Breaking the Barriers With Galesburg-Augusta

LN Students Visits G-A and Learns What Life is Like at Another School

Sarah Leip
Business Manager

Many Loy Norrix High School students have a perception that all Galesburg-Augusta High School students, who are represented by their mascot, the Ram, are country folk. Many G-A students have a perception that all LN students carry guns. I wanted to go to G-A to break down the stereotypes between our two schools.

On Tuesday, October 12th, I went to G-A and experienced going to a small school, unlike LN. I followed G-A junior Jessica Whitney to all of her classes and lived a day as a Ram.

My first thought as I walked into G-A was that this is a school that I knew nothing about, with people I had never met, and I was nervous beyond belief. I had no idea what people would think of me as an LN student.

The first thing I noticed was how small the parking lot was. Unlike LN's there are about 300 spaces and only 100 get used. Walking into the school, I noticed that nobody had their backpacks; they all used their lockers. I went into the main office to introduce myself to Todd Reynolds, the principal of G-A. He welcomed me into his school as if I were an actual student at G-A.

"My favorite part about G-A is watching the students come in as freshmen, watching them grow and seeing them walk across the stage the night of graduation," said Reynolds.

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At LN we have about 1,300 students. G-A enrolls around 400 students yearly, approximately the same number of ninth grade students at LN. For the principal at G-A, it is easier to get to know the students individually and see how they grow through the years than for the LN principal.

At G-A the students have six classes a day, opposed to LN where we have four blocks. In Whitney's first class, I was still kind of worried about what people would think of me, but the class was accepting. I told the group of students not to worry about why I was there.

Everybody had their own perception about what LN was like.

"From what I understand you get threatened by a knife every day," said junior Eric Gillette.

When many people think of LN, they picture violence because that is how the media portrays the school. At G-A everyone I encountered was very nice and there were not many rude people who wanted to start drama.

"There are no fights, really everyone here [at G-A] is pretty chill," Whitney said.

There are also a lot of other differences in policy between the schools. One such difference is the absence policy.

At LN, if we have fourteen absences, we lose credit and have to take the class over. At G-A, if they have ten absences, then they can opt to attend school on Saturday so they don't lose credit. Saturday school would be beneficial to LN students because if someone was sick a lot of the time, then they would have some way to make up time lost.

At G-A, athletic teams are well regarded, especially the girls volleyball, softball and basketball teams. The soccer team does well too; but it is a co-ed team, unlike LN where we have separate teams for each gender. G-A also has various clubs that we don't have a LN, including Diversity Club (which is a club comprised of different groups of people coming together from different cliques to engage in activities together), M.A.D.D. (Mothers Against Drunk Driving), Biology Club, and Interact (similar to National Honors Society).

Most of the people I talked to said that they liked G-A, chiefly because it's the only school they have attended.

"The only negative about G-A is that everybody is in everyone's business, so it is kind of hard to come in new," Whitney said.

A new school building was built five years ago for G-A students to accommodate for new technology. The demands for technology today are greater than in the 1960s.

"I just want the best environment for the students as possible," said Reynolds.

There are things that any parent, teacher, or principal would change about their child's school or their own place of work. The only thing that some of the G-A staff would change is the overall perception, of the school. In the end, Reynolds just wants his students to regard high school as a good experience.

Said Reynolds, "You can't re-live high school. Be all that you can be."

SARAH LEIP/KNIGHT LIFE

The G-A parkind lot is about 1/4 the size of Loy Norrix's parking lot and most of the spaces get used.

SARAH LEIP/KNIGHT LIFE

The G-A cafeteria is about 2/3 smaller than Loy Norrix's cafeteria.

SARAH LEIP/KNIGHT LIFE

The G-A gym is still in good shape, as the school was built in 2003.

Comparing and Contrasting Loy Norrix and G-A

	POPULATION	# OF CLUBS	DISMISSAL TIME	YEAR ERECTED
LN KNIGHTS:	1350	20	2:20pm	1961
G-A RAMS:	410	8	2:40pm	2003

Do It Yourself:

The Perfect Christmas Gift

Rachel Stuut
Copy Editor

My mother has always told me, "Now Rachel the best gifts, are the gifts from the heart."

I don't have a whole lot of money to spend, so this year I am taking my mom's advice. Christmas is just around the corner, and I need a few ideas for gifts. The one person I knew I could turn to was, of course, Martha Stewart.

Stewart has all kinds of ideas on how to create personalized stockings, decorate trees and how to make holiday cards, but those aren't the gifts my friends would really want. I came across an article about a woman named Cheryl Richardson, and how she got a gift from a friend that was just a simple heart.

Richardson has loved hearts since she was little, and it was touching that her friend remembered this. There was also a card that talked about how much she has affected this person's life, and how much they appreciated her.

Richardson also had some pretty interesting ideas about themed gift baskets. There were things such as board game baskets, movie lover's baskets and chocolate lover's baskets. This made me think of all the different things my friends love.

I have a friend that loves sweets, so I decided to bake all sorts of goodies. She really loves blueberry scones and brownies. I made her both and even added the recipe so she can make them whenever she wants.

Richardson also talked about how giving up some of your time to be with the people who you are close to is the best gift of all.

This year I am planning a party for my friends. It's going to be a white elephant party. I figured the memories we make will last longer than anything I could buy them.

Breaking the Fourth Wall:

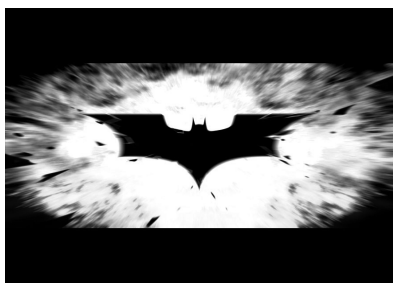
A New Style of Marketing Blurs the Line Between Reality and Fantasy

Andrew Chapman
Comics Editor

For the longest time there has been a line that separates reality and fantasy. However, recent trends in marketing coupled with the popularity of the internet have begun to alter people's perceptions of just where that line lies. What has people rethinking this is the recent trend of viral marketing that is being done to promote various television shows, movies, video games, and CD's. Viral marketing is exactly how it sounds; it is a form of promotion that relies on information being passed by word of mouth from consumer to consumer (much like a virus).

Viral marketing often takes the form of conveniently placed stickers and graffiti; however one of the most popular forms of viral marketing has been in the form of ARGs (alternate reality games). These games send the participant on a quest for some sort of reward. These are mostly internet based and can be done at home.

However several ARGs have gone beyond user participation on the internet and require users to complete tasks in public. For example the upcoming "Batman Begins" sequel "The Dark Knight" has used ARGs as a form of



promotion. As a tie-in, several sites have appeared in which the Joker is looking for people to complete and participate in a variety of colorful activities. The largest of these was at the San Diego Comic Convention, in which convention goers had to put on Joker make-up and participate in a series of activities spanning San Diego, while people connected to the Joker's website at home solving puzzles and giving convention goers instructions.

As a result the convention goers that completed all the tasks got a clown mask and a still from the movie. While people connected to the Joker's website were rewarded with the teaser trailer for "The Dark Knight."

The types of activities in ARGs generally vary and some even have users receiving cryptic phone calls and e-mails. Most ARGs don't necessarily start on the internet either; for example in promotion for their album "Year Zero," Nine Inch Nails left flash-drives containing previews of songs on the album and cryptic messages in the bathrooms of their concerts.

There have been times when viral marketing has backfired. The most well known example of this is the January 2007 bomb scare in Boston resulting from the placement of light displays that promoted Adult Swim's movie "The Aqua Teen Hunger Force Colon Movie Film for Theaters." As a result Turner Broadcasting, the parent company of Cartoon Network who broadcasts "Adult Swim" had to remove similar displays across the country and pay several hundred thousand dollars in fines in order to pay for the cost of the deployment of emergency crews in response to the displays.

It is pretty easy to become part of viral marketing; all you need is a keen eye, an open mind, and a willingness to receive weird cryptic phone calls and e-mails.