Student clubs air budget ax grievances

BY MARY McALISTER
Staff Writer

Disgruntled student groups aired their grievances about proposed budget cuts Monday as the ASI finance committee heard appeals on preliminary budget figures which revealed drastic cuts for all coded groups.

The figures left many cultural, recreational and service groups without ASI subsidies and displayed severely reduced subsidies for most other groups.

Among those groups which lost their subsidies, the Rodeo Team, Chess Team, Hobby Garage and Society of Automotive Engineers addressed the committee and stressed their importance and reputations at Cal Poly.

Ralph Rianda and Paul Baker of the Rodeo Team told the committee that the team is one of the oldest organizations on campus and has brought Cal Poly four national championships.

Rianda added that Cal Poly's Rodeo Team has one of the best travel budgets of any student rodeo group and noted that only the best nine members — six men and three women — use the travel budget while the rest compete individually and pay their own expenses.

Chess team advisor George Lewis said he had "no quarrel" with the priority system used by the committee, which groups organizations according to necessity of operation number served and type of service.

He stressed the team's past record of fiscal responsibility and success.

"Within our scope of activities we have a proven record of success and participation," he noted. "We have created opportunities for local participation and have sponsored one of two regional competitions."

New constitution seeks goal of academic freedom

BY CYNTHIA BARAKATT
Staff Writer

A proposed revision of the constitution governing the Cal Poly faculty and academic senate is being distributed to faculty members this week to allow review of the document before next week's hearing on the subject, said Dr. Tim Kersten, chairman of the academic senate.

The current constitution outlines the functions of the academic senate, as well as the staff senate and the joint assembly, two bodies which no longer exist.

No provisions for the general faculty are included in that document.

The proposed revision details the rights, responsibilities and powers of the general faculty and the academic senate.

Included in the proposal is a guarantee of academic freedom and the right for faculty to join any employee organization. Neither of these rights are mentioned in the current constitution.

The proposal provides for meetings of the general faculty at the call of the university president, the chairman of the academic senate, or by a petition of 10 percent of faculty requiring the senate chair to call a meeting.

The revision outlines the membership of the senate as representation of the general faculty. There are no provisions for special representation for administrative organizations which currently have representatives on the senate, said Kersten.

TV camera disrupts seminar on lesbians

BY VICKI WIGGINTON
Staff Writer

An otherwise peaceful seminar on lesbianism was disrupted Tuesday by a confrontation between the audience and a television cameraman.

Part of Women's Week activities, the seminar on lesbianism spotlighted three panelists, all Cal Poly students, who talked about their lives as lesbians.

Speaking in Room 207 of the UU to a group of 40 people, the majority of them women, the panelists told of their experiences in "coming out" and of their present lives as lesbians.

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Twenty minutes into the seminar a news reporter from television station KEYT, Philip Mann, appeared with a TV camera, and was immediately asked to take shots of only two of the panelists and none of the audience.

Mann agreed to keep the third panelist out of the picture, and said he would take only "rear and wide shots" of the audience, and promised none of the audience would be recognizable on TV.

Further into the meeting Nan Haynes, a state park ranger and member of the audience said Mann's presence amounted to "subtle intimidation tactics," and claimed he had lied about not taking frontal shots of the audience. Mann again said no one in the audience would be recognizable on TV, and asked the women to trust him. Haynes replied "the man that has lied to you is simply asking for your trust."
Warsaw Pact maneuvers end

PRAGUE, Czechoslovakia (AP) — Years of Soviet intervention in Poland diminished significantly Tuesday with Soviet President Leonid I. Brezhnev declaring that Poland's Communist Party could handle its own affairs and the Warsaw Pact maneuvers officially ending after three tension-filled weeks.

Walter Stoessel, undersecretary of state for political affairs and a former U.S. ambassador to the Soviet Union and Poland, said in a TV interview in Washington that Brezhnev's remarks meant the Poles "have some more time to put their house in order, according to Soviet lights."

A Western diplomat in Moscow said Brezhnev's speech and the end of the maneuvers "doesn't close off the threat of invasion." The Warsaw Pact carried out similar exercises in Czechoslovakia in June 1968, two months before it intervened in Prague, and the source said, "it may very well have been a pressure tactic to begin with."

The Soviet Union and Poland the United States would not consider future arms talks with the Kremlin.

Correction

In the April 7 edition of the Mustang Daily, we incorrectly identified the speaker in a front-page photograph as Dr. Gloria Ballanger, PhD Coordinator for Communication and Education for San Luis Obispo Community Mental Health. In fact, the photograph was of Carly Baker, President Baker's Wife.

The secretary of state flew here on the last leg of a four-nation Mideast tour after a 24-hour stop in Amman, Jordan, where he conferred with King Hussein. He leaves Riyadh for Western Europe on Wednesday.

Syria, Lebanon expand fighting

BEIRUT, Lebanon (AP) — Syrian troops and Lebanese Christian militias expanded fighting for key highways in eastern Lebanon Tuesday, ignoring international appeals for a cease-fire.

In Beirut, Syrian troops exchanged rocket and heavy artillery fire with Lebanese army units and militias of the right-wing Phalange across the Green Line dividing the Moslem and Christian sectors of the capital. The state radio said the military hospital of Beirut received several direct rocket hits.

National police said 184 people have been killed and 650 wounded in seven days of fighting in this Mediterranean nation of 3 million. They said most of the casualties were Christians.

Eyre, the speaker in a front-page photograph as Dr. Gloria Ballanger, PhD Coordinator for Consultation and Education for San Luis Obispo Community Mental Health. In fact, the photograph was of Carly Baker, President Baker's Wife.

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While in Amman, the Haig party issued an urgent new appeal for an end to the fighting in Lebanon between Syrian troops and Lebanese Christian militias.

Eagish Israel is threat

RIYADH, Saudi Arabia (AP) — Jordanian leaders, unresponsive to U.S. warnings of a Soviet threat in the Middle East, told Secretary of State Alexander M. Haig Jr. on Tuesday that "Israeli aggression" poses the prime danger in the region.

Haig, who U.S. officials said hoped to build a "strategic consensus" in the area against Soviet intentions, was expected to bear the same strong anti-Israel message from officials in Saudi Arabia.

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Location: San Luis Obispo
           Motel Inn
           2223 Monterey Street

Each introductory lesson lasts approximately one hour. Choose the day and time that best fits your schedule.
Ad appearance can be deceiving, speaker warns Cal Poly viewers

BY JAMES WITTY

A capacity crowd in Chumash Auditorium was shaken Monday night by Dr. Wilson Bryan Key’s controversial multimedia presentation, “Subliminal Seduction.”

Dr. Key, an expert on questionable marketing practices and author of three books on that subject, captivated the audience with his remarkable slide show. At first blush, each image on the screen appeared to be a harmless advertisement. But appearances can be deceiving. Upon closer scrutiny the advertisements revealed a maze of phallic symbols and grotesque figures. How does this technique sell everything from Chivas Regal to Parkay Margarine? According to Key, “We don’t know how and why these things work.” Ad people don’t care why or how. Their only consideration is that it does work, said Key. He added that one theory states that the subconscious mind picks up and retains all information at a glance.

With the above statement came another revelation. Those too-good-to-be-true images of products in advertisements are often just that, too good to be true. Key said. Key added those pictures are actually executed by extremely talented and highly paid artists. According to the Colorful Key, there are a plethora of companies using these techniques. Within a Howard Johnson’s Restaurant menu bearing the pitch “Dig into our clam plate” Key showed the audience a plate full of clams. A close up revealed what appeared to be not only human forms copulating but also that of a donkey. Key said, these ads have the potential to alter peoples perception of bestiality and group sex.

Another advertisement for Johnny Walker Scotch seemed to contain a number of gruesome images within its pseudo, painted ice cubes. Close examination of this ad appeared to reveal a hanging figure, a penis and skull, a castrated penis, and a raven like bird. Key ventured that this nightmarish scene could appeal to an alcoholic’s desire for self destruction. The audience seemed shocked and offended by a Chivas Regal ad subliminally depicting what appeared to be a woman in a long flowing dress performing fellatio with a figure that looked much like a pope. The same advertisement bore an image of what seemed to be Christ. Combining the “sacred and obscene” seems to be an effective subliminal sales technique, said Key.

Key said, “If we are unaware of these things (subliminal advertising) going on, then what’s happening in Washington? It’s very dangerous.” he added, “We are in a great deal of trouble. You are extremely vulnerable.”

Commenting on the legality of these practices, Key said, “This is grossly immoral but not illegal.”

Audience reaction to the presentation ranged from “crude and totally uncalled for” to “absolutely fascinating.” Junior Art major Tracey Huber said, “I enjoyed it a lot. I think it’s true.”

Psychologist Wilson Brian Keys told a capacity Chumash audience that some advertisers manipulate consumers by placing subliminally seductive elements within the ads.

ASI fee increase election set

Cal Poly students will be asked Wednesday and Thursday, April 8 and 9, whether to increase their $20-a-year student activities fees by $6 annually beginning next fall, and $3 a year for the next three years after that. If students pass the referendum the state university board of trustees approves the results, student activities fees will run $35 annually by the 1984-85 school year.

Students may cast their votes in the University Union Plaza, outside the main gym, outside the post office kiosk, at the Dexter Library lawn, in the ag center and outside Fischer Hall from 9 a.m. to 4 p.m.

Students can also cast ballots on the main floor of the university union and outside the Library from 4 p.m. to 8 p.m.

Faculty revising bylaws

From page 1

The proposed constitutional overhaul has been in development for two years by the Constitution and Bylaws Committee of the academic senate, said Kersten. The last constitutional revision was 13 or 14 years ago, he said.

There is a gap in the organizational structure that we want to clear up, said the senate chairman. A copy of both the current constitution and the proposed revision are being sent to each faculty member so the changes can be seen, according to Kersten.

Kersten said the document is being made public to any questions or problems faculty may have with the changes may be addressed at the open hearing.

Kersten said no amendments to the faculty and senate bylaws will be considered until a new constitution has been set.

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What will happen if the fee increase fails?

Should the fee referendum fail the ASI will seek board approval to roll back the activities fees by $6 annually beginning next fall. Students will also be asked to vote for a new constitutional overhaul.