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25

DAYS UNTIL SPRING COMMENCEMENT

Graduating seniors have a little less than a month before their Aggie experience comes to an end.

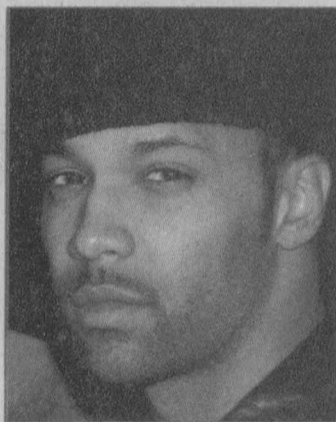
NEWS



NO MORE LIMEWIRE?

Colleges nationwide are cracking down on illegal downloading on their campuses. **PAGE 4**

ARTS & LIFE

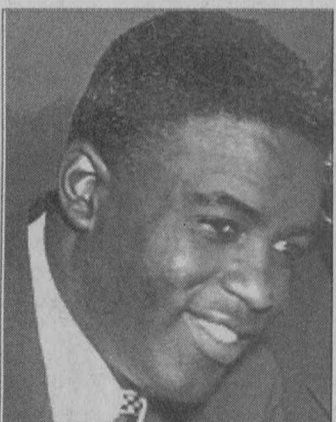


Daria Khazel

WHO ARE THE MOST UNDERRATED MC'S

Josh Capers has an interesting opinion on the top five MCs in hip-hop right now. **PAGE 5**

SPORTS



File

JACKIE ROBINSON'S LEGACY TODAY

Would Jackie Robinson be happy with the current state of Blacks in baseball? **PAGE 6**

FRESH-WOMEN MAKING A SPLASH THIS YEAR

The Lady Aggies softball team has eight freshman who are on pace to have very bright futures. **PAGE 7**

CORRECTIONS

◆ Procter and Gamble was misspelled in last week's story "Is A&T P&G's secret weapon?"

◆ Bernadine S. Chatman's name was misspelled in last week's story "Adult Education Program on the rise".

◆ The founder was not not B.J. Harris but rather Dr. B.W. Harris, we apologize for any inconvenience.

If you notice mistakes in The A&T Register, let us know! Send them to: corrections@ncatregister.com

WEATHER



WEDNESDAY
High: 64°F Low: 46°F
Mostly cloudy skies in the morning and showers in the afternoon

Tragedy at Virginia Tech

Bruce Henderson and April Bethea
McClatchy Newspapers

BLACKSBURG, Va. — The deadliest shooting massacre in American history savaged Virginia Polytechnic Institute and State University on Monday, as Virginia Tech senior Cho Seung-Hui killed 32 people and wounded 15 more, then killed himself, his motive and identity unknown as of early evening.

The shootings stunned the sprawling campus in southwest Virginia and shocked the country.

"Today the university was struck with a tragedy that we consider of monumental proportions," Virginia Tech President Charles Steger said. "The university is shocked and indeed horrified."

The shooter started at a coed dormitory, opening fire around

7:15 a.m. and killing a man and woman in a room there. Two hours later he appeared in an engineering classroom building across campus, where he killed 30 more people and then himself, police said.

"It was about four or five shots pretty close together," said Justice Goracke, 21, of Lovettsville, a junior who was near the classroom building at the time.

"When I heard it, it kind of sounded like bullets, but there was construction going on nearby," Goracke said. "Then about 20 seconds later I heard another six shots. Then I knew: This wasn't right."

Students and onlookers across the campus were dazed, asking which of their friends had been shot, and why they were left uninformed and exposed to danger for hours.

"Everybody's in complete shock," said freshman Rachel

Wirth, 18, of Charlotte, N.C. "Everybody's wondering if they know anybody who was killed or wounded."

Graduate student Darryl Price, 23, also of Charlotte, described seeing 20 ambulances lined up as he tried to leave the area. "At that point, you fully realize the scale of what just happened."

President Bush was said to be horrified when he heard the news.

"Schools should be places of safety and sanctuary and learning," he said Monday afternoon at the White House. "When that sanctuary is violated, the impact is felt in every American classroom and every American community."

The U.S. House of Representatives marked the shootings with a moment of silence. Vir-

See SHOOTINGS on Page 2

Virginia Tech shootings

Where the shootings on the Virginia Tech campus in rural Blacksburg, Va., claimed at least 33 lives:

Monday, April 16

1 About 7:15 a.m. ET

West Ambler Johnston co-ed dormitory, houses 895 students
• Two killed

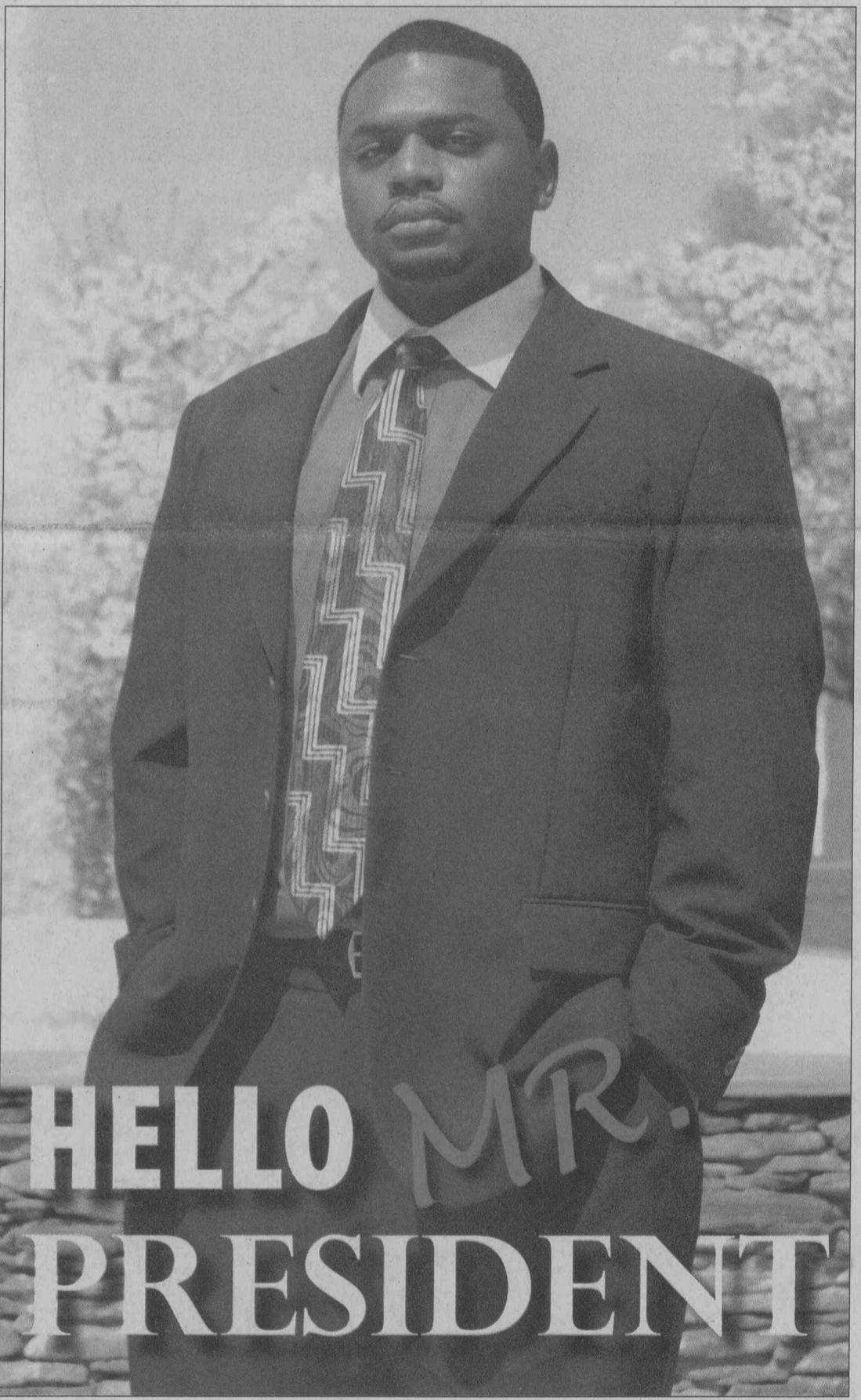
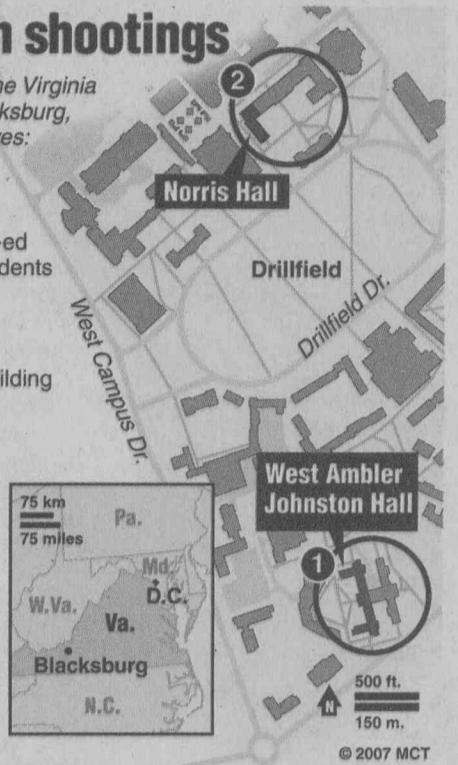
2 About 9:15 a.m. ET

Norris Hall engineering building
• At least 31 people killed, including shooter

Virginia Tech

- Founded 1872
- 26,000 students
- 2,600-acre (1,052-hectare) campus; more than 100 buildings and an airport
- Eight colleges, graduate school

Source: Virginia Tech, AP, CNN
Graphic: Melina Yingling, Judy Treible



Leroy Mikkell/Meant II Shine Photography

David Street wins campaign for SGA President by three votes

Aasiya Townsell
Intern

It was a battle for the number one spot in the run off election for SGA President between Curtis Walls and David Street.

Street took home the win with by only three votes being the deciding factor.

Street, a junior with a political science and english major, is our new SGA President and looks forward to serving the Aggie community for 2007-2008 upcoming school year.

"I still felt confident," said David Street in response to being down nearly 20 percent after the general elections.

His strategy of taking trying to sway all the Bellamy voters to his side was the deciding factor in the campaign.

The Washington, D.C. native was thankful and honored to be president of the school.

Street is already living up to his word and is ready to put his ideas into action.

So what is on his agenda right now? Street is focused on getting an A&T news cast up and running by September.

He explains that the news cast will get freshmen and sophomores more involved with the campus. News coverage is a huge point of interest for this SGA E-Board and Street feels that every student should be able to have full access to what is going on and off campus.

Because the results of the election were so close, the new president also plans on meeting with both SGA President candidates, Brandon Bellamy and

Curtis Walls, to discuss ideas that will benefit the upcoming year.

A new school year equals a new SGA staff and Street is looking forward to working with his new "family". He explains that all the people on staff have different personalities but they all have a lot to offer.

The 2007-08 SGA Executive Board includes David Street as President, Desiree McNair as Vice President for Internal Affairs, Marcus Bass as Vice President for External Affairs, Justin Blake as Secretary, Vinnetta Singletary as Treasurer, Amina Cliette and Candace Johnson as Miss A&T.

A bright future is in store for A&T next year with the dedicated new staff and a determined president.

The five most underrated MC's of the 21st century

Josh Capers
Copy Desk Chief

Everyone always talks about the greatest rappers, whether they're dead or alive, but in the midst of all the hype, some great MC's get lost.

The perception of the "great" MC varies. It may be as simple as regional representation or even something along the lines of a punch line MC.

Now, I would like to outright state that there's plenty of underground MC's that are deserving of making this list (i.e. Gift of Gab from Blackalicious, Del the Funky Homosapien and MC Juice, even though he did rip Eminem in the Rap Olympics), but this list isn't going to cover that genre for argument and time sake.

Also, this list doesn't cover "old-school" artists (i.e. Kurtis Blow, Big Daddy Kane and Guru), as this is a separate entity on its own. As for what makes up an "underrated" MC, you have to include the notoriety of MC's, whether it be from albums sales or just overall popularity, or a lack there of.

In the case of Joe Budden, it was said that his self-titled, debut album "fopped." His label, Def Jam, blames the flop in 2003 on people not knowing the proper name of the artist.

I don't know how many of you knew about Budden when he was first surfacing in the early part of the 21st century, but he was mainly named as Joe Buddens on mixtapes and even radio stations. So when buyers went to look for the album, they were looking for "Joe Buddens" and not Joe Budden.

Whether or not this is the cause for the album sales not doing the numbers that was expected of Joey, his album was

But that's not what makes Budden the beast of an MC that he is. Budden is on this list not for the production of songs that he's displayed to the industry with not only "Joe Budden" as an album, but for the plethora of

amazing songs that he's put out on mixtapes. Budden is the type of MC that you have to go find him because he's not going to come find you, but when you do find some stuff of his, you truly feel like you've hit the hop-hop jackpot.

Sometimes that jackpot consists of a complexed story that he's so ingenious in generating, or it will be something as simple as a freestyle at some random radio station where Budden will just spew some of the illest quotables, making you feel cheated as a listener that other artists just aren't that nice.

Budden's versatility and ability to master any type of track or concept that he's spitting on makes him outrageously underrated.

One of the main things that people miss about Budden is some of his story-telling tracks. There's an easy 15 story-telling tracks that Budden has compiled and released since his debut album that are nothing short of amazing.

The reason for this is because Budden has been through a lot and he's able to convey this through his lyrics without the typical killing of everyone from the "hood" like most rappers when they tell their "stories."

It's a shame that Def Jam has pushed back his next album, "The Growth," since the beginning of time, but until then, Budden will continue to drop heat such as "Mood Muzik" one and two. Volume three is looking to release soon.

In the mean time, go listen to "Last Real Nigga Left" and his current freestyle over the "Boy Looka Here" beat.

"Dumbout" is still one of the most amazing songs I've ever heard in my life. If you don't know, it's seven and a half minutes of uninterrupted sickness.

AZ is one of the most lyrically gifted MC's mixed with an intellectual knowledge to bless the mic every time he touches it, but as much talent as AZ has, it pains me to put him on the list of under rated MC's.

AZ came on the scene with his boy Nas when Nas dropped what was supposed to be the "second coming" with his album "Illmatic" in 1994. AZ's verse on Nas' song "Life's A B****" with so well put together that it was only a matter of time before the MC received a deal of his own, and soon after, that was the case.

In 1995, "Doe or Die" released and shook up the rap game

See TOP FIVE on Page 5

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SHOOTINGS

Continued from Page 1

ginia Gov. Tim Kaine cut short a trip to Japan and rushed home for a service Tuesday on the shaken campus.

University officials and police faced persistent questioning from the news media about how they handled the first reports of gunfire and their delay in alerting students and locking down the campus.

Campus police received the first 911 emergency call from the West Ambler Johnston Hall, reporting multiple gunshot victims, about 7:15 a.m., according to Steger. Police were still there investigating more than two hours later when they received reports of the shootings at the Norris Hall classroom building, which houses the engineering school.

Police didn't secure the campus immediately after the first incident because they thought the first shootings were domestic in nature and that the gunman had left the building and might

be fleeing the state. They sent their first e-mail warning to students at 9:26 a.m., but it didn't reach many of them until after the second eruption of gunfire.

"We acted on the best information we had at the time," said a grim-faced Wendell Flinchum, the Virginia Tech police chief.

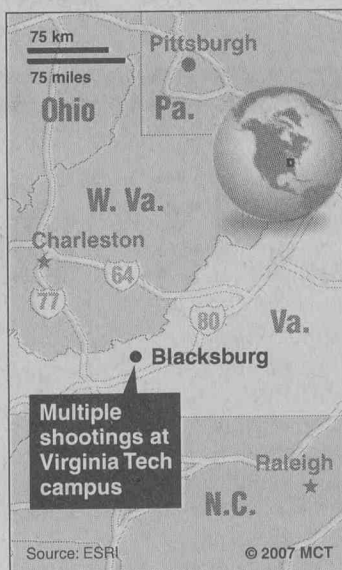
Steger added that students had been just arriving on campus and that made it difficult to lock them in place.

"We can only make decisions based on the information you had. ... You don't have hours to reflect on it," he said.

The killings reignited the debate over access to guns.

"Mass shootings have come to define our nation," said Josh Sugarmann, the executive director of the Violence Policy Center, a Washington-based group that advocates gun control.

"These tragedies are the inevitable result of the ease with which the firepower necessary to slaughter dozens of innocents can be obtained. We allow virtually anyone the means to turn almost any venue into a battle-



field."

White House spokeswoman Dana Perino suggested that enforcing existing laws was adequate. "The president believes that there is a right for people to bear arms, but that all laws must be followed," she said.

Gun advocates went farther, saying the shootings underscore the need to allow students to

arm themselves.

"It is irresponsibly dangerous to tell citizens that they may not have guns at schools," said Larry Pratt, the executive director of the group Gun Owners of America.

"The Virginia Tech shooting shows that killers have no concern about a gun ban when murder is in their hearts," he added in reference to the campus's ban on guns.

Best known for its engineering school and its football program, Virginia Tech has nearly 26,000 full-time students on a 2,600-acre campus in the Blue Ridge Mountains about 160 miles west of Richmond.

The school is ranked 34th among national public universities by U.S. News & World Report. Its engineering school is ranked 17th and its civil engineering program 11th. The emphasis on engineering is a likely reason that the school is more male-dominated than many campuses; men make up 59 percent of undergraduates.

Steger, the college president,

said classes had been canceled through Tuesday. Counseling centers were being opened to help students deal with the shock. A convocation was planned for Tuesday.

"I cannot begin to convey my own personal sense of loss over this senseless and heinous act," Steger said.

The worst U.S. civilian shooting before Monday happened in 1991, when George Hennard killed 23 people, wounded more than 20, then killed himself in Luby's Cafeteria in Killeen, Texas.

The worst previous college shooting was in 1966, when Charles Whitman killed 16 people with a rifle from the clock tower at the University of Texas in Austin before police shot and killed him.

The worst lower-school shooting occurred almost exactly eight years ago, when two teenagers killed 13 people, then themselves, at Columbine High School in Littleton, Colo., on April 20, 1999.

Colleges steering students away from illegal downloading

Jennifer Burk

McClatchy Newspapers

Despite thousands of complaints already filed by the music industry this year against college students who illegally download music, many of them continue to do it.

"I don't have time to run out to the store, and it's cheaper," Mercer University sophomore Adam Cornett said.

Attitudes like Cornett's, plus mounting pressure from the music industry, are leading colleges to look for their own ways to legally provide music to their students.

"We've definitely looked into that possibility, and we're looking at a number of options," said Rick Goddard, vice president and chief technology officer at Mercer in Macon, Ga.

The university is looking at different alternatives, including contracting with both pay and free services, he said, although nothing has been decided.

But even legal downloading draws complaints from students. Sometimes, music files downloaded legally are of lower quality, and some of them only play using specific programs, Cornett said. Plus, it's a hassle to input credit card information online, he said.

Still, that doesn't mean students automatically will write off a service the university provides.

"If the price is right and the selection is good, I think it's something students would use," Cornett said.

Besides increased pressure from the music industry, colleges are looking at controlling

student downloading to save their own networks.

Downloading music and using file-sharing programs can strain a college's bandwidth, hampering its use for research or other educational purposes, said Donald Steward, chief information officer at Georgia College & State University in Milledgeville, Ga.

Right now, Georgia College is focusing on education about and prevention of illegal file sharing, he said. The university had talked about starting a contract with Rhapsody, a music subscription service, but then the company opened its doors to individual users, he said.

"We got basically taken out of the equation," Steward said.

Georgia College now uses a program that checks computers on the campus network for cer-

tain downloading programs and limits students' use of them, he said.

The university is considering using another program that would create stricter penalties for using peer-to-peer programs, commonly used to illegally download material, he said. Penalties may include shutting off the network port for a certain amount of time, he said. "If you continue breaking the law, you're going to have your network shut down," Steward said of how that particular program works.

The network at Macon's Wesleyan College detects and blocks illegal traffic, said Kevin Ulshofer, Wesleyan's director of computer and information resources and chief information officer.

Although the college does

not now offer its students a downloading service, he said it may come up for discussion.

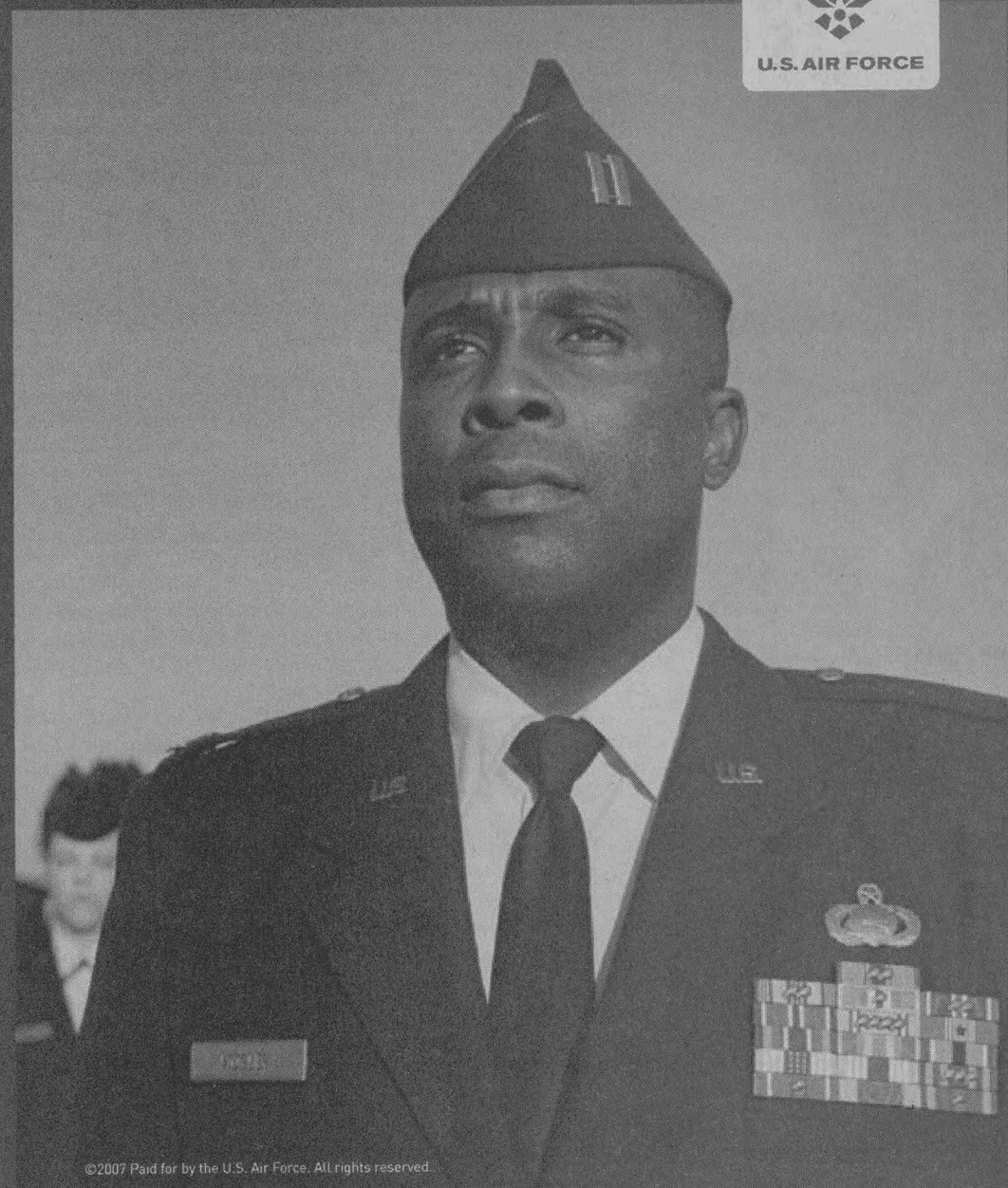
"It may be coming down the road," he said.

At Macon State College, officials have considered offering a music downloading service but ultimately decided against it, said Lynn McCraney, dean of students at the college.

"We do have the traditional-age student who likes to participate in music downloading, and they do it frequently and, hopefully, legally," she said. But "the numbers of them are not frequent enough to charge every student a fee to provide that service."

The college posts a video on its Web site that describes the risks of file sharing and illegally downloading music and movies.

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Sources: College gunman left note

Aamer Madhani
Chicago Tribune

BLACKSBURG, Va. — The suspected gunman in the Virginia Tech shooting rampage, Cho Seung-Hui, was a troubled 23-year-old senior from South Korea who investigators believe left an invective-filled note in his dorm room, sources say.

The note included a rambling list of grievances, according to sources. They said Cho also died with the words "Ismail Ax" in red ink on the inside of one of his arms.

Cho had shown recent signs of violent, aberrant behavior, according to an investigative source, including setting a fire in a dorm room and allegedly stalking some women.

A note believed to have

been written by Cho was found in his dorm room that railed against "rich kids," "debauchery" and "deceitful charlatans" on campus.

The English major from Centreville, Va., a rapidly growing suburb of Washington, D.C., came to the United States in 1992, an investigative source said. He was a legal permanent resident.

His family runs a dry cleaning business and he has a sister who graduated from Princeton University, according to the source.

Investigators believe Cho at some point had been taking medication for depression. They are examining Cho's computer for more evidence.

The gunman's family lived in an off-white, two-story townhouse in Centreville.

"He was very quiet, always by himself," neighbor Abdul Shash said of the gunman.

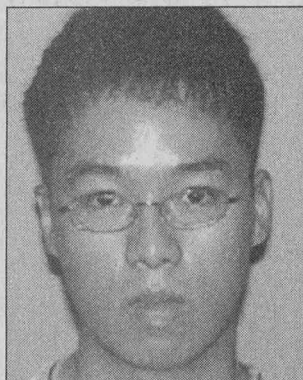
Shash said the gunman spent a lot of his free time playing basketball, and wouldn't respond if someone greeted him. He described the family as quiet.

Marshall Main, who lives across the street, said the family had lived in the townhouse for several years.

According to court records, Virginia Tech Police issued a speeding ticket to Cho on April 7 for going 44 mph in a 25 mph zone, and he had a court date set for May 23.

Cho was found among the 31 dead found in an engineering hall. Police said the victims laid over four classrooms and a stairwell.

Police said Cho killed 30



Cho Seung-Hui

people in a Virginia Tech engineering building Monday morning and then killed himself.

Another two students were shot to death two hours earlier in a dorm room on the opposite side of the university's sprawling 2,600-acre campus, bringing the day's death toll to 33.

Students at Harper Hall,

the campus dormitory where Cho lived, said they had little interaction with him and no insight into what might have motivated the attack.

Timothy Johnson, a student from Annandale, Va., said people would say hello to Cho in passing, but nobody knew him well.

"People are pretty upset," Johnson said. "He's a monster; he can't be normal. I can't believe I said 'hi' to him in the hall and then he killed all those people."

Officials said the same gun was used in the attack in the dorm room and the larger-scale classroom killings.

"At this time, the evidence does not conclusively identify Cho as the gunman at both locations," said Col. W. Steven Flaherty, superintendent of Virginia State Police.

Duke rethinking dorms that divide

Eric Ferreri
McClatchy Newspapers

DURHAM, N.C. — In the Wayne Manor section of Duke's Wannamakerdorm, garbage cans are stuffed with empty cases of Busch Light beer. Rooms with lofted beds, couches and flat-screen TVs burst with people when the residents throw a bash.

Just a short walk away in a quiet section of Edens dorm, each resident's name and hometown is posted on the door, summer-camp style. The strains of one of the three pianos often waft about, and a commons room is festooned with multi-colored streamers, balloons and Christmas lights.

The 42 residents of Wayne Manor, an all-male social group similar to a fraternity, appear to have little in common with the nine students in Eden's Arts Theme House, which is smaller, co-ed and less likely to host an all-campus party. But these groups — and 22 others recognized by Duke — have a common cause: Their ways of life are targeted for extinction.

The "selective living groups" are students with similar interests who, with the university's help, establish communities by living together in blocks of dorm rooms. These groups have certain perks. They can rent a grill from the university for a cookout, for example, or get a couple hundred dollars for a group activity.

Most important, according to the recently released Campus Culture Initiative report, they dictate the campus social scene by virtue of the turf they inhabit.

"Access to real estate means setting the rules of social engagement, and the university must face the fact that residential space, and control of it, continues to be experienced as gendered and alternative unfriendly because of the ways it favors certain groups," the report states.

Other universities have special-interest housing, North Carolina State's Arts Village is one example, but Duke's system is unusual for its scope and the number of organizations involved. It has been spurred by Duke's lack of on- or off-campus housing for fraternities or sororities.

Work on the culture report began soon after three Duke lacrosse players were charged in March 2006 with sexually assaulting a woman hired to dance at a team party. Those accusations led to a broader look at drinking and other behavioral excess.

The report recommends that these groups no longer receive preferential housing treatment. On Duke's West Campus, where more than half of Duke's undergraduates live, about 30 percent of beds are assigned to selective living groups. These students are overwhelmingly male, 77 percent, and many are in fraternities. The result is inequitable room assignment that fosters exclusivity and cliques, the report concludes.

Such conclusions have many members on edge. Tom Adelman, a junior with Wayne Manor, acknowledges that selective living groups can breed a form of exclusivity. But, he argues, isn't that the point? Wayne Manor, a reference to the home of Bruce Wayne, Batman's alter ego, hosts parties, collects dues and sends members to tutor at an elementary school. It doesn't put the same emphasis on pledging that Greek fraternities do. While most members are white, they bring a range of ideologies, and the group keeps its dues low to foster socio-economic diversity, Adelman said.

To Adelman and many other members of these groups, there is value in living among friends.

"I can walk down the hallway and my friends are going to be there and we can go to the gym and play basketball," Adelman said. "There's always somebody willing to do something with you."

At the Arts Theme House, Katherine Almquist agrees. A senior from Atlanta, Almquist is the president of the group of students who chose this dorm to be with like-minded lovers of music, art and self-expression.

"This is not the party house," Almquist said. "But this is a group of people you can find to recite crazy poems in the middle of the night or listen to sonatas or go fingerpainting with."

To become a member, students must demonstrate an arts-related talent or interest. Almquist, for example, is a juggler. One year, a student insisted her art was, simply the color red. She was admitted and proved a valuable member.

Almquist argues that hers and other selective living groups accomplish just what Duke should strive for: diversity of backgrounds and experiences.

But what if you're not in one of these groups?

Last year, Trisha Bailey lived just a few feet from a stretch of dormitory inhabited solely by fraternity brothers.

"The idea of having to walk through this space of 30 guys, it's awkward," Bailey recalled. "You're very aware it's their space. It's not common space."

Bailey, a senior from Arizona, was one of five students on the committee that produced the culture report. While she acknowledges the value of selective living groups, she calls the housing preferences awarded to them "a relic from the past."

The challenge, she says, is to change the residential life structure without damaging the campus experience for members of selective groups. And she insists the strongly worded culture report doesn't heap blame on fraternities, as some have suggested.

"It's not an attack on the social lives of students," said Bailey, who belongs to a sorority that has no on-campus living space. "And I think it's perceived to be an attack on the 'work hard, play hard' mentality."

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Make small changes, make a difference

Keeping it clean and green needn't be intimidating

BY ERIN WADE
The Dallas Morning News

It's a big world out there, and keeping it clean is a big task — sometimes too big, with our busy lives. That's why that occasional soda bottle ends up in the garbage can instead of the recycling bin, and that box of packaged food seems like such a better deal than the locally grown, organic version. But, believe it or not, little things can make a big difference.

So if you're interested in going green, even just a little bit, don't be intimidated. It's not about judging, says Kate Macaulay, co-owner with Michael Johnson of Green Living in Lakewood, Texas. "One woman

RESOURCES
For more information on going green, visit these sites:

- National Resources Defense Council Guides for Greener Living: www.nrdc.org/action/tips.asp
- U.S. Department of Energy's consumer guide: www.eere.energy.gov/consumer/
- U.S. Environmental Protection Agency and the U.S. Department of Energy's Energy Star program: www.energystar.gov/
- U.S. Department of Agriculture National Organic Program: www.ams.usda.gov/nop

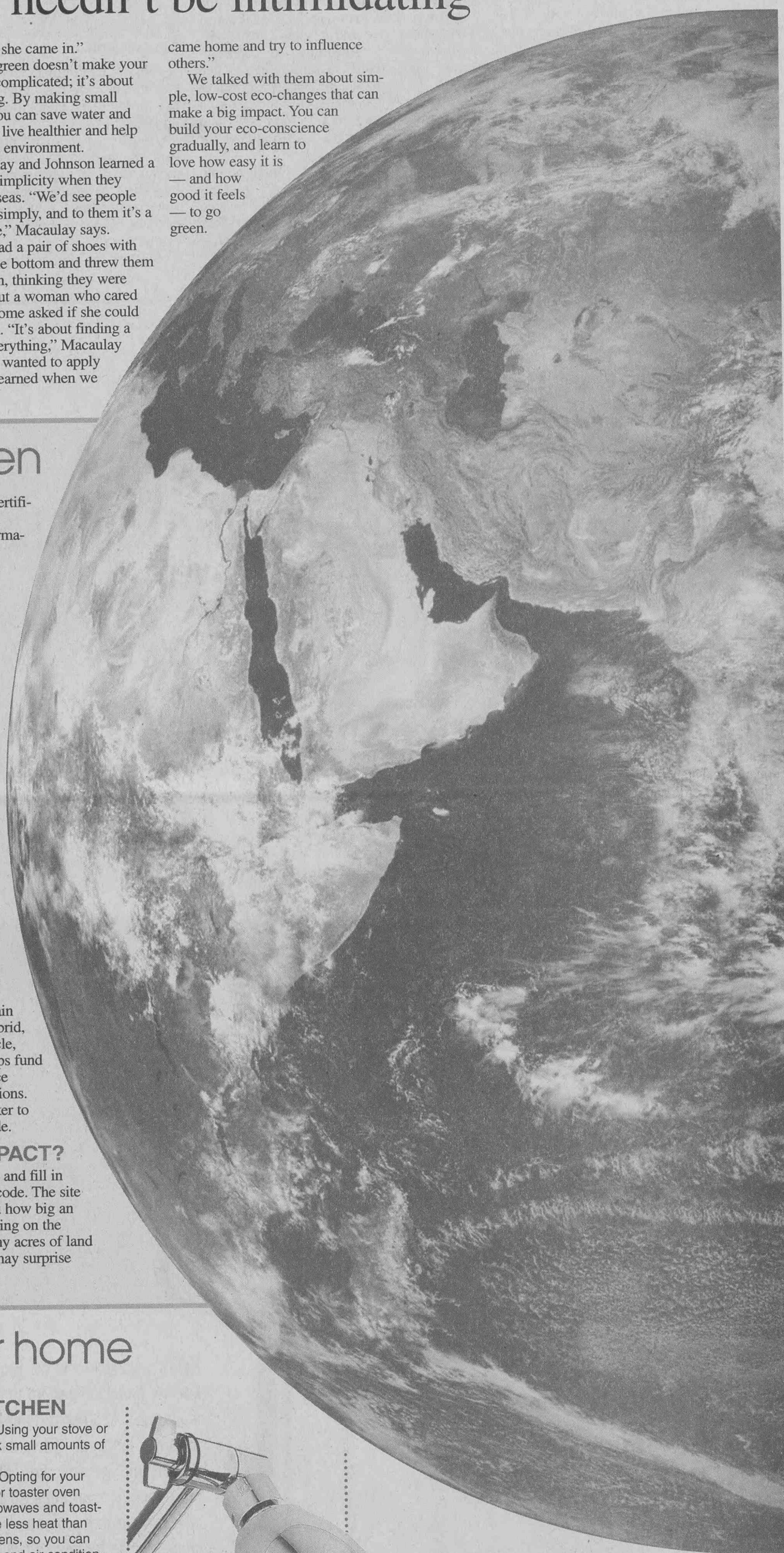
said she was scared to come into the store because she drives an SUV," Macaulay says. "But we're

just happy she came in." Going green doesn't make your life more complicated; it's about simplifying. By making small changes you can save water and electricity, live healthier and help protect the environment.

Macaulay and Johnson learned a lot about simplicity when they lived overseas. "We'd see people live more simply, and to them it's a way of life," Macaulay says. Johnson had a pair of shoes with holes in the bottom and threw them in the trash, thinking they were useless. But a woman who cared for their home asked if she could have them. "It's about finding a use for everything," Macaulay says. "We wanted to apply what we learned when we

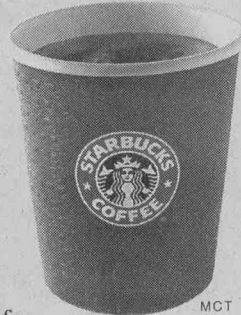
came home and try to influence others."

We talked with them about simple, low-cost eco-changes that can make a big impact. You can build your eco-conscience gradually, and learn to love how easy it is — and how good it feels — to go green.



Ways you're already green

- **You get your coffee from Starbucks.** The company may be super-corporate, but they offer Fair Trade coffees, which ensure that coffee farmers are paid a fair price, and invest in social programs in coffee-growing communities. If you prefer supporting non-chain coffee shops, ask them to offer Fair Trade selections.
- **You download music to an MP3 player.** Have you stopped buying CDs? You're already cutting waste.
- **You buy or sell on eBay.** You get rid of stuff you don't need without trashing it, and you reduce the amount of packaging used to make new products.
- **You don't rinse before putting dishes in the dishwasher.** Consumer Reports tests show rinsing first doesn't improve cleaning. By skipping this step, you'll save up to 20 gallons of water per load, or 6,500 gallons per year.



- **Quality.** Look for the fair trade certification on products, and visit www.transfairusa.org for information.
- **Shade grown:** If you buy Fair Trade certified coffee, tea and chocolate, it is usually shade-grown. This means that the products you buy provide shelter for migratory birds and help reduce global warming.
- **Sustainable:** A method of harvesting or using a resource so that the resource is not depleted or permanently damaged.
- **Biodegradable:** The product has the ability to break down, safely and relatively quickly, by biological means, into raw materials of nature and disappear into the environment.

TAKE IT BACK

We can't all be green all the time, but there are ways to offset the damage we do. TerraPass (www.terrapass.com) helps reverse the global warming impact of your car's CO2 emissions. You pay a certain amount a year (\$29.95 for a hybrid, \$49.95 for a standard size vehicle, \$79.95 for an SUV), which helps fund clean energy projects that reduce industrial carbon dioxide emissions. You even get a windshield sticker to show others your do-gooder side.

WHAT'S YOUR IMPACT?

Visit www.myfootprint.org and fill in your information, such as ZIP code. The site does the calculations to tell you how big an ecological footprint you're leaving on the Earth. In other words, how many acres of land are you using up? The results may surprise you.

GREEN GLOSSARY

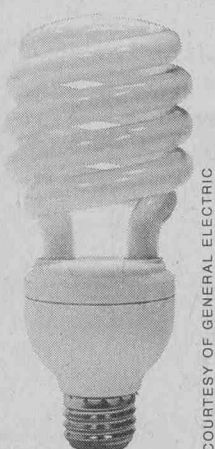
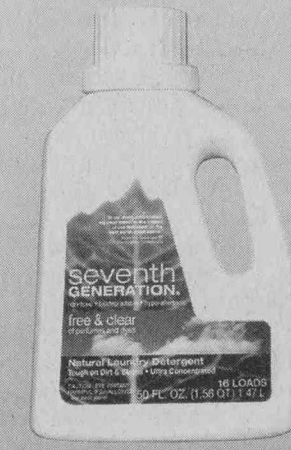
Being "green" means being aware of your responsibility to the environment and to the community. Here are other common green terms and their meanings:

- **Organic:** Organic food is produced by farmers who place an emphasis on renewable resources and soil and water conservation, and use minimal pesticides as defined by the U.S. Department of Agriculture. Organic meat, poultry, eggs and dairy products come from animals that are given no antibiotics or growth hormones. The term "organic" must be certified by the USDA. Visit www.ams.usda.gov/nop for more information.
- **Fair Trade:** Fair Trade helps family farmers in developing countries gain direct access to international markets, allowing them to compete fairly and receive a fair price. This also deters cost-cutting practices that diminish

Steps you can take in your home

LAUNDRY ROOM

OLD WAY: Regular laundry detergent
NEW WAY: Green laundry detergent
WHY? Most regular detergents are petroleum-based and contain chemicals that are discharged into our water system, which can harm aquatic life. Green detergents such as Seventh Generation and Ecover are nontoxic and made with plant-based, biodegradable ingredients, saving oil for other uses.
COST: Green detergents also use fewer fillers, so you don't need to use as much per load of laundry, Macaulay says. Select mass-merchandisers carry a selection of green cleaning products.



LIVING ROOM

OLD WAY: Incandescent light bulbs
NEW WAY: Compact fluorescent light bulbs
WHY? According to Energy Star, a government-backed program that helps people protect the environment through energy efficiency, compact fluorescent light bulbs use 66 percent less energy than a standard incandescent bulb and last up to 10 times longer. They also are cooler to the touch.
COST: Replacing a 100-watt incandescent with a 23-watt compact fluorescent bulb can save you about \$20 in energy costs over about three years, according to the U.S. Department of Energy.

KITCHEN

OLD WAY: Using your stove or oven to cook small amounts of food
NEW WAY: Opting for your microwave or toaster oven
WHY? Microwaves and toasters generate less heat than stoves or ovens, so you can save energy and air conditioning costs in the summer.
COST: Using the microwave or toaster oven to reheat small portions reduces the amount of cooking energy up to 80 percent.

OLD WAY: Running your faucet while you wash the dishes
NEW WAY: Installing an aerator
WHY? Aerators mix air into water, which cuts water flow and reduces splashing. However, using an aerator won't deprive you of strong water pressure.
COST: Aerators can cost as little as \$2, and they reduce water flow from the faucet to 1.5 gallons per minute, cutting water usage by about 50 percent. You can find aerators at your home supply store and online.

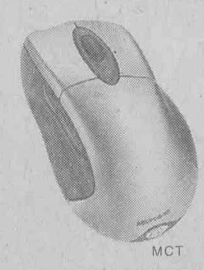


BATHROOM

OLD WAY: Regular showerhead
NEW WAY: Low-flow showerhead
WHY? Showers account for 32 percent of home water use, according to the National Resources Defense Council. Low-flow showerheads (similar to faucet aerators) deliver no more than 2.5 gallons per minute compared to standard showerheads, which release about 4.5 gallons per minute.
COST: A family of four using low-flow showerheads can save about 20,000 gallons of water a year, according to the council.

GARDEN

OLD WAY: Gas lawnmower
NEW WAY: Push lawnmower
WHY? Push lawnmowers aren't new, but they're healthier for you and the environment. You don't have to buy gas, you get more exercise, and you don't pollute the air or your lungs.
COST: A push mower is available at Target, Home Depot and elsewhere for about \$90, while gas lawnmowers cost about \$200 to \$400 (not including gas).



OFFICE

OLD WAY: Pay bills by mail
NEW WAY: Pay bills electronically
WHY? It saves paper. There's no need to be wary of doing your business online, say experts at Symantec, manufacturer of Internet security and anti-virus software. The risk is minimal if you keep your software updated. "You shouldn't be overly concerned," says Symantec's Bill Rosenkrantz. "Most banks are protecting themselves better, too."
COST: You'll save on stamps and on time spent hunched over the shredder.

5 Most underrated MC's of all time

TOP FIVE

Continued from Page 1

like AZ's counterparts and native New York rappers Nas and Mobb Deep before joining with the group The Firm in 1997, which was Nas, Foxy Brown, AZ and Nature on the lyrics and Dr. Dre and the Trackmasters on the beats.

But like The Firm, AZ's following albums were only disappointments numbers wise.

Despite his stumbles, the Brooklyn rapper was able to sign with the infamous Motown Records, despite their little-to-no success in the rap game.

AZ's lack of success in the sales department is thought to be due to his lack of big-name production and rather skimpy rosters of guest appearances on his albums.

AZ was able to resurrect his career somewhat when he dropped the album "9 Lives," which was followed by what was known as his comeback album called "Aziatic."

Aziatic is an amazing album. It had some songs that surfaced on the radio and had videos drop while exemplifying one of the most lyrically-gifted tracks yet to bless the rap game.

If anyone wants to learn how to put together a combination of lyrics mixed together with a combination of a vigorous rhyme scheme, "Re-Birth" is the track for you.

AZ's multisyllabic rhyme scheme is a stand-alone style on its own and when you mix that with his delivery, flow, content and witty, slick-talking ways, you have the components of the complete MC.

Many probably don't know, but AZ has actually dropped two albums recently, "A.W.O.L." and "The Format." These two albums represent true hip-hop on a lyrical standpoint and show that AZ is still one of the best lyrically, even though his status in the hip-hop game never grew

like the guy he came into the game with, Nas.

AZ's isn't commonly compared to Nas for some random reason.

Another New York rapper that overtook heights and broke down barriers with his never-seen-before skill set on the mic was Big Pun.

Pun was the first Latin rapper to go platinum, but came a long way before he reached the point that he did with his debut

"Big L was absolutely ahead of his time in the rap game before he passed, and he was not afraid of telling the world that."

album, "Capital Punishment."

Like AZ, the world first got their first dose of the rapper on the feature of one of their boys. Pun first appeared on a couple of Fat Joe tracks before showing up on a Funkmaster Flex mixtape, making an underground name for himself.

When Pun emerged onto the scene with "Not a Player," he had the streets going wild in 1997. In 1998, the MC released his debut album with the hit single that truly launched his career, "Still Not a Player" featuring Joe. However, for those that haven't heard Pun's "Capital Punishment," your ears are in for something they're not ready for.

Pun's in-your-face style with his long-winded, tongue-twisting flow was unmatched and unheralded in his time. Punch lines and content verbally thrash tracks with Pun's high-energy flow and witty lines are the reason that this MC that was so ahead of his time is and that's why he's on the list.

It's amazing that Pun had the breath control that he had. What makes it more shocking was his size because your breath control

is supported by one's stomach muscles and diaphragm, as to where Pun had health issues with his weight, which causes breathing problems.

Pun's weight fluctuated from 450-700 pounds over his last years. He came to North Carolina to get on a special weight program where he dropped 80 pounds on what seemed like a road to recovery, but when he went back up to his home of the Bronx, he continued his over-eating before letting his health issues finally get the best of him at age 28, seven years ago.

Another MC that passed less than a year before Big Pun was Big L. Also, like Pun, Big L's true potential never got a chance to peak.

Big L was absolutely ahead of his time in the rap game before he passed, and he was not afraid of telling the world that.

His boisterous style was one of such cocky confidence, but he was sure to back it up every time he got on the mic. It's almost clear as to why his record label was named Flamboyant.

Big L shined in several groups with bigger names. Along with being with DITC, Digging In The Crates, he was in Children of the Corn with Killa Cam and Murda Mase before they achieved the full-blown status that they're at today. Even before Cam started making up words to rhyme with.

Big L also dropped amazing tracks like "Ebonics" and "No Endz, No Skinz," but that's not even the biggest tracks L is known for.

Big L's "98 Freestyle" was possibly the sickest freestyle that many hip-hop heads will tell you that was simply too sick for words at the time that he did it, maybe even at today's date too. The freestyle is simply held on a pedestal when it comes to freestyles.

His freestyles are a reason that some acclaim Big L as the dopest MC to grace the mic, but

Big L's early death definitely hindered him from reaching his potential.

If anyone wants to know how far ahead of his time Big L was, go listen to his freestyle in 1995 that he did with Jay-Z and just listen to how bad he outshined Jay (I'm sure some Jay-Z fan just got mad or even produced a sour face as they read that but the verses speak for themselves).

Last but not least, Royce Da 5'9 is an interesting MC out of Detroit. Just like the other MC's Royce is cocky in style, but has every right to be. With a rhythmic flow that often syncopates to the beat, Royce is not an MC to be taken lightly, as he quickly showed D12 a couple of years ago.

Royce single handedly dismantled the crew with a verbal lashing that cut so deep that it

caused physical violence in the state of Michigan with his track "Malcolm X."

"Malcolm X" was such a viciously crafted superb spit of excellence that many couldn't even believe that he was going at some cats that he was cool with, especially since Royce rolled so tightly with Eminem in his early years in the game.

Royce recently said on his mixtape "The Bar Exam" that no one has ever outshined Eminem on a track like he has, but Royce got off the mainstream tip that his Detroit counterparts endeavored in and went independent.

A lot of people think that independent artist are "broke" or not even that "nice" because they don't move as many units as the MC's with total notoriety, but in fact, independent artist can earn 15 times as much as

a mainstream rapper per unit sold.

This sparked Royce's release of "Independent's Day" in the summer of 2005 after his last mainstream of "Death Is Certain" in February of 2004 on a mainstream label.

Independent's Day is a sick album and shows Royce's versatility, but since the release of that album, Royce has really surfaced on the hip-hop scene with plenty of tracks on mixtapes, whether it be Royce driven or not.

Royce's punches and word-play are some of the sickest in the game today and punch-for-punch he can spar with anyone in the game without actually having played content or a weak delivery that most these repetitive rappers in the game so rigorously produce on a regular basis.

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Dream deferred?

Q&A

60 years after Jackie Robinson's broke the Major League Baseball color barrier ...
Would he be happy with the current state of African-Americans in baseball?

Edwin Rodriguez
Manager
Greensboro Grasshoppers

Michael J. McCray
Sports Editor

I remember it clearly. I was 6th grade and it was Black History Month and my role in our church skits was to play Jackie Robinson.

I can remember standing in front of the congregation in my mock baseball uniform and giving my speech. "I was the first black baseball player in the Major Leagues," I yelled. "I was born January 31, 1919 in Cairo, Georgia!" I continued to rattle through my speech the way that little kids do then I finished with an expressive, "I am! Jackie Robinson!" My mother couldn't be prouder, but the truth is I had no idea who Jackie Robinson really was.

At that time, I only knew the surface of what Jackie Robinson had to go through. I couldn't comprehend the magnitude of everything he went through to create a level playing field for blacks and other minorities to have the opportunity to play professional baseball in America.

In the years following that I began to read more and see that although he was smiling in all the pictures I saw as a kid, life in the Major Leagues wasn't sweet for Jackie Robinson. From there I began to read more about the man that I was idolizing (along with Ken Griffey, Jr. who was a beast at that time) and I really couldn't imagine why I'd never heard the "bad" things about his life.

I say all this to say, last Sunday marked the 60th anniversary of Jackie Robinson breaking the Major League Baseball color barrier with the Brooklyn

Dodgers, if he were alive today, would he be happy with the current state of African-Americans in not just professional baseball but in baseball period?

Today, fewer African-American kids than ever are taking up the national pastime instead taking their athletic ability to football fields and basketball courts everywhere. I bypassed the subconscious feelings of racism that many African-Americans associate with baseball being a predominantly white sport and looked at other causes.

Is it because baseball is so expensive? Unlike football and basketball where all you really need to play is the ball itself, in baseball you have to have a bat, a ball, a glove and if you're seriously going to compete you have to have cleats and other equipment.

Is it because of how long it takes to make the majors and the limited positions there? Carl Crawford of the Tampa Bay Devil Rays joked on ESPN's Outside The Lines "If you aren't an All-Star you can't be black in the major leagues."

So are African-American youth avoiding the challenge or simply looking for the almost overnight riches that comes with being able to play in the NBA one year removed from high school or the NFL after completing three years of college, while in baseball some players spend their entire careers in the minor leagues.

Are all colleges actively recruiting players of color? It was amazing to me to see that most Historically Black Colleges and Universities fielded baseball teams that we're in stark



Jackie Robinson, pictured here with his son Jackie Jr. in 1948, would be happy that blacks have the opportunity to play but disappointed in the number of black players currently in the major leagues.

contrast to their student bodies. 95% of the student population at Bethune-Cookman University is black while their baseball team only featured one black starter in their lineup over the weekend at A&T.

I know that some MEAC coaches like Bethune-Cookman's Marvyl Melendez and A&T's Keith Shumate had spoken

University Press of Kentucky/MCT Campus

of their commitment to go out and find the best African-American players they can find along with.

So, is Jackie Robinson's dream of a level playing field in professional baseball realized? Yes and no.

I think that Jackie Robinson would be happy with the current state of African American

cans in baseball but admit that we still have a long way to go. Robinson wasn't arguing for all minorities to automatically be given the privilege of playing professional baseball but rather that they have the freedom and opportunity to pursue a career in professional baseball if they so chose.

I'm sure it'd be a little bitter-sweet for him to see neighborhood kids in the streets imitating LeBron James and Kobe Bryant but happy to see the African-Americans finally had to opportunity to play and be accepted as equals in the sport.

African-American children might not have the abundance of black players to look up to like they would have had in 1970's when over out of every four players in the sport were black.

But the same way people who are my brother's age, 24, had Ozzie Smith or David Justice, kids today have Ryan Howard, Carl Crawford and budding star in Howie Kennedy, The Upton Brothers and Delmon Young.

I know he'd be excited about Willy Randolph managing the New York Mets and Ron Washington managing the Texas Rangers, but he'd be disappointed to see that even today there are only two African-American managers in the game.

The truth of the matter is that African Americans will only start playing baseball in huge numbers again when there are camps, fields, equipment and other things available for free that allow players in disadvantaged areas to be exposed to the game in a way where they see that the dream is doable.

Q: What was the experience like as a minority player coming through the minors in the '80s?

A: I can say that it was easier than before, that's for sure. I signed in 1980 as a professional player and not only was I Latin but I was unable to speak the language but compared to what Jackie Robinson had to go through and all the previous minority players that was nothing. They helped us greatly, not only minorities in the United States but minorities period, you know Latin players and we have a lot of respect for what Jackie did and not only Jackie but the players that followed him and went through tough times and not only athletes and baseball players but people in general, like Martin Luther King and all those that fought for minorities and human rights.

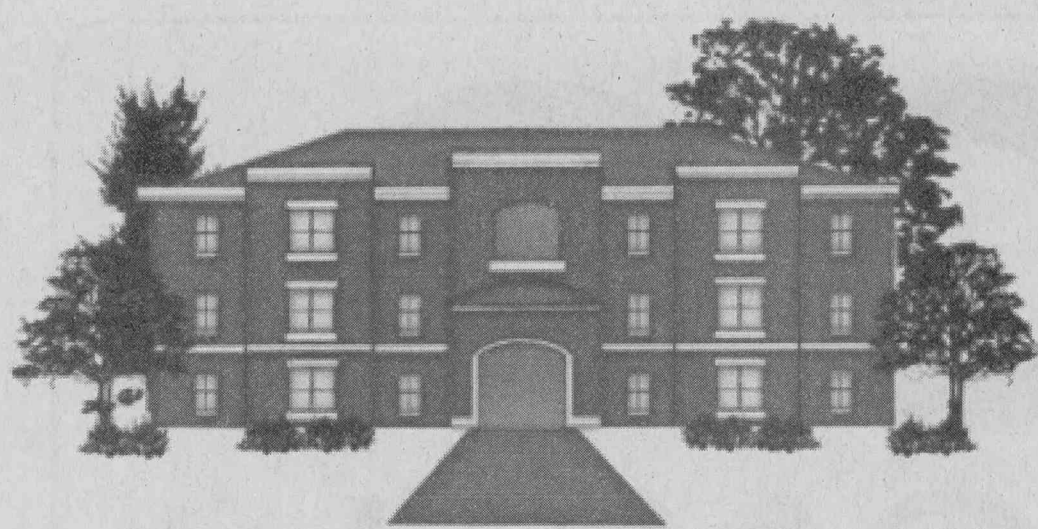
Q: What would say about black players in the system? Can you think of reason why it's declining?

A: Well, it's not only in the Marlins organization but it's in baseball period, only 8.4 percent of the big league players are African American, there is a reason, I haven't sat down and thought about it but they (black athletes) have to sit down in high school and make the decision to play baseball, football or basketball and usually they are taking that path to play football and basketball and that's one of the main reasons.

Q: Do you think instant money/success in basketball and football are why ...?

A: That has a lot to do, I mean in basketball and football you get to the big money quicker than in baseball.

— Michael J. McCray



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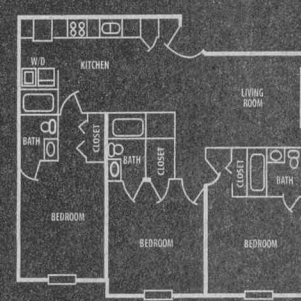
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Freshmen making an impact for softball team this season

Jamar Davis
Contributor

If you are one of six upper-classmen and have eight freshmen on your team, the pressure on you to win could bust even the widest of pipes.

Not when you have a new class that is vastly improving every time they step onto the diamond, such as the case with the A&T softball team.

The Aggies record might be 19-26 (5-5 MEAC), but the possibilities are endless if each freshman can apply what they have learned at the collegiate level.

A&T coach Mamie Jones, who does her own scouting, has assembled a freshmen class through various travel ball teams. Those squads have 150 to 200 teams in various states like Virginia and South Carolina.

"When I signed this class I knew the potential was there," Jones said.

"90 percent of them have already advanced as far as on the skills that I need to advance way ahead in what I have done over the years. Most of them got natural ability because they are just pure athletes."

The freshmen are poised to make a lasting impact for the next three years. Thanks to trusted contacts, watching tape and keeping tabs on those players of interest.

The freshmen have given a more-than-fair contribution to the stat sheet by having a collected batting average of .306.

It doesn't stop there. They have gathered 216 of the total 393 hits, accumulated 136 of the 235 RBIs and half of the freshmen have 27 of their conference-leading 40 homeruns.

Jones and her players were well aware of what this class could do on the field and are



Conover

baseball player Jesse Larson, a freshman. "But I think with this recruiting class we have the ability we just need to bring it together and make this team happen."

"I came to help the team in every aspect like attitude, be a leader on the team as a freshman and help the team out."

Joining chemistry with veterans and new-

comers can be a difficult task but to succeed that is what Jones had to do.

Getting continuity with the is key because everything else will come, she said.

It is apparent when you hear freshmen second baseman Lillian Bullock speak. It was highly regarded with not just of the class she came in with, but also with the veterans.

"It's like we're sisters and we fight, but at the same time, we celebrate with each other and have a good time," Bullock said.

"We try to work together on the field and that's the only way you can achieve greatness."

As a team gels, some goals have to be set and these are usually set by the coach; however, Jones' may have a break

confident with her mixture of players.

"A lot of teams have to work hard to get that ability," said first

baseman Jesse Larson, a freshman. "But I think with this recruiting class we have the ability we just need to bring it together and make this team happen."

"I came to help the team in every aspect like attitude, be a leader on the team as a freshman and help the team out."

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As a team gels, some goals have to be set and these are usually set by the coach; however, Jones' may have a break

with this group.

"They set personal goals; they set team goals as high as winning the MEAC this year," Jones said.

Tangie Conover, a freshman third baseman, has set goals. One of which is to finish over the .500 mark.

"Personal goals for me are to work hard, become a leader on the team and stay motivating people," Conover said.

The team has seen its downfalls, such as going on a nine-game losing streak in the middle of the season, losing freshman pitchers Sasha Philpot and Yahamma White had a deep bruise that sidelined Conover in the beginning of the season.

But when White was out, the Aggies won seven of their last 10 games. Philpot, along with senior pitcher Adia Dial, are keeping the rotation a float by posting a 16-19 record while striking out 131 batters and putting up a 4.64 combined ERA.

"My personal goals, I feel like if I work hard every single day and give all I have for that day, then I will reach other goals I have," Bullock said.

"The biggest thing for me is to work hard and try to make sure everybody else is working their hardest because you are only as strong as your weakest link.

So if everybody is not working hard then results aren't going to be where we want them to be."

The veterans know what it takes, but do the freshmen have the confidence, hardwork and ability to take challenges one step at a time?

If so, this team should have an easy flow through the pipes of the MEAC and have the opportunity to build a substantial future.

Sports could help healing process at Virginia Tech

Blair Kerkhoff
McClatchy Newspapers

Among the great pleasures of following college sports is watching a school revel in a moment of unaccustomed glory.

You haven't seen fans party like those of a Final Four newcomer or a football championship game first-timer.

So it was during the first few days of the millennium in New Orleans, where Virginia Tech followers owned Bourbon Street right up to kickoff of the national championship game in the Sugar Bowl.

Every school should experience those feelings, and it's the pride and sheer joy of such an uplifting occasion that Virginia Tech followers should summon today.

The grisly cable news headlines told it all as Monday unfolded.

"Massacre at Virginia Tech." "Deadliest U.S. shooting."

Scenes of ambulance lights flashing on a quiet campus road, police running, trembling students trying to describe what they heard or saw at the dormitory and classroom is the stuff of fiction.

Monday, it was too real in Blacksburg, where my wife attended graduate school and we lived in the mid-1980s. Backdrops for those scenes rang familiar. The distinctive classroom buildings made from limestone, Cassell Coliseum, where the basketball teams play, the administration building at Burrell Hall, the places we passed daily.



What separates Tech from other universities is the nickname, Hokies (it's a cheer), and its engineering school, consistently rated among the nation's top undergraduate programs.

And there's the setting. The campus sits on a plateau between the Blue Ridge and Allegheny mountains. Waterfalls, the Appalachian Trail for hikers and the Blue Ridge Parkway are nearby. It's a fall foliage paradise.

Tech has always basked in natural wonder. It didn't get consistent championship-level football until a former Hokies star, coach Frank Beamer, arrived, and even then it took awhile. His first two teams, the last ones I covered while working in Roanoke, went a combined 5-17. Surely, this young coach was overmatched and would soon return to the comfort of a lower division.

But he and Tech stuck with each other through the bad times with an amazing payoff. Football found its way from independent status to the Big East and now the Atlantic Coast Con-

ference, where it has thrived. Tech regularly produces NFL players, none greater than the freshman quarterback who led the Hokies into battle against Florida State in the Superdome, Michael Vick.

The Hokies lost that night in a thrilling game. The Seminoles jumped ahead early, and Tech roared back to take the lead, only to lose in the fourth quarter. And the fans spilled back out onto Bourbon Street to celebrate just being there.

Before kickoff, I found several old friends, Tech fans who wore that "Can you believe this is happening to us?" expression. We talked of old times, and I told them they had a kindred football spirit in the Midwest in Kansas State.

The success has continued with regular bowl appearances, and the men's basketball team perked up with a rare double this season, victories at North Carolina and Duke. Until Monday morning, that's how those who follow sports remembered Tech this year.

How will we look at Virginia Tech now? With the same grief and confusion with which we considered the Texas A&M bonfire tragedy and the Louisiana hurricanes that changed lives and left scars.

Sports played a role in the healing then, and it will again. In the fall, when football season arrives, tens of thousands of Tech students and alumni will gather at Lane Stadium and feel the pull of a school's extended family. It works in times of joy and sorrow.

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What's News—

In Business and Finance

Rising Crop Prices Fuel Global Inflation

Soaring prices for farm goods, driven in part by demand for crop-based fuels, are pushing up the price of food world-wide.

If the trend gathers momentum, it could contribute to slower global growth by forcing consumers to spend less on other items or spurring central banks to fight inflation by raising interest rates.

One of the chief causes of food-price inflation is new demand for ethanol and biodiesel, which can be made from corn, palm oil, sugar and other crops. That demand has driven up the price of those commodities, leading to higher costs for producers of everything from beef to eggs to soft drinks. Several years of global economic growth—led by China and India—is also raising food consumption, further fanning the inflationary pressures.

In the U.S., food costs rose 3.1% in February from the year before—one percentage point higher than in mid-2005. Economists say U.S. food prices are expected to rise faster than the general rate of inflation this year.

If the trend continues, U.S. consumers are likely to see higher prices on a wide range of products, from milk to cereal to soda pop, since corn is used to feed livestock and make high-fructose corn syrup, a key ingredient in soft drinks.

Student-Aid Probe Widens Its Net

An investigation into relationships between financial-aid offices and student-loan companies has turned up officials at three universities who received a total of almost \$160,000 in consulting fees, personal tuition reimbursements and other payments from a lender they recommended to their students, New York investigators say.

New York Attorney General Andrew Cuomo is seeking to find out whether lenders are being favored for hidden payments they are making to academia—and not because they offer the best lending terms to students.

Eight schools, Citibank and loan giant Sallie Mae have settled with the attorney general over allegations resulting from the probe. All denied any wrongdoing. The eight schools agreed to stop accepting payments, travel and other perks from student lenders. University of Pennsylvania, New York University and Syracuse University acknowledged receiving payments from Citibank, based on a percentage of loan volumes referred by the schools.

Sallie Mae has agreed to shut down its student call-center services at 19 colleges and to stop paying for trips taken by university officials. Mr. Cuomo said that the call-center services, operated on behalf of colleges, were deceptive because students seeking advice on aid believed they were speaking to colleges directly, rather than a company interested in selling them loans. Schools including Seton Hall University in New Jersey used the call-center services, which will be eliminated over 18 months.

Job Recruiters Say Blogs Help and Hurt

Corporate recruiters have long surfed the Web to vet potential hires. Now they are also surfing blogs to unearth job candidates, gaining insights they say they can't get from résumés and interviews.

Ryan Loken, a Wal-Mart Stores recruitment manager, says he spends one to two hours a week scanning blogs for new talent or additional information about the candidates he has interviewed. Mr. Loken estimates that Web journals have helped him fill 125 corporate jobs in the past three years.

In addition to blogs that focus on their industry or field of interest, recruiters say they check candidates' blogs about noncareer-related topics for evidence of writing skills and clues to how well rounded they are.

Most blog-related recruits are professionals in technology and media because jobs in these fields often require knowledge of the blogosphere, says Kirsten Dixon, a

Grocery Bills

Rate of change from a year earlier in food prices



*Wholesale food prices
Source: Moody's Economy.com

founding partner at Brandego, a career-management firm.

Indiscreet bloggers can derail job opportunities. Russell Glass, a vice president at Zoom Information, says he dropped one job candidate after reading the person's blog and discovering "disparaging remarks about the people he interviewed with."

New Car Models Boast Size, Power

For car makers, America is still Horsepower Nation.

At the New York International Auto Show, major auto makers spotlighted a flock of new production and concept models that appeal to the U.S. car industry's traditional marketing values: speed, size and power. General Motors displayed a pair of Buick "Super" models with V-8 engines rated at close to 300 horsepower, and a new version of its Hummer H3 sport-utility vehicle with a 295-horsepower V-8 engine. A standard H3 has a five-cylinder engine rated at 242 horsepower and 15 miles per gallon city, 19 highway.

Ford Motor rolled out a new, ultra-powerful Mustang with a 5.4-liter supercharged V8 engine and an upgrade racing pack that boosts output close to 540 horsepower. Ford also promoted a custom pickup with a 450-horsepower supercharged V8 engine.

It's not clear whether consumers worried about gas prices will embrace high horsepower across the board. Last year, consumers shifted to passenger cars and away from pickup trucks and SUVs amid skyrocketing fuel prices. Still, Ford Mustang sales increased slightly last year, and Hummer sales jumped 26%.

Airlines Get Closer To Profitability

After six years of losing money, airlines world-wide are on course to make a combined net profit this year of about \$3.8 billion, thanks to improving traffic and efficiency, the International Air Transport Association said. By 2010, Asia will be the world's largest aviation market, accounting for one-third of air traffic, the IATA announced last week.

European airlines account for \$2.4 billion of the profit forecast, and Asian-Pacific airlines for \$1.7 billion. North American airlines, however, will likely lose a combined \$600 million, the group said.

Odds & Ends

The U.S. government said it would file a pair of cases in the World Trade Organization against China aimed at piracy and counterfeiting of U.S. intellectual property, which a U.S. trade representative said were "unacceptably high" and hurting U.S. companies and workers. ... Britain banned all military personnel from talking to the media for payment, reversing an earlier decision to allow those held captive in Iran to sell their stories.

By Jay Hershey

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- How your school's career center can help with your job search.
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Yahoo's Device Links To Its Music Service For Users On the Go

By NICK WINGFIELD
A long and distinguished list of companies—including Sony, Microsoft and Samsung—have tried and failed to make deep inroads into the digital music player market dominated by Apple's iPod. Internet giant Yahoo and its partners don't want to join that list.

A new wireless MP3 player called the Sansa Connect—the result of a three-way collaboration among Yahoo, MP3 player and storage device maker SanDisk and technology start-up Zing Systems—hit store shelves on April 6. The \$250 device, crafted to work closely with Yahoo's Internet music and other online services, has a novel twist: It's designed to download music from the Internet wirelessly when the user isn't necessarily near a personal computer and wants to get fresh batches of songs.

The Sansa Connect is the latest effort to succeed by emulating elements of Apple's iPod formula. Apple's success with its player—about 100 million have been sold to date—results in large part from the product's ease of use. And that's mainly because iPod hardware, software and the online iTunes Store are designed to work together seamlessly.

Choosing Teams

Apple rivals in the digital-music market initially sought to compete by introducing players and online music services that weren't as closely integrated, resulting in technical snafus for the products' users. Increasingly, though, software, hardware and online service companies are working together to make their products easier to use. Last year, Microsoft introduced the Zune music player, made by Toshiba, designed to work with Microsoft's digital music store. So far, though, the Zune hasn't taken off.

SanDisk has done better in the

MP3 player market. It quickly rose to the No. 2 position, with 9% of the U.S. market, after it entered the music business a little over two years ago. Among the company's products are a music player, the Sansa e200R, that's designed to work closely with RealNetworks' Rhapsody subscription music service.

Yahoo and its partners are gambling that they can have an impact in the market by offering a new class of connected devices that are different from iPods but with similarly tight links between hardware and Internet music service. A key feature included in the Sansa Connect, a black device sized like a small stack of business cards, is wireless technology that's commonly used to provide Internet access through home networks and countless cafes, hotel lobbies and other public "hot spots." If Sansa Connect users are within range of a Wi-Fi network, they can connect directly to Yahoo's music services.

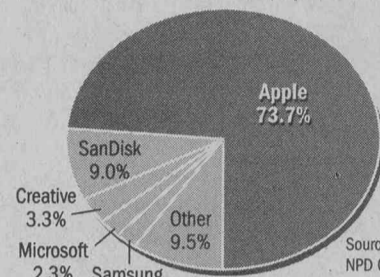
Users of the device don't always have to be in range of a Wi-Fi connection to enjoy songs, though. Yahoo offers a subscription music service that permits unlimited song downloads at prices starting at \$11.99 a month. Subscribers can fill up their Sansa Connects with as many as 1,000 songs and still access them when they leave a hot spot, though they don't permanently own the music they access through the service. "We want to be the music dial tone for connected devices," says Ian Rogers, general manager of Yahoo Music.

The device also lets users access Yahoo's Flickr photo service so they can browse through their pictures online.

A central player in the Sansa Connect's creation is Zing, a company

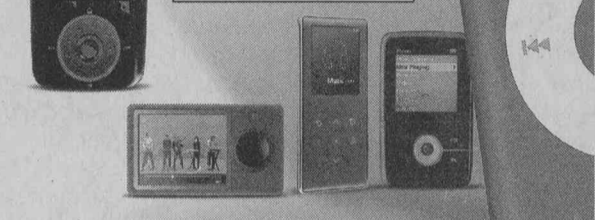
iPod Takes Big Bite

Share of U.S. retail sales of MP3 players in February



Source: NPD Group

From left: SanDisk Sansa Connect with Yahoo Music; Microsoft's Zune; Samsung's K3; Creative Technology's Zen V Plus; and Apple's iPod nano



nected to a PC, so the Sansa Connect gives users the traditional option as well.

The idea is to give users a way to download new music on the go, something the iPod doesn't currently allow users to do. Even Apple's new iPhone, due out in June, won't initially let people buy music wirelessly. "The iPod is very much a pod. It provides functionality and an ecosystem that is somewhat cocooned," says Daniel Schreiber, a senior vice president at SanDisk. Apple declined to comment.

Wi-Fi Capability

The Sansa Connect isn't the first MP3 player with wireless capabilities. Microsoft put Wi-Fi in the Zune, but its device uses the wireless capability only to share songs with other users nearby, not to download music from the Internet. A start-up, MusicGrem-lin, was one of the first to offer a music player for downloading music wirelessly, but the product hasn't sold well.

Some analysts are skeptical that Yahoo's new device will be able to compete against Apple. "I don't think that anybody is likely to be able to steal share from Apple based on some kind of hardware feature," says Stephen Baker, an analyst at NPD Group.

Cellphones are making better progress with products that marry wireless technologies and music-playing functions. Sony Ericsson, a joint venture between Telefon AB L.M. Ericsson and Sony, sold 20 million Walkman phones by the end of 2006.

However, most users of those devices are loading music from personal song collections on their PCs rather than downloading them wirelessly through cellular carriers' networks.

—Li Yuan contributed to this article.

Wendy's Puts Frosty In Hot Seat

By JANET ADAMY
For nearly four decades, Wendy's served only one kind of Frosty: a vanilla-and-chocolate hybrid thicker than a milk shake yet creamier than most fast-food ice cream. Wendy's founder Dave Thomas refused to add another flavor, fearing it would slow operations behind the counter.

But now, struggling to connect with younger diners, Wendy's is re-vamping the Frosty, along with the rest of its menu. Inspired by the success of Starbucks Frappuccinos, Wendy's is adding new Frosty flavors, and is tinkering with a coffee-flavored Frosty.

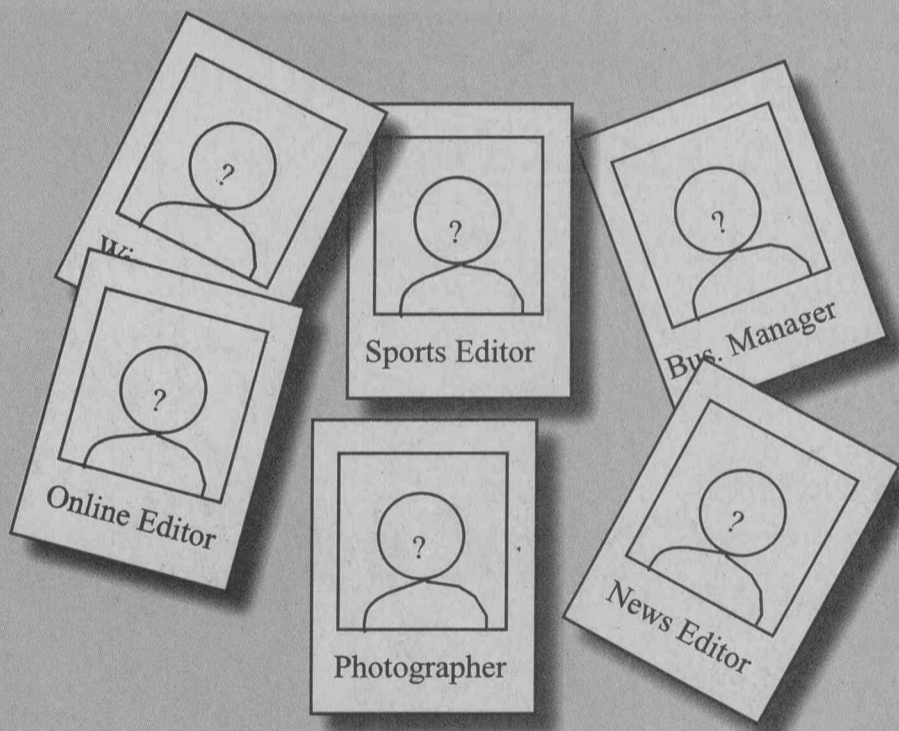
The steps could be vital as the No. 3 hamburger chain faces pressure from an investor group that has three seats on its board and is pushing for stronger financial results. Industry observers speculate that Wendy's is a takeover candidate. The company declined to comment.

Wendy's executives say they're in the early stages of a turnaround. Part of the company's problem is having catered too much to the same generation who began visiting Wendy's after its launch in 1969.

Chief Marketing Officer Ian Rowden wants to focus on customers aged 16 to 34, many of whom are drawn by cheaper food and Web marketing. But some Wendy's franchisees worry that, by targeting younger customers and pushing low-priced items, Wendy's could alienate its loyal, older customers and cheapen its reputation for quality.

Chief Executive Kerri Anderson began tackling the chain's biggest problems a year ago: weak marketing, a dearth of new products, poor relations with franchisees, tired-looking stores and unfriendly servers. Expanding the Frosty's palette became a key part of its effort to have more exciting products. Research showed the Frosty is the No. 4 reason people go to Wendy's, behind the chain's square hamburgers, chicken offerings and salads.

Another challenge will be emphasizing the Super Value Menu, made up of items as cheap as 99 cents, without risking the company's reputation for higher-quality food. Franchisees complain they can't make money off of the menu. But price is important for younger diners, and Wendy's has to compete with other chains whose cheap offerings have been critical to their success.



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