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# Hilltopics: Volume 1, Issue 22

Hilltopics Staff

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# HILLTOPICS

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## Put away Daddy's charge card: Pony Express service expands business to five new locations

After months of hard work and lobbying area businesses, the Student Issues Committee of Student Senate is proud to announce that as of May 1, 2005, Pony Express, the prepaid debit account available to all students, will be accepted as payment at the following establishments: Home Bar, Prada, Premier Athletic Club, Javier's Gourmet Mexicano, Neiman Marcus (North Park Mall location)

The Student Issues Committee, whose mission is to "provide the student body with a voice and... investigate student complaints and concerns," has been praised by students and administrators alike. According to one campus executive, "This is a committee who is obviously very in touch with the needs and wants of the SMU student body. Their creative thinking and dedication to strengthening SMU's relationship with the Dallas community is commendable and will greatly benefit all Mustangs."

In past years, the expansion of Pony has targeted primarily local eateries and stores frequented by students. Kylie Slater, Student Senate's Chief of Staff, explained the changing focus of Pony Express as such: "Sure, it's convenient that



La Madeline and Roly Poly take Pony, but the committee had a vision of Pony being more than just a way to eat cheaply. I think their big ambitions really paid off."

Although the acceptance of Pony Express at each of the above businesses will be welcomed by all SMU students, the Student Issues Committee cites Neiman Marcus as its most significant addition. Neiman Marcus stores across the country accept only American Express and the Neiman Marcus card for payment; the acceptance of Pony Express at the North Park Mall location is a credit to the high caliber of both Pony Express and SMU as a whole.

In light of its successful extension into the greater Dallas community, the Student Issues Committee plans to expand Pony Express's acceptance even further in the

upcoming school year. According to a committee member who spoke on the condition of anonymity, negotiations are already underway to bring Pony Express to such businesses as Central Market, The Mansion at Turtle Creek, and Hermès. These additions can be expected in the fall semester.

## SMU welcomes perfect incoming class of 2009, university's national ranking skyrockets

Details on the incoming Class of 2009 were released last Friday, confirming rumors that SMU has completed a statistically perfect admissions cycle.

The Class of 2009 will consist of a single student, an African-American female from Massachusetts with a 1600 SAT score. She has chosen SMU over several other private, regional upstart colleges, including Harvard, MIT, and Yale. The student is the recipient of twenty President's Scholarships and twenty Hunt Scholarships, so she will receive a check for \$929,994 each year.

The incoming class will correct several statistical areas in which SMU has traditionally lacked. For instance, the Class of 2009 boasts a staggering 100% minority rate, compared to the Class of 2008's paltry 20%. Also, SMU has officially established itself as a national university, with an out-of-state yield of 100% (last year's class was barely 30%). Notably, now a vast majority of the student body hails from liberal states.

"We worked so hard to improve these statistics," laments

a member of the admissions staff, "but the ethnically diverse photos on the website were not working." With the incoming class, SMU can finally quell concerns about a lack of diversity.

Of course, the academic strength of the Class of 2009 will boost the University's ranking. The median SAT of 1600 and acceptance rate of 0.0133% should lift SMU into the top ten of the cherished US News & World Report rankings.

"I doubt the school will remain financially solvent, but the ranking will improve," cheers Associate Vice-Assistant Provost-Elect Dr. Noomers.

In preparation for the incoming class, SMU has cancelled all but one AARO session and fired all untenured faculty members. Sororities, hoping to land the treasured student in their next pledge class, have already begun courting her with large tubs of candy and other assorted crap.

The student was practicing her French horn and unavailable for comment.

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**Football:** Boulevard reforms: What do they mean for you? Page 3.

**Campus:** Your finals schedule just got easier. A *lot* easier, page 4.

**Local:** Chaucer's may serve beer to freshmen, but its marketing stinks, page 2.

**Disclaimer:** Thanks for a great year, SMU. This is our final issue of the year, and—in the interest of avoiding real work—we did parodies. This crap is made up.

## Marketing department study results released: Chaucer's Steakhouse has poor marketing plan

Chaucer's Restaurant may not be employing an optimal marketing strategy, according to the Marketing Department. This finding is the key conclusion of a year-long, intensive research project conducted in the Cox School of Business. The struggling restaurant, rather than purchasing flashy advertisements or offering well-publicized specials, relied on a violent firearm assault and allegations of underage beverage service to put itself in the public spotlight.

"The crazy drug addict with the handgun did generate a lot of television exposure for our subject," notes Dr. Fourpees, "but the news programs used poor lighting and discussed the condition of the victim far more than the outstanding shrimp cocktails." While sizeable increases in restaurant traffic were measured by researchers, few of the reporters, police officers, and EMT personnel stayed for Happy Hour.

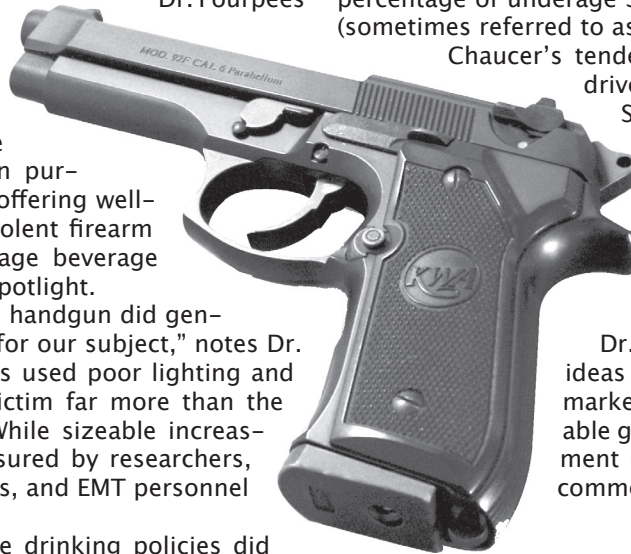
Revelations of lenient underage drinking policies did not boost revenues as much as expected, either. Researchers

have two hypotheses for this inexplicable result. First, a large percentage of underage SMU students and local pre-Greeks (sometimes referred to as "HPISD students") already knew of

Chaucer's tendency to overlook minor details on driver's licenses, such as date of birth.

Second, TABC officials and other law enforcement agents may have watched the news and imposed sanctions on the steakhouse. Thus, conclude researchers, the market segmentation and targeting of the marketing strategy were completely wrong.

Dr. Fourpees has developed several ideas to boost the efficiency of Chaucer's marketing, such as placing a huge inflatable gorilla on the balcony. The management of Chaucer's was not available for comment.



## Highland Park recently named 2005's "Most Down-To-Earth" suburban area in United States

According to *D Magazine*, Highland Park has again been named one of the top ten most down-to-earth suburbs in the United States. In Highland Park, citizens do not give a second thought to what kind of car they drive or what clothes they are wearing. Instead, Highland Park citizens have a deep commitment to helping others; this commitment is evidenced by their modest lifestyles and the fact that a large portion of their disposable incomes is given to the poor.

Also, residents of Highland Park would never dream of looking for tax breaks, since they would much rather give back to the community and to their fellow citizens who may be less fortunate. "No siree," cheers HP's Mayor, "if you are looking for a pretentious suburb where every other car is either a BMW or a Mercedes and sixteen year-olds have a Lexus (plural: Lexi), Highland Park is not the place for you." Here, members of the community are dedicated to helping others and not just constantly looking to have more Botox injections than their neighbors. If you want to get a taste of altruism at its finest, come to HP!

### Top Most "Grounded" Places in Highland Park

1. Jimmy Choo in Highland Park Village—feel free to browse and pick up a pair of modestly priced sandals to wear while performing community service to beautify the park.
2. Pacific Grill—the food is so reasonably priced, and the staff does not discriminate based on age and appearance. *D Magazine* recommends visiting on a Saturday evening in Birkenstocks and a t-shirt.
3. Highland Park United Methodist Church—churchgoers have no qualms wearing last season's styles on Sunday morning.
4. On the street where you live—exercisers are outdoors anytime, day or night, just trying to stay healthy. Don't expect to see children on motor powered scooters here!
5. Park Cities Police Station(s)—No racial profiling occurs here, especially during traffic stops!

**Do you have an opinion about...** politics, music, class, television, football, shopping, intramurals, fraternities, movies, tests, the Mavs, sex, restaurants, religion, sororities, driving, study abroad, Umphrey Lee, fashion, news, the war, parking, technology, magazines, bars, baseball, the weather, professors, the Mustang Band, dating, books, nightclubs, Texas, the *Daily Campus*, pets, club sports, or anything else ?

**we're listening at [hilltopics@hotmail.com](mailto:hilltopics@hotmail.com)**

We welcome submissions from all members of the SMU community. Letters to the editor should be up to 300 words in response to a previously published article. Contributions should be articles of up to 300–600 words on any topic or in response to another article. Please email your submission to [hilltopics@hotmail.com](mailto:hilltopics@hotmail.com) by Wednesday at 8:00 PM to be included in the following week's publication. Special deadlines will be observed for breaking campus events. The opinions expressed in *Hilltopics* are those of the authors solely and do not reflect the beliefs of *Hilltopics* or any other entity. As such, *Hilltopics* does not publish anonymous articles.

## Get thee to a nunnery! Bishop Boulevard reformed to severely crack down on underage drinking

Daryl Nobrews, SMU VP of Tailgating, announced on Friday that the Boulevard will be converted into a nunnery. Instead of eating hamburgers in designer sun dresses, students shall prepare for home football games by reading Leviticus scriptures in traditional Catholic garbs. Effective immediately, amplified music is forbidden on Bishop Boulevard, except for a select list of pipe organ hymns.

Over the past two years, tailgating policies have been an acerbic point of contention between students and administration at SMU. Due to constant pressure from the TABC, rulemakers on the Hilltop have tightened the squeeze on underage drinking and other forms of debauchery on the Boulevard. The latest move is seen as a natural progression.

"It won't be so bad," believes Sophomore Sigmund Chai, "we can still drink wine and snack on those communion wafers."

Others are skeptical. "I know our football team could use the strength of God," acknowledges one

Junior, "but wouldn't it be easier to just pay them again?" Crews will soon begin working around the clock to replace the picnic umbrellas with pews and confessional booths. The pews, imported from Eastern Europe, were carved by monks in the 16th century to commemorate the 500th anniversary of the First Crusade.

The Athletic Department has praised the new policy, believing that it will substantially boost attendance at home games. "We might not have to give tickets to the hot dog vendors in order to meet attendance requirements," cheered one athletic administrator. "If those first-years can't fulfill their chemical dependencies on the Boulevard, they might come to the stadium."

SMU has already begun a worldwide search for a headmistress of the nunnery. Plumes of white smoke will billow from the Rotunda when a decision has been reached. The first home game, on September 3rd, is against the Baptists of Waco.



## Fast times at SMU: After failure of Giddy-Up program, university decides to install monorail

*Hilltopics* has discovered that an elaborate monorail system has been placed on the University's Master Plan by the trustees at their most recent meeting. Details are somewhat sketchy, but what we do know is that the tram will transport students, faculty, and staff on a track some fifteen feet above the hilltop.

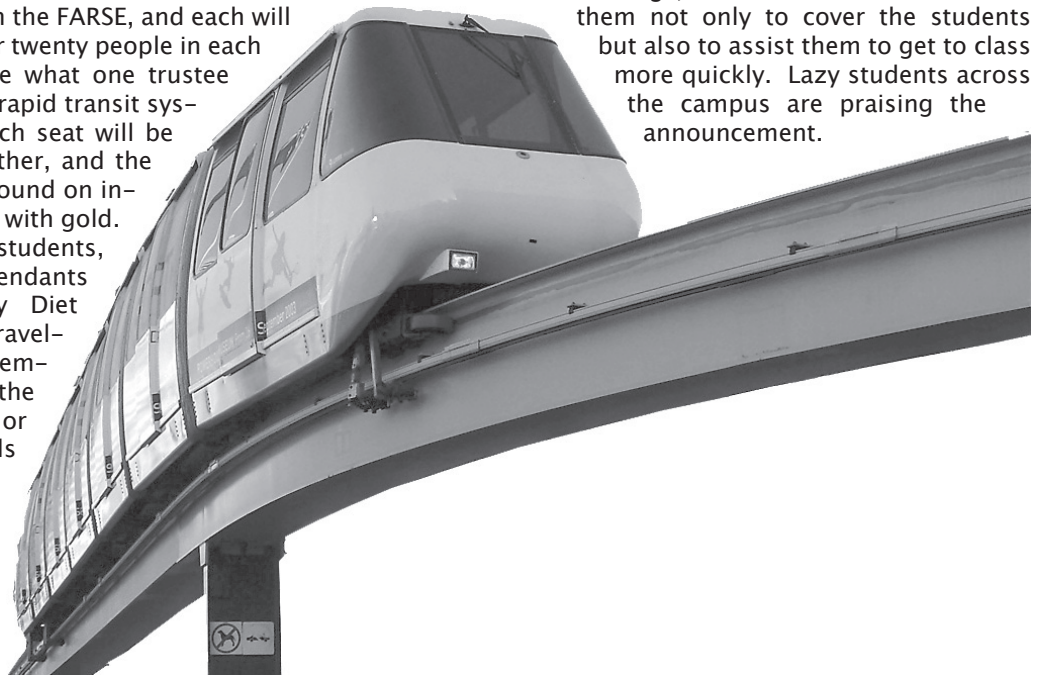
Several stops will exist on the line, which is tentatively known as the Fast Accelerating Rapid Shuttle Express, or FARSE. Construction will begin on the main station, located between Clements Hall and the Hughes-Trigg Student Center, in May 2006, and subsequent stops are scheduled to open every three months thereafter. With eleven stops planned for the first phase, the project will take over three years to complete.

Five trains will be in operation on the FARSE, and each will have two cars with room enough for twenty people in each car. The occupants will experience what one trustee proclaimed as the "most luxurious rapid transit system in the Southwest." Indeed, each seat will be covered with top-grade Italian leather, and the obligatory center poles like those found on inferior transit systems will be plated with gold. Ever mindful of the needs of its students, the University has contracted attendants who will provide complimentary Diet Cokes and bottled waters to the travelers. In order to ensure that only members of the SMU community ride the tram, riders must swipe their IDs or enter their ID numbers on keypads placed on the station platforms.

In the coming years, the line will be forked at the Dedman Center to provide access to the George W. Bush Presidential Library and Museum. The extended branch will dip sharply near the Dedman

Center, go underground, and terminate inside the lobby of the library. While not yet confirmed by any sources, *Hilltopics* believes the tram monorail also will eventually snake its way to Northpark Mall.

When asked to comment on the need for such a system, few administrators were willing to talk with *Hilltopics*. However, one administrator, speaking on the condition of anonymity, stated that he had grown tired of seeing scantily clad co-eds on campus. The only solution, he said, was to find a way to hide the females. Moreover, he noted that the University, for years, has been toying with the idea of placing awnings over all the paths on campus to protect students from the temperamental Texas weather. Rather than opt for the coverings, the trustees felt it behooved them not only to cover the students but also to assist them to get to class more quickly. Lazy students across the campus are praising the announcement.



## Meet the editors: *Hilltopics* names eleven students to new editorial staff for 2005-2006

**Michael Hogenmiller, Editor in Chief, senior political science/music major:** Bachelor's degree from Yale University. Served as an F-102 fighter pilot in the Texas Air National Guard. Served for 6 years as the 46th Governor of the State of Texas. 43rd President of the United States. Compassionate conservative.



**Rebekah Hurt, Director of Administration, junior English/French major:** World traveler famous for popularization of anthropology in 1960s. Best known for work among natives of Samoa and New Guinea. Archives currently housed in the Library of Congress. U.S. Postal Service has created a stamp bearing her portrait - only 32 cents, jeez.



**Yasmin Awad, Managing Editor, sophomore pre-med/journalism major:** Recently ran away from her 60 year-old fiancé and his harem. Fled on foot across the Sahara, swam across the Atlantic, wrestled sharks, and hitchhiked without food or water all the way to SMU - in a total of five days. Favorite part of America is flushing toilets.



**Douglas Hill, Graphics Editor, junior international studies/economics major:** Actually the 1/8th size clone of graduating senior Adam Hill. Harbors thwarted fantasies of global domination. Produces your weekly copy of *Hilltopics* using what he likes to call a "laser" printer. Intends to exercise his "mojo" for your reading pleasure.



**James Longhofer, Business Manager, sophomore polisci/econ/public policy major:** Disgraced former CFO of Enron. Has gotten into fights with Tucker Carlson, Bob Novak, and James Carville. Once also stole Donald Trump's hairpiece on a dare from Mark Cuban.



**Mark McDowell, Advertising Manager, sophomore accounting/economics major:** Show him the money. Media mogul who deals strictly in miniature, brightly colored bills. Prohibits free (or even convenient) parking on SMU campus except to select individuals who have all the right moves. Owns Boardwalk and Parkplace.



**Debra Portillo, Distribution Manager, junior English major:** Has agreed to permanently set up shop at Hughes-Trigg for round-the-clock, 24-hr *Hilltopics* distribution. Holds the Guinness World Record for longest amount of time spent without sleep: 2 yrs, 1 mo., 14 days.



**Courtney Hebb, Senior Writer, senior political science major:** Created international controversy during her tenure as First Lady. Despised by conservatives and large segments of the population everywhere. Will head off Presidential race against Condoleezza Rice in 2008. Read the whole story in *Living History* - or *Hilltopics*.



**Kasi DeLaPorte, Copy Editor, senior advertising/journalism major:** Pulitzer Prize winner, recently retired from network news as the most-watched anchor in the world. Plans to get back to her journalism roots by investigating the things that really matter - misplaced modifiers and the ever-elusive comma splice.



**Dawn Jenkins, Copy Editor, senior international studies/foreign languages major:** Indie singer/songwriter who hails from a surviving hippie commune in Southern California. Is known for her "experimental" writing style. Believes passionately in peace, love, and *Hilltopics*.



**Amanda Wall, Copy Editor, sophomore English/Spanish major:** Fourth generation yam farmer and heir to yam fortune. Former member of Grammar 'R Us. Was once chased and nearly murdered by an emu.



### Urgent notice: Final exams cancelled

Universities across the nation have decided to follow suit after finals were cancelled at Harvard University. After Harvard President Lawrence Summers stated that women were perhaps intellectually inferior to men, he commissioned University staff to perform a study that would support his suggestion. However, the results demonstrated that women are not only equally talented in the areas of math and science, but are also better test takers.

While the president tried to bury the results, he made a sudden announcement that all final exams were to be cancelled. As soon as other universities heard, they all followed suit, especially SMU, the Harvard of the South.

It was not until early yesterday morning that the truth was revealed to the press. Late Saturday night, one of Harvard's female professors snuck into the president's office after hours. After rummaging through reams of paper, she came across the results of this particular study, which had been marked as confidential. Now that the true motivation for this cancellation has been revealed, men's and women's rights groups have congregated across the nation to stand in opposition to one another - while students' rights groups are fighting against them both. Still waiting for tenure, many professors across the nation are locked in their offices in order to avoid a political misstep in either direction.

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