musician.



SARANG KULKARNI—THE TECH

Wellesley student Audrey Wozniak scans her music before the start of Friday's MITSO performance in Kresge Auditorium.

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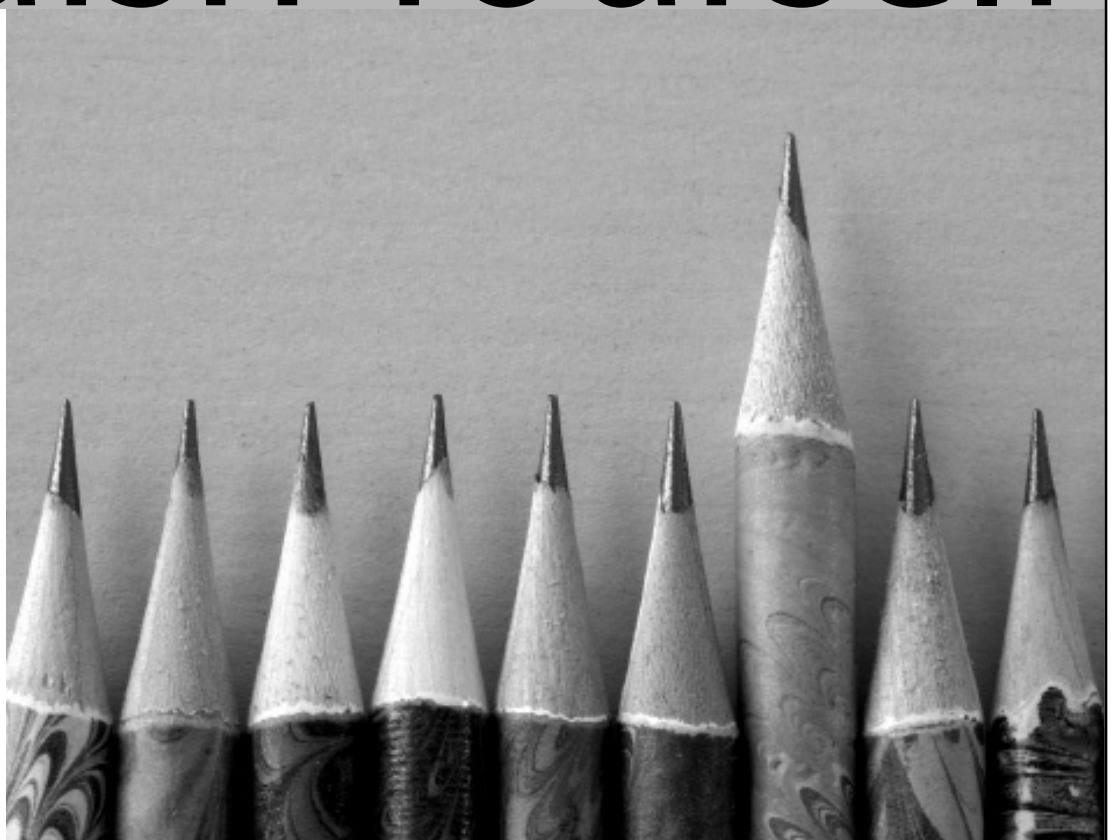
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Testing bar code technology with smart phones

By Elizabeth Olson
THE NEW YORK TIMES

Sharon Bolton spotted “those funky tags” — known formally as two-dimensional bar codes — when she took her college-age daughter to catch a train at the Rensselaer rail station in Albany, N.Y., last week.

“I looked up and saw these little black-and-white boxes on the lime green wall,” said Bolton, a graphic artist from Saratoga Springs, N.Y., “and right away I knew they were those funky tags where you click and connect to a website.”

She was one of the 4,500 people daily riding Albany’s buses or passing through its rail stations that are the focus of a test of the visibility and effectiveness of 2-D bar code technology. The promotion is being conducted by the Lamar Advertising Co., one of the country’s largest outdoor advertising businesses.

Albany’s transit system has been blanketed with the bar codes — also called quick response or QR

bar codes — which consumers can scan with their smart phone and, within seconds, connect to a website, photo or video. In the Albany test, users access QRiousAlbany.com, where they can register for a contest to win an iPad.

“Several national clients asked us about using this technology in their advertising, so we decided to see how well it works,” said Clifford B. Wohl, vice president and general manager of Lamar Transit Advertising, the part of the company dealing with transit systems.

Bar code campaigns are cropping up in other transit hubs, as well. In Denver International Airport, for example, Colorado-based FirstBank began to offer this month a free download of an e-book to passengers scanning the bar code on posters mounted in terminal corridors.

The posters say “free books,” and mobile phone users scanning the code — a scattering of black-and-white boxes inside a larger square — are linked to a web page with

several e-book choices that can be downloaded at no cost. In the first two weeks, the most popular titles were “The Art of War,” “Treasure Island” and “The Autobiography of Benjamin Franklin,” according to Matt Best, a spokesman for the bank’s advertising agency, TDA Advertising & Design, in Boulder, Colo.

Airline passengers looking to fill their waiting time can also download free crosswords starting Nov. 1, and free Sudoku games beginning Dec. 1, Best said. The effort, which is hosted by Clear Channel Airports, part of Phoenix-based Clear Channel Outdoor, another large outdoor ad company, had about 1,250 downloads in the first 17 days after it began on Oct. 1, he said. Overall, about 7,000 books and puzzles are expected to be downloaded during the five-month promotion.

Jodi Senese, the CBS Outdoor executive vice president for marketing, said the company expected to have more bar code campaigns under way after Dec. 1.

For marketers, “this is the holy grail of advertising — interactive media in public places,” said Michael Becker, North American managing director for the Mobile Marketing Association, the indus-

try trade group. But he said the technology had challenges. One is connectivity in places like subways, he said, but added that “a lot of information can be embedded in a QR code, and accessed later.”

Other drawbacks include the lack of a single industry standard for 2-D bar codes in the U.S., and the relative paucity of phones that can use 2-D. The number of users with phones equipped with scanners is expected, however, to rise to 50 percent of all users by the end of next year, Becker said.

In Albany, Lamar has placed graphics on the walls, floors, kiosks and other areas of the city’s two rail stations, and on bus shelters and the ceilings of more than 50 buses run by the city’s Capital District Transportation Authority.

Lamar designed the bar code ads, Wohl said, and spent about \$10,000 to post the advertisements in the public locations. The transit authority, said spokesman Margo Janack, is hoping that bar code ads will proliferate and provide new revenue streams to offset lower ridership because of recent job losses.

“The ads look like modern art,” she said. “People are definitely noticing.”

Whether Albany transit users are

scanning the ads in great numbers is unknown. There are no reported results so far, Wohl said. Once the results arrive, they will help clarify the extent to which the public recognizes the bar codes.

Bolton said she was familiar with bar codes, but only because her graphics firm had been asked recently to incorporate one in an educational campaign.

The most popular information sought from bar codes includes “where to buy, what do others think, advice on usage and nutritional information,” said Cameron Green, spokesman for GSI, a nonprofit association that works to establish uniform technology standards.

Still, it may take some time to establish consumer familiarity if the experience of one Albany commuter, Abbey Greenbaum, is a guide. Greenbaum, a regional training coordinator for the New York state health department, noticed the Lamar bar code ad on the ceiling of the bus she takes to work everyday.

“I had seen them in magazines. It’s a cute, novelty idea,” she said. She scanned the ad and entered the contest for the iPad. But, she noted, “I was the only one on the bus who did.”



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Solution to Crossword
from page 9

M	A	J	T	O	S	C	A	B	O	A	S	T	
E	M	U	A	G	H	A	S	E	N	N	U	I	
T	E	K	J	E	A	N	S	J	A	C	K	E	T
A	X	E	L	E	L	A	T	E	A	L	M	A	
A	Z	O	I	C	T	O	T	A	L	E	E	N	
N	O	I	S	E	C	A	R	E	T	J	I	G	
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B	U	L	L	E	T	O	B	I	S	P	O		
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J	U	N	G	L	E	J	U	I	C	E	E	T	S
O	R	C	A	S	A	C	T	A	S	T	W	A	
U	P	E	N	D	Y	E	S	N	O	S	I	T	

Solution to Easy Sudoku
from page 10

7	3	6	5	9	8	2	4	1
9	1	8	2	4	3	6	7	5
5	2	4	7	6	1	3	9	8
8	7	1	9	2	5	4	6	3
2	5	9	4	3	6	8	1	7
6	4	3	1	8	7	9	5	2
4	8	7	6	5	2	1	3	9
3	6	5	8	1	9	7	2	4
1	9	2	3	7	4	5	8	6

Solution to Hard Sudoku
from page 10

3	5	1	7	2	4	9	6	8
9	4	8	1	5	6	2	3	7
7	6	2	9	3	8	4	1	5
6	7	4	8	9	1	5	2	3
2	3	9	6	7	5	8	4	1
1	8	5	3	4	2	7	9	6
5	1	3	4	8	9	6	7	2
4	2	7	5	6	3	1	8	9
8	9	6	2	1	7	3	5	4



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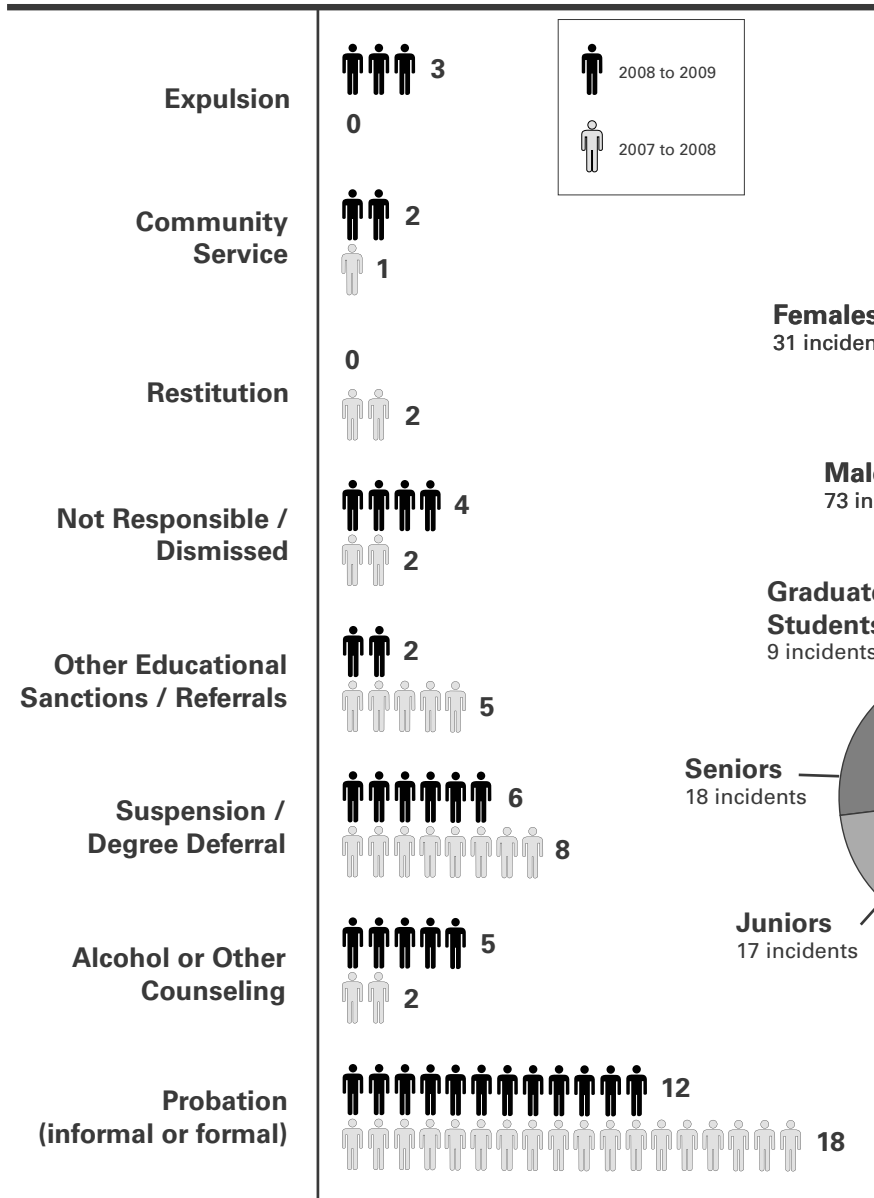


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2008-2009 Committee on Discipline stats

Sanctions

Note: An individual student can have more than one sanction.



At the faculty meeting on Wednesday, Oct. 20, outgoing Committee on Discipline Chair Professor Sheila E. Widnall '60 presented the COD's statistics for the 2008-2009 academic year.

Widnall noted that the number of expulsions — three — was extremely high, and might even represent a record. There were no expulsions in 2007-2008.

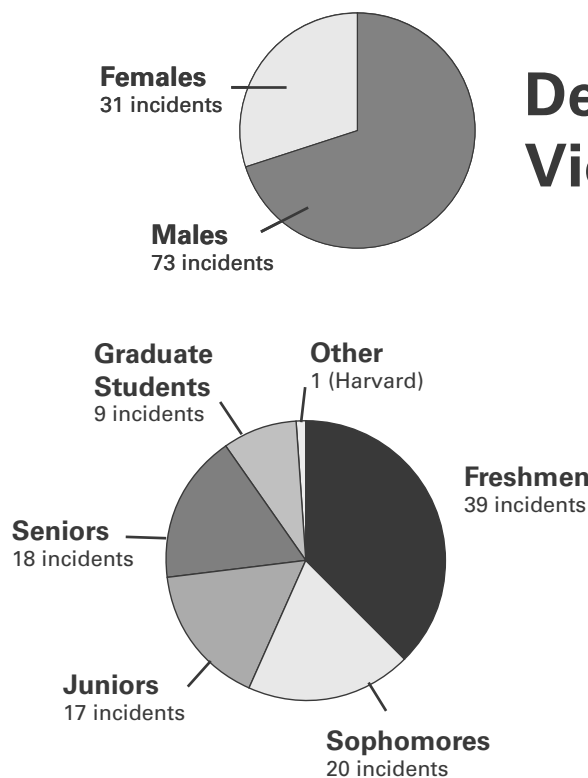
She also drew special attention to prospective freshmen caught on rooftops during campus preview weekend. Widnall said those freshmen received informal letters in their file when they enrolled at MIT.

Widnall said that the committee was behind on its tabulations, and that these stats should have been presented last term. She also said she would be back before the faculty to present the 2008-2009 statistics. Professor Robert P. Redwine replaces Widnall as chair of the COD.

Widnall did not respond to requests for prior year's COD statistics.

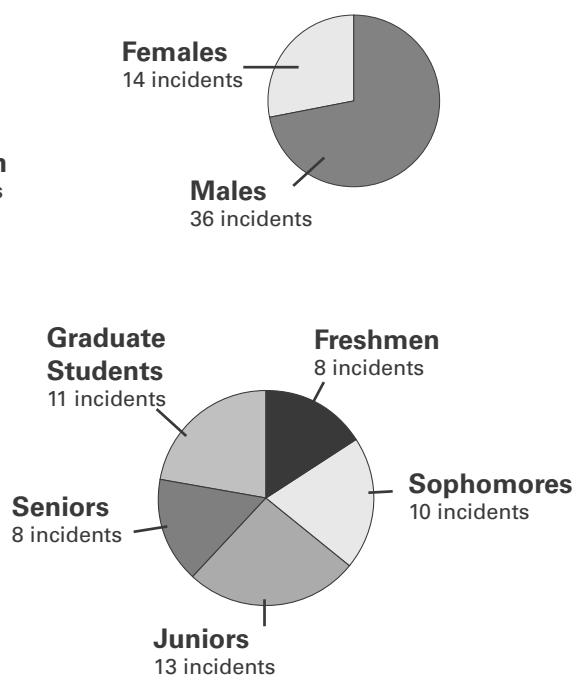
— John A. Hawkinson

2008 to 2009
104 total incidents.



Demographics of Violators

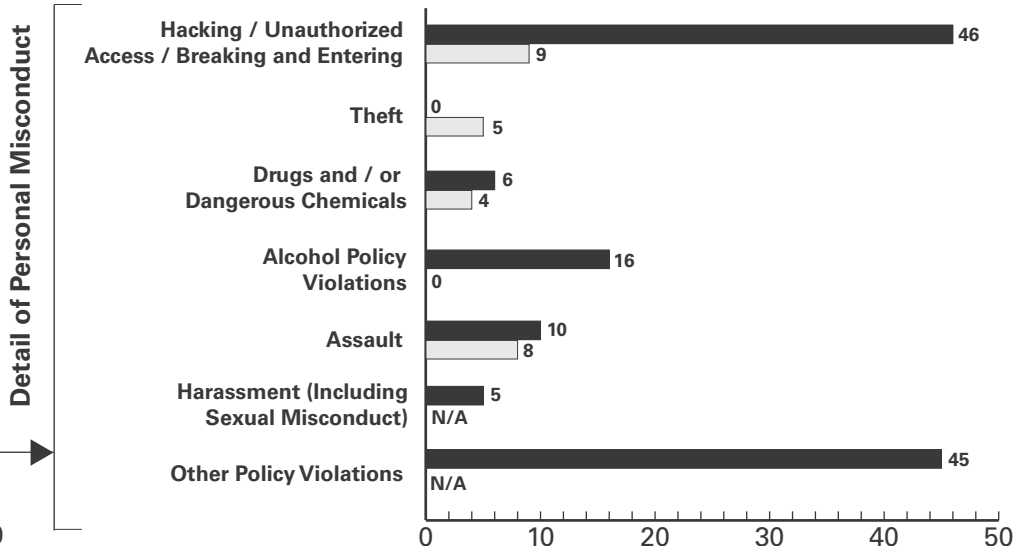
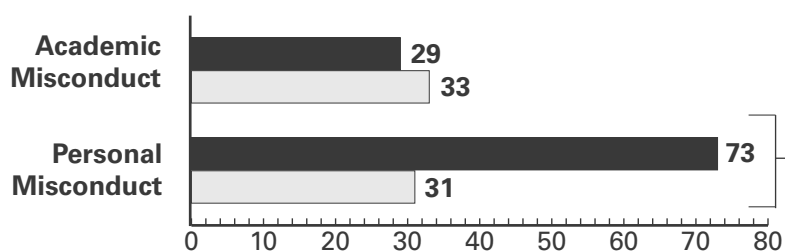
2007 to 2008
56 total incidents.



Types of Cases

Note: An incident may involve more than one charge.

■ 2008 to 2009
□ 2007 to 2008



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