

ACCENTS

KRS - One



Black History Month will reach a campus high Sunday when KRS-One from Boogie Down Productions musical group visits for "A Salute to Black Americans" at 7 p.m. on Sunday at the Koger Center. KRS-One, a.k.a. Kris Parker, will be the keynote speaker at the event. Admission is \$3 for students and \$5 for the general public.

College Yearbooks

Garnet and Black beefs up marketing as book's popularity sinks in the '90s

By GREG RICKABAUGH
Carolina! Editor

Less than 8 percent of USC students have purchased Garnet and Black yearbooks in the past couple of years, leading Student Media to look for new marketing techniques.

Only 2,021 yearbooks were purchased in 1990, and sales decreased to 1,753 in 1991.

With sales totals for this year looking even worse, Student Media officials are gearing up advertising campaigns designated for the parents of freshmen.

Coordinator of Student Media Jim McKellar said the yearbook recently sent advertisements for the 1992 yearbook to all parents of freshmen. This contact with new students is one step in a plan McKellar said he hopes will change attitudes about college yearbooks in the coming years.

"Because sales are declining nationally, we're looking for diffe-

rent ways to promote the yearbook," McKellar said.

Journalism senior Jeff Wilson attributes the Garnet and Black's decline in sales to the lack of money spent producing the yearbook. "You can't have a good product without putting money into it," Wilson said.

Wilson also said Garnet and Black is not up to par with other college yearbooks he has seen and that it really fails to give him a flavor of USC life.

Some USC students believe that the overall popularity of college yearbooks has slid in recent years.

"I'm just not into yearbooks," junior Chuck Conrad said. "With high school yearbooks, I knew everybody in them. Here, I only know about 10 percent of them."

This year's Garnet and Black editor, Shannon Reilly, admits college yearbooks do not seem to be popular in the '90s. "I just don't

think it's a popular thing in college. The university is so big," she said.

Reilly has worked to increase the number of students who have individual portraits made this year in hopes that people who know their pictures will be in the yearbook will buy it.

Even after this year's \$3 price increase, the Garnet and Black's \$26 price is much less expensive than yearbooks at other universities.

But the relatively low price doesn't always bring in orders. McKellar said the yearbook staff often must deal with dozens of leftover books that would not sell.

McKellar said this year the Garnet and Black is making Feb. 28 the cut-off date for orders, leaving last-minute buyers out in the cold. McKellar said Student Media does not have the space to hold extra yearbooks or the money to hope they will sell later.



Kimberly K. Merritt (left) of Charleston portrays Karen Carpenter in USC's production of "The Frogs." William Lalima (center) of Summerville portrays Roy Orbison, and R. "Bubba" Smith (right) of Saluda portrays Jim Morrison in the production.

'Frogs' goes to showbiz hell

From Staff Reports

Marilyn Monroe, Elvis Presley and Bette Davis are among several entertainers who come back to life in a new offbeat production of Aristophanes' classic musical-comedy "The Frogs."

The musical opens Feb. 13 at 8 p.m. in USC's Drayton Hall theater. Additional performances will be at 8 p.m. Feb. 14-15 and 18-22 and at 3 p.m. Feb. 16 and 23.

Aristophanes' play, written in 404 B.C., has been rewritten by USC theater professor Ann Dreher and music professor Sam Douglas to reflect more modern times.

The storyline follows two popular entertainers, who are complaining there are no good songwriters anymore. The two decide to go to Entertainers Hell to bring back John Lennon.

While in Entertainers Hell, the two run into numerous dead celebrities, including Jim Morrison, Ethel Merman, Al Jolson, Judy Garland, Miles Davis, Rudolf Valentino, Redd Foxx, Hank Williams Sr., Patsy Cline and Fred Astaire. The devil decides to hold a con-

test to choose the best songwriter. The winner will be allowed to return to earth.

The play features several song and dance numbers, many of which were composed or choreographed by USC students.

"It really is a wonderful show," said Dreher, who is directing the production. "It's a parody of popular songwriting in all genres. There's something in it for everyone."

The USC theater and music departments have spent a lot of time rewriting the script, composing music and researching the entertainers portrayed in the play, Dreher said.

The play gets its name from a frog chorus. In Aristophanes' version, the frog chorus just makes frog noises. In the USC production, the frog chorus consists of baby Kermit's in memory of Jim Henson, and they sing a country/western song.

Tickets to the show are available at the Longstreet Theatre box office. To order by phone, call 777-2551 between noon and 5 p.m. For information, call 777-4288.

RUSH

Rush Concert Coming

Soon: Tickets go on sale today for the Rush concert coming to the Carolina Coliseum on Thursday, March 5. The Canadian rock trio is currently touring in support of their recent album "Roll the Bones." Opening for Rush will be Primus, who have been enjoying their own recent success. Tickets for the show are \$20.50. The show is due to begin at 7:30 p.m.

NAACP Program Changes Day:

Patrick Davis, NAACP President, announced that the NAACP Founders' Day Program scheduled for next week is being changed from Wednesday night to Thursday night at 6 p.m. The location of the program has been changed to the Capstone Conference Room, and a free buffet will be open to all students who attend.

National Student Exchange Program

By KRIS HOFFMAN
Staff Writer

If you have dreamed of attending another university in the United States or living outside of South Carolina, then the National Student Exchange Program might be for you.

Through the program, students attend another university for a semester or full academic year while paying USC tuition.

In its first year, 1980, 10 USC students participated in the program, said Rosvelt Martain, director of Educational Support Services.

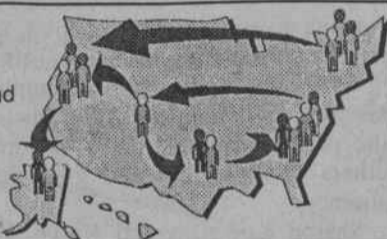
Thirty USC students are registered to participate next year, and 34 are registered to attend USC on exchange from other colleges.

Assistant coordinator Daphne Vegenas said she wishes she had known about the program as an undergraduate because it is a great help in developing independence and looks great on a resume.

Employers look positively at

NSE and USC

- Students pay USC tuition but attend another university for one or two semesters.
- About 100 colleges and universities nationwide participate.



Ryan Sims/The Gamecock

students who can leave an environment they are familiar with and go to a school where they don't know anyone, Vegenas said.

The application process is simple. Students choose three schools and write a short essay explaining why they chose them and why they want to participate.

As many as 84 percent of those who apply are placed at their first choice.

A \$35 application fee is required, but is refunded if the student is not successfully placed. After placement, additional fees are required.

Applications for next year's exchange are being accepted through Feb. 14.

Selecting a school can be complicated. In the past, students have looked at schools with their same major or those in a part of the country they have always wanted see. Most USC students travel northeast or west.

Information about the program will be presented on Awareness Day at 3 p.m. Feb. 5 in Russell House room 327. Speakers will include students currently at USC on exchange and students who have been in program in the past.

About 100 colleges and universities nationwide participate in the National Student Exchange Program, and almost every state is represented by one of them.

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