Record company executive discusses music industry

BY VICTORIA McCARE
CRUSADER NEWS STAFF

Last Wednesday, Oreta Winston, an international product developer for Atlantic Records, delivered a lecture entitled “Exploration: Packaging and Branding.” Her visit, sponsored by the Center for Religion, Ethics and Culture and African American Studies, represented the first event of the Religion and Modernity Series. “What is my job?” she said. “I teach you what to have in your hand in public–if you’re selling Pepsi, I’d better see you in public with a Coke. I teach you what you can and cannot say.”

A graduate of Brooklyn College, Winston’s interest in the music business began in her childhood. She started programming radio and “packages” artists with these words: “If you leave this room remembering one thing, remember this: everything you see, read and listen to is all pre-packaged.” She went on to describe the industry’s efforts to market artists and increase sales.

“By the time a single reaches the radio airwaves,” she said, “I’ve heard it at least 150 times.” Marketing artists is a multi-faceted task; the research component entails testing unrelated singles by playing them for different age groups and noting which groups had the most positive and negative responses.

“Everything is marketing,” she said. “The only music video where someone isn’t discussing is Britney Spears’ new video because she isn’t wearing anything.” She explained how carefully trends are watched to see which are sparked by the music industry. “Jennifer Lopez’s now-infamous green dress was the most popular prom dress ever the year she wore it,” she said. She cited the backwards baseball cap trend as another example of industry’s impact on fashion trends. She traces the origin of the trend’s enormous popularity to its first appearance in a music video on MTV seven years ago.

Winston devoted much of her lecture to debunking common myths about the music industry and the nature of performers. She explained, “now ‘pay for play’ [the term for a radio station receiving money from the label each time it plays a certain song] has become illegal, but there are ways around it. A label might offer ‘extra concert tickets’ or the like to a radio station to use for their contests if they used snippets of a song under the new or in previous before or after commercials. If people hear a song, even a clip of it, enough times, they’ll want it.” She also spoke about popular artists and their images. She said, “Artists like Britney Spears work out five hours before public appearances and take multiple kinds of diet pills and vitamins to look the way they do.” Body image is not the only aspect of their performer that Winston noted. She discussed the “glamorous” lives of musicians—the fancy cars, multiple houses, designer outfits. “The dresses you see women wearing to awards shows are rented for the evening. The jewelry? That’s rented too, and re-rented.”

Friday, Oct. 5 marked the groundbreaking ceremony for a new Habitat for Humanity sponsorship of a house on Grove Street. The project marks the first ever house sponsored by the college, and the second house to be built by Holy Cross for Humanity International (HFH) on Grove Street. Millard Fuller, the founder and president of HFH, was on attendance as the keynote speaker for the event. Fuller and his wife, Linda, founded HFH as a non-profit, ecumenical Christian housing ministry in 1976 with the intention of providing affordable housing for the underserved throughout the world.

Holy Cross Chapter of Habitat for Humanity has a history of supporting the College’s efforts. This kind of trip doesn’t come for free. It will take $1,100 dollars out of the pocket of any participant who wishes to do what Mastercard would probably call priceless. Jamaica is a great destination for anyone looking to travel and experience other cultures, but the work completed by the students will certainly outweigh any sort of leisurely tropical vacation. The application deadline is Nov. 30 for all those interested.

**Jamaica program offers new service opportunity**

**BY MARTIN SVYRTMEN**
CRUSADER NEWS STAFF

Those students seeking to escape from Worcester will easily be encouraged to find that yet another program here at Holy Cross can whisk them away. When one hears the word Jamaica, the logical progression of thought will certainly lead any student to think of sun, sandy beaches and beautiful island offerings back massages, tasty beverages, and delicious foods. The thought is certainly encouraging to any typical college mall-lover, Kmart food connoisseur. While these happy thoughts of Jamaica are certainly heart-warming, anyone who has been to Jamaica or has a roommate who wishes to name his child after Bob Marley can assure you that it isn’t all beautiful on the island. That is where the Holy Cross students come into play.

Rev. Gerald R. McKeon, S.J., of the Chaplain’s Office will be offering his extensive knowledge of Jamaica, gained from years of Jesuit service, in getting students to go beyond their limited first-world consciousness. The whole operation will be stationed in Kingston, Jamaica in collaboration with a sister Jesuit institution, St. George’s College. Students will be fully immersed in Jamaican culture by means of lectures, daily work, and general interaction with native Jamaicans.

The Jesuit influence on the trip will be quite evident in the daily routines. A typical day will begin with prayer, after which students will break their fast with a morning meal. The main part of the day will be spent striving to be “men and women for others” as the Jesuit motto and Holy Cross’ mission statement encourages all students to be. It will be a new experience for many, especially those used to doing menial tasks such as helping friends through such crises as midterms and papers. The fully immersed participant will be providing much needed support to the elderly, or at-risk youth of Kingston while there. There is no doubt that these programs, designed to reach out to needy natives, will most definitely offer each participant a wealth of self-knowledge and gratitude for his or her own blessings.

The last afternoons will offer time for reflection. The late afternoons will offer time for reflection. This particular grounding for the future generation of thought will certainly lead any student to consider that yet another program here at Holy Cross can whisk them away. When one hears the word Jamaica, the logical progression of thought will certainly lead any student to think of sun, sandy beaches and beautiful island offerings back massages, tasty beverages, and delicious foods. The thought is certainly encouraging to any typical college mall-lover, Kmart food connoisseur. While these happy thoughts of Jamaica are certainly heart-warming, anyone who has been to Jamaica or has a roommate who wishes to name his child after Bob Marley can assure you that it isn’t all beautiful on the island. That is where the Holy Cross students come into play.

**Holy Cross builds first Worcester Habitat house**

**BY DOUGLAS FISCHIA**
EDITOR-IN-CHIEF

The Holy Cross Chapter of Habitat for Humanity has been increasingly active in the last few years, sending large groups of students to various locations during Spring Break to help in building houses for families in need. The program also sponsors trips to construct houses in Africa. One such HC student who has become acutely involved with prayer, after which students will break their fast with a morning meal. The main part of the day will be spent striving to be “men and women for others” as the Jesuit motto and Holy Cross’ mission statement encourages all students to be. It will be a new experience for many, especially those used to doing menial tasks such as helping friends through such crises as midterms and papers. The fully immersed participant will be providing much needed support to the elderly, or at-risk youth of Kingston while there. There is no doubt that these programs, designed to reach out to needy natives, will most definitely offer each participant a wealth of self-knowledge and gratitude for his or her own blessings.

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**Ivy League beatdown**

**Football crushes Dartmouth for Alumni Weekend**

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