**Power outage takes entire campus by surprise**

By Ryan Ballard
MUSTANG DAILY STAFF WRITER

Students on campus found themselves in the dark about more than just the lecture they were listening to at approximately 12:32 a.m. Thursday. A power outage left some students wishing they had saved their computer programs more often and others wandering down darkened hallways.

The power remained out for about half an hour. A mechanical failure in the campus sub-station was the culprit that caused the blackout. Facility services was able to bypass the faulty component to get power up and running again across campus.

Ed Johnson, Energy and Utilities manager, said that the problem occurred in the old sub-station.

"There was a redundant piece of equipment," he said. "The rain and moisture got into the equipment, causing the component to malfunction. Once the problem was found, the component was eliminated from the system."

**Donations to CSU increase**

By Sonia Slutzki
MUSTANG DAILY STAFF WRITER

There is more to financing higher education than student grants, loans and scholarships. According to a report submitted Wednesday, the California State University raised a record $881.6 million in donations last year, a clear indication of the growing need for private donations to finance the constant updating of technologies and educational programs.

"In order to provide a margin of excellence, we need private support to build on the student support we receive," said William Feld, vice president for University Advancement. Beldt said Cal Poly would not be able to maintain the emerging program and its small student-teacher ratio with just one source of income.

Cal Poly alone was able to raise close to $24 million last year, ranking among the top four hand-raisers in the CSU sys-

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**Athletics cited in Bello’s case**

By Janelle Foskett
MUSTANG DAILY STAFF WRITER

The California State University system and Cal Poly Foundation’s case against Bello’s Sporting Goods continues in more witnesses testify about the use of the Cal Poly name.

On Thursday, the prosecution called Athletic Director John McCutcheon to the stand. McCutcheon testified that the phrase Cal Poly has consistently been used on team uniforms, in press releases and on letterheads representing university athletics.

In 1994, Cal Poly athletics decided to inform all necessary news sports reporting services, such as ESPN and the local media, to refer to the university as Cal Poly, not just Cal Poly Pomona, and to use the words Cal Poly to represent the school and bring consistency to the department.

By calling McCutcheon to the stand, the prosecution hopes to establish that the words Cal Poly are specific to this university, even in the eyes of national broadcasters like ESPN.

In his cross-examination of McCutcheon, Bello’s attorney Neil Tardiff pointed out that before the new logo went into effect in 2000, there was no official logo designation for Cal Poly athletics.

The defense wants to show that the athletic department has used different means of representing itself, thus indicating that the words Cal Poly are not completely specific to the program or university.

In 2000, Pomona President Bob Suzuki put out a memo establishing a new policy concerning the proper use of the abbreviated form of the university’s name.

The memo states that the words Cal Poly Pomona, not just Cal Poly, are to be used in all references to the university. The president points out that the use of the phrase Cal Poly in representing the San Luis Obispo campus. It further states that he does not want the two universities to be confused.

One year later, a follow-up memo was sent out on the same topic.

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**To mute or not: Commercials battle football for your attention, 4**

**Super Sunday: Full coverage for the big game, 8**
**Students prepare for Super Bowl Sunday**

By Sarah Doub
MUSTANG DAILY STAFF WRITER

On a typical Sunday afternoon, most people are relaxing at home. This Sunday it’s Super Bowl XXXV, and not much has changed from last Sunday—they’re still staying at home.

“I’m going to my friend’s house for a barbecue,” said Mariana Vilela, a chemistry and kinesiology major. “We’ll probably go to Firestone’s.”

Most students who live off campus are staying at home.

“I’m chillin’ at our house and watching it with the boys,” said Grant Chappell, a member of Tau Kappa Epsilon. “We’re going to watch the Super Bowl on a big-screen TV.”

For this Super Bowl, many people are tuning to the big screens—a big-screen television, that is.

A new camera system, called Eye Vision, is making its debut for Super Bowl’s 130 million viewers. Eye Vision consists of 33 cameras, at $20,000 a piece, with rotating 20-degree views of players. The replays will resemble scenes from the movie “The Matrix,” said Craig Farnell, technical manager of Eye Vision.

For those without a big-screen television, it’s possible to watch the New York Giants play the Baltimore Ravens at one of San Luis Obispo’s sports bars.

The Graduate has the most big-screen televisions, while Firestone has two big-screen.

“My parents are coming into town,” said Brooke Pach, a biochemistry and molecular biology major. “We’ll probably go to Firestone’s.”

Woodstock’s Pizza and The Shack both have one big-screen television.

“Sundays promise to be a good time for all,” said Andrew Farmer, president of The Shack’s owners. “The Miller Girls are going to hand out free stuff at halftime, and we have $1 hot dogs as well as $1 Miller Lights.”

Buffy’s Tavern is running a betting and driving for $20 each, down to Santa Barbara to celebrate the Super Bowl at the Cal Poly Bar and Grill.

All of the bars and restaurants that have televisions downtown have it tuned to the game, and most will have drinks and food specials.

For Cal Poly freshmen, the majority of the residential halls are throwing Super Bowl parties in their lounges that are equipped with big-screen televisions.

Most students who live off campus are staying at home.

“I’m chillin’ at our house and watching it with the boys,” said Grant Chappell, a biological science junior.

The Super Bowl kick-off is at 3:15 p.m. Sunday on CBS.
Catch a wave after a day of classes

By Evann Castaido

MUSTANG DAILY STAFF WRITER

C PSA is already organizing their own: the Cal Poly Surfer's mechanical engineering freshmen, Tim Cushman and Nick Lanier, after a day of classes and saving 50% off the home delivery price. That's only 40 cents a day or $2.00 a week, to start your subscription call 1-800 NY TIMES.

"We don't want to be known as a party club," said Tim Cushman, president and co-founder. "There's more to it than that.

"We want to get involved with the community," said Melanie Timpano, social director.

In that spirit, CPSA held its first beach clean-up last Saturday at Pismo Beach. Cushman said they weren't sure which beach to try, so they just picked Pismo.

"It was actually really dirty," he said. "We cleaned up a ton of trash.

Cushman said the club will probably do more beach clean-ups in the future. He said they are also planning on bringing in guest speakers from the Surfrider Foundation, a nonprofit environmental organization that focuses on preserving the world's beaches.

The club also aims to fun, and is in the process of organizing weekly dinner sessions for anyone who wants to go surfing. Cushman said. He said they also hope to have a Learn to Surf Day so people who are interested can see what surfing is all about.

Their first trip is scheduled for President's Day Weekend. They will be heading down to Trestles (between Montecito and Pismo) to camp and surf, Timpano said. Members will get discounts on the trip costs, Cushman said, but anyone is welcome to come along.

Next quarter, CPSA is planning a surfing contest. Cushman said the contest will be open to everyone, not just Cal Poly students.

"Hopefully, we can open it up to people in Mono Bay, Pismo Beach and other towns," Cushman said. "We want to have a high school level, a college level and maybe a master's level for people out of college.

We want to encompass everyone in it.

"The surfing community is really strong," Cushman said. "Everybody helps everybody else out." He said the club already has a lot of community support.

The club meets every other Thursday in building 52, room E27, with the next meeting scheduled for Feb. 8. Cost for membership is $30, but anyone can attend the meetings and get involved with the club. Timpano said. Members will receive the club's long-sleeved T-shirt and discounts on club events.

"We're working on getting other special offers for members from places in the community," Timpano said. "There's so much work to do, to lay the foundation for the club and make it appeal to people, but I think, if we keep planning things, in the end, it will pay off.

COURTESY PHOTO/POL SURFERS ASSOCIATION

Robert Bailey, a nutritional science senior, stands silhouetted by the sun on a local beach. He is a member of the newly founded Cal Poly Surfer's Association, a club whose members participate in community service and held trips to the ocean to surf together.

Some blame wastefulness for California's energy crisis

By Erin Gallagher

(1-WIRE) BERKELEY, Calif. — A well-known environmentalist warned students Wednesday about the rising inefficiency of the nation's productivity, which has caused California's energy crisis and other resource problems.

Paul Hawken, introduced as "an environmentalist, entrepreneur and best-selling author," spoke to Alan Ross's political science major, has taken the class about the current state of resources.

"I think Hawken was definitely his work to do, to lay the foundation for the club and make it appeal to people, but I think, if we keep planning things, in the end, it will pay off.

Hawken asked.

"Every living system on the earth is in decline, and the rate of decline is accelerating," he said.

Hawken's discussion focused on the inefficiency of the American political system and industry. He said California wastes approximately 90 percent of the energy it uses every day.

"When I read about California's energy crisis, I don't know whether to laugh or cry," he said. "Our system is massively, massively inefficient."

He praised an Atlanta carpet company that leases carpets, replacing worn-out portions with newly recycled carpet pieces.

"We are quintessentially in a hyper-industrial age," Hawken said. "Our society is all about increasing the productivity of humans. What are cell phones and laptops for but to increase productivity?"

Americans should focus on increasing productivity with an increase in efficiency as well, ensuring a maximum benefit and use of natural resources, he said.

"I think Hawken was definitely one of the better speakers I've heard," Bernstein said. "He was very eloquent and interesting, convincing and informative.

Hawken urged the class to use their imaginations for creative solutions to the nation's resource problem.

"The only way we can solve these problems is through imagination," he said. "We must imagine and be brilliant we must imagine everything."
Today's issue: Super Bowl XXXV, in all its glory
Watch for ads, not sports/Watch for sports, not ads

Four friends greeting each other on the telephone with the famous "Whoa now!" line. A neon-blue bull-themed sign and a bleary-eyed Cindy Crawford is kiss as she holds a Pepsi can. Cute frogs cooking for Bad News Bertie. They'll make you cry. They'll definitely make you laugh. And most of all, they'll get you excited about the product.

Commercials are what people watch during the Super Bowl. If the game is boring, most people still don't change the channel. It's the commercials that keep the viewer from switching that remote control. I've heard that the nation's most concentrated time of water use is during the Super Bowl halftime, when practically every citizen gets up to use the bathroom. Don't assume that they're getting up then so they don't miss the game. Commercials don't run while some star is singing for the halftime show, either.

They are another form of entertainment.

So, pretty much? There are some sports events out there who can recall points, plays and other facts from past games, but, in general, most people have a hard time remembering who won a game that took place more than five years ago.

On the other hand, everybody remembers the Budweiser frogs’ debut, the goldfish who did flips for Pepsi and the cheerleaders who drank a guy’s Mountain Dew.

The biggest extravaganzas in American football are also the advertising event of the year. Household names such as Pepsi, Budweiser and Miller Light use the big game to kick off new and entertaining campaigns.

Super Bowl advertisers are getting an average of $2.3 million for a 30-second spot to score with 130 million viewers. Consumers pay a lot of attention to the advertisements, since the Super Bowl is watched by nearly everyone.

It's not just the laughs or the product buying; commercials during the Super Bowl give us information about America. If someone wants to understand popular culture, just watch the ads. Then you don't tell us about American music, but they tell what today's America is all about. The ratio of commercial air time to actual football play time should give anyone watching a good idea as to which is more popular.

We are a materialistic society, so when we have a hankering for a four-wheeled drive pickup truck with leather seats and a CD changer, we'll choose the one advertised on the Super Bowl. We don't do this because we need to spend $30,000 on rubber and pig iron, but because we desire a truck that will make us feel tough.

The best worth of action packed into three hours of television ads is an advertiser's biggest dream. The players may think the day is all about them, but the advertisers know better. Fans are starting to realize this, too. In years past, newspapers and magazines have run whole features on Super Bowl commercials and their growing popularity.

By producing the best ads, the media determines who is spending the big bucks this year and who is not. In the end, spending so much money on ads is worth it for the advertisers because they are getting free publicity from the media.

Some commercials will be forgotten by the third quarter. Others will be rehearsed repeated-ly the next morning. A good ad seldom simply sells a product; it tells a story that goes along with the product. We buy the story. The story gives us an excuse to buy the stuff.

So it's OK to watch the Super Bowl just for the commercials. Don't be embarrassed by it. We need to be entertained somehow.

Adrenna Benjamin is a journalism senior and Mustang Daily staff writer.

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Opinion

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"They didn't even invite me to lunch! I think they're just crazy."
Mustang Daily

Every little act of energy conservation helps

It seems like Californians always have a lot of things to thank the state for - especially when compared to other states seem to have enough of everything. Why should we have to pay for our expensive gas prices and go without, while other states have everything in abundance? Is it because other states have more water and wind to harness? Not really. It seems like Californians always have a lot of things to thank the state for - especially when compared to other states seem to have enough of everything. Why should we have to pay for our expensive gas prices and go without, while other states have...
Mystery man baffles security

WASHINGTON (AP) — The man who slipped past Inauguration Day security to casually shake President Bush's hand said he was delivering a message from God and was granted a mystical ability to pass undetected.

Richard Weaver, a self-proclaimed Christian minister, spoke with The Associated Press by telephone from his home in Sacramento. Images of him shaking Bush's hand on Inauguration Day matched those taken by the AP at his home Thursday.

U.S. Capitol Police and Secret Service agents would not confirm that Weaver was the man who shook Bush's hand. Capitol Police have said that the trespasser at Bush's inauguration also pulled a similar stunt at President Clinton's second inauguration in 1997.

"I don't have to push through and I never have to do any 'Mission Impossible-type stunts," Weaver said, who lamented that some Secret Service agents might get in trouble because of his security breaches.

"It is a miracle," Weaver said. "I believe God makes me invisible to the security, undetectable." Weaver told of having met several past presidents, sometimes waiting past security, other times seeking them out in public churches or museums.

"I told the people I would do it," he said, chuckling. "It really doesn't matter how much security there is."
Hack, man averaged 91 yards on 27 carries and set NFC championship game records for points, touchdowns against the Vikings. But Minnesota's secondary is atrocious and the Ravens ranked eighth in the league in pass defense. Cornerbacks Chris McAlister and Deante Starters, both former first-round picks, proposed in 2000 and were cut. Ray Woodson is the leader of the Baltimore secondary. In the regular season finale, the New York Jets called run against the Ravens was fruitless, so they attacked with a no-huddle offense and spread formations and produced 324 total yards and 23 points. It should be noted that the serial attack also resulted in three interceptions, including one which was returned 98 yards for a touchdown by McAlister.

The Giants have the ability to deploy a similar strategy and possess more talent at the receiver position than the Jets with starters Amani Toomer and Bill Hilliard. Hilliard returned 153 kicks for 1,200 total yards for the Giants to win. If the Ravens are forced to come from behind and throw the ball, they will be at a significant disadvantage. The only thing I can't be sure about is whether the Giants' special teams can hold Lewis down on his punt returns. A couple big returns there and that could seal the deal on the Giants.

The Giants can't get into a field position battle with the Ravens because the Ravens will win that game every time. The next look at it is: the history books will have to be re-written after this game is finished and the Giants won.

Matt Sanchez is a business sophomore. E-mail him at alert_yard@yahoo.com just to give Giants fans something to dream about. I'll propose that something might happen to Ray Lewis before the game that would prevent him from making an appearance. I don't know, maybe his alarm won't go off, maybe there will be a traffic jam on the way to Raymond James Stadium, maybe he'll be involved in a double murder. Hey, you never know. The Ravens have so many greats on defense that you can't be looking for one specific player to hold Ray Lewis. The Giants have the ability to run against the Ravens' defense. Again, I close my eyes and can continue from page 8

Ravens shut down Denver's 1,500-yard rusher Mike Anderson. The Giants have the ability to contain Anderson. Tiki Barber. This little scat back was nothing in his previous three years in the league has now emerged as one of the most important players to his team. Did you know that Barber had 2,089 yards total offense this year? I sure didn't. Barber was only 214 yards off leading the NFL in total yards for this year. He will need to have a big game if this Giants offense wants to put some points up against this tough Raven defense. 

Like I stated earlier, the Giants need to gain at least 100 yards on the ground, and since Barber is the main running back, he's going to have to be one of those guys. Right now the Giants can't get into a field position battle with the Ravens because the Ravens will win that game every time. The next look at it is: the history books will have to be re-written after this game is finished and the Giants won.

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Well, it’s finally here — Super Bowl XXXV. The last time we all, at least football fans, have been waiting a long time for. The mighty Ravens defense will go against the New York Giants, who, in the opinion of most, are just a fluke.

It seems the Ravens are the team to beat in this Super Bowl, but this is by no means going to be a one-sided game. The Giants do have a good chance of upsetting Baltimore, and they will come through on Super Bowl Sunday. There are four keys for the Giants in today's game, and they want to win this game, and hoist the Lombardi Trophy in Tampa Bay.

The Giants must score early. The Ravens are a team that wins by running the ball and grinding the clock down, letting their defense get good field position for the offense to pound the defense. If the Giants score early and often, it will force the Ravens to pass, and the Ravens are not a proficient passing team. The Giants also must run the ball effectively against the crazy Raven defense. The Ravens rarely give up more than 100 yards on the ground to anyone. In 19 games this season, only four times they gave up more than 100 yards on the ground, but in those four games they lost.

The Ravens must win the turnover battle. Turnovers are the hallmark of the Ravens defense. The Giants will try to score 10 points or more, but the Ravens allow them to score only half as many, 5 points or less. The Giants will try to score 20 points or more, but the Ravens allow them to score only half as many, 10 points or less.

The Ravens must win the field-position battle. The Ravens will rely on their defense to set up long fields for the offense to work on. The Ravens will use their defense to force turnovers, and the offense will use them to set up long fields.

The Ravens must win the ball-control battle. The Ravens rarely have a good chance of winning the ball-control battle. The Giants will try to win the ball-control battle.

The Ravens must win the time-management battle. The Ravens rarely have a good chance of winning the time-management battle. The Giants will try to win the time-management battle.

The Giants must win the scoring battle. The Giants have a better chance of scoring than the Ravens. The Ravens have a better chance of winning the scoring battle.

The Giants must win the red-zone battle. The Giants have a better chance of winning the red-zone battle.

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