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The Hilltop 10-14-2008 Homecoming Edition

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Howard Homecoming '08

**Pg. 5 Guests Extend Their Visits for Homecoming:
A Look at the Rules and Woes of Extended Vistation**

Pg. 4 Fashion Show Preview

**Pg. 2 No Dollars, No Sense
Homecoming Steering Committee Let's
Us in on How They Manage the Budget**

+ PLUS:

**Pg. 7 A Photographic Look at Homecomings
of the Past**

**Pg. 11 "What, You Can't Speak?"
A Former Life and Styler Gives Protocol on How
to Say Hello**





As told by: Teni-ola Ogunjobi



omecoming is a highly anticipated occasion each year. It brings in over 100,000 people from across the globe that experience a week of events and celebration. For a world-renowned homecoming with such a wide audience to satisfy and major reputation to live up to,

one may wonder what kind of budget can pull off such an affair.

"Howard homecoming is a unique business model; it takes proper planning and efficient budgeting to create a successful event," said Homecoming steering committee Treasurer William Brown.

This year's Homecoming, titled Eden, includes the annual Mr. & Miss Howard pageant, gospel concert, comedy show, fashion show, yard fest, R&B concert, parade, the homecoming football game and the Greek step show. In addition to the staple events, the 2008 homecoming steering committee is debuting the celebrity basketball game, a live broadcast on the Steve Harvey Morning show and a 5k Run Bison Stampede.

Assuring the traditional festivities and bringing new aspects to the homecoming experience requires that the budget model have a strong foundation that will support the entire function.

"We start off with about five-percent retain earnings from last year's budget. We work with projected revenue that comes from three sources: sponsorship dollars, student activities allowance and ticket sales," Brown said.

Although the budget breakdown may be not as complex as the actual fundraising and allocation of the funds; it is a strict model that the organizers work hard to create and follow. 2008 Homecoming sponsors include Verizon Wireless, Vibe, Allhiphop.com, Embassy Suites, Herff Jones, Howard's Residence Life and WHBC830am. The sponsorship assists with a variety of amenities needed for the occasion.

"We have about a year to secure sponsorship, fundraise and build our budget up to where it needs to be," said Homecoming Chair Melanie Jones.

The fundraising is usually aided through existing relationships with businesses or organizations that support regularly. The budget can also bring in revenue from the namesake of the university.

"We get some funds based off of the Howard name along with relationships we have developed over the years," Brown said.

The funds accumulated are paid out on a necessity bases. The committee takes care of its necessary production and venue cost because without them no homecoming shows or events could be possible. The bulk of

the budget goes to homecomings two main venues Cramton Auditorium, which hosts six of this year's events and the DC Amory, which hosts the Greek Step show.

Production fees range from the audio production to the lights, stage set-up, and the engineers that make it all happen. Security, hotel and lodging, food, props, supplies, promotion and the service provided by the entire steering committee also falls inside of the budget.

"We have to make sure necessary expenses are taken care of and everything else falls under that," says Jones.

The budget allocated for each show meets the basic needs for producing it; no show gets priority over another. Because the Greek Step show has a larger venue cost its budget is the larger than the others whose venue and production needs are less expensive

"Each show gets the amount appropriate and require for their event. The budget is responsive to their needs," Jones added.

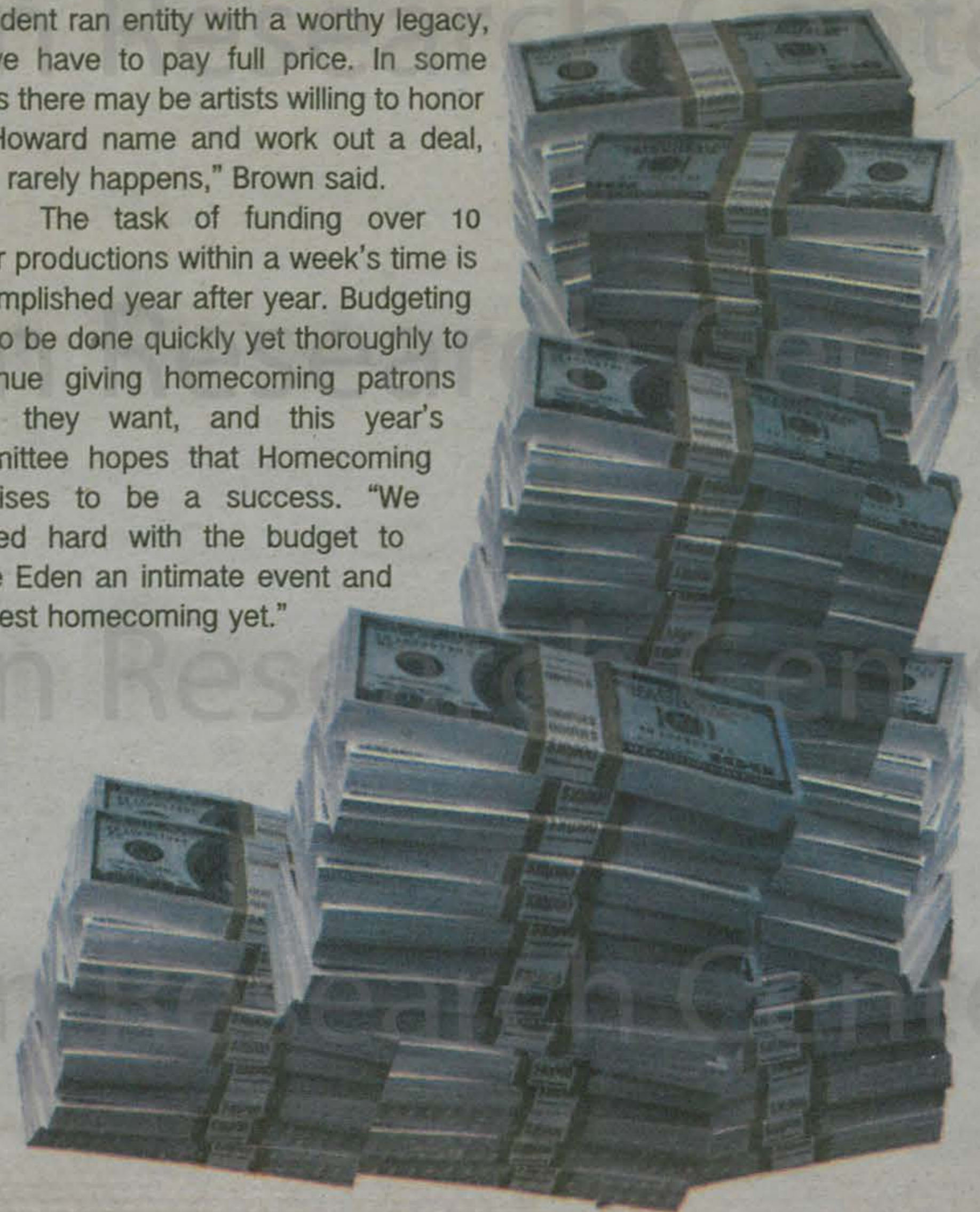
Unlike most events that have ticket sales to cushion some of the expense, Yardfest is completely free and it is rather difficult to develop one of Homecoming's biggest crowd drawing celebrations without the benefit of ticket sales.

"This event starts from scratch so there is usually a strong sponsorship effort put forth. Due to the economy, it is harder finding alternate sponsorship; so our work is cut out for us. Also, help from the administration heads like Kevin Reed and other supporters are instrumental to the success of Yardfest," said Yardfest coordinator Tyler Pride.

Since Homecomings are known for their celebrity appeal, the entertainment cost must not be forgotten. The headlining acts of the various concerts and shows put on do not come cheap.

"Artists don't typically entertain at discounted rates. They aren't sympathetic to the fact that we are HBCU or a student ran entity with a worthy legacy, so we have to pay full price. In some cases there may be artists willing to honor the Howard name and work out a deal, but it rarely happens," Brown said.

The task of funding over 10 major productions within a week's time is accomplished year after year. Budgeting has to be done quickly yet thoroughly to continue giving homecoming patrons what they want, and this year's committee hopes that Homecoming promises to be a success. "We worked hard with the budget to make Eden an intimate event and the best homecoming yet."



**HOMECOMING FOOTBALL TICKET
DISTRIBUTION**

Get Your Tickets to the

Howard University Bison

VS.

Morgan State University Bears

game on

DATE: Wednesday, October 15 and Thursday, October 16

TIME: 10:00 a.m. until 3:00 p.m.

PLACE: Lower Level of Cramton Auditorium

You must have your HU student identification card.

VALIDATION is a MUST.

Tickets will be distributed on a first come first serve basis
until they are exhausted.

A Walk to Remember Fashion Show Preview

Keep your chin up, face forward, take a deep breath, strike a pose and get ready to face the crowd. You've practiced this walk for weeks and now, the auditorium is packed and all eyes are on you. Now is the time for the annual Howard Homecoming Fashion Shows 1&2, one of the most anticipated Homecoming events every year. Charmaine McPhee, junior musical theatre major is modeling in the show and is excited about the renovations of the show this year.

"This is my second time around," McPhee said. "I was in the show last year and I'm excited about the changes this year. Never before have I seen the theme actually connect with the outfits, but this year they actually correlate." This year's coordinator, Laron Howard, is a senior Marketing major from Augusta, Georgia and is confident that Howard students will relate to the show and be inspired to let their respective styles shine.

"I would want students to get the fact that it's okay to have different styles and it's okay to do something different. You'll see stuff that you would see on a Howard University student day to day...stuff that 'Jim' may not like, but 'John' loves." Of course, Howard has help pulling off this vision with some spectacular designers, Betsy Johnson, Dereon by Beyonce, Ghita by Alexis Phifer. "Of course Anonym, my own collection, Betsy Johnson, his favorites, Howard responded, "Of course Anonym my own line. I really, really, like Betsy Johnson. Her stuff is really nice and dramatic. I love the gowns in the evening scene, and Alexis Phifer."

While fashion show can be used as a venue for designers to display their pieces, but some students are anticipating more from the Fashion Show than just the clothing lines. "I am looking forward to the atmosphere of it all," said Heba Elnaem, freshman biology and physics double major. "That's the best part. I'm not really into the clothes, so I'm just looking forward to just being there with my friends." Charmaine is also looking forward to the "spectacle" of it all. "I know that's a real 'musical theatre term'," she said, "but the best part about the show is the performance. The movement, the choreography, the lights, the set, and the music all make up the 'spectacle'. It's just really exciting, then when you add the element of clothes-it's going to be amazing."

"The title is Circa de la vie, which is the Circus of Life in French. So the inspiration is the circus, but I took the circus and brought it into everyday life. It represents the craziness of life as a whole," Howard said. "I had the vision for my show, and then I found designers that matched my vision." He explained, "I'm looking forward to the show. I just hope to see something different this year," said Jaron Gilchrist, sophomore musical theatre major. "I want to see something innovative and some more creative costumes. I want them to do something different with the models' hair besides a 'bob' and a straight bang. Something new."

To step up the level of talent from last year to now, more demanding auditions were held for models who wanted to participate in the show, leaving some models heartbroken when they were not selected. "I went through the auditions again this year," Charmaine said. "They were strenuous as always, but there was just so much potential this year. The level of talent was crazy. I really want to say to all the models that didn't make it, don't be discouraged. There were a lot of girls out there working it and it was sad that everybody couldn't make it. But just take it in stride and come out again next year."

Of the models that were picked, they have endured laborious practices and run-throughs to ensure that this show will be enjoyable. Nastassia Spencer, junior psychology major can appreciate the hard work as she looks forward to another small, but prominent, aspect of the show. "I like to look at the clothes, but mostly I like to look at the [models'] walks. They are the most entertaining part about the show," she said. "They were very interesting last year." When asked about the models' walks, Charmaine proceeded to dig in her purse and pull out a pair of heels. She put them on and took a few steps back. In the middle of the yard, she began to strut down an imaginary runway with such attitude and grace even as she wore her heels on the cobblestone, whipping her hair and batting her eyes as other students looked on in awe. "I learned how to walk in last year's fashion show," Charmaine said. "It's a big part of the show and I don't want to say too much, but I think everyone will enjoy the show next week. In every scene, the models are actors. This has never been done before. I definitely think all the guests are going to get their money's worth."

As told by Ashley Johnson-Alford



NOTHING IS MORE BEAUTIFUL ...

As Told By: Taylor Smith
Contributing Writer

Eighty-four years ago, Howard's first Homecoming only celebrated the return of the alumni; 51 years later, homecoming had evolved into a socially conscious affair, celebrating humanitarians from Howard, while including the student body. Today, Homecoming at Howard strives to revamp its traditions, while adding new flare.

In 1924, Howard's first Homecoming was not at all the event that it is today. The glitz and glamour of the fashion show, the overcrowded mayhem of Yardfest and the excitement surrounding the step show were non-existent. Howard Homecoming started out as a three-day program that served nostalgic alumni, who would come back for their celebration. The first day included a pep fest, registration and a welcoming address. The second day usually kicked off with an 11 a.m. business session. By 2 p.m., the alumni football players, prior to 1915, were awarded a varsity "H" and at 2:30 p.m., the first Homecoming football game began. Homecoming ended in a university reception reserved for alumni only. Later that year, *The Hilltop* reported that students called for more entertainment for the student body.

By homecoming of 1975, also known as "100 years of Ebony Magic 1867-1975," alumni and the student body enjoyed 12 days of jam-packed events. Besides the familiar gospel show, parade and R&B show, the 70's seemed to be a decade of cheap tickets and even more events than one person could handle. This included a Greek Day in Cramton, an Education Day with a panel discussion lead by Minister Farrakhan and even an annual Pig Bowl football game between campus security and students, followed by a multi-media production with dance, poetry, music and a light show. A free variety show, which showcased Howard talent, could be compared to university Apollo. It was followed by an International Day with international food, music and art. By the last two days, the students enjoyed a pep rally with fireworks and a Homecoming Gala for Alumni and Students with Isaac Hayes. At this time, the most expensive ticket was \$6, which was for general admission.

While Howard's Homecoming still serves its large alumni population, it has also been tailored for students and visitors.

Howard Homecoming attracts everyone from high school students looking forward to their college experience to vendors on the East coast who come to Howard Homecoming because of its popularity.

Even with all of the excitement of Homecoming, it is easy for students to become frustrated by the frenzy of Homecoming. Yet, according to homecoming alumni, regardless of long lines and limited tickets homecoming is always memorable. Ceeon Quiett, director of communications for the mayor of New Orleans, attended Howard from 1986 to 1991 and has attended over 12 homecomings. "My favorite part about homecoming is after the game and hearing my sorority's call to gather around the plot of Delta Sigma Theta Sorority, Inc. In my opinion, this gathering to recognize the contributions of bold, trailblazing African American men and women, whose contributions, even today, are found in the social, political, and economic fabric of this country, epitomizes the Howard experience," Quiett said.

Nadiyah Salahud also attended Howard from 1996-2000, and just as Quiett she has never experienced a "bad" homecoming. Her most memorable moments during homecoming were as an alumni, when she would return to catch up with old friends. "My favorite part of homecoming are Friday night parties for alums, being able to see old friends and catch up and share stories," Salahud said.

Neither has seen much of change of events since the late 80s. "Although over the years the events have evolved due to changing Homecoming committees and popular trends of the year, the fundamental homecoming events remain—game, gathering on yard, step show, concert, alumni events, etc." Ceeon said.

Homecoming has become like fine wine, an experience that gets better with time. As the students get older and appreciate spending time to reminisce with friends and as the innovation of homecoming committees evolve. This year we get to enjoy a new tradition of a celebrity basketball and the evolving glamour of our traditional events.

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How Much Do Students Spend On Homecoming?

As told by Colleen Thomas

Students are in debt due to rising tuition and housing costs, the unstable economy and high gas prices. But somehow, students still find a way to purchase Homecoming tickets -- some at \$30 for just one ticket with their student discounts.

Some of the most popular events include the step show, the fashion show and the comedy show -- these three tickets alone will cost a total of \$70. Then, following each event, there is usually an after party. Students can pay \$60 and up just to get into one party during Homecoming week.

"I wish the prices of the different Homecoming events were not so high," said Shana Griffith, a senior audio production major. "It is already hard financially for college students, and then to add on the price of Homecoming is a lot."

But regardless of the cost, students still find the money. Whether they spend money saved from the summer or use refund checks, students will find a way to subsidize their Homecoming expenses.

"I work hard over the summer and save my money so that during the school year I can attend the events that I want to without financial worry," said Shanika Gordon, a junior computer science major. "It is easy to spend."

Junior actuary science major Noelle Williams said, "It is easy to spend \$300 at least at the various Homecoming events between clothes, events, clubs, parking and food. You will certainly pay to have a good time."

Students suggest warning any visitors coming to visit, although Homecoming is one of Howard's greatest experiences, there is certainly a fine price to pay.

For freshmen who will be enjoying their first Howard Homecoming, Griffith said, "Pick a few of your favorites and attend those and the next year attend the ones you did not choose. Also, you do not have to go to every club every night. Go on the weekends because you still have class the next day and academic achievement should come before Homecoming festivities."

Whether students have enjoyed Homecoming in past years, decided that it is overrated, or have become Homecoming fanatics, it can be a major cost for those who attend the various events. From \$300 to \$1,000 spent in a matter of one week, it can be expensive for the average college student with other financial responsibilities as well.

Dorm Room Extended Visitation

As told by Sharon Taylor

The lobby is crowded with familiar and unfamiliar faces; the volume is increasing and everyone seems to be in a rush to get to their rooms. Lobby decorations are up and security has been increased and rules are heavily enforced. It's a weekend when family and friends come to visit and participate in activities that might make them want to stay. It's Homecoming weekend.

It's a moment in the year where Howard University takes in an approximate 200-300 additional guests throughout the various dormitories, the lines to the community bathrooms are extra long and instead of having one or two roommates, students may have three or four.

Providing housing for the biggest event of the year at Howard University is never an easy task. "Every year, arrangements are made between roommates and residents are allowed to have one guest for an extended-stay visit, said Charles Gibbs, Dean of Residence Life.

So you want to invite someone to come enjoy Yardfest, the football game, the step show, and all of the other events being held this year? It is really no problem and quite very simple, but there are always rules to follow.

According to Dean Gibbs, residents are to submit an extended-stay form to the Community Director five days in advance of the guest arriving. It must also include the signature of the roommates who have agreed to have the additional visitor. Guests must be of the same gender to be approved and must adhere to the strict visitation policy that includes an extended stay from Thursday until Sunday at 12 noon.

All residents are responsible for the actions and behavior of their guests and must escort them at all times while in the residence halls. All residents are encouraged to be mindful of the residence halls policies and should conduct themselves accordingly as they are responsible for the conduct of their guests. Violations of any of the hall policies can result in the termination of their housing agreements. All these rules are necessary to keep in mind if students still want to remain residents after their guests are gone!

As residents enjoy this one weekend, many wonder if there can be another weekend where family or friends can come to visit. Well, the process is no different. According to programs coordinator [Howard Plaza Towers] Carlana Ramlochansingh, "The process is the same as any other time; an extended-visitation form is submitted. The only difference is the facilitation during that time period. Since Homecoming is the peak time of extended visitation requests, there tends to be in the visibility of all staff."

Taking a glimpse at last year's Homecoming visitation, Bethune Annex resident assistant Stephanie Lockhart said, "Last year went traditionally well. When you have a successful implementation of organization and presence of staff within the building a lot of problems are curtailed."



Diasia Ellerbee - Contributing Photographer

GO HARD OR GO HOME: GAME DAY PREVIEW

As told by Deontay Morris

HH

Homecoming is by far the biggest game of the year. I am really hoping that our team can come out and give us a victory," said Kristopher Owens, sophomore public relations major.

The Bison football team will take on the Morgan State University Bears Saturday in the homecoming football game.

"I've been homecoming six times because both of my parents graduated from Howard," said freshman chemistry major Morgan Johnson. "I'm excited to see what celebrities will show up to the game."

Howard's football team has started off slowly this season with a record of 1-4.

Morgan State enters Saturday's game with a record of 3-3. They are also riding a high wave of momentum after they destroyed the North Carolina A&T Aggies 41-3. The Bears are led by head coach Donald Hill Eley. He is in his seventh year of coaching at Morgan State. His record during his tenure there is 30-37.

"We just had a bye week so we had an opportunity to rest up and get ready for this game," said junior defensive back Branden Bufford. "Hopefully we can play well enough to come up with a win."

Under the coaching of Hill-Eley, the Bears have defeated the Bison the last five of six times the squads have faced off. The Bison are 30-37-3 all time against Morgan State.

On offense, Morgan State will be led by their junior quarterback Carlton Jackson. Jackson has 682 passing yards and five touchdown passes this season. He also has a quarterback rating of 119. Jackson's favorite receiver to throw to all season has been junior Robert Surratt. Surratt has 22 receptions for 283 yards. Junior running back Devarn James will look to dominate on the ground also. He has 639 rushing yards this season, which is second most in the Mid-Eastern Athletic Conference (MEAC).

The Bison will be lead by junior quarterback Floyd Hagler who is leading the MEAC in passing yards with 1476 on the season. He will be looking to get the ball to freshman receiver Willie Carter. Carter and Hagler have hooked up for a touchdown five times this season. The Bison defense will be lead by the usual suspect, senior linebacker Endor Cooper. He has 57 tackles this season- the most in the MEAC.

"I'm very excited about the homecoming football game. I want my friends who are visiting from Detroit to experience a Howard football game," said freshman political science major Brianna Alexander. "Our games are like no other. It is a unique experience."

The game starts at 1 p.m. and will take place at Greene Stadium. The halftime show will also feature Terrence Howard.

HBCUs Do It Stronger, Longer, With Less Time In Between

As told by Natasha Bethea

Football games, marching bands, and step shows are all a part of the Black college homecoming experience. It is a time when current students, alumni, faculty, family and friends come celebrate their alma maters. It is a long tradition, anticipated and celebrated across the country, especially at Historically Black Colleges and Universities.

"I am anticipating homecoming this year. Every year it gets bigger and better," said Kandisha Dato, a junior accounting major. Dato attends Hampton University and she believes that the Black college experience is not complete if you do not attend homecoming.

"This year we have Tamia performing at our alumni concert and some more celebrities are coming that have not been announced yet. Just knowing that I have celebrities coming to my school makes it so much more exciting," Dato said.

Dato also plans on making her first trip to Howard for homecoming. "I want to see what everyone has been talking about. I have heard that Howard's homecoming is something you should not miss so I want to see if that statement is valid," Dato said.

In addition to all the events, Homecoming is also a time students to show off their flyest fashions. Students save their money to buy the most up to date outfits because homecoming weekend is not only a fashion show at Howard University, but at other HBCU's as well.

"My friends and I do a lot of shopping before homecoming. We have to look the best especially for all of the parties and clubs we plan on going to," said Shaunte Collins, a junior public relations major from Morgan State University in Baltimore. Collins attends Morgan State University and she looks forward to all the parties that take place during homecoming.

Collins explained that the events and football game during homecoming does not compare to the parties. "I mean don't get me wrong, the game and step show are

a lot of fun but the celebrities rarely come to those events unlike at Howard University. You will definitely find them in the club though," said Collins.

Although many HBCUs have their very own special homecoming, many students flock to Howard University to get their very own taste of how the Mecca celebrates the tradition.

"Homecoming at Howard is an experience that you cannot find at any other HBCU," said Tiffany Bullock, a junior legal communications major. Bullock is a transfer student from Morgan State University. She has experienced homecoming at both Morgan and at Howard and believes that there is a big difference. "At Howard the alumni are so proud of their school and Howard's Homecoming Steering committee does a great job in giving its alumni the best entertainment around."

"I love my school to death, but there is nothing like homecoming at Howard even Ludacris said it," Jamil Abdullah said. Abdullah is a senior accounting major who attends Johnson C. Smith University. Every year he travels from Charlotte, NC to Washington, DC to see what the "Real HU" has to offer for homecoming.

Bullock explains that everything that Howard does is over the top, so expectations for homecoming are always high compared to other HBCUs. "Howard has a long tradition for having the best, most talked about homecoming," Bullock explained.

"Homecoming at Howard is just the right thing to do every year," Bullock said. Abdullah agrees. "You won't find P. Diddy at none of our football games. Howard has the best parties, the flyest girls, and the celebrity alumni. It is the perfect recipe for a memorable homecoming."

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HOMECOMING
EVENT COVERAGE
AND
UPDATES!

Howard Students Get Dressed Up!



As told by: Jessica Lewis

Once upon a time, Howard was one of the most fashionable campuses in all the land. To commemorate this tradition, students now spend big for "fresh" Homecoming wardrobes. From the Blackburn fountain and game room to the people, everybody and everything wants to look brand-new for Howard's Homecoming. Even students who do not attend the Mecca have heard about the fashion standards and are altering their wardrobes accordingly. "I have always heard that you have to be on point. You must go out there and look fly, sexy," said Lyndsey Fowler, a Sophomore, Broadcast Journalism Major at the University of North Carolina at Chapel Hill.

Fowler has already saved \$400 to spend on outfits for the week. Perceptions of Homecoming on Howard's campus are not too different from Fowler's. Sophomore art major Zanaba

Hudson has a long line of Howard alumni in her family and already knows what to expect.

"Yes, yes, I am [buying new clothing] because I want to have an outfit that nobody has already seen me in," Hudson said.

Hudson's anticipation of new faces and celebrities at Homecoming has motivated her to look her best. "You have to have your nails and hair done," she said. "You have to have new clothes and you just have to look glamorous."

Matia Johnson, a freshman dance major, will also spend extra money on adornments — but she does not think a new wardrobe is a must-have.

"I want to get four outfits, but I don't have the budget for that right now," she said. Similar to Hudson's goal, Johnson said, "I want to wear something new that nobody has seen before because I want to look good."

Not everybody, however, is participating in the fashion pandemonium. Sophomore political science major Domenio Smith has no intention of spending money for Homecoming attire.

Smith said he did not buy new clothes last year and he will not buy them this year. Likewise, freshman accounting major Shaina Ayers will not be buying clothing specifically for Homecoming.

"I was already planning on going fall shopping, but I'm not about to buy a new outfit for every day of the Homecoming week," she said.

Regardless of the means by which students dress for Homecoming, they can expect "Eden" to have a crush on fashion this year.

Let's Book a Reservation

Dear Howard,

Let's book a reservation. Or appointment, if you will, because it's been a long time.

For whom?

Me and you, of course. For right now, this moment in time, whatever place.

For what?

Real Talk. A quick etiquette lesson as you stroll to class, relax in your rooms or just go about your day.

As you all know it's Homecoming week, which means it's the perfect time to bond with past and current Bison. The unique experience of Howard unites us all and blah, blah, blah.

The point of this is to talk about the etiquette of speaking when you see people this week, the rest of your time here and generally in life. It all begins with what I call "variations of friends."

1st tier- You have your close friends. This classification can be defined as people you see on the Yard and get generally excited or super-casual with, because they're apart of your mean click, ace boon boon, BFF, homies, rat pack, etc.

2nd tier- These are those friend-friends. Defined as people that you are generally cordial with, might not be your best of friends, but you may hold a little convo when sighted.

3rd tier- (And the group I want focus on)- is "hi" friends. These are the individuals you meet through other friends, randomly at some party/club or had a class with. You don't know too much about them, but you've seen their face enough to speak. Further assistance on the definition of this tier is below.

* You walk past Person X and say: "Hey, how you doing [not really caring]?" They reply, "Good, good. Can't complain. And you?" You may respond with a quick response and ask about their weekend or something minimal, but ultimately you want avoid anything deep and time-consuming.

The weird part or should I say "Howard complex" of the 3rd tier relationship is that this greeting is hard for some people. And honestly, I don't understand why.

Greetings are something, we as a people, are raised on. In Ghanaian culture, when one enters the room, we greet everyone from the right to the left side of the room. And in black-American culture, speaking to one another, especially elders, is important.

I can't tell you how many times I've been introduced to the same person over and over again in the last three years. I mean, I don't expect a parade or large production, but dang can I get some eye contact and a "hello?"

We've all been there and for real-for real, I am a perpetrator myself. From my observance, I attribute it to four things: you're rude, you're busy, you're just shy or you have fear of rejection.

Whatever your complex may be, it's Homecoming. You know you're gonna see a lot of familiar faces, so just suck it up and speak. At the end of the day, all it takes is a simple "Wassup?"

Real Talk.

- Danielle Kwateng