

The Games Behind the Game

Lollipops and lucky songs mean success for women's soccer



WHAT'S THE SECRET to a perfect conference record, a sixth America East title in nine years, and a fourth consecutive NCAA bid? Apparently, it's Al Pacino. His pregame speech from the football movie *Any Given Sunday* was a key part of senior forward Farrell McClernon's pregame ritual last year.

WEB EXTRA
Farrell McClernon talks about her pregame rituals at www.bu.edu/bostonia.

"I create a warm-up playlist every season," says McClernon (SMG'10), who's expected to be a key member of the offense this year with the graduation of America East Midfielder of the Year Marisha Schumacher-Hodge (CAS'09). "I always listen to the Al Pacino intro speech before every game."

Coach Nancy Feldman, in her fourteenth year, says there's no secret to her team's track record beyond putting the pieces together from season to season and assessing the group's strengths. Her players, however, have a few rituals that they say help get them in a winning frame of mind. As the team prepares to vie for another conference title at the end of October, McClernon shares some of hers.

TOOTSIE POPS. McClernon calls this her "earliest ritual," dating from her precollege years.

"Before every game I had to have a Tootsie Pop, and I'd try to get one with the Indian on the wrapper. Because that's good luck, obviously."

SEAT SELECTION. "If we have an away game, I'll always sit with the same person on the bus."

VISUALIZATION. "When I get up, I have to think about something from a past game. I have to picture myself scoring."

LIL WAYNE. The rapper favored by Olympic champ Michael Phelps also gets McClernon pumped up: her pregame playlist has included his songs "U Not Me" and "A Milli," as well as Akon's "Get Buck in Here," and Saul Williams's "List of Demands." JU

A Modern Version of the Fourth Estate

COM student plans to make media that cure social ills

Jay Roewe (COM'79) (left), HBO Films senior vice president of production, is advising Sid Selvaraj (COM'10) on how to start a media company in India.



MORE THAN THIRTY million people in India can afford only one meal a day, and millions more lack access to health care and education. Sid Selvaraj, a graduate student in the College of Communication, wants to change that — and he wants to harness the power of India's growing middle class to do it.

Selvaraj (COM'10) is one of three cofounders of the Fourth Estate, a nonprofit media organization designed to educate and inspire people to find solutions to India's greatest problems. "We were interested in the way media can influence public opinion and convert opinion into action," he says. "With the Fourth Estate, we want to help bring exposure to challenging issues and create debate in our society."

The group recently won the College of Communication's Harold G. Buchbinder Entrepreneurial Media Studies Competition, which comes with a \$10,000 prize. The award also pairs Selvaraj with Jay Roewe (COM'79), senior vice president of production for HBO Films and a member of the BU Board of Overseers, who is advising the

Fourth Estate's founders on how to launch their venture.

The Fourth Estate's media packages will be designed for seven forms of distribution — film and television, radio, theater, publishing, advertising, public relations, and animation. For the organization's first venture, the "AIDS Sutra" campaign, that could mean a documentary about someone with the HIV/AIDS virus, a series of podcasts to discuss solutions to the AIDS epidemic, and a short animated piece about an HIV-positive ten-year-old girl.

The point, says Selvaraj, is to reach people in rural India, who do not have enough information about AIDS. "We have lived in this environment, and the Fourth Estate aims to address these issues," he says. "Whether the issues are human ignorance or the lack of information, we want to convert understanding into action. If all goes well, we hope to repeat the structure in developing countries around the world." AMY LASKOWSKI



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