Advertising ridicules women with damaging role models

by Kristine Simon

Everyone is affected by advertising. Joan Cirone, nurse practitioner at the Cal Poly Health Center, told a mostly female audience Wednesday during Women's History Week, "Media images, Whose Body is this Anyway?" was the topic of a presentation given by Cirone on the effects of advertising on women.

Advertising, a $40 billion a year business, portrays women as either sex objects or moronic housewives, Cirone said. Cirone showed a film titled "Killing us Softly - Advertising's Image of Women," which she said was intended to give the audience a "deeply concerned" that the image of ideal female beauty, as well as the image of proper female behavior, are all used in a subtle, and sometimes not so subtle way by advertisers.

"The public is constantly surrounded by images that carry a message to the women to control and a message to the men to be in charge," Cirone said. "Whoever a person has got isn't good enough. He or she has got to change."

"Women are always stereotyped and unrealistically shown through the advertising medium, according to the film. There is a message to men to be in control and a message to the women to cliing.

Center offers crafts and aid

by Margie Cooper

Where do you go on campus when the brake cable on your bike goes flat? Students can find these items and more at "the Cage," a student-run store located inside the Craft Center in the University Union.

Besides finding tire-patching kits and brake cables there, students can buy craft supplies and tools for working with stained glass, silk-screening, wood-working and ceramics.

For the ceramicist, the Cage offers 12 different types of clay. The cheapest kind is a conglomerate of clay types called "plug" which sells for $1 a bag. For more delicate pottery, students can buy a 25 pound bag of porcelain for $5.18.

Timbo Baschamp, a student supervisor at the Craft Center, said the prices on some items tend to be slightly lower than at El Corral but said the Cage is not trying to compete with other campus services.

The Cage sells butcher paper for 6 cents a foot while the bookstore sells it for 50 cents a yard. A 16 ounce bottle of hydrogen peroxide costs 86 cents at the Cage while the bookstore charges 97 cents.

"The Cage has been in operation as an adjunct to the Craft Center for about seven years and is run totally with the support of students. Any profits made from selling merchandise flows back into the operation of the Center."

The Cage is open daily from 10 a.m. to 9 p.m. and on Sundays from noon to 9 p.m.

Moses calls for an end to Senate controversy

by Caroline Parra

ASI Vice President Kevin Moses called Wednesday night for the Student Senate to end all in-house conflicts and encouraged the senate to formulate a set of goals and priorities to work on.

Moses, who serves as the senate chairman, told senators in a "State of the ASI" address he felt it necessary to call for an end of such hyperbolic emotional reactions and deprecating remarks as the ASI has been subjected to in recent weeks. He said he felt it was time for the ASI to "take on more productive measures."

Moses told the senators, "While a unified image may be held as desirable by many of you, of equal importance is that such an image be genuine, and not the artificial creation of a public relations effort to cloud the true activities of a governing agency, nor should attention to the agency's image take precedence over resolution of legitimate personal concerns and enforcement of existing policies."

Moses recommended that the senators reevaluate the senate.

"A review of past problems readily reveals a consistent pattern that bears (our) addressing (it) to now would indicate a degree of foresight previously lacking," he said.

Moses said the ASI was created to help students. It was not created as a forum for long winding tirades and personal attacks.

"For the most part our actions have had a rather minimal impact on students," he said. "It was time for us to put these services on the front line and not be held back due to attacks from students and others." He added that a debate has been going on about the role of student leaders and whether "personal growth" takes precedence over developing new services or projects. He told members of the senate that "true personal growth is attained through working on such projects and that interpersonal relationships are strengthened more by work than mere talk and idle chatter."

Moses emphasized that meaningful activities of the Senate must be abandoned. He said senators should work towards a consistent pattern that bears addressing (it) now would indicate a degree of foresight previously lacking," he said.

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Cal Poly students to ‘Meet the Industry’ in LA

by Gall Fellerin

Standing in a Los Angeles hotel with a cocktail in hand, Cal Poly students will have the opportunity to meet and converse with representatives from a variety of industries. The 4th annual “Meet the Industry Dinner,” sponsored by the Los Angeles chapter of Cal Poly’s Alumni Association, will be held Thursday, March 31, at the Bonaventure Hotel. The evening provides an opportunity for informative interaction between Cal Poly students and representatives from 20 to 30 companies.

Poly students provide social network for ‘clients’

by Mary Hennessey

Five Cal Poly students whose part-time jobs require them to stimulate and motivate 17 ailing people must accept the fact that the people they deal with may never get better.

The students, four of whom are employed as work study employees and one who is doing her internship, work for the San Luis Obispo Mental Health Association in a program called “Socialization.” Their “clients” all suffer from some type of mental illness. According to student coordinator Jerry Goldsmith, “It’s an excellent opportunity to be in a professional atmosphere with casual interactions.”

Each company pays for a table, where a representative, a faculty member and six students sit while having dinner, Goldsmith explained. The situation provides an opportunity for representatives to get to know potential employees, and students to make contacts and gain some knowledge about several industries. “And the company pays for the dinner,” Goldsmith stressed.

About 150 to 200 juniors and seniors from all majors attend the activity every year. Some of the companies participating in recent years include IBM, Arco, Pacific Telephone, Van Waters and Rogers and American Educational Labs.

Students must sign up and fill out a student information sheet before Friday, March 4 at the faculty coordinator offices.

Goldsmith stressed that signing up does not guarantee a seat; students will be informed later whether they may attend.

For more information, contact student coordinator Bryant Moynihan at 544-1009.

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Survey covers parking problems

Survey:
The survey is part of a student project for English 318.
Step 1. Please complete the following survey and return it to one of the following places: 1) the library lobby, 2) the U.U. Information desk. Return it no later than Tuesday, March 9, 10 p.m.
Step 2. Questions:
1) Are you a student or faculty member at Cal Poly?
2) How many on-campus parking tickets have you had this school year?
3) What do you feel is the primary purpose of on-campus parking tickets?
4a) Do you feel there should be on-campus parking tickets? — yes/no
4b) If no, what alternatives do you propose?
5) Where do you think the money from tickets is distributed to?
6) If $18 is spent per student on a parking permit, how much of that do you think the university receives?
7) Do you feel there is sufficient parking for you (see No. 1)? — yes/no
8) Would you favor/oppose increased metered parking areas with 1 hour and 2 hour time limits?
9) Would you favor/oppose a parking structure on or near campus?
10) If you favor No. 9, would you favor/oppose a tuition increase to supplement the cost of the parking structure?
ally will appear in the Mustang Daily.

Plight of women is speaker’s topic

From page 1
The Cal Poly Percussion Ensemble will also be part of the musical evening, and the conductor will be William Johnson, director of university bands and a member of the Cal Poly Music Department faculty.

The other concerts by the Men’s and Women’s Choir, which will be on the road tonight and this weekend as 30 Cal Poly students from various majors travel to missions singing and performing.

The choir will be accompanied by pianist Donald Goodman, and their program will encompass a 17th century German composition by Schutz sung by the men’s choir. An organ and violins will also be in the piece. The 30 women in the choir will do a French Mass by Fauré, and the entire group will perform a comical canzona by Vaughan Williams from Shakespeare’s “Sir John in Love.”

The group will travel to the San Luis Rey mission in Oceanside tonight and Loyola Marymount University on Saturday night. They will return to perform at the San Luis Obispo mission Sunday evening at 8 p.m. The price for this musical event is $4 for the general public, and $1 for students.

Poly promises musical weekend

Entertainment provided by band, choir

Cal Poly will present two musical events this weekend, one by the Cal Poly Symphonic Band and the other by the Men’s and Women’s Choir.

The symphony concert will be held in Chumash Auditorium at 8 p.m. Saturday March 5. Tickets cost $4 for the general public and $1.75 for students and are available at the UU Ticket Office and Premier Music Company of San Luis Obispo, and from members of the band.

Miles Anderson will perform as special guest artist with the Cal Poly Symphonic Band for its 17th annual Winter Band concert. Anderson plays the trombone and is noted for his membership in the Cincinnati Symphony, and involvement as principal trombonist with the San Francisco Symphony. He has also performed a solo at Carnegie Hall and recorded two albums.

The Cal Poly Brass Band will accompany Anderson during performance of Arthur Pryor’s “Washington Grays March,” during performance of Arthur Pryor’s “Thoughts of Love.” Other selections for the evening include Claudio Graffusu’s “Washington Grays March,” Richard Wagner’s “Tannenfimnis,” Arnold Fried’s “Win, Place, or Show,” Elliot Del Borges’s “Prologue and Dance,” and Anthony Innaccone’s “After a Gentle Rain.”

Negative female images used in selling products

From page 1
The film also noted that human qualities are divided and labeled masculine and feminine in order to motivate students to buy certain products.

In a discussion following the film, Crones told the audience that “we must raise awareness and realize how we are affected by advertising.”

She divided the students into groups and asked each group to list positive and negative aspects of the advertising. Each group decided the negative aspects outweighed the positive.

One must work on elevating self-esteem. Everyone is unique, Crones stated. “Don’t blindly pursue a role model, rather focus on and nurture a positive aspect of your own personality.”
Storm is one of century's worst

LOS ANGELES (AP) — The savage storm series that has wracked usually sunny Southern California within the past week with monsoons like rains, pounding waves and high winds ranks as one of the region's nastiest of the century.

The latest in a trilogy of powerful Pacific storms rolled into the area Monday afternoon, damaging at least 1,000 homes, killing more than eight people and severing 10 piers that had withstood harsh weather for nearly a century.

While the rainfall to date hasn't broken any records, a combination of nature's weapons has been disastrous for many storm victims since last weekend, and the state Office of Emergency Services put the statewide combination of nature's weapons has been disastrous.

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Triathlon

Last week's triathlon sponsored by the Cal Poly chapter of the California Association of Health, Physical Education, Recreation and Dance (CAHPERD) had its share of drama. The event involved 18 laps in the Cal Poly pool (a quarter mile), a ten-mile bike route around campus and a five kilometer run out toward the air strip. Winners from first to third for men were John Scott, John Clark and Richard Aleahire. First and second for women were Dawn Carlson and Cathy Henelley.

Photos by Ron Lawson
Group helps in therapy by acting as role models

From page 3

education major also with the program, emphasized the fact that the clients are simply human beings who have suffered more severe setbacks in life than the average person.

"Each of them has a special quality of their own," she said. "They're really had some bad luck in their lives." Wilhelm agreed.

"They are loving, wonderful people," he said. "There is such an invalid stigma attached to these people, yet some of them are very bright. They keep you on top of things. They are kind of aware of the average person when it comes to picking up cues as to how you feel about them."

Students who register for the program do so by simply applying and interviewing with Jorgensen. The students are screened for their readiness to work and their ability to work with people.

Three other students work at the center besides Hobby and Wilhelm. Linda Cobt, a social science major and Tom Holbrook, a mechanical engineering major, are both on work study, while senior child development major Sheila Rafiyan is conducting her internship at the center.

"I look for people with enthusiasm, flexibility and patience among other things. Anybody can work here if they have the qualifications," Jorgensen said.

The students each work several days during the week, teaching the clients basic skills and healing educational and recreational activities. They also lead discussions in subjects such as problem-solving and decision-making.

"The clients consider me a friend," said Hobby. "I visit with them and joke around with them. I'm there to teach them, but we do fun things. We will listen to them and try and steer them into society."

On Wednesday nights several staff members take the clients out into the community for different social events, from bowling to walking around downtown. All the events are designed to build self-confidence and encourage involvement in outside activities.

"Most of the clients can't take the initiative to go by themselves so we show them that it's fun and not that hard to do," Hobby said.

Jorgensen emphasized that the clients seem to enjoy it. "They have friends within the group, and it is a form of social interaction that a lot of them wouldn't be getting if they weren't here," she said. "You can't make mental illness into black and white statements, but when you are talking about what other mentally ill people are possibly doing, many are isolated, alone in hotel rooms, or hidden by families of transients.

Jorgensen pointed out, however, that mental illness isn't a sickness that means those afflicted won't be able to function for the rest of their life. "This is one form of therapy," she said. "It is based on maintenance and support. Medication is another basic type. Schizophrenia, for example, can be brought under control this way (by medication). Most of the time it is lifelong and I wouldn't say it's incurable."

Hobby emphasized that the hardest thing about her job is not knowing how long a client will stay at a high functioning level. "I can't tell if they'll stay like that or not. They just don't get much better," she said. "You get to a point where everything is going great and then they come in and they're really depressed. I really care about them, and it's hard to see that."

Jorgensen agreed, adding that while some clients may go into remission and become unable to function very well without the aid of socialization, others may regress and need to be integrated all over again.

"We get our gratitude when they graduate and don't need us anymore," she said.

Wilhelm, who hopes his work-study experience will lead to a fulltime position as a horticultural therapist, added that another difficult aspect involved is the high amount of stress. "You really begin to understand what chronic means," he said. "That is, not being in the mainstream. You have to be a role model on this level. It's not a real pleasant thing to deal with all the time, but you have to remember that what is going on is part of a job. If they are on a down trip and need a facet for release, you have to be there."

Hobby also added that while the students are good for the clients, the clients are good for the students. "I take things a lot lighter now than I used to," she said. "So many things don't bother me as much. It makes you realize how easy you have it. When you do do badly on a test, it really makes you appreciate how unimportant that is compared to what they're dealing with. They are trying to cope with a kitchen and how to use it, and I'm bummed out about a stupid test."

Hobby also added that her work with the clients has made her realize how many different facets each person has.

Dance workshop to be held

Dancers of all ages are invited to take part in a Dance Workshop being held Saturday, March 5, at the Grassfield Gym and adjacent Dance Studio.

Scheduled for all day, the workshop will consist of 50 minute sessions on such dances as aerobics, beginning- and intermediate ballet, country dance, gymnastics, beginning and intermediate jazz, modern dance, social dance, tap dance, and yoga. Cost is $5.

It will begin with registration at 9 a.m. in the foyer of the gym building. Proceeds from the event will be used for various aux­iliary programs of the Cal Poly chapter of the California Association for Health, Physical Education, Recreation, and Dance, which is its sponsor.

Dancers of any age or skill level are invited to attend.

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A maestro of consistency bows out tonight

by Mike Mathison

"Carolyn has been the most consistent player for us over the years..." I can't say enough about her. She works hard, is intelligent on the floor and by far the best all-around player we have...women's basketball head coach Marilyn McNeil."

McNeil said this in October about her lone senior, Carolyn Crandall. Crandall is a month and a half before the first game, but couldn't have been closer to the truth.

Tonight at 7:30 in the Main Gym, Crandall will conclude her four-year Cal Poly basketball career when the Mustangs host the University of San Diego.

"Yeah, I'll be sad," Crandall admitted. "But I don't think it will hit me until next year. The spring quarter is the same this year. I'll go out and play basketball for fun. But next fall quarter some of my friends will be out of school and won't be a regular college student. I'll have this hour block normally used for practice free and I won't be hanging around in the weight room.

"Tonight is the last contest with four school records I played in a season (33 last year), most games played in a career (tonight makes it 136 of 148 games) and best field goal percentage for a season (.500 last year), and most rebounds in a career (96, her second rebound tonight will give her more than the next person.

"She is also the No. 2 all-time scorer with 845. She has scored in double figures 20 of the 27 contests to date. Crandall has a 14.2 overall scoring average, and completed the CCAA at 16.2. She has collected seven or more rebounds in 18 of the games, hitting double figures four times. Her top game has been 20 points versus Hawaii Pacific 1 (5-0) and 13 rebounds against Wayland Baptist.

Not a bad way to end a career.

Female kickers on road

Squeaky clean, if not dry.

That is the state the women's team hopes to be in this weekend, traveling to Los Angeles to host the Aztecs this weekend to put its 5-6 Division I record on the line.

The team is traveling to the road the last two weeks, beating UCLA, Cal State Long Beach and UC Santa Barbara. Poly will return next weekend to host Cal State Long Beach Friday and San Diego State Saturday.

Squeaky clean, if not dry.
Editor:

Being involved extensively with the ASI and seeing its current state of affairs compels me to address the issue regarding the eligibility of our ASI president.

In the Daily's Feb. 23 issue, Clay rationalized her failure to resign by stating the unawareness of the provision which required her to take some units while campaigning, and that the Senate's Operational Guidelines allowed for estimating circumstances if a senator fall below 2.0 GPA.

I say Bogus!!

Since when is ignorance of the law justification for its disregard and nonenforcement? The Operational Guidelines apply only to senators, not executive officers. Corporate bylaws take precedence over regulations, and need to speak of ASI regulations; both of which are specific GPA minimums and unit requirements, neither allowing exceptions.

I could understand allowances made for truly exceptional or close, but a 0.86 GPA, and the fact that is was not enough is not enough, just plain unreasonable.

The Senate, by crying wolf, claiming malfeasance on Kevin Mosse's part, has only closed the issue and helped tarnish the reputation of the bylaws. Haynes, when the cloud raises they'll still have to account for their action. An action legally unfalsifiable.

David Haynes

Haynes is the Chairman of the University Board of Governors and a member of ASI President Sandra Clay's executive staff.