



## ALL ABOUT ALFRED



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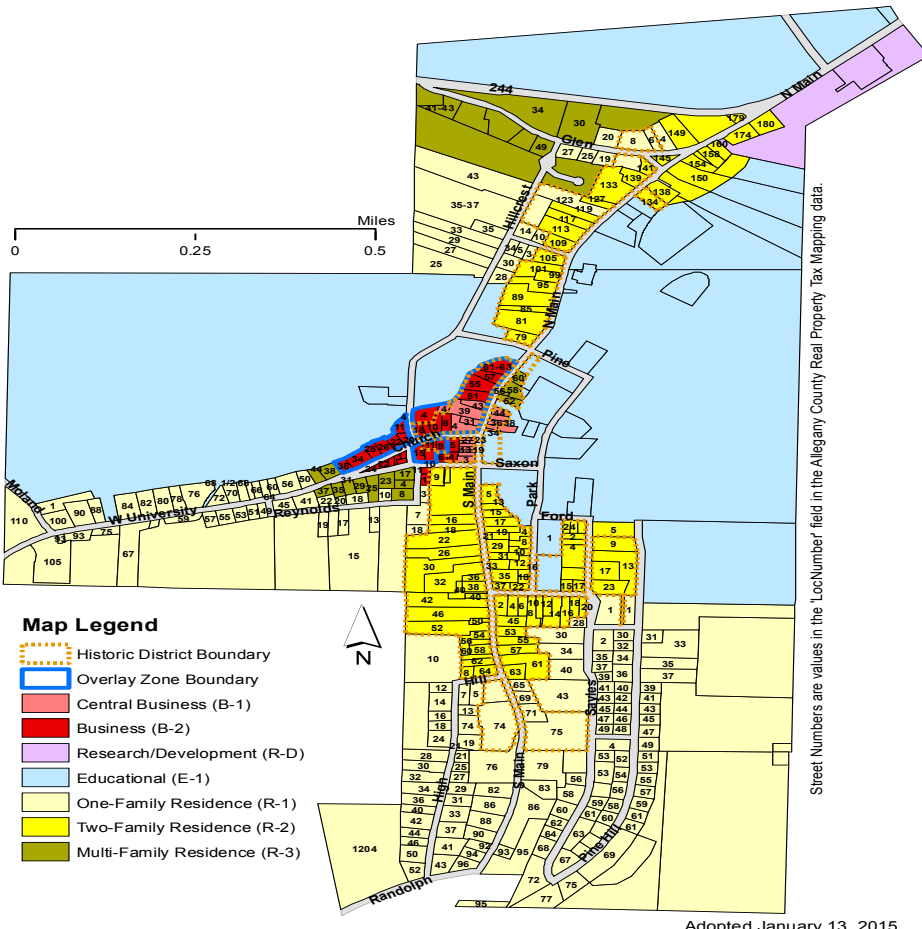


Photo Credit: Overlay zoning map from [alfredny.org](http://alfredny.org)

FRANCESCA FELIZ

Managing Editor

The mayoral election on March 18 will determine the fate of Alfred, according to Mayor Justin Grigg and many residents.

“This election will shape the direction in which the community goes,” said Grigg.

Zoning laws put like or generally compatible properties near one another. Zoning may change significantly after this election. While Grigg supports the current zoning structure, his opponent, Alfred University (AU) alumni Jason Rodd, is critical.

In 2006, four years after AU abolished its Greek system, zoning laws were updated so that fraternities and

sororities could be established in the educational (E1) zone. Alfred State College, which still allows Greek life on campus, began permitting Greek organizations to move off campus. Problems arose as Alfred families did not wish to live next door to the Greek scene, according to many residents.

“I love students, but I need to sleep at night,” said AU professor and Alfred resident and trustee Becky Prophet.

Greeks are permitted to live wherever they please, but may only operate a social house in Alfred business zones B1 and B2, according to Grigg. The goal is to group compatible properties

## IN THE ZONE

in a district, thus allowing student night life and resident family life to coexist without interfering with one another.

“Anyone can live where they want, it’s America,” said Grigg. “We just want to allow social houses off-campus in a way that maintains the village’s appeal to a large variety of residents.”

Rodd argues that that Grigg is not only “anti-student,” but also incorrectly portraying Alfred’s zoning laws. He adds that the fact that many residents say Greeks should not live by them is a form of discrimination.

For 100 years, Greek life was all over town, according to Rodd. He believes this is a positive thing.

Trustee Prophet says Rodd believes the village should “bend to his will,” instead of letting majority rule. If elected, she she fears Rodd will try to downplay, eliminate or ignore zoning codes. The codes are meant to keep everyone in the community happy, according to Prophet.

“The village of Alfred knows and understands students must be in Alfred and love being in Alfred,” Prophet said. “But we also must have everyone, including village residents, behave responsibly for that to work.”

Grigg says he’s anything but “anti-student.” He says he simply wants the best for everyone in the village as a whole.

Greek life is “organized chaos,” according to Rodd. He says that allowing Greeks to live anywhere throughout the Alfred community and abolishing the zoning laws will work. The Greeks will behave responsibly for fear of losing their houses and their characters.

“It is what it is,” Rodd said. “If some people do not want to live by students, then they should not live here.”

## Food Fight

### Student-led Petition Spurs Discussion



Photo Credit: AU Students for Better Nutrition Facebook page  
Photos of undercooked meat posted by AU students

FRANCESCA FELIZ

Managing Editor

Alfred University (AU) art student, Brianna Burke, has created a petition expressing complaints about the dining halls in an effort to improve food quality on campus.

“After three semesters of terrible quality food and nearly avoiding Ade food entirely, I realized I was not the only person with these complaints,” said Burke.

Burke created the food petition that many AU students have signed. According to Burke, most students have no interest in going out of their way to improve campus conditions, so she took the initiative.

Burke hopes to make the university aware of the issues with campus food that so far, she says, no one has

addressed.

“If you share your opinion, you are going to get listened to here,” said Burke. “And this is a wonderful thing. A difference has already been made.”

Burke wants the university to make major changes and they have taken steps toward that already. More vegetables are now available, students can add fruit with every Saxon Swipe at Powell and Ade now has gluten free and vegan options.

Burke would like to see more healthy options at all the food venues on campus and address the quality of the food preparation. Burke runs a Facebook page, “AU Students for Better Nutrition,” where students have been submitting pictures of undercooked meat.



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# Performance Piece Sure to Please

**MAGGIE BASKA**  
Staff Writer  
“As the Air Moves Back from You” is a massive performance installation piece that will be showcased in the Fosdick-Nelson Gallery through Feb. 22.

In that time, 8,000 pounds of rice inside the gallery will shift and reform as new artists perform each week. The installation is a collaborative work between D. Chase Angier (Angier Performance Works), Luftework, Tiffany Mills Company, Kristi Spessard, Laurel Jay Carpenter, The Alfred Performers, Andrew Deutsch, John Laprade and Marketa Fantova.

With such a star-studded cast of local artists, the installation is sure to impress. By itself, the it is underwhelming. The gallery is darkened so that only shifting, soft spotlights focus on the mound of rice tucked into a corner. There is a melodic soundtrack



Photo Credit: Maggie Baska, 8,000 pounds of rice

playing, and it does give off an ethereal effect, but it’s just rice on the floor in the corner.

The artistic excitement comes from the performances held multiple times each week. Each new artist works in the remains of the previous to build and rebuild the landscape. The performances are only 15 minutes so the

work is constantly in flux of form. Additional special events linked to the installation will be held in Miller. All events are free and open to the public. The scheduled times of the performances can be found on Alfred Today and are posted outside the Fosdick-Nelson Gallery.

# Sigma Xi Supports Scouting

**LAUREN SCHRAMM**  
Guest Writer  
The Alfred chapter of Sigma Xi, a scientific honors society, will be hosting its annual Girl Scout event from 9 a.m. to 12:30 p.m. on Saturday, April 4. The goal of this event is to invite Girl Scouts to campus and assist them in attaining science-related badges. Each scout level (Brownies, Daisies, Juniors e.t.c.) is awarded a particular badge. Brownies will be working toward their Bug Badge, Juniors -- the Product Design Badge, Cadettes -- the Tree Badge, Seniors -- the Science of Style Badge, and Ambassadors -- the Water Badge. Sigma Xi is seeking volunteers to help with the event. Clubs, faculty or individuals are welcome. Anyone interested in helping with the bug or tree badge should contact Crystal Cardona (cec6@alfred.edu). To help out the brownies who do not have a specific badge or the Science of Style Badge should contact Samantha Mar-non (snm1@alfred.edu). To assist with the Product Design or Water Badge contact Lauren Schramm (les5@alfred.edu).



# IEA Visiting Artist: Phil Hastings



Photo Credit: Hasting’s work, provided by Cathleen Johnson

**CATHLEEN JOHNSON**  
Date: Feb. 16 - 27  
Location: The Institute for Electronic Arts (IEA) at the School of Art and Design of the New York State College of Ceramics, Exhibition in Immersive Gallery Space of the Turner Gallery  
Sponsored By: The Institute for Electronic Arts and the Division of Expanded Media  
Phil Hastings of Silver Creek, N.Y., will be participating in an artist residency at the IEA Feb. 16 - 27. Hasting received his MFA from Southern Illinois University in 2005. His work

is about exploration, analysis and self-reflection. Hastings will be working across both of the IEA’s residency programs, producing printed and time-based works. In his time based work, Hastings will be exploring the interactive systems of Max/MSP Jitter and Arduino microcontrollers to integrate into his Morphology and Threshold video series. Hastings is excited to utilize the sound processing equipment available at the School of Art and Design to explore new ways of creating and manipulating his sound works as it

relates to his video work. In his print work, Hastings will be exploring translating his video work using the various methods of printmaking available in the School of Art and Design, including book-making and our large-scale digital printers. More information and Hastings’s work can be found on his website: <http://www.philhastings.com/> The Institute for Electronic Art’s Visiting Artist Program is sponsored in part by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

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# Coping with SAD

**LAUREN BRILLA**  
Sports Editor

Feeling bummed, but only during the winter months? You could be one of millions who suffer from Seasonal Affective Disorder, or an annual cycle of negative thoughts, lack of motivation, carb cravings, weight gain and an overwhelming need for sleep.

“It’s important to recognize and treat Seasonal Affective Disorder because it makes people who are vulnerable very, very weak,” said Dr. Stanley Tam, Director of Alfred University’s Wellness Center.

Seasonal Affective Disorder (SAD) is a mood disorder, not to be confused with the “holiday blues.” Lack of light during the winter-time means that brains produce less serotonin, a neurotransmitter that affects mood. The increased hours of darkness also induce production of a sleep-related hormone, melatonin.

It is estimated that 20 percent of the United States population suffers from SAD, but it is more common in regions that are farthest from the equator because they receive less sunlight. 9.2 percent of Alaskan residents reported having SAD compared to 1.6 percent of Floridians.

Around 10 percent of clients from Alfred University who visit the Wellness Center are diagnosed with SAD,

is about exploration, analysis and self-reflection.

Hastings will be working across both of the IEA’s residency programs, producing printed and time-based works. In his time based work, Hastings will be exploring the interactive systems of Max/MSP Jitter and Arduino microcontrollers to integrate into his Morphology and Threshold video series.

Hastings is excited to utilize the sound processing equipment available at the School of Art and Design to explore new ways of creating and manipulating his sound works as it

said Tam.

“We all, as humans, have an occasional day where we feel down, but when it prolongs for four days straight, then it’s time to do something about it,” Tam said.

SAD is a two-pronged issue. First, it will latch onto people who already have some kind of a mood disorder, such as depression or anxiety. Second, SAD happens to high-functioning people in the summer who suddenly lose their momentum once winter strikes.

Alfred students can visit the Health Center for help.

“I’m more on the medical side, so I would refer any student to a counselor or here at the Wellness Center,” said Carlise Bossard, registered nurse at the Health Center. “We see this issue a lot, especially this time of year,” she added.

Tam says that some of the first warning signs include lack of energy and momentum, irritability, relationship issues, and lack of purpose. If those symptoms arise, there are ways to diminish the issue.

“We encourage people to focus on what’s ahead and not get trapped in the losses. SAD makes a person withdraw, so we suggest joining clubs and latching onto people who will take you

relates to his video work. In his print work, Hastings will be exploring translating his video work using the various methods of printmaking available in the School of Art and Design, including book-making and our large-scale digital printers.

More information and Hastings’s work can be found on his website: <http://www.philhastings.com/>

The Institute for Electronic Art’s Visiting Artist Program is sponsored in part by the New York State Council on the Arts with the support of Governor Andrew Cuomo and the New York State Legislature.

away from your losses,” Tam said.

SAD is an issue that is taken seriously because it can hit anyone with the same force. It is just a matter of how well a person copes with it once it hits.

“I can understand what SAD is all about because I have moments of feeling that way, especially with Alfred weather,” junior Emma Robinson, said. “To help, go for a run, do yoga, or plan a movie night with friends.”

Brace yourselves,

Student Senate  
Elections  
are coming!

Check out  
AlfredToday to vote  
now through Feb. 25!



# Opinion

## NFL Airs No More Campaign Ad

KELLY SANFORD  
Video Editor

Results of a 2010 Nielson survey show that more than half of all Super Bowl viewers are watching for the commercials. The annual championship games of the NFL have become the most viewed television marketing opportunity of the year.

Super Bowl ads cost upward of \$4 million for 30 seconds of air time. At those prices, viewers expect the best of the best. After watching 2015's Super Bowl, many of these ad-lovers had complaints about the serious or sad tone of several commercials. They were likely expecting the comedic or sexy commercials of previous years.

If viewers are largely critical of and disappointed in sad ads, why spend millions of dollars to air one representing your brand? The No More campaign used the sadness angle to its advantage.

Just after the end of the second quarter of the 2015 Super Bowl, No More aired a clip with audio of a woman calling 911 and pretending to order a pizza. It was soon clear that the woman was calling the police to report domestic violence. The No More campaign took advantage of viewers' expectation for a more cheerful com-

mercial to grab their attention.

According to No More, their goal is to "break the silence" about domestic violence and sexual assault. The easier it is to talk about these issues, the easier it will become to decrease and ultimately end domestic violence and sexual assault. What other situation is more "silent" about violence and assault than the family-friendly Super Bowl?

No More has created a signature logo that they hope supporters will share physically and digitally, not unlike the peace sign, the pink breast cancer ribbon or the red ribbon for HIV/AIDS. Sharing this during the most-viewed television event of the year helped with its publicity.

In addition to their shocking Super Bowl commercial, No More includes some shocking statistics on their website:

- 1 in 3 women and 1 in 4 men experience violence from their partners in their lifetimes.
- 1 in 3 teens experience sexual or physical abuse or threats from a boyfriend or girlfriend in one year.
- 1 in 5 women are survivors of rape.
- 1 in 2 women and 1 in 5 men have

experienced some form of sexual victimization in their lives.

- 1 in 4 women and 1 in 6 men were sexually abused before the age of 18.

Regular sports viewers are likely accustomed to seeing domestic abuse as something that affects a player. When a football player commits sexual assault or domestic abuse, they can be punished by the NFL. The focus is on sports-related consequences rather than on the fact that these acts are physically, emotionally and psychologically harmful, not to mention illegal.

No More has used this (dis)connection between the NFL and domestic violence as another marketing strategy. They have created two other commercials pertaining specifically to NFL players saying "no more" to sexual assault and domestic violence that can be viewed on No More's website.

Concerning No More's Super Bowl commercial (and other 2015 downer-ads), sad and serious publicity is still good publicity, right? You can share their logo using No More's regulations and take the pledge to end domestic violence and sexual assault at NoMore.org.



Photo Credit: Screenshot from the No More Campaign Superbowl Ad



By: L.A. Bonté

For more comics and animations visit [FilbertCartoons.com](http://FilbertCartoons.com)

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\$3 dollar entry fee. We will be playing singles Melee. Pizza slices \$1.50 each, cake \$1, and cookies \$0.50. E-mail [sgs@alfred.edu](mailto:sgs@alfred.edu) with questions.

## Ask the Dining Director!

JOHN DIETRICH JR.  
Dining Director

Welcome to "Ask the Dining Director"! This spot will feature questions from customers about Alfred University Dining - AVI Fresh in each publication this spring semester. John Dietrich, Director of Alfred University Dining will provide answers to all questions - here is a question that we picked up at the Open Food Forum on Thursday, Feb. 12;

Can we get a hot drinks in Mid-Knight Express?

Answer:

We have offered a variety of coffee beverages in the past. Unfortunately, they weren't very popular which resulted in a lot of waste. We received a student suggestion to offer hot chocolate, and that sounds like a great idea! Especially since it has been such a chilly winter. We have already ordered the equipment we need and will be offering hot chocolate at MidKnight Express very soon! Keep an eye out on our website and welcome board for an announcement.

Got a question for Mr. Dietrich?  
Send it to:  
[dietriij@alfred.edu](mailto:dietriij@alfred.edu)

## 'Fearless' Photographer Wows AU

JORDAN LOUX  
Staff Writer

Jeff Sheng, a photographer known for his LGBT photo projects like "Fearless" and "Don't Ask, Don't Tell," held a series of talks in Nevins Theater on Jan. 28.

During his first talk, Sheng told the audience how he became interested in photography, the making and wide reach of his photography projects and how to properly represent.

Born in Southern California, Sheng loves sports and has played tennis since he was seven. The first picture in his slideshow was of a small shelf holding his tennis trophies. Sheng nearly gave up playing tennis during his senior year and sunk into depression as he struggled with the pressure of coming out as gay.

Seeing the state that their son was in, Sheng's parents helped him find a new hobby. When Sheng said he had an interest in photography, his parents signed him up for a photography class at the local community college. From there he was inspired by his professors to make photography his living, even while juggling other jobs.

"We were highly encouraged by professors to cover issues that hadn't been talked about," said Sheng.

For his first project, Sheng decided to work with what he knew best, athletics. After talking with a friend of a friend, he set up a meeting to photograph a young squash player who had also come out as gay. After some failed attempts, Sheng photographed the boy after squash practice and liked the result.

By photographing athletes after practice, Sheng uses their exhaustion to show that their sports are just as much a part of their identity as their sexuality. "Fearless" is in the process of being published and will be out between March and April.

There are almost 200 student athletes in the "Fearless" collection now. These include students of all races and genders, including transgender athletes. The photos have been shown all around the country, from the University of Florida to the main Nike Headquarters.

Sheng has also been working on a project called "Don't Ask, Don't Tell," focusing on members of the military who must hide their sexuality or lose their jobs. Hiding their faces, Sheng photographed these servicemen and women in hotel rooms both for privacy and as a metaphor to show the intimacy they must hide. One of the photos was of a servicewoman jumping on a bed, giving the illusion that she is hanging from the ceiling.

"Don't Ask, Don't Tell" has also been showing results. Sheng told us that his pictures were displayed in The Pentagon, and that one of the participants in the project was almost discovered. It shows the power that still images can have.

"You see an image and oftentimes it provokes something in you," Sheng said.

Sheng also noted how important it is to be careful with wording when representing minority groups. One example was how he removed any statement of the sports teams being boys or girls only, since many find it limiting, especially the trans athletes. There is also red tape when it comes to queer people of color, since many of them feel they are outsiders in the mainly white LGBT movement.

A lot of work goes into making an art project, from finding a workable subject, to creating it, to making sure that no toes are stepped on along the way. Sheng demonstrates that even if you do not become rich as a result, art can have a strong influence on your life.

"It's about not being afraid to go after what you want," Sheng said.



# The Broadway Beat

## Four Stars for “If/Then”

SYDNEY WALTER  
Broadway Columnist

To the fans of glistening glitter and names in big lights, Broadway is becoming such an abnormal place. It is not just about Phantom of the Opera anymore or even Wicked!

Modern musicals are edgy, a little bit sexy and dripping with grade-A humor and sarcasm. Recently, I ventured out to the “Big Apple” and saw a brilliant musical, “If/Then,” starring Idina Menzel (“Rent,” “Wicked,” “Frozen”).

“If/Then” features those “What if” situations that happen in our daily lives. The main character, Elizabeth, takes us through her life and we get to see both sides of it, as if the other had never existed. The ideas and theories behind this show truly make it a masterpiece for the ages.

Menzel’s voice is bigger than life itself. She is phenomenal to hear through a recording or on the radio but to watch her standing center stage belting out the closing number to this hit musical was absolutely breathtaking.

The acting was superb -- very quirky and filled with some fun dry

humor that had the audience slapping their knees and holding their stomachs.

Other cast members included Anthony Rapp (“Rent,” “You’re a Good Man Charlie Brown,” “Six Degrees of Separation”), who I just fell in love with, and LaCHANZE (“The Color Purple,” “Ragtime,” “Company”).

Rapp’s “multiple” character roles, wholehearted dedication to the show and humorous personality kept me laughing at all the right times.

LaCHANZE, who epitomizes my idea of a best friend, filled the space with her sassy and smooth voice, leaving goosebumps tingling down your arms as she spoke.

“If/Then” opened last summer and was written by Tom Kitt and Brian Yorkey. It is being performed at the Richard Rodgers Theatre on 46th St. and Broadway.

The show will run until March 22 on Tuesdays and Wednesdays at 7 p.m., Thursdays and Fridays at 8 p.m., Saturdays at 2 p.m. and 8 p.m. and Sundays at 3 p.m. I encourage everyone to come out and see this fantastic musical. I would definitely give it 4 stars!



Photo Credit: Provided by Sydney Walters



## Fiat Photo Feature



Photo Credit: “Gilded,” by Anonymous  
Submitted with dreams of warmer weather

The Fiat Lux is running a bi-weekly photo feature. Photos must be submitted to Layout Editor Caroline Jette at [cqj1@alfred.edu](mailto:cqj1@alfred.edu), and must be in jpeg format. Photos may be black and white, full color or filtered any way the photographer sees fit. One submission will be selected for each edition. Multiple submissions are acceptable, there is no file limit. Photos may not

include full or partial nudity. Any photo including a person’s face and/or body must be submitted with the subject’s name, unless the subject explicitly requests anonymity, in which case the subject must email the Fiat at [cqj1@alfred.edu](mailto:cqj1@alfred.edu) expressing this desire. Photos must be the photographer’s original work and may only be submitted by the photographer.

## Fiat Flashback

February 20, 1917

**U.S. NOT “HOME OF THE FREE”  
Dr. Shultz Thinks Conditions in Industrial Districts Justifies Statement -- W. C. T. U. Worker Also at Assembly**

Two excellent speakers of national reputation favored the college Assembly last Wednesday morning. R. D. L. Schultz of Pittsburg, Pa. who is known as the “Labor Evangelist,” talked on his experiences in mining and manufacturing communities, particularly during strike periods. His interest was first aroused in this work in a coal-miners strike in Greenfield, Pa., which experiences he describes as an “eye-opener.” “Here,” he said, “I found the 20,000 mining population forced from their home, mere board shacks erected by the company and never repaired, and compelled to seek inadequate shelter in tents amid the severe winter weather.”

He told of the hardships suffered and the many oppressions that he himself endured at the hands of the company and state deputies.

After this first experience, he realized the need of work within this field and since then he has been actively engaged in the interests of the working class, especially in the Pennsylvania mining districts.

The picture that he drew of the conditions under which the laborers were forced to work and live, as brought about by the company system of wages and stores, was anything but creditable to the American people who tolerated them. Mr. Schultz said he has stopped calling this “the land of the free.” The situation that is permitted in times of strikes was particularly condemned, while the use of injunctions has been limited since the Greensburg strike, the misuse of the state constabulary (for which Mr. Schultz has no use and thinks a discredit to the United States) and strike breakers still continues to be a most baneful influence on the efforts of the laboring people to secure better economic conditions.

Check out the Fiat Lux online at [thefiat.wordpress.com](http://thefiat.wordpress.com) to see articles, submit letters to the editor or photo features and offer suggestions!

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