



Stanford U. students have finally cracked.

## Rump Roast

A BRIEF BUT MEMORABLE EPIDEMIC OF FULL MOON fever struck Stanford U. in June when resourceful psychology students turned a class project into a Guinness record. Well, almost.

The group of students tested the limits of marketing influence by publicizing Moon at Noon, an organized protest against university policies and an attempt to set the record for mass mooning.

What the mooners and gawkers alike didn't know was that the "protest" was actually part of a research project testing theories of influence used by advertisers and salespeople. The students had to use social-influence techniques to encourage people to do something they wouldn't ordinarily do.

With a tempting lack of mooning records in the Guinness Book to inspire them, the stu-

dents posted fliers and contacted local newspapers and radio stations to maximize coverage and interest in the event.

And unwitting students at Stanford took to the idea as a rebellious move against what they felt were increasingly strict rules set by the university.

"Moon" organizers had to grin and bare it along with approximately 220 cheeky drawer-droppers and 700 witnessing jaw-droppers who showed up at the crack of noon to lend their buns to the cause.

Photo by Teresa Ann Trusty, The Stanford Daily

## The Buzz

- Gina Grant will attend Tufts U. this fall. Grant was initially accepted by Harvard U. and Columbia U., but both universities rescinded after admissions officials discovered that in 1990 she had pleaded no contest to manslaughter charges for the death of her mother.

- Remember the Harvard murder/suicide from last spring (junior Sinedu Tadesse stabbed her roommate, junior Trang Ho, 45 times and then hanged herself)? Been wondering what more has come out (especially since before the incident, the school newspaper had received a note and picture of Tadesse reading, "Keep this picture. There will soon be a very juicy story involving the person in this picture.")? Keep wondering. *The Harvard Crimson* turned over the note and photo to police, and the Middlesex County district attorney's office has nothing new to report on the case, says D.A. spokesperson John Towle.

- U.S. District Court Judge C. Weston Houck ruled in June that Shannon Faulkner, the first woman member of the Citadel's all-male cadet program, will not live in the school's infirmary — apart from the male cadets — or receive a less strenuous training program. Citadel officials withdrew their request that Faulkner shave her head in the fall when she begins the cadet program.

- During promotions of its college football coverage, ABC Sports is airing music performed by the Michigan State U. marching band. Eighty-five of the band's 285 members recorded a fight song in June to be used in the spots.

## Pre-College Rx

THESE DAYS, IT'S NOT a question of *if* you are going to college but *where* — four-year university or community college? But what if even that choice was taken away?

Outrageous? Not to the Californians for Community College Equity, who have proposed to eliminate all freshman and sophomore classes at state universities and shift them to 107 community colleges.

"Community college transfers are outperforming the people who start as freshmen at University of California and California State University schools," says Robert Oliphant, executive director of CCCE. "You're not only saving money, but you also improve the quality of the upper-division programs."

U. of California, Berkeley, senior Mark Leong doesn't see a problem with the proposal. "I went to community college first, and I don't think the experience diminishes my education," he says.

Could this signal the end of freshman life as we know it?

"I think this idea sucks," says Deidra Hale, a freshman at CSU, Northridge. "Being forced into a community college regardless of how well we do in high school is unfair because it takes away our choice."

"If I'm smart enough to get into a university, I should be able to go to that university," agrees Cecelia Waring, a CSU, Sacramento, sophomore.

"There are a lot of myths surrounding this idea," says Charles Lindahl, associate vice chancellor of the CSU system. "Where they implemented it, it failed."

Florida put the concept to the test in the '60s by creating four upper-division-only universities, but they weren't equipped to adapt to



## Go Speed Racer, Go!



SOME KIDS SETTLE FOR TEE BALL AND MAJOR league dreams. Others dribble on the playground, hoping for dunks in the Final Four.

Not Adam Friend. He found inspiration on a race track in Maine and pursued his dream to race stock cars — and New Hampshire College picked up part of the tab.

Friend, a junior at New Hampshire College, persuaded his school to give him an athletic scholarship — worth more than \$15,000 — to race.

"When I went looking for a sponsor, I knew I couldn't ask Pepsi or Pennzoil, because they probably weren't going to give that kind of money to a raw rookie," says Friend, who's 21. "So I said to my parents, 'What about the school?' They thought I'd flown over the cuckoo's nest, but that only made me want to do it 110 percent more."

Armed with plenty of enthusiasm and a detailed proposal, Friend took his dream straight to the president of the 1,100-student college. Friend sold the administration on his unique idea for representing the college, and they gave him the green light and

some cash. Although the Maine Ford Dealers give Friend some financial support, New Hampshire College is his main sponsor.

From the cuckoo's nest to the American-Canadian 18-race tour circuit, Friend's proposal has taken off. He's probably the only driver to show up at races with a Ford Thunderbird bearing his school's name and blue-and-yellow colors.

"I knew if I could make this thing fly, it would be good for the school," Friend says.

And with the exception of the all-too-frequent speeding ticket he gets when he's feeling competitive on the highways of New England, Friend says he has tried not to let racing change his life as a student.

"People don't look at me like a celebrity or anything," he says. "And I don't expect them to. I go to college and people see me every day. I'm just a regular person."

Ryan D'Agostino, Middlebury College/Photo courtesy Bill Weston

the state's rapidly growing population, says Alan Stonecipher, spokesperson for the Florida State U. System Board of Regents.

"We had to keep changing and adding on to the university system," Stonecipher says. "So in 1981, the legislature authorized lower divisions for those four universities."

Under the new system, students could save some serious cash, but at what expense?

"If they do this, there isn't any incentive to do well in high school," Hale says. "I studied hard, helped out in student government, volunteered, and I don't know if I would have done it if someone told me the only place I could start was at a community college."

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