

Parkland College

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Parkland College

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Mumps outbreak hits close to home

Zach Trueblood
Staff Writer

An outbreak of the viral disease Mumps has come to the Champaign-Urbana community.

Many are wondering how this outbreak started and what's being done to combat it. Awais Vaid, an Epidemiologist for the Champaign-Urbana Public Health District, shed some light on those questions.

"This number changes daily, but as of this morning [Aug. 20] there are 91 reported cases," Vaid explained. "It started at the U of I Champaign-Urbana campus. Most likely from a student that had contact with someone with Mumps in a different community such as Chicago or out of state."

Mumps specifically targets the parotid salivary glands located in the front of the jaw. They become enlarged and the cheeks can become puffy and swollen.

The Centers for Disease Control and Prevention says some common symptoms are, "fever, headache, muscle aches, tiredness, loss of appetite, and the swollen or tender salivary glands."

The CDC website states that Mumps is spread through



Photo by Zach Trueblood | The Prospectus

Due to an outbreak of the viral disease Mumps in Champaign-Urbana, some residents have decided to take preventative measures by updating their vaccinations.

saliva or mucus from the mouth, nose, or throat. It can be spread through coughing, sneezing, or talking. Sharing objects and touching the same surface as an infected person, with unwashed hands are other ways. Good hygiene is very important to stay healthy, not just from Mumps alone.

The CDC website also stated symptoms generally appear 16 to 18 days after infection but some that come in contact with the disease will develop mild or no symptoms, and remain unaware they are

There were
91
reported cases
as of August 20

even contagious.

Vaid said the best way to combat the spread of this disease is prevention and control. The Public

Health District is strongly recommending obtaining a booster vaccine, and to isolate all sick patients during the infectious period. He said education and awareness is key.

This disease doesn't only affect the very young and elderly like some viral disease do. The most affected age group is those of 16 to 30 years old. Most of the Parkland student body falls into this category and should remain diligent in learning about the disease.

For those at Parkland that

would like more information on the Mumps viral disease, visiting June Burch is a good resource. Burch is the Wellness Educator at Parkland. She works in conjunction with the Champaign-Urbana Public Health District throughout the year and is happy to answer any questions students or staff may have.

"Mumps is a disease that noticeably affects the salivary glands in the throat," Burch stated. "It can become more invasive and affect more organs in your body but typically it's just the salivary glands in your throat."

There are several places in the area that are offering the Mumps booster vaccine but Burch said. The Champaign-Urbana Public Health District office on Kenyon Road is offering them at no cost and will be providing them until the outbreak has been quelled. There should be enough for all those interested in receiving one.

"People who have been immunized and have confirmation that they've been immunized, also still seem to be getting the Mumps now in this outbreak but the

SEE MUMPS PAGE 5

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Fact or Fiction

In Japan, letting a sumo wrestler make your baby cry is considered good luck.

Answer on page 3

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NEWS

Director chosen for Parkland Orchestra



Photo by Cindy Smith | Fine and Applied Arts at Parkland College

Parkland College's orchestra performs during their December concert in 2014.

Sarah Powers
Staff Writer

The search for a new conductor for the Parkland College orchestra was recently concluded with the hiring of Dr. Rodney Mueller, a Parkland orchestra cellist and retired string music teacher in the Champaign County school district.

The need for a new conductor was sparked after Dr. Jack Ranney, who served as conductor of the Parkland orchestra for over 25 years, was ineligible for rehire because of SURS policies.

Last year, the Illinois State Legislature passed a law placing income restrictions on state employees who receive retirement income from the State University Retirement System (SURS), making Dr. Ranney ineligible for rehire without a penalty from the state.

SURS retirees are limited in the amount they can

earn from SURS related institutions, like state colleges and universities.

If an employee exceeds the restricted limit, the school hiring the employee is imposed a penalty.

Dr. Ranney, who retired from teaching at the University of Illinois School of Music in 2005, was still acting conductor of the orchestra until this past May. With the installment of new SURS policies, Parkland administration decided not to renew his position to avoid a fine from the state.

This decision caused an amount of frustration among members of the group, who believe Dr. Ranney's seniority and effectiveness in the orchestra is worth a fine from SURS.

"I do believe that some [current participants] will no longer come back to the orchestra," said Glen Salo, a community member in the orchestra.

"That's not a reflection of Dr. Mueller but because of the general discontent of the situation," he added.

Understanding of the political circumstances, Dr. Mueller believes that despite the current frustrations among the orchestra, hopes remain high for a productive and enriching semester.

"I can't fit into [Dr. Ranney's] shoes, because they're different, but I'm looking forward to this opportunity as a chance for both the group and myself to grow," said Dr. Mueller.

With over 30 years of string ensemble education experience, Dr. Mueller is confident in taking levels up from teaching children in Champaign County schools, where he taught for the past 19 years, to adult students and community members.

"I have a wide range of teaching experience, from preschoolers to adults," says Dr. Mueller. "There are some

small differences between teaching those levels, but I think I can move between those levels pretty easily."

Describing the selection of music for the first concert (on September 27) as the biggest challenge faced so far, "I've chosen music that won't make us reach and reach, so we

"I can't fit into [Dr. Ranney's] shoes, because they're different, but I'm looking forward to this opportunity as a chance for both the group and myself to grow."

Dr. Jack Ranney
Conductor

can come together and make music accordingly before

that quick first concert," said Dr. Mueller.

Selecting a stage and screen theme, expectations can be set for well-known pieces from movies and popular musicals and stage plays, or operas.

"I would like to try and grow the student participation in the orchestra as well," Dr. Mueller said, referring to the group's 75 percent community member involvement.

"More than a maestro, I'm a teacher. And to grow the Parkland student, whether they're a music major or a non-music major, I want to help them grow in their musical understanding," he said.

For more information about the Parkland orchestra or concert schedule, visit <http://faa.parkland.edu/music/ensembles.html>.

For more information about SURS policies, visit <http://www.surs.com/>.

Parkland clubs offer many benefits to students

Brittany Webb
Staff Writer

With the semester just beginning and new students pouring onto campus, many are wondering how to get involved. Parkland College has many clubs and organizations waiting for new people to join.

The Parkland Science Club (PSC) is new—they just started up last fall. Karla Martinez, president of PSC, says getting involved is a great way to meet new people.

"There are several benefit to joining clubs: for me they were meeting new people, getting involved in fun activities, helping others, volunteering and they're great to put in your resume," Martinez said.

Martinez said she joined Science Club because she is majoring in Chemistry and has always had an interest in science. But Britt Carlson, advisor of PSC, says you don't have to be a science major to be in Science Club. When she was in college, she was involved in a variety of clubs, such as Dance Club, the American Chemical Society and the volunteering club.

"I found that they were really instrumental in my success as a student. I learned new ideas, met new people, formed new connections with faculty and with my college, and became truly integrated into the college community. All of these things made me more committed to my classes and to my success as a student," Carlson said.

Some students join clubs outside Parkland College too. Hayden Wennerdahl, a sophomore in the Pathway to Illinois program, says attending events is important in staying active as a club member. He is heavily involved with the Fighting

Illini Bass Fishing Club at the University of Illinois.

"Whether it's a weekly meeting or a road trip to Chicago I try to be as involved as possible. As a full-time student with a job I do sometimes miss meetings, but the key is self-determination. It's ultimately up to the student regarding their involvement with their school," he said.

College can be a balancing act, especially at the beginning. Trying to balance school work, class time, sometimes a part-time job can be difficult when attempting to get involved in a club or organization.

However, Martinez says organization is key, and tries to remember the 5 P's: Proper Planning Prevents Poor Performance.

"For me it is based on organizing everything in advance. It basically goes like this: you have classes you must attend, organize your activities around that, and then organize your social/home life around both. Since it's so many variables it's important to be able to have everything organized in advance," Martinez said.

As long as a student keeps organized and doesn't overload themselves, joining a club can have many benefits.

Wennerdahl agrees one benefit to joining clubs is making friends. After a year in the club, he has made many friends, which has encouraged him to participate in events he wouldn't have otherwise.

Wennerdahl also had the opportunity to meet some famous people at an event he attended last January. He volunteered to work at the Bass University event in Chicago where he was able to interact with professional fishermen he's watched on TV and idolized for years.

Not every club has such



Photo by Ruben Aguilar | The Prospectus

(Left to Right) Secretary Brittany Webb, Advisor Britt Carlson, and President Karla Martinez laugh after Carlson tells a joke during the Science Club officer meeting on Friday, Aug. 21, 2015. At the meeting, the four officers and two advisors demonstrated how one can have fun while still being productive.

opportunities, but joining a club can offer a more well-rounded college experience. When getting involved, it may not only improve one's resume, but also social life and even grades.

"Many people seem to think clubs are just to waste time instead of doing homework or studying. While others think it is simply not worth it. In reality if you choose clubs you are truly interested in, it makes college more

fun and not just a drag to go to class and sit through lectures for hours a day, then go home and do homework or go to work," said Martinez.

Each club holds office hours once a week in U111 and the student workers can direct you to the president or advisor of a club. If you are interesting in getting involved, visit the Office of Student Life, located in room U111, or call them at 217-351-2492.

LIFESTYLE

Teens shopping more like their parents



Photo by Seth Wenig | AP Photo

In this July 27, 2015, photo, Sofia Harrison, 15, holds up clothes for her friends to see while shopping at Roosevelt Field shopping mall in Garden City, N.Y. Teens are shopping like their parents during the back-to-school season, and that's putting a lot of pressure on retailers to change the way they market to them. More teens are thrifty nowadays, a habit picked up from their recession-scarred parents.

Anne D'innocenzio
AP Retail Writer

GARDEN CITY, N.Y. (AP) — Giulia Pugliese is a typical teenager. She likes to look good, and she's particular about what she wears.

But when The Associated Press followed the 15-year-old from Long Island on a recent back-to-school shopping trip with friends, she left a Nike store empty-handed — even though Nike is one of her favorites. The reason?

"I buy on sale because it's stupid to buy a pair of shorts for \$60," said Pugliese, who instead looks for the "Swoosh" logo in discount stores like Marshalls.

Teens are shopping like their parents during the back-to-school season, and that's putting a lot of pressure on

retailers to change the way they market to them. Gone are the spending sprees, starting weeks before school bells ring. More teens are thrifty nowadays, a habit picked up from their recession-scarred parents.

Today's kids recycle more clothes from the previous school year, mixing and matching the old with the new for different looks. They also shop year-round for things they need so they're spending less money this time of year.

When they do buy, they're less likely to get anything that's not on sale. And the number of kids who'll reuse last year's items rose to 39 percent from 26 percent between 2011 and 2015, says a Deloitte LLP poll of 1,000 parents.

And when teens shop,

they're spending less. Families with school-age kids, on average, are expected to spend \$630.36 this year, according to a survey of 6,500 by the National Retail Federation. That's down 6 percent from last year and results have registered declines for four out of the past seven years.

Overall, back-to-school spending this year should hit \$42.5 billion, up 2.1 percent from the previous year, according to The Retail Economist, a research firm. That's much lower than the 5 to 6 percent average gains typically seen in a healthy economy.

Teens' behavior is an extension of how their parents learned to shop since 2008 when retailers pushed discounts to entice people

to buy during the downturn. That helped lure shoppers, but it also got them addicted to deals. The shift made it difficult for stores to make money because discounts cut into profits.

Such behavior has cut into sales from July through September, the second biggest shopping period of the year behind the winter holidays. Sales during that period were 24.9 percent of total sales annually last year, down from 25.8 percent in 2003, according to The Retail Economist.

"Consumers are sending a message to retailers that says 'the back-to-school shopping season just isn't that important anymore,'" says Deloitte's Alison Paul.

The shift is changing how stores market to teens.

Whereas stores' promotions would end around Labor Day, they're now extending

39%
of young people
will reuse last year's items
\$42.5 billion
total amount spent
for back-to-school shopping

them through September. They're also pulling together complete outfits from different brands in stores to make it easier for teens to buy looks. And they're using

SEE SHOP PAGE 5

Popular foods taking on new hues without artificial dyes

Candice Choi
AP Food Industry Writer

TARRYTOWN, N.Y. (AP) — Mozzarella cheese at Panera restaurants won't be as glaringly white. Banana peppers in Subway sandwiches won't be the same exact shade of yellow. Trix cereal will have two fewer colors.

Food makers are purging their products of artificial dyes as people increasingly eschew anything in their food they don't feel is natural. But replicating the vivid colors Americans expect with ingredients like beets and carrots isn't always easy.

In fact, General Mills couldn't find good alternatives for the blue and green pieces in Trix, so the company is getting rid of those colors when the cereal is

reformulated later this year. The red pieces — which will be colored with radishes and strawberries — will also look different.

"We haven't been able to get that same vibrant color," said Kate Gallagher, General Mills' cereal developer.

The shift away from artificial dyes represents the latest chapter for food coloring in the U.S., which has had a rocky history. As recently as 1950, the Food and Drug Administration said children became sick after eating an orange Halloween candy that contained a dye. The agency eventually whittled down its list of approved color additives after finding several had caused "serious adverse effects."

Now, more companies say they are replacing artificial

dyes with colors made from fruits, vegetables and spices, which are widely considered "natural," although the FDA doesn't classify them that way. But these present more challenges than artificial dyes.

In addition to costing more, colors from fruits and vegetables can be sensitive to heat and acidity. And since they're used in higher doses to achieve boldness, tweaks to other parts of recipes may be needed. Such adjustments can be tricky for companies that manufacture on massive scales.

Still, companies want to court people like Heather Thalwitzer, a 31-year-old homemaker in Melbourne, Florida. Thalwitzer avoids artificial colors because she wants her 6-year-old son to eat quality food and she said

red dye has been linked to "mania."

She has tried alternatives like naturally colored sprinkles from Whole Foods, which her husband thinks taste like fish. But she can get along without such products. One year, she made cupcakes topped with a single blueberry for her son's birthday.

There are times when Thalwitzer makes exceptions, such as when her son is at a friend's party.

"I'll let him have the birthday cake," she said. "But I'll cringe."

THE EVOLUTION OF NATURAL

Part of the challenge with colors from natural sources is that the range of hues has been limited. Blues, for instance, weren't widely available the U.S. until 2013. That's when the FDA approved a petition

by candy maker Mars Inc. to use spirulina extract as coloring in gum and candy.

The alga can now also be used in ice creams, drink mixes and other products.

"That was a big thing for us," said Stefan Hake, CEO of the U.S. division of natural color maker GNT.

At the company's office in Tarrytown, N.Y., Hake demonstrated how to get blue from spirulina by pouring a liquefied version of it through a coffee filter to isolate the right color components.

The approval of spirulina extract also opened up the world of greens, which can be made by mixing blue and yellow. It turns out plants like spinach brown in heat and aren't ideal for coloring.

Getting approval for a new

SEE FOOD PAGE 5

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Fact or Fiction

FACT: This tradition is over 400 years old and involves mothers bringing their babies to sumo wrestlers who try to scare them and make them cry. A crying baby is considered healthy and luckier in their life.

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OPINIONS

Clinton's Iowa message less global, more local



Photo by Charlie Neibergall | AP Photo

In this July 26, 2015, file photo, Democratic presidential candidate Hillary Rodham Clinton speaks at Iowa State University in Ames, Iowa. In her many visits to the leadoff caucus state, Clinton has included multiple remarks with regional references. The approach is a stylistic shift from Clinton's failed 2008 presidential bid, which began poorly with a third-place finish in the Iowa caucuses.

Catherine Lucey

Associated Press

DES MOINES, Iowa (AP)—Hillary Rodham Clinton has gone hyperlocal in Iowa.

In her many visits to the leadoff caucus state, the Democratic presidential contender has spoken about the Republican governor's efforts to close mental health institutions, mourned a murder in an Iowa City area mall, deplored the deportation of an area pastor originally from Honduras and peppered her remarks with all sorts of other regional references.

In her years as secretary of state, she had the world on her plate. Now all politics is local, as the saying goes.

The approach is a stylistic shift from Clinton's failed 2008 presidential bid, which began poorly with a third-place finish in the Iowa caucuses. Advisers say this is the product of many hours spent in small house parties talking to residents, calls to close Iowa contacts and a clear sense she must do more to engage with Iowans

intimately.

"She's really sitting down and talking to people, and I think that's why," said Andy McGuire, chairwoman of the Iowa Democratic Party. She backed Clinton in 2008 but is remaining neutral this time.

Clinton commented on her efforts to make local connections at a Burlington house party this summer.

"I want to know what's actually happening, so I can come up with proposals that may actually change people's lives," she said.

Iowa-centric politicking won't sway all Iowa Democrats. While Clinton is the clear front-runner, they've demonstrated growing support for her main rival, Vermont Sen. Bernie Sanders, and are taking a look at former Maryland Gov. Martin O'Malley as well. Many liberals are frustrated with Clinton, who has avoided taking a firm position on some key trade and environmental questions.

"I see everything she's doing now as simply responding to polls," said progressive

activist Brenda Brink of Huxley, who considers herself "solidly in the Bernie camp." Brink added: "I know she's impressing some people."

Since she entered the race in April, Clinton has made seven visits to the state and built a massive organizing network. Her Iowa director, Matt Paul, said she has been clear that she wants "time to have conversations with Iowans" on those visits. He said she keeps up with the local papers.

Clinton is taking a similar approach in other early-voting states — name-dropping local businesses and a winning local softball team during a recent town hall event in New Hampshire, for example. Supporters say all of this provides Clinton a way to connect and to counter criticism that she lacks warmth.

"This has always been strength for her, the one-on-one and the smaller-group stuff," said Clinton spokesman Nick Merrill. "The difference is that we're leaning into it this time."

To be sure, she uses local talking points to weigh in on broader issues. At the Iowa City Public Library, she spoke about an area pastor who had been deported to Honduras this year, saying more discretion should be used in such immigration cases. And she cited the murder of a young woman at a local mall to affirm that she would "speak out about the uncontrollable use of guns in our country."

Clinton also says that talking one-on-one with people in Iowa and New Hampshire has already influenced her campaign. She says she is focusing on mental health and drug treatment because of her conversations in these states.

Perhaps the most popular Iowa reference from Clinton is to the state budget. At a Democratic dinner, Clinton drew huge applause when she criticized Iowa Gov. Terry Branstad for some recent budget vetoes on education and mental health spending. O'Malley has also been critical of Branstad on the

same issues as he campaigns in the state.

"Tonight I'm adding my voice to yours," Clinton told the crowd. "Gov. Branstad, put down your veto pen. Iowa families don't need a standoff, they need solutions."

Some activists, though, want to hear more solutions from her on the big national issues of the day.

Ann Christenson is a founding member of 100Grannies.com, an environmental advocacy group in Iowa City that Clinton mentioned during a recent stop. "We were surprised and pleased" at the reference, said Christenson, 78. But she said other candidates have also been in touch and she's still not sold on Clinton.

"She needs to come out against the Keystone XL and all other pipelines, including the Bakken Pipeline," she said. She was referring to pipelines that would transport oil from Canada to Texas refineries and from North Dakota's Bakken oil fields through South Dakota and Iowa to a distribution center in Illinois.

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FROM PAGE 1

MUMPS

symptoms are very mild," Burch said. "People who have actually had the disease do not seem to be getting it. And people who have not been immunized are of course getting it and becoming sicker than others."

Burch stressed the importance of being immunized or obtaining the booster. She felt that is the most important educational aspect for community members, students and staff included.

"The message we want to put out is: do you know for sure that you were immunized? It's typically done as an MMR immunization that spans Measles, Mumps, and Rubella. It's a two-step shot starting when you turn one and then once you enter the Illinois public school system," Burch explained. "People do have objections so they choose not to immunize their children. If you know that you were not immunized, it's very important that you do so."

Burch also warned that the chances of it coming to a Parkland classroom are possible.

Once classes start there will be students who are

concurrently enrolled at the University of Illinois as well. The U of I campus is not that far from ours and the likelihood of its spread to Parkland is possible.

She also pointed out if you are in a class with someone that has Mumps, you are technically exposed. You will have to prove you've had the immunization or go out and get one.

Activities Manager Chaya Sandler received the MMR booster vaccine recently. She provided some insight into why she chose to do so.

"Personally, I wanted to get the MMR booster because there are people who have been immunized and are still getting ill. Working closely with college students I wanted to make sure I'm protected. I really saw no reason not to get it since there's no cost," Sandler stated.

She explained finding the Public Health District office was fairly simple. The check in process was pretty simple and she was in and out in about 45 minutes.

For those interested in getting the MMR booster they should visit the Champaign-Urbana Public Health District office on 201 W. Kenyon Road Champaign, IL.

For immediate information at Parkland, visit June Burch in the Office of Student Life.

FROM PAGE 3

FOOD

color source can take years, but it's one way companies can fill out their palette of natural hues. In coming weeks, an industry group plans to submit a petition to use the carthamus in safflower for yellow, according to color maker Sensient Technologies.

"It's just one more that might be another crayon in the crayon box," said Steve Morris, Sensient's general manager of food colors for North America.

Sensient also developed a "deodorizing process" to remove flavors from ingredients. That allowed it to introduce an orange for beverages made from paprika.

Morris declined to detail the company's process. But since the ingredient is not "fundamentally changing the form," he said the ingredients are still within FDA guidelines of permissible color sources.

Sensient said three-quarters of its new projects for clients in North America involve natural colors. Globally, its sales of colors — natural and synthetic — comes to about \$300 million.

COLORING INSIDE THE LINES

There are seven synthetic colors approved for broad use in foods. But these dyes can be mixed to create a wide range of colors. The colors are made by synthesizing raw materials from petroleum, according to the FDA.

Synthetic colors still dominate in the U.S., but some cite a study linking them to hyperactivity in children in calling for them to be phased out. Lisa Lefferts at the Center for Science in the Public Interest also says artificial

colors can be used in deceptive ways.

"They mask the absence of ingredients," she said.

Tropicana's Twister in Cherry Berry Blast flavor, for instance, list apple and grape juice concentrates, but no cherries or berries. A synthetic color gives it the appearance of having the latter fruits.

Of course, natural colors also are used to make foods more appealing and send visual signals about the ingredients they contain. Subway says it will stop using a synthetic dye to give its banana peppers, but will maintain their bright yellow look with turmeric.

Some say a switch to natural color sources isn't yet possible because it might turn off customers, although they're looking into how to change.

"We have to deliver bold colors and flavors, or people will stop buying," said Will Papa, chief research and development officer at Hershey, which makes Jolly Ranchers, Twizzlers and Reese's.

Mars, which makes M&M's and Skittles, said it isn't yet using the spirulina extract it petitioned to have approved.

Not everyone thinks getting rid of artificial colors hinges on finding exact matches with natural alternatives. Panera is betting people won't mind that its mozzarella cheese might have a yellowish hue after the removal of titanium dioxide. For cookies with candy-coated chocolates, the natural colors it is testing are also duller.

Over time, people will get used to the more muted hues of foods with natural ingredients, said Tom Gumpel, Panera's head baker.

"You have to remove some of your expectations," he said.

FROM PAGE 3

SHOP

social media campaigns to be more easily discovered by teens.

To observe teens' new behavior, the AP followed Pugliese; her cousin, Arianna Schaden, 14; and two friends, Isabella Cimato, 17, and Sofia Harrison, 15, at Roosevelt Field mall in Garden City, N.Y. Here are some ways teens are shopping differently, and how retailers are adjusting:

THEY'RE IN NO RUSH TO BUY

Teens aren't impatient about shopping.

Although they started shopping weeks early, the four teens plan to delay buying things they don't need immediately, like jeans, until well after school starts and the weather cools. In fact, they're planning to spend about half of their back-to-school budget of about \$400 after school begins.

Cimato didn't buy anything at all that day. Harrison, who bought just a few shirts, said: "To be honest, it's not that big of a deal because I shop year round."

Besides that, they want big discounts. During their shopping trip, Schaden found a \$58 romper she liked, but decided to leave the mall without it.

"I think I buy on sale because my mom never buys something unless it's on sale," she said.

In response to this new thinking, Macy's and J.C.

Penney are now staggering back-to-school promotions through September. Penney also is increasing the back-to-school merchandise it carries in late August and September. That includes denim, backpacks, and basics such as underwear.

And Hollister, a division of Abercrombie & Fitch, says it is timing deals on items that shoppers most want at that time. Right now, it's promoting trendy tops and T-shirts with graphics, for instance.

THEY'RE SMARTER CONSUMERS

Teens aren't roaming around at the mall for kicks during back-to-school. They're researching the looks they want online and follow popular hashtags on social media so they can piece together looks before they get there. Google says its image searches for "school outfit" have grown dramatically during the past three years, and soared 76 percent in July.

Cimato, who researched denim tops and items with fringe on Instagram, said: "I pretty much know what I am looking for."

That presents challenges for retailers that are afraid teens will bypass their stores because they're focused on items they already want to buy. So, retailers are trying to get teens' attention before they are in stores.

Macy's is identifying key trends and hashtags on social media that are getting lots of followers. It now highlights shoe trends using the popular hashtag FWIS, which means "from

where I stand."

The retailer also is putting together more looks from various labels to create outfits and displaying them on mannequins or tables in the teen department instead of showing them by merchandise category. These include looks teens haven't necessarily seen on social media.

Penney uses Pinterest personalities like Katherine Accettura and Mai Phung who are influential among teens to market its back-to-school fashions. The company says it sees up to 500 times more re-pins than if it promoted the product itself.

THEY WANT A UNIQUE LOOK

Teens no longer want to be carbon copies of each other. Now, kids, inspired by what they see on Instagram and the like, want to personalize hot looks.

"I'm not a big fan of logos," Harrison said. "That's distracting to my style."

That behavior makes it hard for retailers to dictate specific looks. That means retailers have to do more marketing to attract teens.

Penney's back-to-school ad campaign called "Bend the Trend" tries to show how easy it is to put together trends for a personalized style. And like many teen retailers, Hollister has scaled back its logoed merchandise.

"Today, the customer is the center of everything we do," said Hollister president Fran Horowitz.

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All unused issues of The Prospectus are donated to the Parkland College Veterinary Technology program or the Champaign County Humane Society.

SPORTS

Out on the links with Nick Berger

Adam Vilmin
Staff Writer

As the summer comes to a close, Prospectus headed out for a round of golf with Parkland's 2014-2015 Male Athlete of the Year, golfer Nick Berger.

Last time Berger was being interviewed for Prospectus, he was preparing for the trip to Alabama and a showing in the NJCAA Division II National Championship.

After coming home with 35 place out of 120, he spent the summer working at Lake of the Woods and making the decision to attend McKendree University in Lebanon, Illinois.

Thankfully, the Prospectus was able to get Nick for an interview and round of golf at Stone Creek in Urbana before he leaves for the upcoming school year.

Berger and I meet up on the practice tee early on a blustery gray morning that wasn't looking good for golf.

"I was about to call and ask if you were still wanting to risk it," he told me, looking up at the unfriendly clouds covering the sky. We both decided since we woke up and got here, it's worth a try, and we head out to the first tee.

I tee up and we start talking about how the summer had been since the National Championships.

"I didn't really play a lot of tournaments compared to other years. I did get second in [Lake of the Woods'] club championship. The guy who beat me set the course record



Photo by Glen Berger | Prospectus Contributor
Parkland Golf athlete Nick Berger competes during his sophomore year's regional tournament.

one day, so it was hard to keep up with that," he said, laughing.

After a little catching up and him going up three strokes early, we get to the challenging third hole, a devious par three that involves carrying 180 yards

of water as well as avoiding a terrible, scrubby sand trap that wraps the whole right side of the green. The pleasantries cease as the wind pulls Berger's tee shot right in the pond and I hit into the very back of the bunker. Morale is at a low point and

the threatening storm clouds aren't improving anything.

Spirits brighten though on the next hole when the foursome in front let us through, and we get to show off with some big hitting from the tee. We finally find a rhythm on the course

and the sun even managed to make its way out finally. The conversation is mostly Berger insisting I build more "swagger" and confidence in my golf game, and our commonalities in both being homeschooled kids. He liked it a lot more than I did.

"It's always suited me more. I like teaching myself and just having someone there to help. I've never been much for lectures," he said.

The self-reliant tendencies from homeschooling also factored into his choice in McKendree and even the choice to start at Parkland.

"I actually had some other offers to four year colleges. I wasn't really looking for something that big immediately coming out of being homeschooled my whole life. Even now, I was a little unsure about where to go since I really like the life I've put together here," Berger said.

It turned out Berger's talents don't stop with golf. Not only did he play baseball, basketball, and soccer in high school, but he is a full time drummer for the church he attends. After finding my ball I hit into a marsh, he even added that he could be considered a "ball finding prodigy."

We get to the 18 green and finish strong with Nick holing out a 15-footer, left handed and with the putter lined up backwards. We shake hands and head back to the cars, another day on the golf course.

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ENTERTAINMENT

Artist Banksy opens derelict 'Dismaland' theme park

Sylvia Hui

Associated Press

LONDON (AP) — The elusive British graffiti artist Banksy has unveiled his latest project — a parody of a seaside theme park called “Dismaland” complete with a derelict castle, a dead Cinderella and a Grim Reaper in a bumper car.

The artist, best known for his subversive, stenciled street art, said it was a “festival of art, amusements and entry-level anarchism.”

“I guess you’d say it’s a theme park whose big theme is theme parks should have bigger themes,” he said in a statement.

While Banksy said it was “not a swipe at Disney,” it’s difficult to ignore the reminders of Disneyland — from the gray castle and the skewed sculpture of Ariel the mermaid in front of it, to the exhibit of Cinderella in her carriage. Only this princess hangs out of her crashed carriage, apparently dead, as paparazzi look on.

The project, staged in a run-down site in southwestern England’s Weston-super-Mare, is Banksy’s biggest show to date.

It includes new works from Banksy, as well as art galleries featuring some 50 international and British artists including Damien Hirst.

Musical performances and arcade games complete the experience.

Among the exhibits: a sculpture of a woman attacked by a cloud of seagulls, a killer whale leaping out of a toilet bowl and a pond where visitors can steer model boats crammed with



A visitor photographs herself through a ‘selfie hole’ at Banksy’s biggest show to date, entitled ‘Dismaland’, during a press viewing in Western-super-Mare, Somerset, England, Thursday, Aug. 20, 2015.

Photo by Yui Mok | PA Wire via AP

migrants.

Local residents had been kept in the dark about the project, and were told the space was being turned into a film set.

The park opens to the public Saturday and runs until Sept. 27.

Judging from the early response, it’s set to be a hit: Long lines formed outside the park Friday as people waited to get in for a viewing day reserved for local residents. Online, the official website was down for most of Friday as it apparently crashed

under the flow of traffic.

Banksy, who has never disclosed his full identity, began his career spray-painting buildings in Bristol, England and has become one of the world’s best-known street artists.

Spain: New leftist mayors turn back on bullfighting

Iain Sullivan
Ciaran Giles

Associated Press

VILLAFRANCA DE LOS CABALLEROS, Spain (AP) — Bullfights or schoolbooks? A new breed of local officials in Spain are asking.

Julian Bolanos, the mayor of this central Spanish town of around 5,000 inhabitants, recently announced he was taking the 18,000 euros (\$20,000) in public funding for bullfights to invest it in textbooks and other educational material.

Days before, his new leftist counterpart in the northwestern city of A Coruna withdrew 50,000 euros in bullfight subsidies and vowed to find a better way to spend it.

The measures may be surprising in a country where bullfights are an emblematic part of the culture and a traditional fixture in nearly every town’s summer festival. But they are not unusual: Since May 24 local elections, the ruling, pro-bullfighting, conservative Popular Party has been ousted from town halls and regional governments across the country and replaced by leftist coalitions that are questioning funding for bullfights — seen as a luxury in times of economic hardship.

“Of every 10 people that come to me, nine ask for work or help, not one has come to me asking for bullfights,” Bolanos, a Socialist party member, told The Associated Press. His town, like most of Spain, suffered severely in the economic crisis that has left the country with 22 percent unemployment.

In Madrid, the world’s bullfighting capital, new leftist Mayor Manuela Carmena has said she won’t be using the presidential box at the bullring — a mayoral privilege — and is studying withdrawing subsidies and declaring the capital an animal-friendly city, a mostly symbolic gesture toward animal rights groups.

That move has already been taken by Palma de Mallorca in the Balearic Islands, also administered by a new left-wing mayor.

The major city of Valencia, in the east, also has a new leftist town hall team that has axed bullfight subsidies, while nearly a dozen towns in the region, including the port city of Alicante, are pushing for referendums on keeping bull events as part of town festivals.

“We’re under attack,” said Carlos

Nunez, president of the Spain’s Fighting Bull Breeders Union. “The May 24 elections have brought about many changes with coalitions including anti-bullfighting parties.”

He said it was unjust treatment for a spectacle that has been declared part of Spain’s national heritage, and is the country’s most popular spectacle after soccer. Bullfighting and bull-running have always stirred strong passions; some see the spectacles as artistic while others view them as anachronistic, bloody and cruel.

Going against the trend is the northern Basque city of San Sebastian, which under a new conservative mayor has reintroduced bullfighting, ending a two-year ban by the former leftist town hall. The first bullfight was held Thursday, attended by former King Juan Carlos and other members of his family. The monarch called for bullfighting to be defended, saying it “is an asset for Spain that we must support.”

The king received a rousing ovation by those attending and a special dedication by one of the bullfighters, who said the king was defending culture and freedom by his presence. Outside, pockets of anti-bullfight protesters joined forces with anti-monarchists.

The debate of tradition versus animal rights has little to do with this particular debate, however. Spain’s economic crisis plunged bullfighting into crisis, with smaller crowds at ever fewer bullfights. Younger people preferred to spend what little money they had on travel, theater shows, movies, pop concerts and night clubs. Despite dwindling popularity, Spain still holds some 2,000 bullfights annually and some 16,000 town festivals include bull events.

One milestone in the debate came in 2011, when Catalonia, the rich northeastern regions whose capital is Barcelona, became Spain’s second region to ban bullfighting. It joined the Canary Islands, which stopped the practice in 1991.

In response, a string of other regions mostly run by the Popular Party passed directives protecting the spectacle. Parliament also took moves to enshrining bullfighting as a key part of the nation’s cultural heritage following a petition bearing 600,000 signatures, including Prime Minister Mariano Rajoy and Nobel literature laureate Mario Vargas Llosa.

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