Welcome to Miami. Or for those of us who won't be traveling 2,160 miles to experience the Super Bowl this Sunday, welcome to San Luis Obispo.

Everyone, with the exception of the few privileged fans, will not be watching the game in Miami. For this majority, I offer a few San Luis Obispo restaurants and bars whose Super Bowl parties might ease the pain of not being there in person.

At the top of the party list is Madison's Bad and Grill's third annual VIP party. Although prime invitations have already been distributed, you can be a Madison's VIP for $5. According to Mark De Simone, manager, the $5 is not a cover charge but provides drinks and appetizers for the tailgate party.
**Super Bowl odds and proposition bets**

<table>
<thead>
<tr>
<th>Favorite</th>
<th>Spread</th>
<th>Underdog</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
<td>7</td>
<td>Atlanta</td>
</tr>
<tr>
<td>Team Over/Under</td>
<td>Moneyline</td>
<td></td>
</tr>
<tr>
<td>Denver Over 30</td>
<td>-120</td>
<td>Under 30</td>
</tr>
<tr>
<td>Over Under</td>
<td>Moneyline</td>
<td></td>
</tr>
<tr>
<td>Denver Over 30</td>
<td>-120</td>
<td>Under 30</td>
</tr>
<tr>
<td>Atlanta Over 30</td>
<td>-120</td>
<td>Under 23</td>
</tr>
<tr>
<td>Under 23</td>
<td>EVEN</td>
<td></td>
</tr>
</tbody>
</table>

**Team To Score First**

<table>
<thead>
<tr>
<th>Moneyline</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver</td>
</tr>
<tr>
<td>Atlanta</td>
</tr>
</tbody>
</table>

**Games' First Score**

<table>
<thead>
<tr>
<th>Odds</th>
<th>Denver Field Goal</th>
<th>Denver TD Pass</th>
<th>Denver TD Run</th>
<th>Denver TD Other</th>
<th>Denver Safety</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-1</td>
<td></td>
<td>5-2</td>
<td>9-2</td>
<td>20-1</td>
<td>60-1</td>
</tr>
<tr>
<td>4-1.5</td>
<td>Atlanta Field Goal</td>
<td>Atlanta TD Pass</td>
<td>Atlanta TD Run</td>
<td>Atlanta TD Other</td>
<td>Atlanta Safety</td>
</tr>
<tr>
<td>5-1</td>
<td></td>
<td>6-1</td>
<td>20-1</td>
<td>20-1</td>
<td>60-1</td>
</tr>
</tbody>
</table>

**Total Points Scored**

<table>
<thead>
<tr>
<th>Odds</th>
<th>0-10 Points</th>
<th>11-20 Points</th>
<th>21-30 Points</th>
<th>31-40 Points</th>
<th>41-50 Points</th>
<th>51-60 Points</th>
<th>61-70 Points</th>
<th>71-80 Points</th>
<th>81-90 Points</th>
<th>91-100 Points</th>
<th>Game's First Touchdown Odds</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Terrell Davis</td>
</tr>
<tr>
<td>3-1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Ed McCaffrey</td>
</tr>
</tbody>
</table>

**Super Bowl Odd's analysis**


**Broncos kicker a star**

MIAMI (AP) — The instant see who wide receiver John Elam kicked a football, Georgia prep coach Dave Hunter made a snap decision. "I said bad caught his last pass. "I told the receivers coach to leave him alone," Hunter recalled, "Then I told John. Sit down on the bench. If you get up, I'll kill you."

It was Elam's senior season at Brookwood High in Snellville, Ga., and Elam was in his first year as head coach. Elam kicked only sparingly see BRONCOS, page 6

**ATLANTA**


**Luminous, lightweight and loose-lipped at the Super Bowl**

MIAH (AP) — The luminous, the lightweight and the loose-lipped have a way of stealing the Super Bowl spotlight.

For every Joe Montana, John Riggins and Emmitt Smith, there's been a Mark Rypien, Larry Brown and Desmond Howard who took MVP honors. For every serious game prediction, there's been a Joe Namath guarantee and a Jim McMahon moonshot. And this year, there's the Shannon Sharpe-Ray Buchanan trash-a-show.

Here's Thursday's installment:

Sharpe: "Tell Ray to put the eyeshadow, the lipstick and the high heels back. I'm not saying he's a cross-dresser, it's just what he looks like.

Buchanan: "I'll tell you, that's an ugly dude. You can't tell him he doesn't look like Mr. Ed."

The Atlanta comeback, who wore a dog collar to media day because the Falcons are considered underdogs, clearly isn't taking a backseat to the Broncos tight end in the dosing department. But that's one of the few areas where defending champion Denver and upstart Atlanta appear equal heading into Sunday's game.

Terrell Davis, last year's most valuable player in the big game — and this season's NFL MVP — township when asked about the disparity inQP rating between his defending champions and Atlanta's first-timers. "People rate you according to your status," said Davis, the fourth 2,000-yard rusher in league history this season, "and if you start to live like that, I think it becomes a problem."

"I know what it takes for me to get ready to play on this level. I always make time to work out. I knew that was the most important thing for me — even when I was on the road, I was working out in hotels. I know where my bread is buttered and it is on the field, not off the field."

On the field, the Broncos are better known. They have a future Hall of Fame quarterback in John Elway. They have "Romo," intimidating linehacker Bill Romanowski and they have a future Hall of Fame running back in Terrell Davis. They are clearly a superior team." "I'm at peace with myself," Mathis said on Tuesday's Super Bowl XXXIII Media Day. "I won't tell you I haven't had a beer or two in the last couple of days. But I see ATLANTA, page 7

**Acquatic Coordinator - Temporary**

San Luis Obispo County $10.31 - $12.54/hr.

San Luis Obispo County is recruiting for an Aquatic Coordinator to manage the operation of pools, beaches, and lakes. Incumbent will be responsible for the testing, training, and supervision of aquatic personnel.

**Minimum Qualifications**

Must obtain a certified Water Safety Instructor Certificate, a valid Adult/Child/Infant CPR certificate and a Standard First Aid certificate within 6 months of employment. All certificated/licences must, thereafter, be maintained throughout employment.


For more information or to apply, call (805) 548-2200.

**Call a Mustang Daily ad rep today and get results tomorrow!**

**SENIORS**

You've put 17 to 20 years into educating and preparing yourself in your career and you'll work another 30 to 35 years. It's time for a break.

At the A Bar A Guest Ranch, in the mountains of Southern Wyoming, you can:

- Meet hundreds of new people, and make interesting friendships
- Horseback ride, fish, play tennis and golf, go camping, all in the breathtaking beauty of the natural forest and wilderness area
- Get a check at the end of October for $3,000 to $5,000, to use for travel, apartment deposits, and get your new life started.

Call or Email today for more information. Bob or Margie Howe, Managers, (303) 838-1950 or abararan@ast.com

**Mustang Daily Picks'em**

Ryan Becker:

*Atlanta 30 Denver 21*

*Atlanta has got a strong team and I don't see Denver repeating."

Ryan Huff:

*Denver 27 Atlanta 17*

*A team that plans in a dome has never won the Super Bowl. The Falcons won't be the first."

Matt Kellin:

*Denver 38 Atlanta 17*

*It's going to be a joke. Denver will dominate."

Kim Kenney:

*Atlanta 31 Denver 27*

*Atlanta can run the ball, they can win, but it will close."

Joe Nolan:

*Denver 44 Atlanta 23*

*Denver has the best offense in the NFL and Ethnic will pick apart Denver second."

Adam Russo:

*Denver 21 Atlanta 17*

*The Broncos will win because they are clearly a superior team."

For more information or to apply, call (805) 781-5998.
**Fox Sports Super Sunday Schedule**

8:00 a.m. Super Bowl XCVII on Fox Kick-off show with Terry Bradshaw, James Brown, Howie Long and Cris Collinsworth

8:30 a.m. Hardcore Football with Ronnie Lott, Bill Mats and Ron Pitts

9:00 a.m. Super Bowl XCVII NFL All Access with Keith Olbermann

9:30 a.m. All-Americans with John Madden and Pat Summerall

11:00 a.m. Pre-Game Show with Bradshaw, Long, Brown, Collinsworth

3:00 p.m. Super Bowl XCVII with Summerall, Madden, Maas and Pitts

**ONION DIP**

1. 1 lb. Takahashi sour cream
2. 1 lb. Parmesan cheese
3. 1 lb. Sour cream
4. 1 lb. Curse green onion top (in season)
5. 1 lb. Shredded black cheddar
6. Salt and peppers to taste

Blend above ingredients and chill well. Serve with corn chips.

Source: The Original Vidalia Onion Cookbook

**ARTICHOKE HEARTS**

14 oz. artichoke hearts

2 tsps. garlic oil, cheese

1 tsps. mozzarella cheese

1 tsps. Parmesan cheese

Mix above ingredients in a little bowl. Add on the Falcon fans, them, and add the tasty mixture to half the dish. Mix in the green sauce. In a little sauce, add the tasty mix. Mix well and serve.

**Bean Dip a la Dr. Pepper**

1. 1 lb. Dr. Pepper
2. 1 lb. Cans Green Chilies
3. 1 lb. Half of meat
4. 1 lb. Sharp Cheddar Shredded
5. 1 lb. Crispy Barred Bacon

Combine all ingredients except the last 2 in a saucepan heat to boiling

Serve while still hot.

Serve with chips crackers.

Source: Cooker with Dr. Pepper

---

**PARTY continued from page 1**

and over guests.

"We have 12 televisions, two big-screens and we have recently beefed up the sound system," said De Simone. "One can see a television from every angle of the bar, that's more than any other restaurant.

Madsion's VIP party will start at 2:45 p.m. to 3:45 p.m.

If you choose to go to Torteila Flats to watch the Super Bowl, you can participate in drink specials, a free nacho bar and a raffle.

According to Stan Clark, manager, Tortilla Flats will raffle a Super Bowl mirror, neon signs, an inflatable football player, and other Super Bowl paraphernalia.

Clark is expecting 150 to 200 people will gather at Tortilla Flats, and there is plenty of food for all.

Tortilla Flats' raffle and party will start at 3 p.m. — all ages are welcome.

Lastly, The Graduate Restaurant is having a "Big Ass Draft Special," according to Scott Smith, manager. The special will include
Communication is key to breaking the taboo

This is a warning. I am about to present a phrase which will make most people cringe. Are you ready? SEXUAL HARASSMENT.

There, we made it through safely. Why are you asking me this? Because I had a vision! An epiphany! Well, it's not that big of an insight.

The actual source of this inquiry stems from my current involvement in the production of "O'elema," a play written by Donald Sklar (performed March 11, 12, and 13 in room 212 of the Theatre building) (what can't I plug my own show?). The main theme of the play is sexual harassment, specifically between a teacher and a student. Subsequently, my involvement in the play forced some attention upon the sexual subject at hand. Here is a summary of my ramblings.

First, where did sexual harassment come from? Basically when the modern woman achieved a greater degree of dignity she decided to fight for freedom from the daily ritual of being treated as a sexual toy was also part of that package (you can breathe now).

Second, what exactly is sexual harassment? Common answer: umm, like when you touch someone in a bad place? No! You can do that! Your parents did! OK, revision: "When you touch a stranger in a bad place? No! Bars, clubs and parties would all vanish if the term was not considered illegal. Sexual harassment is an unwanted sexual advance. That sounds about right.

This type of sexual harassment still perceived as such a vague concept! The answer to this question has to do with the idea of modern individualism. If the rules for sexual advance were the same for all then there would be little ambiguity. However, we now, as a nation, purport to respect individual rights. Because of this we must laboriously estimate the recipients response to any kind of stimuli which amid be considered remotely sexual. To rendet the previous sentence readable: We must laboriously estimate the recipient's response to any kind of stimuli which amid be considered remotely sexual. (You may say this is dirty "love with a ridiculous plain silly.

Potentially it's a win-win situation. Women are no longer treated as objects and men can still fulfill their sexual desires. (I realize there are instances of reverse sexual harassment and that women too have desires but you get the general point.) All that is required is honest communication and a reasonable interpretation of actions, words, and body language. Each person and situation must be assessed in order for anything to truly commence. You might say this is dirtirg love with a ridiculous amount of red tape. But that is the point.

First of all, love is not in issue here it we are discussing sexual activity with strangers. Second, this is simply asking that you assess it it is all right with that person. 1  don't mean to criticize anyKxly ti>r just to make the world a safer place etiber. And I've heard of more than one fight that's broken out between bar patrons when they've disagreed about how the game is going. (Note: If anyone doesn't believe that the Super Bowl can cause conflicts, one of my roommates looks like he's planning to punch me for blueberry, as I write this.)

I don't mean to criticize anybody for just watching and liking the game. I just want to criticize the overthrow treatment the Super Bowl gets. Really, if it were that great, the whole world would care and not just Americans.

Nonetheless, I hope everyone who decides to give up a few hours of life to watch the game has a good time. Meanwhile, I'll be inhabiting the low traffic and short store lines and enjoying every minute of it.

Chris Hoffman is a journalism senior and a Mustang Daily staff writer.

Too much Super Bowl Fever

Super Bowl Sunday. The most hilarious, over-hyped day of the year.

To many, the Super Bowl is something they wouldn't miss if their lives depended on it. To me, it's insignificant. As the way the nation takes it so seriously is just plain silly.

I mean, we're just talking about a game here. It's not exactly an event that determines the fate of the world, nor is it quite the second coming of Christ (or religious personage of your choice). Yet so many people decide to put their lives on hold that you'd think it was. There are more people choosing to watch the Super Bowl than participate in elections, for crying out loud!

This hit me like a stiff-arm lariat when I was speaking to a Mustang Daily editor a few days ago. He wanted a story turned in on Friday, instead of Sunday, like usual. I asked him if maybe he had assigned the wrong date. He looked at me like I was the dumber person on the planet and said with a chuckle, "I'm not coming in. It's the Super Bowl." Yes, business will be closed, employers won't come to work, duties will be forgotten, and for what? To see, essentially, a bunch of overpaid big guys crashing into each other and falling over, just so half of them can proclaim, "We crash into each other and fall over better than anyone else on the earth!" Then they will do goofy dances and go to Disney World.

Aside from the lunacy of treating a football game like a holy event there are a few other problems I have with the Super Bowl.

Most prominent among them: the fact that this athletic contest has become a calumet for coach potatos. I'm not sure if it's the purpose of the game or to quibe chips and dip. It doesn't really matter, because admission quarterbacks get plenty of time to work on breaking up those love handles either by Party. It's great, but sitting around and consuming salted pretzels for four hours straight is not so good. Face it, Americans don't need extra inspiration to induce a heart attack.

Speaking of life-threatening situations, the alcohol consumed at Super Bowl parties probably doesn't make the world a safer place etiber. And I've heard of more than one fight that's broken out between bar patrons when they've disagreed about how the game is going. (Note: If anyone doesn't believe that the Super Bowl can cause conflicts, one of my roommates looks like he's planning to punch me for blueberry, as I write this.)

I don't mean to criticize anybody for just watching and liking the game. I just want to criticize the overthrow treatment the Super Bowl gets. Really, if it were that great, the whole world would care and not just Americans.

Nonetheless, I hope everyone who decides to give up a few hours of life to watch the game has a good time. Meanwhile, I'll be inhabiting the low traffic and short store lines and enjoying every minute of it.

Chris Hoffman is a journalism senior and a Mustang Daily staff writer.

No new fees

Editor:  

Hey, does the administration think we students are? Potted plants? Didn't we students vote "no" to increasing student fees! Good enough not so very long ago! Now it comes along with a "survey" (refer to Jan. 25, 1999 article in Mustang Daily regarding student fee), in the hopes that through the back door it may incare our fees.

Follow students, wake the hell up! We're going to get screwed, and it's not going to feel good. I personally don't care what the Cal Poly Plan is — if the Foundation is — if affordable education is important to you, don't sit there vacuous and accept this. Question authority!  

Ruth A. Winans is a political science senior.

Letter policy

Columnists, cartoons and letters reflect the views of their authors and do not necessarily reflect those of Mustang Daily. Mustang Daily encourages com­ments on editorial policy and university affairs. Letters should be typewritten, double-spaced, signed and include a phone number. They can be mailed, faxed, delivered or e-mailed to opinion@mustangdaily.calpoly.edu.
OPINION

Lectures by the P.P.P

Understanding the Professors Preferred Pupil

Editor:

Most Cal Poly students are familiar with this scenario: It's the first lecturing day of one of your classes (after the scheduling nightmare has been resolved), and you calmly take your seat at the back of the crowded room. You don't exactly know why you prefer the back, but it fails to change his ways, apparently ignorant of the hateful stares boring into the back of your cranium.

I myself have shared these same negative feelings towards the illustrious P.P.P. (Professor's Preferred Pupil). After a few years in college, I've been driven to focus on exactly why the average student reacts this way. After all, don't we go to college to learn, but to participate in the process? After much introspection of this subject, I feel less constrained from speaking up in class. Nevertheless, I still choose to sit near the back when I voice my opinions, as I detest the feeling of being an intellectual minority. In fact, this phenomenon only becomes more deeply-rooted as we wade through junior high and slip through high school.

The unconscious fear of losing social acceptability keeps the intelligent student from raising his hand and causes him to silently ridicule the one that does. The difficulties of entering the average university may be an attempt by educators to "weed out" those who choose not to raise their hands, those who would rather slither through the educational system as unseen and unobtrusive shadows. Obviously, the criteria for a higher education has degraded, as this social stigma still runs strong in every university. I am still annoyed by these people, as many tend to breach the social web by so much that they really are a hindrance to overall class participation.

On the other hand, I have found a respect for those that have broken themselves free of the social anchor that holds so many intelligent people back. I have enjoyed participating in classes which many people are passionate about. As soon as these people talk, the class becomes more enjoyable. I implore others to speak up in class — maybe we can get rid of those that have broken themselves free from the P.P.P. My name is Whitney Phaneuf. I'm a journalism junior who understands that "time of the month" is not always predictable, hence the need for tampons and sanitary napkins, nothing but a tampon/pad dispenser — you never can tell when it might come in handy.

Chris Schmauch is an art & design senior.

Don't forget about the bare necessities

As I walked into the women's restroom in the first floor of the University Union, I found something so disturbing, I couldn't help but bitch about it. While I should be using this page to sound off about world hunger or the state of the nation, instead I bring to you another travesty — no feminine necessities in the restroom! No tampons, no sanitary napkins, nothing but a condom dispenser. Now I don't know about you, but at school I find myself in need of a tampon much more often than a condom. Granted, one day I might be rushing to the UU bathroom in the middle of a passionate quickie, though so far I haven't been that fortunate. I don't dismiss the need of women having the freedom and privacy to purchase condoms in restrooms, yet I also demand the right to buy a convenient quarters-of-amenity worth of protection. I have been saved many times by those wonderful machines, and it would be nice to have that piece of mind everywhere on campus. The only option right now is to race to the upstairs UU restroom and bar one there. Knowing me, it would be closed for cleaning.

There are no conspiracy theories floating around in my brain, rather I think this was just a simple case of human error. I won't blame this one on "the man" keeping us down. I'm sure that whoever made the executive decision to install that condom machine assumed the tampon/pad dispenser was already there. Believe me, I searched for it and it is not!

Don't ignore the injustice any longer. This is one mistake that needs immediate attention before another unsuspecting female wonderers into the bathroom lookin' for comfort. Just don't remove the condom machine to make room for a dispenser — you never can tell when it might come in handy.

Whitney Phaneuf is a journalism junior who understands that "time of the month" is not always predictable, hence the need for bathrooms with supplies.

MUSTANG DAILY Valentine's Classified Order Form

Graphic Arts Building Rm. 226, Cal Poly State University
San Luis Obispo, CA 93407
(805) 756-1143 (phone) (805) 756-6784 (fax)

Name

Address

Telephone

AD RATES

Regular 8 point type: $1.30 per line
14 point type: $2.60 per line
Boldface: $1.00 extra

X ($ per line) + (extra charges) = $ (Total Due)

AD DEADLINE IS MONDAY, FEBRUARY 8TH AT 10:00 AM!!!

Ads turned in later than the deadline will be subject to a late fee.

14 pt. type ends here
Watch Your Newscast!

Catch C.P.T.V this week for the latest on:
- The Poly Plan
- Peer Health
- Cal Poly Sports

Off campus: Sat. and Sun. from 8 - 9 a.m. on Charter channel 6
On campus: Fri. at 8:30 p.m. on channel 16

ADULT CABARET

Exotic Dancers

Featuring the Central Coast's Most Beautiful Ladies

Mondaj
College Night "Free Admission" with valid I.D.

Wednesday
Amateur Night
Come in and see beautiful ladies on stage for the first time competing for prizes

SANTA MARIA, 505 S. BROADWAY
Santa Maria # 349-9535

Always Hiring Dancers in Person Make $$$ Will Train and Flexible Hours for Try Amature Night (Wed).

With Walsh, Niners will be Super

If anyone can do it, Bill Walsh can.
For the 49ers to get back to the Super Bowl, a combination of free agents, draft picks and salary cap maneuvering will need to be made by the Niners' new general manager.

He's built the team before, through a mix of deals and trades in the early 1980s, but now he's got a much tougher task ahead.
The Niners are a veteran-heavy team. The experience they bring is great, but they lack quickness. Steve Young, of course, is the exception to this rule, so he seems to get better with age.

A quarterback for the future needs to be one of the first priorities for Walsh's front office. Jim Druckenmiller doesn't seem to cut it, so another quarterback needs to be brought in.

Remember, the reason that Steve Young is so good is that he sat for a while under the greatest quarterback ever, Joe Montana. Walsh could do the same.

The backfield is set, as long as Garrison Hearst recovers from his injury suffered in the Atlanta loss. Having Terry Kirby and Mark Faught available allows Walsh to have the Niners' potential running attack.

 Offensive linemen have always been tough to get in San Francisco, but the line does not need that much help.

Matt Sterling

A few solid backups will show up late for the coming season.

Terrell Owens has already proven he's the receiver of the Niners' future. J.J. Stokes could be dead if he's start- ed every game. There's only one problem — Jerry Rice. I challenge Rice to do one of two things — either retire at the end of this season or take a huge pay cut and give Walsh some precious cap room.

Even when Bryant Young returns from his injury, the Niners will need some help on the defensive line. When Young went down, they lost their entire pass rush. Draft picks would be wisely spent on some linemen, who excel when bought through the system, much like Dana Stubblefield and Young.

Linebacker is another position in pretty good shape. Ken Norton Jr., Warfare and Anthony Peterson will continue to provide solid play.

The most troubling part of the team is the secondary. They've played adequatley before, but this year others were so good they had to go elsewhere.

Hopefully, Cleveland will take Antonio Langham, the widest corner in the league, back in the expansion draft. On campus: Fri. at 3:30 p.m.

The Niners aren't that far from getting back to the Super Bowl, but additions must be made at crucial positions.

With Walsh at the helm, the Niners could be holding up another Lombardi trophy as soon as next January.

For more information, call 1-790-9939.

STARs

continued from page 2

Romanowski, whose antics — spitting, stomping on opponents — give him a recognizable image, even if it doesn't match his true persona.

They have Sharpe, the runaway winner of the 1999 MVP award, and immediate Primetime in Atlanta.

Remember, the reason that Steve Young is so good is that he sat for a while under the greatest quarterback ever, Joe Montana. Walsh could do the same.

The Niners aren't that far from getting back to the Super Bowl, but additions must be made at crucial positions.

With Walsh at the helm, the Niners could be holding up another Lombardi trophy as soon as next January.

For more information, call 1-790-9939.

BRONCOS

continued from page 2

until then, but a kicking career was born. He converted nine of 11 field goals that season, including two game-winners, one of which was a 52-yarder that returned a school record.

Elam went on to Hawaii, where, in his first college game, his last-minute kick upset Iowa. He was All-American, and his 79 field goals were one shy of the NCAA record.

Drafted by the Denver Broncos in the third round in 1993, Elam has continued to mount.

Elam boasts a franchise-best .781 field-goal percentage (157 of 201), and this season he ran his consecutive field-goal streak to 19, before having a kick blocked on Dec. 6. He has made his last 235 extra-point kicks and has made 259 of 260, the career percentage (.996) in NFL history.

His 51-yard field goal, the second-longest in Super Bowl history, helped the Broncos beat Green Bay 31-24 last January.

Last Oct. 25, he matched the longest field goal in league history, booting a 63-yarder to tie the 26-year-old record set by Tom Dempsey. Next month, he will head to his second Pro Bowl.

Elam credits much of his success to his 6-foot-6, 240-pound frame, the kind that's too soft to get on the field unless he's able to make a dramatic kick upset Iowa. He became an All-American, and his 79 field goals were one shy of the NCAA record.

Drafted by the Denver Broncos in the third round in 1993, Elam has continued to mount.

Elam boasts a franchise-best .781 field-goal percentage (157 of 201), and this season he ran his consecutive field-goal streak to 19, before having a kick blocked on Dec. 6. He has made his last 235 extra-point kicks and has made 259 of 260, the career percentage (.996) in NFL history.

His 51-yard field goal, the second-longest in Super Bowl history, helped the Broncos beat Green Bay 31-24 just last night, at the end of the half or a desperation thing at the end of the game," he said. "And it depends a lot, I think, on how I kick this week in practice. If I'm kicking terrible in practice, I just don't know if I'll get a kick. If I'm kicking well, he will."
By Andy Castagnola

Mustang Daily

I've sat through 18 weeks of mediocrity Sunday after Sunday of high-tension football. The Super Bowl of commercials will shine for 29 total minutes. Sunday air time. Fox wants $1.6 million for every 30 seconds of ads during the game. The NFL pays for the much less prestigious fame, and 30 companies are taking the bait.

Likely, and thankfully, you won't see Jim Varney selling Fords. Super Bowl advertisers are the big boys — Pepsi, Apple, American Express — and they're pulling out the most expensive title.

Budweiser will run five minutes and 35 seconds of ads during the game, the longest single advertiser and the only brewing company. The Associated Press reported that Bud signed off yesterday for $2 million for every 30 seconds of commercials.

Cal Poly marketing professor Teri Swartz said the ads cost the rate. Fox demands a high price because it knows advertisers will pay.

Yesterday was a good day for me. I didn't have a drink or even a desire.

Mathis, who had a team-high 13 TDs among his 75 receptions for 1,280 yards this season, made the Super Bowl team. He worked to keep the family together. And at the Super Bowl, he has let us know how important that is.

The next night, Mathis went public with his drinking problem. "I don't think I will have that desire (to drink) anymore," Mathis said Tuesday. "I really feel that the closer that any alcohol is going to come to my lips this week, it will be dripping down my face from being poured over it (in celebration)."

Then just like that, he added, "Now I'm not going to talk about it anymore.

The nine-year pro chose instead to talk about his wife of 18 months, Amanda, and their 2-week-old daughter, Terae, and how they have become the focus in his life now.

Mathis, 31, grew up in Stone Mountain, Ga., and learned responsibility at a very young age. He raised his two sisters while his mother worked to keep the family together.

Young Terae would get her sisters dressed up and off to school, then phone after the really important things in life.

"I really feel that the closest that any alcohol is going to come to my lips this week, it will be dripping down my face from being poured over it (in celebration)."

— Terry Mathis

Atlanta Falcons wide receiver

"Like Bud, few companies will save surprises for Sunday. M&M's has a new Crispy character, Victoria's Secret models have a new online fashion show and Doritos have gone barbeque...

"It's not always advantageous to be there," Swartz said about advertising during the Super Bowl. "You have to think about what your message is and see if that's the best avenue."

Even without some regulars, 7 percent of Americans will flip on the game just to watch commercials, according to a survey by Eister and Associates. Thirty-three percent watched Super Bowl ads Monday. The rest watched during the Super Bowl.

1. on the other hand, watch because the Super Bowl is my Christmas. People spend buckets of money so that I have something to play with for 30 seconds.

"Our busiest time ranges from the Christmas season up until the Super Bowl."

— Keith Leverfe

Audio Video City Manager
Falcons Rushing Offense
Jamal Anderson led the NFC with 1,846 yards and set an NFL record with 416 carries. The Falcons will force the ball to Anderson in attempt to control the game and the clock.

Broncos Rushing Defense
Led by linebackers John Mobley and Bill Romanowski, the rush defense ranks third in the NFL giving up only 3.6 yards per carry.

Advantage: FALCONS. Jamal Anderson carries the load for his team. While this should prove a good matchup, the Falcons commitment to the run will eventually wear the Broncos defense down.

Falcons Passing Offense
Chris Chandler will get the ball to receivers Tony Martin and Terrence Mathis, who combined for 130 receptions and over 2,200 yards. Mathis acts as a possession receiver while Martin can stretch the defense with his speed.

Broncos Passing Defense
If the Broncos have a weakness, this is it. While the pass rush is an ordinary 15th in sacks, the secondary can easily be exploited as they yielded 228 pass yards per game (25th in the NFL).

Advantage: BRONCOS. Due to the amount of running by Anderson, Chris Chandler will be able to free the already lackluster secondary on play action. Look for the Atlanta receivers to get behind the defense.

Falcons Rushing Defense
The heart and soul of the defense allowed a stingy 75-2 rushing yards per game. The second ranked run defense is led by ILB Jesse Tuggle and DT Travis Hall.

Broncos Rushing Offense
Terrell Davis. The running back, with the help of a ballistic offensive line, became only the fourth member of the 2,000 yard club. Davis did it by averaging 5.1 yards per carry and scoring 21 times.

Advantage: BRONCOS. No one has been able to stop Terrell Davis this year, and there is no reason to believe the Falcons will be the first.

Falcons Passing Defense
While CB Ray Buchanan frequently runs his mouth, he should quiet down in his pass defense allowed 220.7 yards per game (21st in the NFL). The front four provide little help as they are 21st in sacks.

Broncos Passing Offense
Future Hall of Famer John Elway looks to get his second Super Bowl ring in perhaps his last game. Elway will get the ball to receivers Rod Smith and Ed McCaffrey which will force the mismatch of a linebacker on TE Shannon Sharpe (64 receptions, 768 yards, 10 TDs).

Advantage: BRONCOS. With Atlanta's defense close to the line to stop Davis, John Elway will be able to pick the weak secondary clean by spreading the ball to his receivers, Sharpe, and Davis on screens.

Falcons Special Teams
WR Tim Dwight is a dangerous kick/return specialist. His second Super Bowl run in perhaps his last game will be key, as it will provide Denver with better field position.

Broncos Special Teams
K Jason Elam is 7th best in punting. BRONCOS. While both teams have explosive returners and accurate kickers, the punting game will be key, as it will provide Denver with better field position.

Falcons Coaching
Dan Reeves has turned a traditionally laughable Atlanta team into a contender. But, when it comes to the Super Bowl, Reeves is 0-3.

Broncos Coaching
Mike Shanahan simply knows how to win. He has a Super Bowl ring as a head coach with the Broncos after winning as an assistant with the 49ers.

Advantage: BRONCOS. When it comes to the big game, Mike Shanahan has proven himself a winner while Dan Reeves has not.

Final Super Bowl overanalysis
BEST VEGAS BET: One of the most popular bets is who will score the first touchdown of the game. It particularly like this bet because it's rare when you can get good odds on good bets in the NFL. For the best return on your dollar, take Shannon Sharpe at 5-1. The loud mouth tight end is like this bet because it's rare that the Falcons run the ball enough to get Sharpe the end zone.

KEY MATCHUP: The Broncos' offensive line against the Falcons' defensive line. If the Falcons have any chance, they must stop the run (they allow 3.3 yards per carry). The Broncos, on the other hand, can dominate this game early if they open up holes for the explosive Terrell Davis.

THE BOTTOM LINE: The Broncos simply have too much for the Falcons. And the biggest obstacle for the Falcons is the quarterback discrepancy. Chris Chandler is a nice quarterback but John Elway will show everyone on Sunday the difference between a Pro Bowl quarterback and a Hall of Fame quarterback.

BEST VEGAS BET: Total Falcons points scored versus Maryland's Steve Francis' total points and assists against Wake Forest on Saturday. Take Francis over Atlanta at $110 to win $100. The Falcons won't score more than 20 while Francis, who averages 16 pg and 5 apg, goes against a weak Demon Deacon team.

KEY MATCHUP: Dan Reeves' weak heart versus the high powered Denver offense. Coach Reeves may not be able to take the shock of witnessing a superior Broncos offense tear apart his defense. Remember to bring your pills, coach.

THE BOTTOM LINE: The Broncos have done it before; the Falcons have not. The Broncos seem to be quietly preparing for the big game while the Falcons have made a spectacle of themselves. Don't blow it, Dirty Birds. You may not get back — just ask Dan Marino.