

COMMUNIQUÉ
CHATHAM UNIVERSITY

Communiqué is published five times per semester by the Chatham University Professional Communication undergraduate program. Its purpose is to deliver news of importance to the Chatham community.

Letters submitted to the student newspaper must be 250 words or less and must be relevant to our audience.

Submitted letters will be edited for clarity. Libelous or obscene letters will not be published.

Send letters to:
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Letters must be signed and must include a telephone number for verification. Anonymous letters will not be published.

Publication of these letters does not mean endorsement of the views expressed.

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Curious Cougar:

By Alexandra Isaacs

How do you like the new advertising campaign for Chatham University?



Kelsey LaHue
First-Year

"It's interesting and different from other schools. It's more personal."

"I'm not a fan because World Ready Women is more direct. When you say We Are You, people look over the fact that it is a women's college. The colors are atrocious."



Brittany Brown
Sophomore

"Since I'm a transfer I don't have a history with Chatham or World Ready Women but one of the things that initially interested me was the focus on women. So while I think it's sad that the focus of Chatham is undermined it's good to see growth."



Jenna Hollern
Sophomore Transfer

"I like it, it's catchy. We do more than enough advertising. I definitely think the We Are You sticks."



Katherine Keim
Graduate Student

"I liked World Ready Women better. I don't think we are everyone. I can see why people think it's catchy though. I love Chatham!"



Maureen McGuirk
Junior

"I was surprised there would be so much advertising for such a small school which is great. The slogan is catchy it fits to the school."



Carisa Reynolds
Graduate Student

Better ME than YOU

Staff Editorial

Ever since Chatham became a university, our profile has been rising. We were listed in the first tier of Masters Universities – North category of the Best Universities in the "U.S. News & World Report." Our MFA in Creative Writing was named one of five Innovative/Unique Programs in the country by "The Atlantic Monthly." However, some elements of the new CU have not been up to par with Chatham's high standards, especially the new advertising campaign with the new slogan "WE ARE YOU."

For an institution built on long-standing traditions, such a slogan is not representative of our student body. Chatham students are "vibrant, unexpected, multi-faceted, unafraid, intelligent, artistic, adventurous, future-minded, global, unique, fascinating, confident, opinionated and extraordinary," but does the slogan imply all these characteristics?

We agree the play on words with "you" as in "university" is clever; however it is rather misleading and implies that a person attending Chatham is ordinary. We don't like to think about ourselves as a generic, impersonal "YOU" – we are individuals, who are all those words said in the commercials. Extraordinary. Confident. Fascinating. We are not

YOU. We are not like everyone else. We are not those actors saying words about us. Maybe a slogan "Better ME Than YOU" would have worked better.

Chatham with its students is a very unique environment, unlike any other in Pittsburgh, and all of the United States. According to Collegeboard.com, there are only 32 institutions in the U.S. that house a women's college at its heart. Of those, only five are universities, Chatham being one of them. That's unique.

Chatham has a selective and personal admission process. Can anyone attend Chatham? Certainly not. And yet the new commercials imply that anyone can join Chatham students, who are so unique.

Chatham is about diversity, worldliness and global-awareness. We have students from abroad, we organize trips to foreign countries, we have an international/intercultural core requirement and we have a "Year of Germany." We are focused on the world. Why not use a slogan "Chatham University: Going Global Starts Here"?

On Sept. 9, "WE ARE YOU" yielded 367,000 results in Google, listing Chatham the sixth, after a video on YouTube; CD Universe, an online CD store; and Flickr, a photo-sharing website. "Going Global Starts Here" yielded zero results. It is unique, just like Chatham.

Liberal Arts includes music



By Allie Reznik
Staff Writer

"I'm not trying to put you on a guilt trip, but it's for your own good." Your parents might have nagged you with this line when you didn't want to eat your vegetables at dinner.

Classical music is difficult for people to digest, just as country or rap music sends me running, but being exposed to fresh opportunity is the essence of the college experience.

The Friday Afternoon Musicales two weeks ago was my first as a Chatham student. It was a must for me, as classical music is my favorite.

A few other music students with a cultivated interest also came, along with some excited and open-minded Arts First Seminar students. The Founders' Room at the James Laughlin Music Center is small, but there was more than enough room for the audience to spread out.

All I could think about during the amazing performance was why aren't other Chatham students taking advantage of this? Going to the opera is a unique experience, but only at this (free!) program could you be five feet

away from a stunning soprano putting her heart on her sleeve.

Chatham has Rea Coffeehouse nights, plays, sporting events, and many other activities to provide for every interest.

The Friday Afternoon Musicales include just as much work and organization to happen, and the attendance just does not reflect how amazing these performances are. Flyers are distributed throughout campus, and e-mail blasts are sent out, but that just doesn't seem to be enough to get the Chatham community involved.

Aside from the talent, I was surprised that the refreshments didn't attract a few more curious college students into listening. The Musicales are meant to be an enjoyable and social gathering, with both the performance and the reception, and anyone with any interest and background can appreciate it.

It is a disheartening fact that more members from the community than students from the University usually attend these events.

A liberal arts education includes the arts and the sciences, and Chatham offers opportunities for both.

Everyone has commitments, but to at least lend a Friday afternoon to a live, professional performance once a month is entirely possible.

The Friday Afternoon Musicales program is yet another time for students as a community to come together and learn something new. So whether your weekend plans include hardcore studying or partying, begin it with a moment of relaxation and mark the Musicales into your calendars.

Do you have something to say? Write a letter to the editor!

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