Women of welch

10 things you should Do only ONCE

HENRY ROLLINS
Dear Reader,

Why didn’t you call or e-mail us? You said you would. We’ve been checking our e-mail every day, staring at our phone for hours at a time. We even called the phone company to make sure everything was working properly. It is.

You said you had a great time with the first issue, and we believed it. We even saw the sparkle in your eye as you glanced at the cover and heard you giggle at some of our lame jokes. But still we’ve gotten nothing. How are we supposed to know what you want to read if you don’t e-mail us? Maybe you don’t value this relationship as much as we do. We’re sick of putting out and getting nothing in return.

So, we’re moving on. No more wondering “what if” or “how come.” No more days spent laying around in our old sweatpants, watching Pretty Woman, and eating half-gallons of Ben & Jerry’s. No more restless nights lying in bed thinking of you. It’s over. We gave you all we had, and you rejected us. That’s right. ethos is so over you. From now on, you’ll read what we give you. And like it.

This issue is, as always, sensational. Exceptional. Perhaps the finest piece of journalism ever produced in the history of the world. Maybe we shouldn’t go that far... but it’s not too bad. Seriously.

In fact, it seems ethos is developing a national reputation for not sucking too badly. We recently packed up some magazines and road-tripped to the Associated Collegiate Press journalism convention in Dallas, Texas. (And you might have thought we made the drive to Dallas because ethos is very poor and couldn’t afford to fly us down. No, we spent 23 miserable hours in the car because we desperately wanted to drive through the great natural wonder that is the state of Oklahoma. Amazingly flat, barren Oklahoma.) Despite consistently arriving at the seminars late, being a little loud and cocky, and spending our nights in Texas in a drunken blur of mechanical bulls, miltlets, and sweet shoes of Wild Turkey, we managed to come home with the Best of Show award. We know, we were as surprised as you. And just to prove that we’re not missing all this up, here’s a picture of our shining trophy. It’s beautiful, isn’t it?

ethos editors

front cover photo by  | SHAUNA STEPHENSON
back cover photo by | JAMES MCKENZIE
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