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New state laws to affect students

Emily Rancer
MUSTANG DAILY

As soon as the clock flashed midnight on Jan. 1, fireworks weren’t the only things set off in California. Several new laws took effect too and some will benefit students.

Perhaps the most sweeping good news for students is the 75 cent rise in the state’s minimum wage. The hourly rate went from $6.75 to $7.50 and will shoot up to $8 an hour in 2008.

This jump affects 180 students employed by ASI who, prior to Jan. 1, were making less than $7.50. All those students were bumped up to the new minimum wage standard while those already making $7.50 or more were not affected.

“Most of the students who were not affected,” said Jenny Pedersen, director of the journalism department chair. “I don’t think it’s going to change anything.”

For many San Luis Obispo renters, a newly enacted law will help them out too. As of Jan. 1, landlords are required to give 60 days’ notice anytime moving month-to-month tenants who have lived in a rental for at least a year and haven’t done anything to warrant eviction.

Landlords previously had 30 days to give notice.

While some smokers gave up their habit as a New Year’s resolution, those who continue smoking will be puffing on slightly different cigarettes this year. California merchants can now only sell “fire safe” cigarettes intended to prevent fires by going out quickly when not being puffed. These cigarettes will be sold once merchants have depleted their supplies bought before Jan. 1.

Students under 21 beware: drinking and driving under the legal age is no longer a civil penalty, but a crime. The law eliminates confusion by prior law that made it a criminal offense for a person under 21 to possess alcohol, but did not make it a crime for that same person to drive a vehicle intoxicated.

By the NUMBERS

60 The number of day’s notice landlords must give month-to-month tenants before evicting them.

$7.50 The new minimum wage in California.

6 Maximum number of months a person serve in jail for leaving pets unattended in a car.

COMMENTARY

No love lost on labor

Jenny Pedersen
The California Allegro (UC-Davis)

Let’s be honest: There is nothing left to celebrate. Christmas decorations have gone on clearance for half price and the new year is already well underway. It’s time we all returned to the regularly scheduled programming of our humdrum lives — except for one small glimmer of hope that may prove to keep my spirits high throughout the rest of this bitterly cold and boring January.

That’s right, folks: the rise of the minimum wage.

Some of the more blue-blooded among us won’t quite understand the importance of this 75 cent increase. However, such an increase means that for every sail breaking and slightly pandering hour of my minimum wage labor, I am three shiny quarters closer to making rent for the month.

An extra 75 cents is like a good drink: it takes the edge off — off the coffee spilled on your newly cleaned shirt, the screaming children, cantankerous cooks, refilling the ketchup bottles, or the sticky smell of stale beer. Seventy-five cents alleviates part of the headache caused by calorie-cutting customers in expensive jogging shoes who forget to order their dressing on the side and then insist upon a whole new salad. Or the customers who play musical tables and push all the chairs to close together that only a cornet would make it possible to squeeze past as you deliver plates of food, which are slowly burning away the nerves on your fingertips.

The pang of stress from managers who are never satisfied with the consistency of your cappuccino foam and the number of ice cubes you put in a glass has been slightly reduced. Similarly, the sting is lesssmarting from heavy-handled hints about your future unemployment which are casually dropped into conversations after every shift.

Though what may be worse is a manager who feigns concern in your well being. The only right answer to their pleasantries is fine, great, so good, just happy to be here serving your fine establishment. When, in reality, you’d rather be anywhere else and are secretly entertaining visions of flinging your pen straight into the eye of the next unfortunate soul to step up to the cash register.

see Wage Rise, page 4
Then there is every service worker's nightmare: the stingy tipper, a category of person I personally feel has their own reserved place in the cafeteria, where every food dish has been spit onto. Now, I realize this is a college town, where we're all poor and unwilling to tip for any service short of being spoon-fed.

A slight word to the wise cheap-skates, because some of you could really use the good karma. For instance, guys who can't seem to raise their eyes anywhere above the neck (you know who you are). If you treat the women who serve you with the same amount of respect you'd give a stripper, that is your choice, then at least tip them accordingly in 10s and 20s. Then there are those customers who only order tea or coffee but open and scatter 20 separate Splenda packets to the four winds just to make their presence known. Unless she is your mother, make sure to tip them. In fact, tip your mother too.

In reality, the jobs we hold now are mostly a passing phase, a lesson in humility that reminds us why we're in school: to reach the world beyond, a world where we're paid to do what we love, or at least paid to be the one giving the orders.

But in the meantime, take your 75 cents and go buy yourself a gumball. It's something to celebrate!
'Museum' skimps on laughs

Christina Choi
McMillan Daily (KL McElheny)

At last, a history lesson that would make you fall asleep.

Well, sort of. While "A Night at the Museum" will nearly as hardcore as the special you might come across on the History Channel in the early hours of the morning, the film does give its viewers basic facts of knowledge of Attila the Hun's inter­

mysterious power of an ancient

night everything in the museum

Theodore Roosevelt (Robin Williams, "Man of the Year").

Island and barely escapes an

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Fighting to keep the arts alive

Zach Kun Lin Han
THE CALIFORNIA AGGIE (UC-Davis)

It is telling that when Larry Summers was still president of Harvard, he proposed for the inclusion of economics and the sciences into Harvard's canonical curricula. Undoubtedly, as one of America's most accomplished economists, he might have harbored partisan interests in advocating such a revamp. But his conviction and resolve speak volumes of how important the disciplines have become.

America has always prided itself on the strength of its liberal arts education—the harbinger for individualism, the impetus for character development. Yet, there have been complaints about the failure of the liberal arts education to progress simultaneous with the changing times and priorities.

Certain segments of the American society have been unwitting victims of the globalization wave. Because of the increasing interconnectivity among countries, jobs have been offshored and outsourced to countries where equally talented labor could be obtained at much lower prices. Since companies have a duty to maximize profits and protect shareholder interests rather than appealing to nationalistic sentiments, it is an objective, if not an obligation, for Americans to remain competitive.

It is perhaps essential then for us to examine the historical development of liberal arts. Arguably the first practitioners of liberal arts, the Greeks believed that thoughtful eloquence and logical clarity were man's ultimate virtues, and hence championed the art of debate, often at the cost of righteousness. As societal gentility and cultural refinement refocused, liberal arts increasingly emphasized the social graces, changing its focus to cater to this purpose. Then, as industrial and technological needs burgeoning, exclusive training of individuals in certain disciplines became the agenda.

The fundamental lesson is instructive — it reflected the evolving system and attitude to accommodate societies' progress.

Today's world revolves around scientific discoveries and economic cognizance. This imposes a requirement for one to be well-informed. Part of the possible solution is Summers' proposed reforms. These areas of study are essential—even for the uninitiated, growth, inflation and government action, such as fiscal discipline or protectionism, are core issues that directly affect one's financial health and wages.

To be fair, such an implementation is not without its critics. It entails sacrifice, aggravated by opponents supporting different areas of study. The fundamental lesson is instructive — it reflected the evolving system and attitude to accommodate societies' progress.
'Godfather of Soul' James Brown laid to rest in style

Andrew Sargent Klein

It's difficult to summarize the life and accomplishments of James Brown in a manner that could actually do the man and his music justice. There simply is too much to mention, too much to devote whole paragraphs, chapters and books to. His music is irrevocably entrenched in American culture, from the all-night diner's jukebox to hip-hop sampling. Along with Little Richard, Sam Cooke and Ray Charles, Brown was part of an enormous transition in popular music, combining gospel traditions with R&B, mixing in rock beats and crossing racial barriers.

Dubbed "the hardest working man in show business" for a reason he produced, creating grooves that were more than the sum of drums ...

The best eulogy for Brown, who died Christmas Day of heart failure, must involve actually listening to his extensive catalogue. Dubbed "the hardest working man in show business" for a reason, Brown brought his fire to every record he produced, creating grooves that defied the constraints of popular music. The former is a political attack entirely removed from the poetry of Dylan or the straight-ahead rock of the Rolling Stones. The latter is one of the greatest funk ballads of all time. Brown made the groove — the funk-laced, sweating groove — his own creation, and the fact that he could deliver such a product again and again is staggering.

Brown isn't leaving this world anytime soon. Few artists have been or will be able to burn hotter than he did or play as active a role in the evolution of music as he still does. His influence will live for as long as there is music to be listened to, performed and written.
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Arts
continued from page 6 scholarship.

For example, proponents of history and mythology single out the necessity of understanding past atrocities to guiding our future actions. Meanwhile, philosophers cite its importance in empowering us to deliberate circumspectly about imperatives and to confront our principal fallibilities. Then, there is math, literature, divinity and so on. Where does this argument leave us?

As Fareed Zakaria, the noted Newweek columnist, once remarked, the past 10 years have witnessed faster changes than the past 200 years. Hence, important as the visual arts or lyrical poetics are to our holistic well-being, the new realm of development is one engineered by technological advancements and economic thought. Jobs today reward the capacity to actively create and innovate, primarily in the financial services, tech companies and health care industries.

While monetary gains are no substitute for character, America could best heed lessons of the past. The ostensible leader in the 20th century, Oxford no longer commands that lofty distinction. Because while she persisted in the arts and letters, her American counterparts were embracing research.

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LISTEN TO KCPR
New bill to require Calif. girls to take HPV vaccine

If passed, California would be the first state to mandate the Human Papilloma Virus vaccine to prevent cervical cancer, effective July 2008.

Lizeth Cazares
The California Aggie (UC-Davis)

In 2005, an estimated 9,700 women were diagnosed with cervical cancer in the United States. In an effort to fight what legislators and health officials have called a life-threatening disease, a new bill was introduced in California that would require all girls be vaccinated against the Human Papilloma Virus prior to entering the sixth grade.

Assembly Bill 16, presented in early December, aims to reduce the amount of cervical cancer cases by making California the first state to mandate an HPV vaccine. The bill is currently in its early stages, but if passed, AB 16 would become effective in July 2008.

State Rep. Sally Lieber introduced the bill and said AB 16 is a good opportunity to reduce serious medical problems related to HPV. "This is the first vaccine produced that prevents a form of cancer," she said. "About 80 percent of women will contract HPV by the time they're 50, and while only 10 percent will develop cervical cancer, HPV can lead to other health problems like cervical dysplasia. This bill provides an opportunity to prevent both cervical cancer and HPV."

If passed, AB 16 would add the HPV vaccine to California's immunization requirements, which currently includes measles, mumps, polio, tetanus, rubella, whooping cough, diphtheria, hepatitis B, chicken pox and haemophilus influenzae type B.

Additionally, AB 16 would be the only required immunization in the state to target a specific gender and the only one aimed at a virus contracted solely by genital contact.

"While the vaccine now costs approximately $360, Lieber said she has talked to different agencies that would provide the vaccine at no cost," said Linda Klepaki, the sexual health analyst for the organization, said while the group highly supports the vaccine itself, the organization thinks that parents should make the decision about whether a child should be vaccinated.

"We are very pro this vaccine and think it's a historical step for the prevention of cervical cancer," she said. "But we are also very for parents' rights. Unlike previous vaccines, this is used to prevent a sexually transmitted infection."

She said since the disease is not acquired at a school, then it should not become mandatory for sixth-graders.

"We know that hepatitis B is a transmitted disease and it can be transferred through the bloodstream," she said. "Children don't contract the disease just by being in the classroom."

If AB 16 is passed, it would allow for families who do not want their child to be vaccinated the ability to waive the vaccine — similar to other mandatory vaccines. While there is debate on whether the vaccine should be mandatory, many agree that this is an important vaccination.

"The best way to protect our daughters from risk is to make sure the HPV vaccine is widely available and administered to all women at risk of infection," Lieber said.

"At approximately $360, it is the most expensive vaccine ever."

— Katharyn McLearan
Director of PFPF's public affairs for the Sacramento region.
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The point here is that I've had (and still have) ample opportunity to try something new. Whether rational fear or irrational fear, ranging from a few butterflies to sheer panic, that fear comes whenever I do something for the first time.

Fear is a natural reaction: it's actually a good thing in many situations. That "fight or flight" response is a biological instinct to assist us in times of danger, like if we're about to be maulled by a bear, or if we're considering eating leftover Easy Mac that's been in the refrigerator for a month. It helps to keep us from doing things that are harmful or self-destructive.

The trick is to be able to overcome fear when it's keeping you from really experiencing life. Safety isn't necessarily a bad thing (always wear your seat belt, kids), but failure isn't always as bad as we think it is, either.

Am I afraid of looking stupid? Am I afraid of feeling out of place? These things are easily overcome and soon forgotten. These fears shouldn't be allowed to rule our lives. There is so much real fear in the world. Life is too short to spend being afraid of the little things. Trust me, humiliation is a little thing.

A dollar spent on a Power Chai (Chai plus espresso) is a little thing, see Resolution, page 11

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A dollar spent on a Power Chai (Chai plus espresso) is a little thing, see Resolution, page 11
New Year's resolution: Make multiple impressions

Carolyn Gerecht

The Pet News (Salinas, CA)

First impressions are formed within the first three seconds two strangers meet. So it's no surprise that those impressions are usually dead wrong.

Yet somehow, we still manage to use our first impressions of each other as a basis for how we interact from there on out — whom we call, whom we like and dislike. An awkward comment from a classmate's mouth in an early conversation can cause you to think of her as an awkward girl forever.

Despite the fact that we've all been fooled by our first impressions at some point or another, they still have value in our world. This makes no sense at all.

Embroidered on a pillow or printed onto a Dixie cup, one can find the expression, "First impressions are the most lasting." A gentle reminder to always make a strong one. Even my psychology textbook informs me that I am more likely to pay attention to what I first learn about a person than anything else I discover down the road.

The mere fact that, if we could, we'd all make excellent first impressions all the time is a dangerous sign pointing to their importance. But first impressions shouldn't play such a big role in our opinions.

Of course, we can't help but form them. It's human nature to judge, to stereotype and to generalize, which is usually how errors occur. Thus, the battle instead comes in pushing those thoughts to the back burner. We must give as much importance to the impressions to come. Currently, two or three clean slates.

Think of every time you ran into that cutie from bio while wearing your sweatpants and holding a bag of doughnuts at the 7-11. Every time you ran into an ex you just pasted with or study with or bring home for bad days. Think of every time you were tired and didn't want to try something new your- erself. It's human nature to pass up with or study with or bring home for bad days. Think of every time you were tired and didn't want to try something new your- erself. It's human nature to pass up.

Do you have an interesting student organization, an unusual hobby or a favorite restaurant? I'd love to try them, so send me an e-mail.

Oh, and one other thing: Don't forget to try something new yourself. That's what it's all about. Or maybe the bokey-poke is what it's all about. Either way, my going out on a limb to write these words won't mean much if the reader gains nothing from it.

Here's to 2007; may it be full of new impressions. And this is as much because of someone else's bad day or nervousness as your own. Just as others change or blend, we do too. What initially seem you about a person may now send you into fits of giggles. And especially in an environment as diverse and drastically different as college, it's only fair to allow for both parties to modify their likes and dislikes.

No, I cannot possibly demand that we all forget first impressions entirely, if that's even an option. As human beings, we need a base for figuring out who we want to hang out with or study with or bring home for Thanksgiving.

We can, however, work to remember that our first impressions are probably going to be mistakes. The best way to handle that is to give as much importance to the impressions to come. Currently, forming relationships is a matter of creating a first impression and then working to maintain or overcome it. There's no reason for that — we should be able to create first impressions, create second impressions, and on and on. Everyone deserves that. Don't you?
Seasonal Affective Disorder more than just the winter blues

Mandi Smith
Luther College

Winter has many people feeling depressed, but it may be more serious than that. Betweens 6 and 8 percent of the general population suffer from a severe form of the winter blues called Seasonal Affective Disorder, or SAD.

"SAD can be described as a dysfunctional motivation — resulting in a lack of motivation," said Dr. Joseph Breitenstein, an associate professor of psychology at Luther College and a licensed psychologist. "Depression in general is often viewed as the 'common cold' of mental disorders."

It is not uncommon for many people to feel a sense of the winter blues as the cold weather and short days set in. However, SAD and the winter blues are not the same condition. Although the difference is only a matter of degree, SAD debilitates a life while the winter blues simply seems to dampen it.

"Everyone gets (the winter blues) but it shouldn't make one dysfunctional," Breitenstein said.

SAD has many symptoms that go beyond a simple feeling of depression. These symptoms include a lack of motivation, excessive sleeping, headaches, a craving for sweets, weight gain, anxiety, social withdrawal, and a loss of interest in activities.

Symptoms of Seasonal Affective Disorder (SAD):
- Lack of motivation
- Excessive sleeping
- Headaches
- Craving for sweets
- Weight gain
- Anxiety
- Social withdrawal
- Less interest in activities

"It's important that people be taught skills rather than just given pills — but that's not to say that medication isn't important," Breitenstein said.

Counseling and medication in the form of mood stabilizers are generally most effective for the treatment of SAD when used collectively. Sun lamps may also be effective by exposing the body to light, thus increasing the body's level of serotonin.

"Serotonin levels in the brain are strongly implicated in many cases," Breitenstein said. The other chemical is melatonin.

According to the Mayo Clinic in Rochester, Minn: "Some scientists have theorized that melatonin, a sleep-related hormone that's also linked to depression, might be the cause. Production of melatonin increases during the long nights of winter."

Low levels of serotonin and/or high levels of melatonin may be the culprits of SAD.

Treatments for SAD are usually successful. "It's a disorder we need to take seriously," Breitenstein said. Counseling and medication in the form of mood stabilizers are generally most effective for the treatment of SAD when used collectively. Sun lamps may also be effective by exposing the body to light, thus increasing the body's level of serotonin.

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SAD has many symptoms that go beyond a simple feeling of depression. These symptoms include a lack of motivation, excessive sleeping, headaches, a craving for sweets, weight gain, anxiety, social withdrawal, and a loss of interest in activities. These symptoms will, as a result, affect work and relationships.

The cause of SAD is currently unknown. However, it is fairly certain that the condition has a multifactorial explanation.

"(SAD) may be caused by a combination of biological, psychological and social factors — each person is going to be different," Breitenstein said. "Students are going through major developments in identity and intimacy. It is a time to mature."

Some other possibilities of the cause of SAD are genetics, age and the body's chemical makeup. There are two chemicals in the brain that may lead to the development of SAD and depression.

Serotonin, a neurotransmitter, is said to be affected by the amount of sunlight received by the body. If the body isn't receiving enough sunlight, serotonin levels drop, possibly causing depression.

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Counseling and medication in the form of mood stabilizers are generally most effective for the treatment of SAD when used collectively. Sun lamps may also be effective by exposing the body to light, thus increasing the body's level of serotonin.

"(SAD) is a definite diagnosable disorder," he said. "It can be a serious disorder and shouldn't be stigmatized any more than we would someone with diabetes. It's a disorder they didn't choose to have.

SAD is a common disorder and affects millions of people. If help is necessary, don't be afraid to ask for it.

"I would urge (those who may be suffering from SAD and depression) to talk to health care providers," Breitenstein said.

More information can be found at http://marchonlin.com.

― Joseph Breitenstein
associate professor of psychology at Luther College

It can be a serious disorder and shouldn't be stigmatized any more than we would someone with diabetes.
Someday, they may be called The Google Years.

California, where budget revenue slides up and down like a yo-yo with capital gains and stock options, is once again counting on outsized income tax filings from a handful of tech executives to help balance its budget.

For this wave, California can largely thank Google.

After cashing in more than 9 million shares valued at $3.7 billion last year, 16 Google employees will owe the Golden State as much as $380 million in taxes — enough to cover the salaries of more than 3,000 state workers.

Taxes paid by Google founders Sergey Brin and Larry Page account for nearly half the amount. There is virtually no way for them or other California billionaires to escape a 9.3 percent state capital gains tax or a recent voter-approved 1 percent tax on the wealthy to underwrite the state's mental health programs.

"On behalf of a grateful state, I'll be happy to wash their windows or mow their lawn," said H.D. Palmer, spokesman for California's Department of Finance.

In the often slippery world of state finance, the wildly successful Google has had an unusually tangible effect on California's state budget. It has become the face of an extraordinary two-year resurgence in state capital gains and stock-options revenue, much of which can be traced back to the tech sector.

See Google, page 15
THE BIZARRE

Calf with two faces born at Va. farm

RURAL RETREAT, Va. (AP) — One of the newest arrivals at Kirk Heldreth's dairy farm is drawing crowds. A calf with two faces was born Dec. 27 at Heldreth Dairy Farm, and word has spread in southwest Virginia as residents flock to his farm.

The animal is normal from its tail until its unusually large head. The calf breathes out of two noses and has two tongues, which move independently, according to Heldreth. There appears to be a single socket containing two eyes where the head split.

"It's the craziest thing I've ever seen," the dairyman said.

During the calf's birth, Heldreth said he first thought there were two calves.

The calf has two lower jaws, but only one mouth. Heldreth feeds her through a tube, and acknowledges she probably can't maintain that feeding schedule for long.

Heldreth expects many more people will be curious enough to stop by. "I'll just have to tie the dogs extra tight," he said.

Stressed out over classes already?

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Google continued from page 13
popular programs, pleasing political
enemies and helping smooth his
path to re-election.
Schwarzenegger's good fortune, it
turns out, did not end there.
As Google's stock topped $500 in
2006, company executives con­
tinued to sell hundreds of thousands of
shares each month, according to an
analysis of insider transaction data
provided to The Associated Press by
research firm Thomson Financial.
The analysis makes clear that
California will reap big benefits
from a rebounded tech economy for
the budget year* that will begin in
July. The revenue even might allow
Schwarzenegger to avoid painful
cuts to a budget that ballooned 11
percent last year, to $131.4 billion.
According to the state's latest fig­
ures, capital gains and stock options
accounted for nearly 14 cents of
every tax dollar collected in
California in the fiscal year that
ended last summer. Similar numbers
are expected this year. That's nearly
double the percentage two years
ago, following the dot-com bust.
Next year the total income taxes
Google executives will have paid
California since the company went
public are on pace to top $1 billion,
or about 1 percent of the state's
entire general fund budget.
While the company is helping
push capital gain revenue above
historical averages, state officials say
they are closely monitoring the
income.
For comparison, during the
heady days of the Internet boom in
2000, capital gains and stock options
accounted for a whopping 40 per­
cent of all personal income in
California and a quarter of the
state's tax revenue.

*This commentary is not intended to be a stock recommendation. This commentary is not intended to be a stock recommendation.
Advertisers exploit secret codes in video games

Rachel Konrad
Associated Press

SAN FRANCISCO (AP) — Crouched in military fatigues, you peer through night-vision goggles and brandish a semiautomatic gun as you hunt down terrorists who’ve overtaken Las Vegas.

Incongruously, while patrolling a neon-decorated side street in the video game “Rainbow Six Vegas,” you spot a jar of body wash. You spray the container with bullets, and voila! A 60-second video of whimsical bloopers pops up, and billboard advertisements of scantily clad women hawk Unilever Corp.’s Axe shower gel: “Score with Axe.”

Welcome to the new world of video gaming, where software companies are becoming more imaginative in wringing money from gamers.

In-game advertising has been going on for years as marketers try to reach people who’ve largely stopped watching television. But beyond running crass advertisements on billboards written into the gaming landscape, many game developers now accept product placements for milk, DVDs and other wares, embedding them deep into the game’s software codes. You’d need the type of secret tips and tricks long circulated for unlocking special powers and other bonuses.

Other companies are charging real-world dollars for the privilege of gaining magical powers and better equipment for virtual characters, leading to complaints the companies are exploiting gamers who already pay $60 or more for the most popular titles.

Veterans of the $7 billion U.S. video game market defend the corporate co-option of the techniques once solely the realm of techies: If Hollywood has been employing unconventional marketing tricks for years, why not the game industry?

The standard advertisements aren’t waiting. But gaming executives say the newer, unusual pitches are more effective: They can be funny and tap into many gamers’ desire to explore the darkest nooks and crannies of a game and discover tricks they can boast to friends.

“Purist gamers see this development as negative, and it can ruin the game for someone,” said Peer Schneider, vice president of content publishing at IGN Entertainment. “But our kids don’t see it as negative. They see it as an unexpected thing in the game.”

For more than two decades, programmers have tucked silly surprises into the recesses of computer games — from the 1980 Atari 2600 game “Adventure” to the current hit “Scarface: The World Is Yours.” In many games, players who enter the top-secret “cheat code” could become invisible, get unlimited ammunition or play in an all-powerful God mode. Or they’d play for hours until discovering brightly decorated circles or balls—known as Easter eggs—that unlocked bonus points, monster-slaying swords, extra lives or infinite health.

“Developer teams have always said, ‘We have these codes if you want to use them,’ but only in the last two years did the marketing teams significantly incorporate them into our strategy,” said Jill Steinberg, director of promotions for San Francisco-based Ubisoft. “The goal of the promotions is to get buzz.”

Only recently have game companies found ways to profit from these quirks. Software developers are now coordinating with marketing executives — and with Madison Avenue advertising gurus — almost from the game’s conception.

“Developer teams have always said, ‘We have these codes if you want to use them,’ but only in the last two years did the marketing teams significantly incorporate them into our strategy,” said Jill Steinberg, director of promotions for San Francisco-based Ubisoft. “The goal of the promotions is to get buzz.”

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**COMMENTARY**

**BCS good, bad for smaller football programs like Fiesta Bowl champ Boise State**

Andrew Bagnato  
ASSOCIATED PRESS

Say what you will about the BCS, and many have said plenty. But if it wasn’t for the Bowl Championship Series, most football fans wouldn’t know Boise State from Boys Town.

The ninth-ranked Broncos would never have been given a crack at No. 7 Oklahoma on a stage as grand as the Fiesta Bowl. They’d have run all those gadget plays against Memphis, or someone like it, as the Year-Name Here Bowl in Shreveport. Ian Johnson would still be a 5-foot-11 backfield nobody wanted. Well, nobody except a certain cheering captain.

Instead, he’s the giddy kid who proposed to his girlfriend on national television moments after scoring the game-winning points.

On WFAN radio in New York Tuesday morning, they interrupted their regularly scheduled rant on pro sports to rave about … Boise State.

That’s the power of the BCS. It creates storylines even if it sometimes leaves out the happy ending.

But the BCS also did what no one else could this year: it stopped the Broncos cold.

The BCS gave the Broncos their moment on the national stage and then quickly ushered them out the side door.

It was more than a little symbolic that the Broncos had to check out of their resort hotel here Tuesday to make room for the Florida Gators, who arrived to begin preparations for their title game showdown with Ohio State.

Thanks for coming, Broncos. Have a safe trip home.

The Broncos’ performance made the BCS look like geniuses. It also gave them another reason to do everything they can to prevent a play-off.

In a playoff, the power conferences would have to deal with Boise State every year — or Utah, Fresno State and Brigham Young.

And the more exposure and money those programs receive, the bigger and badder they’ll become.

Once upon a time, there was a women’s college in Tallahassee, Fla. It decided to admit men and fielded its first football team in 1947, losing all five of its games.

That team eventually became the feared Florida State Seminoles.

But if it wasn’t for the Bowl Championship Series, how many in Tallahassee believe in a necklace of Liberty play, would they?

The Broncos might be overmatched. They might be in line for a shot at the Ohio State-Florida winner.

Maybe that would be a bad idea.

The Broncos might be overreached.

Jim Tressel’s well-drilled Buckeyes wouldn’t fall for that amazing Statue of Liberty play, would they?

Thanks to the BCS, we’ll never know.

This is as good as it gets for Boise State — for now, and maybe forever.

---

Cal’s Lynch to enter NFL draft

The Pac-10 offensive player of the year rushed for 1,356 yards and 11 TDs as a junior.

As a sophomore in 2005, Lynch became the fourth Cal tailback in four years to rush for 1,000 yards under coach Jeff Tedford. The Oakland native rushed for 3,230 yards and 29 touchdowns in his three seasons at Cal.


But if it wasn’t for the Bowl Championship Series, would they?

Thanks to the BCS, we’ll never know.

This is as good as it gets for Boise State — for now, and maybe forever.
The senior football player is the Mustang third straight defensive player of the year in Division I-AA.

Tristan Aird

One day after taking home the Buck Buchanan Award as the top defensive player in Division I-AA, Cal Poly senior linebacker Kyle Shotwell was just as relieved as he was excited.

"I was kind of relieved because I wasn't the guy who broke the tradition at Cal Poly," Shotwell said Dec. 15 in a phone interview. "I wanted to keep the streak alive." Shotwell is the third straight Cal Poly football player to win the award.

Kept the award a secret for low (21) while posting 122 total tackles, seven sacks, two forced fumbles and a fumble recovery. The Mustangs (7-4) finished 10th in the Division I-AA in fewest points allowed per game (14.7), fifth in total yards allowed per game (248.3) and third in least passing yards given up (1,463).

Shotwell was presented the award at a banquet Dec. 14 in Chattanooga, Tenn., on the eve of the I-AA title game, in which defending champion Tennessee won the title.

"I was pretty excited, I just felt the pride of it," Shotwell said. "I'm going to make sure that I get that honor into an NFL career." Drafted by the Atlanta Falcons, he will play defensive end. Shotwell said he hopes to parlay his award into a shot at the NFL.

He led the Division I-AA in tackles for loss at 23.5 sacks, two forced fumbles and six forced fumbles.

"It's crazy to think we were on the field at the same time," Shotwell said of the 2004 season. "If you look back at that season, we had an amazing defense. We didn't know exactly how good we were back then. That was a pretty exciting time to be playing defense at Cal Poly."

Cal Poly has reached new heights since head coach Rich Ellerson's arrival in 2001. His double-eagle flex defensive scheme, which looks like everything from a 3-4 to a 5-2 during the course of a game, has helped the Mustangs become a mainstay in the national rankings. Cal Poly was ranked as high as No. 3 in I-AA each of the past two years and closed this season ranked 13th.

"It's great for Cal Poly football the way people respect our team and the players on our team," Shotwell said. "It's great for Cal Poly football the way people respect our team and the players on our team," Shotwell said. "It's great for Cal Poly football the way people respect our team and the players on our team," Shotwell said.

"I believe that I am an NFL-caliber player," Shotwell said. "I'm going to have some opportunities. I really think I deserve that shot and I'll get that shot.

Shotwell's agent, Ryan Tollner, is part of a Repli Sports Group whose clients include Pittsburgh Steelers quarterback Ben Roethlisberger, Washington Redskins quarterback Mark Brunell, Arizona Cardinals offensive tackle Leonard Davis, Oakland Raiders linebacker Kirk Morrison and Beck, among others.
Florida feels underrated going into tonight’s national title game

Ohio State is favored by at least a touchdown according to most Las Vegas oddsmakers.

Ralph D. Russo

The Florida Gators are feeling unappreciated and they’re not happy about it.

There’s no doubt the Gators are the underdog heading into the BCS championship game against top-ranked Ohio State tonight.

The unbeaten Buckeyes have been No. 1 all season and seems almost unstoppable, outscoring opponents by 26 points per game. They’ve got the Heisman Trophy winner in Troy Smith and a coach in Jim Tressel with a national championship on his resume and a reputation for being as good as it gets in big games.

The Gators have an imperfect record, several close losses to top teams and their only All-American is senior defensive tackle Joe Cohen.

In Las Vegas, Ohio State is a seven-point favorite.

To hear the Florida Gators tell it, the ‘O’ and ‘H’ have already been engraved into the championship trophy.

“Every time you pick up a paper or magazine you see Ohio State,” coach Urban Meyer said. “We played a lot of Top-25 teams and defensive teams but praise at the Gators.

And the Gators really have been on the defensive for months, facing trying to prove they deserved to play for the national title.

The way the talk is we don’t deserve to be here really,” receiver Percy Harvin said. “We played a lot of Top-25 teams and defensive teams and they’re saying that we don’t deserve to be here, so this is an opportunity they’re in the second year of their building process and that you have a mix of guys that you’ve just grown to get to know and a mix of guys that you recruited.”

“People say we are (the underdogs) but I really don’t feel like it,” defensive tackle Ray McDonald said. “The top two teams in the country are playing. Why should there be an underdog? Why shouldn’t it be even?"
Even after 14-2 season, Schottenheimer's job status up in air

When asked recently what his future is with the Chargers, Marty Schottenheimer said, "You're asking the wrong guy."

Bernie Wilson

As his San Diego Chargers rest up for a playoff run they hope will end with the franchise's first Super Bowl victory, it remains to be seen if that's how far coach Marty Schottenheimer needs to advance in order to keep his job.

While Philip Rivers' sore right foot and LaDainian Tomlinson's freshness after a sensational, record-setting season are the main concerns for the Chargers entering the playoffs, Schottenheimer's job status will at the very least be a sideshow.

That's even though no one is saying much about it.

Schottenheimer's relationship with general manager A.J. Smith has been icy for months. It got so rocky after Drew Brees was allowed to leave as a free agent in the offseason that team president Dean Spanos called them into his office on a Saturday and told them to start pulling in the same direction.

That relationship doesn't appear to have thawed much even though the Chargers went an NFL-best 14-2 and wrapped up home-field advantage throughout the AFC playoffs.

Although Schottenheimer joined an exclusive club with his 200th regular-season victory Sunday, his playoff record is an unsightly 3-12. He has a five-game losing streak dating to 1993 and his teams have been one-and-done eight times.

Schottenheimer said there haven't been any discussions regarding a contract extension.

"I don't think there should be," said Schottenheimer, who has coached the Chargers to 33 victories and two AFC West titles in the last three seasons. "Absolutely not. We've got work to do. Let's not put the cart in front of the horse."

Schottenheimer was reminded that Smith has extended the contracts of several players, some during the season.

"But they weren't 63 years old," the coach said with a chuckle.

The most other man will say about their relationship is that it's fine.

Schottenheimer said he hasn't had any conversations about his job performance with Smith during the last six months.
Hybrid technology means faster laptops

May Wong
ASSOCIATED PRESS

SAN JOSE, Calif. — Patience may be a virtue, but when it comes to getting faster boot-up times for computers, no one will complain. That’s why a new industry alliance is promoting a hybrid technology aimed to speed up the starting process for laptop users.

Free leading hard drive makers have come together to push for a new storage component which incorporates flash memory onto a computer hard drive. The so-called hybrid hard drive also will prolong a laptop’s battery life on a single charge, according to the newly formed Hybrid Storage Alliance.

NAND flash is a type of memory commonly used in MP3 players or digital cameras. Unlike hard drives, which store data on spinning disks, flash memory stores data on a microchip. The form of nonvolatile memory retains data even when the appliance is turned off and can access data more quickly than a hard drive. A laptop with a hybrid hard drive would see up to a 20 percent improvement in the time it takes to boot up and open an application, compared to one without, the alliance said.

The hybrid technology is designed to work hand-in-hand with the advances in Microsoft Corp.’s new operating system Windows Vista, which will become available to consumers later this month.

Joni Clark, the chairwoman of the alliance, expects hybrid hard drives to appear on higher-end notebook models by the end of the first quarter. Eventually, the technology is expected to become a standard component across all models, she said.

The technology helps to shorten a Vista-based machine’s startup time by booting the system straight from the flash memory chip instead of waiting for the system to turn on and start spinning the platters on the hard drive.

If a laptop with a hybrid hard drive is put in hibernation mode, resuming any open applications is likewise a faster process.

Drawing on the flash memory also consumes less power than a hard drive, thus extending a machine’s battery life, the alliance said.

The founding members of the alliance are Fujitsu Ltd., Hitachi Ltd., Samsung Electronics Co., Seagate Technology LLC, and Toshiba Corp.

In the high-tech industry, the pairing of the storage technologies is akin to a marriage between two enemies. As the maximum capacity of flash memory has increased in recent years, it repeatedly competes against hard drives to be the keeper of digital files in portable gadgets such as media players, cell phones or cameras.
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**Poly researchers tag and track monarch butterflies**

The research suggests that the monarch population's decline in recent years is likely caused by severe drought conditions at their summer breeding grounds. Researchers have tagged some 26,000 butterflies at their wintering grounds on California's Central Coast since Project Monarch Alert began in 2002.

The research effort — spearheaded by the nonprofit group Ventana Wildlife Society and the California Polytechnic State University, San Luis Obispo — is aimed at developing strategies to protect the monarchs' threatened habitat.

The tags include a unique identification number and toll-free phone number so scientists can monitor their trajectory from traditional wintering sites in Mexico to the Pacific Coast.

Researchers have found that just a few days or warm and dry weather can cause a premature mass exodus in January or February.

Researchers estimate that more than one million monarchs roost at winter nesting grounds from Santa Cruz to Baja California. In the eastern half of the U.S., an estimated 300 million butterflies travel to wintering sites in Mexico each year.

**Giant California earthquake of 150 years ago is little remembered**

Alicia Chang

**LOST WEATHER**

PACIFIC GROVE, Calif. — California scientists are trying to learn more about the mysterious migrations of monarch butterflies by attaching tiny tags to their wings and tracking their movements.

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Northwestern U. researchers: Smart clothing helps disabled with mobility

Shana Sager

Daily Northwestern (Northwestern U.)

With mobility helps disabled

sip/puff switch, patients can make their wheelchairs move by blowing control the speed, direction and technology could enable quadriplegics to movements into specific commands. According to research from the Rehabilitation Institute of Chicago, said that as a body part moves in the shirt, the material allows electricity to flow through that part of the garment. He said that while researchers are working on ways to eliminate unexpected shirt movements, the technology is promising.

"With all other mechanisms, you have to learn the chart," Danziger said. "The software that drives the shirt, however, will be able to learn the subject."

The shirt, which is still in the early stages of development, is tailor-made for each patient based on his or her size. Individuals begin by moving naturally so the device can select movements of which the person is capable.

Later, patients participate in a virtual-reality environment that allows the patient to practice and perfect their movements in a safe environment.

Mussa-Ivaldi works with patients suffering from spinal cord injuries. The shirt, therefore, is made for patients without brain damage who understand how they can use their bodies to control a wheelchair. He said that in the future, he hopes to expand such technology to patients with brain injuries, as well.

Earthquake continued from page 1

Southern California Earthquake Center "We want to make sure that people are constantly reminded about the possibility of a much larger earthquake."

California is prone to earthquakes because it straddles two massive plates that make up Earth’s crust. Quakes occur when the plates grind past each other along the 800-mile-long San Andreas fault and its offshore faults.

While scientists cannot predict when the next quake will strike on the San Andreas, they say the southern segment that runs from the city of San Bernardino, 60 miles east of Los Angeles, to near the Mexican border is the most likely to break, since it has been building up stress for the longest time. It hasn’t popped in three centuries.

According to some estimates, there is a 30 percent to 70 percent chance a magnitude 7.5 to 7.8 quake would rupture the southern San Andreas within the next 30 years.

"It’s really dangerous," said seismologist Lucy Jones of the U.S. Geological Survey. "It could be any day."

The Fort Tejon quake hit on the morning of Jan. 9, 1857, breaking a 225-mile middle portion of the San Andreas from Parkfield, northwest of Los Angeles, to San Bernardino.

The ground shifted up to 30 feet in places. Rivers were report ed to have run backward or been thrown out of their banks. The Army’s lonely Fort Tejon was hit hard — two buildings were left uninhabitable and three others were badly damaged.

One woman who survived the magnitude-7.8 San Francisco quake was on hand for last year’s remembrances, memories of the Fort Tejon quake live only in history books.

Lacrosse player sues Duke

The Chronicle (Stanford)

DURHAM, N.C. — A senior from the 2006-2007 lacrosse team filed a civil suit Thursday against his former university, alleging a professor discriminated against him because he was on the team.

The lawsuit filed in Durham County Court says visiting political science professor Kim Curtis originally failed Kyle Dowd, Trumpli ’96, because he was a member of the team that became emboldened in a national controversy after an exorcist dancer accused several men of assaulting her at an off-campus party.

According to court papers, Dowd had received Cs on his work to this point of the semester — work that would have counted for 50 percent of the overall grade. After the March 13 party, Dowd received Fs for his class participation and final assignment, causing Curtis to issue a failing grade for the course.

The University ultimately allowed Dowd to graduate, counting extra transfer credits from Johns Hopkins, which Dowd had attended for two years. Over the summer, Duke changed the grade from an F to a D, citing a “calculation error.” Had his original two grades been averaged with the two failing grades, it would have resulted in a D.

Because of the circumstances, however, the lawsuit asks for the grade to be changed from a D to an ‘‘F’’ for ‘‘passing.’’ It also asks for $60,000 in damages.

Dowd’s younger brother was one of four recruits who chose to commit elsewhere while Duke’s program was suspended last spring. He is now at Georgetown.

Cortes could not be reached for comment Friday. Messages left at her home and at the number provided by the Department of Political Science were not returned.

Cortes was one of 88 professors who signed the controvers al ad in an edition of The Chronicle last spring entitled, ‘‘Does a Social Disorder Sound Like?’’

Duke spokesman John Burness said the University’s lawyers were reviewing the lawsuit and the school would not have further comment as it let the legal process play out.

Fire continued from page 1

doors to the public area were closed off immediately when the alarm sounded and the sprinklers went off.

The damage was minimal, Billing said. "There was a little water on the floor that I mopped up when I got here, but that was pretty easy."

Though Billing stated the damage was small, the fire department esti mated $10,000 worth of damage in the press release.

"The guests were evacuated and nobody was hurt," he said. "They were outside for about half an hour, but that is about normal for a small inci dence like this."

According to the press release, the fire fighters were at the hotel for about an hour. The guests were allowed back into the building shortly thereafter.

"The only problem with what happened is that it can challenge the guests’ pleasure," Billing said. "However, most of the time, guests are very understanding."

Unusually, guests just want to make sure they will be all right, he added. "As long as they are safe, they don’t have too many complaints — even with false alarms."

Billing said that the hotel makes sure that the guests are as comfortable as possible no matter what the circumstances.

"We offer them complimentary breakfast and evening snacks, so they are pretty well taken care of and understand when things happen that are out of our control," he added.

Billing said that the guests’ safety is the Embassy Suite’s No. 1 priority.

"Everything ended fine because all the guests were safe and not too much damage was done, just a few small parts will fit the appliance and the other one is working fine," Billing said. "That what fire alarms are for, right?"
State

PISMO BEACH (AP) — The Pismo Pier project, started eight years ago to link the Pismo Beach Pier and Grover Beach with a boardwalk, is nearly complete.

Work on the final stage of a $1.5 million boardwalk that will span 800 feet north of the pier to Main Street began this week.

Seventy felled cypress trees were used to help fund the project, but the city needs about $1.5 million to complete the 5,000-foot span.

Cordelia (AP) — A civilian jet tossed fish to Los Angeles residents a bit lighter Sunday when pieces of the plane crashed down in a residential neighborhood, investigators said, adding that the plane had crashed.

“Several people saw something fall off the plane and reported it,” said Lt. Lindsey Hany, a spokesperson for the base.

SACRAMENTO (AP) — New Lt. Gov. John Garamendi and re-elected schools chief Jack O’Connell were sworn in Sunday, the first of several high-profile California politicians to take office on Monday.

On Monday, Superior Court Judge Kathleen Kelly is scheduled to swear in Attorney General Bill Lockyer as attorney general at San Francisco City Hall. Bowers Monday at a coal-burning generator at the Muskingum Power Plant suffering a heart attack, according to colleagues and a Belfast press officer.

He was imprisoned for six years in the 1970s for his activities in the outlawed Ulster Volunteer Force, a paramilitary group in the UK, and was released from jail in 1981.

The governor’s address Friday was far more reconciliatory, calling the approach “wrong” and the special election in November 2005 that saw the failure of all his propositions. The partnership that’s worked for the past 15 years.

The governor targeted both political sides filled the audience for a meeting of the Democratic Party’s state committee.

He was injured in a Dec. 23 skiing accident in Idaho that left him with a broken right leg. He appeared on crutches halfway through the ceremony to take the podium, but that he was seeking an “urgent and detailed explanation” of the cuts from authorities in Belorus and Russia. The impact of a short-term stoppage is likely to be minimal, as refineries maintain strategic oil stocks.

London (AP) — The British inquiry into Princess Diana’s death in a 1997 car crash in Paris resumed Monday with a plea from her sons that conclu­sions be reached.

“It’s just that the inquiry shouldn’t not only be open, fair and transparent, but that there should move swiftly to a conclusion,” according to a letter from Jamie Lowes-Pilkington,

AIDS — Touting a new era of bipartisan politics for California, Gov. Arnold Schwarzenegger was sworn in on Friday before an audi­ence of 3,000 invited guests at Sacramento’s Memorial Auditorium in a spally Hollywood-produced inauguration ceremony that featured big-name politicians and celebrities.

The Port Authority of New York and New Jersey temporarily sus­pended some of its PATH com­muter service between New Jersey and Manhattan as a precau­tion.

People reported the smell from the northern tip of Manhattan down to Greenwich Village and across the Hudson River to New Jersey.

There was a small natural gas leak in Greenwich Village, but it wasn’t enough to be a real concern for the public, said Michael Bloomberg.

“Like Paul on the road to Damascus, I had an experience that opened my eyes,” he said. “I saw that people, not just in California but across the nation, were hungry for a new kind of politics, a politics that looks beyond old labels, the old ways, the old arguments.”

While New Yorkers worried about the gas smell Monday morn­ing, a large part of downtown Amanda’s re-election campaign after the discovery of dozens of dead birds near the state Capitol. Crees monitored the birds’ deaths from a 16-block area and collected about 60 dead pigeons, spar­rows and grackles for testing, but preliminary air-quality tests showed no dangerous chemicals, officials said.

Wednesday, Jan. 3, 2007 — A black leak, we would see a change in the gas flows,” he said. Some office buildings and apart­ment buildings were evacuated as a precaution.

“The smell was very strong. It was very scary,” said Yolanda Van Gresl, an administrator at ASA, a business school that was evacuated near the Empire State Building.

In August, seven people were treated at hospitals after a gas smell in the boroughs of Queens and Staten Island.

“Like Paul on the road to Damascus, I had an experience that opened my eyes,” he said. “I saw that people, not just in California but across the nation, were hungry for a new kind of politics, a politics that looks beyond old labels, the old ways, the old arguments.”

He is expected to announce his candidacy for the governorship in the near future.

The governor’s address Friday was far more reconciliatory, calling the approach “wrong” and the special election in November 2005 that saw the failure of all his propositions. The partnership that’s worked for the past 15 years.

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Natural gas-like odor permeates parts of New York City, officials say no major gas leaks

KAREN MATTHEWS

ASSOCIATED PRESS

New York — Officials said they were investigating the source of a mysterious gas-like odor Monday that wafted over Manhattan and parts of New Jersey and led to some building evacuations and mass trans­it disruptions.

Mayor Michael Bloomberg said there was no indication that the air was unsafe to breathe. Department of Environmental Protection spokesman Russ Knocke said there was no sign of terrorism.

“Nothing is quite an unpleasant smell,” Bloomberg said. “Our sug­gestion is that people should do their windows or turn on any fans until this gas passes.”

Fire Department began get­ting calls about the odor around 9 a.m., said spokesman Tim Hinchey. The Port Authority of New York and New Jersey temporarily sus­pended some of its PATH com­muter train service between New Jersey and Manhattan as a precau­tion.

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"Like Paul on the road to Damascus, I had an experience that opened my eyes," he said. "I saw that people, not just in California but across the nation, were hungry for a new kind of politics, a politics that looks beyond old labels, the old ways, the old arguments."
"Children of Men," which is loosely based on the novel "The Children of Men," was directed by Alfonso Cuaron. The year is 2027 and the only cure for infertile women is an illegal amnion that is smuggled from a country barely holding itself together. Although Cuaron had plenty of imagery would die to have, it's a world where merely the sound of a baby crying can halt an army of men in its tracks. It's the sound of a baby crying that wakes up the once sleepwalking army of men that had been doused in delightful pessimism could prove it. Loosely based on the novel "The Children of Men," by British writer P.D. James, and sadly not the sequel to "Junior" (aka Arnold Schwarzenegger's experimentalation with pregnancy), "Children of Men" takes a grim look into dystopia and civil wars erupt daily. Every country has become a prison, and the youngest child is infertile and the eldest child is silent. It's a world where women are filled with merciless robots, but something far more devastating. It's a world where choice doesn't rule and having a w h o l e n e w w o rld 20 years later means England's dystopia.

Jobs available for Bartending:
- Decapitated head of Danish Little Mermaid statue is returned.
- Heart attack sends Frank Sinatra back to hospital.
- "Children of Men" premiers on CBS.
- "Pat Sajak Show" premieres on CBS.
- First commercial bank in San Francisco established.
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"Children of Men," which is loosely based on the novel "The Children of Men," was directed by Alfonso Cuaron. The year is 2027 and the only cure for infertile women is an illegal amnion that is smuggled from a country barely holding itself together. Although Cuaron had plenty of extensive tour. Additionally surprising was that this was one of the best shows that I've seen in a while. Local act Meal opened up the show. Their set was less noisy and more drum-driven than when I've seen them before and overall it turned out much better. The set was followed by the first La Maison show since summer. People then shook off their performance had to be the best I've seen in a while. For one thing, it was definitely a great performance to start the year off with. It has also set the tone. Steynberg Gallery has become the new place for all-ages independent shows as it provides one of the best artistic environments in town. In addition, a good turn-out for a winter book show helps preserve for an enlarging scene. Show tip: The F—ing Champs and Clay will be playing at the Steynberg Gallery at 8 p.m. on Sunday. Tickets are $10 at the door. I promise you this: it will be loud. So very, very loud. And so very, very wonderful. Freedom will also perform.

In addition, if you are a music fan, you may be interested in becoming a 19. Applications for KCPR are at the station right now and are due Friday, Jan. 19. The station is in the Graphic Arts building, room 201.
Men

continued from page 6
angles much like a video game, but with more realism and in-your-face flair.

Cuaron amazingly piles heaps of action into a single shot that ultimately buries the audience in their chairs and keeps each environment so dynamic. He couldn't have done it, however, without the right cast leading the tense audience through it all.

Owens, the legendary Michael Caine and an array of lesser-known yet talented actors to play the cast each make each moment frighteningly believable. The acting makes it hard not to notice every minute, subtle detail about each character, but you might be left wondering why you even cared to notice.

Experiencing Cuaron's disappointing world and masterfully crafted thriller sure might spell the movie alone, but those looking for something else could be disappointed. Arguably the biggest weakness of "Children of Men" is its abrupt ending and forgetting to revist points subtly made earlier in the film.

For example, the pregnant woman, fittingly named Kee, doesn't even know the name of the father of the first child born in 18 years. Is this a criticism on our culture and perhaps how sex has returned to being nothing more than an act of reproduction, deni­ning a child's life meaningful?

What about the excessive place­ment of the camera on the pitiable illegal immigrants, exasperated Nazi-like Englund soldiers or the words "Homeland Security" written everywhere? Is this Cuaron's pessimistic look at America's future?

Thoughts like these are raised, but ultimately never given much meaning or substance. Making statements in nice little packages isn't necessary, but ignoring the lack of depth or point to "Children of Men" isn't easy as I'd hoped.

The film does make enough points to merit it worthy of seeing, but taking a few extra steps would have been much appreciated. The director, who also co-wrote the screenplay, didn't even bother to read the book the film is based on, it becomes rather apparent why this might be the case.

While "Children of Men" might only be a brilliant example of visual mastery for Alfonso Cuaron to add to his portfolio, it only shows that a film with a great premise can sometimes be just that.

Guidebook author~
'estimate calories burned during sex

Although the authors do not recommend sex as a weight loss plan, it does burn calories and help reduce stress.

Jessica Kerman
The Daily (Ball State U.)

The missionary position, with the man on top, is one of the most popular sex positions for couples to use, but it can become monotonous at times.

To give its readers some spicy inspiration, Nerve.com's staff put together the "Position of the Day Playbook," a guide for couples to use for a little variety in their nighttime play period.

Nerve.com is a Web site dedicated to creating a forum to discuss sex issues.

"An interesting sex experience for couples can do more than give a little zest to a relationship—it can heal a harmful standpoint, sex can offer some benefits to one's physical and psychological well-being," Jeff Clark, professor of physiology and health science, said sex isn't a weight loss plan, but it does burn calories and help reduce stress.

"In terms of weight loss, it's pretty limited," he said. "Doing it once a day would reduce people's weight if they don't replace the calories."

When someone has a heart attack or other health problems, doctors tell the patient to wait until he can climb two flights of stairs without breathing too hard, or participating in sexual relations again, Clark said.

"That should be a good compari­son for the physical activity of sex," he said.

But, according to the writers of Nerve.com, some people can involve a lot of caloric exercise.

John Constantine, advertising and busi­ness assistant for Nerve.com, said the staff compared sex positions to activities in a caloric exercise book.

"People have to use exercise books during each sex position on the average weight of a man, 175 pounds, and the average weight of a woman, 125 pounds, as well as a 12-minute duration for each sex act.

"I will tell you right now that some of them are downright impossible," Constantine said.

"And I say that from personal experience."

Sam Apple, book editor and director of interactive media for Nerve.com, said the estimates for calories burned are not reli­able.

"As a certain point, it's really just guesswork," he said.

Besides burning calories, hormones such as testosterone and estrogen are released when someone has sex. These hor­mones produce "feel good" emotions in a person, Clark said.

Brain chemicals such as sero­tonin and dopamine are also released and can create feelings of relaxation and happiness.

"Chocolate can produce some of the same effects," Clark said.

"But as my brother says, 'Candy is dandy, but sex isn't your teeth.'" Clark said.

Perfume a sensory experience

James McDonald
The Catholic News (UC-Davis)

Studies suggest that the sense of smell is closely connected to memory. The scent of freshly cut grass can bring some people back to their childhood. In Tom Tykwer's new movie, "Perfume: The Story of a Murderer," however, smell doesn't just spark memories. Instead, its power leads to lust, deceit and murder.

"Perfume" is a disturbing portrait inspired by Patrick Suskind's novel of an orphan with an unusually keen sense of smell, whose desire for perfection leads him down a murderous path.

Directed by Tom Tykwer of "Run Lola Run" fame, the movie tells the story of the obsessive Jean-Baptiste Grenouille, played by Ben Whishaw, with almost nothing, Jean-Baptiste wants to capture all the beautiful scents that his gifted nose finds.

Along the way, he meets the great perfumer Giuseppe Baldini, played wonderfully by Dustin Hoffman, and saves Baldini's business from failure through his natural talent at perfumery-making.

As the plot unfolds, Jean-Baptiste becomes fascinated with the smell of various beautiful women and strives to collect them all in order to create the ultimate perfume.

It is obviously impossible for the audience to actually smell what is on screen, but Tykwer does an impressive job of immersing the audience in the act. The camera will often become one of the many aromas weaving its way through the streets of Paris.

"Perfume" will tell you right now that some of them are downright impossible," Constantine said.

"And I say that from personal experience."

"I was such a dork because I never won anything before, let alone $50, " said graduate student Emily G. You add money easily by calling (805) 756-5939 or by clicking on the Campus Express Club link at my.calpoly.edu.

Campus Express Club is used all over campus and adding money is easy. You can call (805) 756-5939 or simply go online at www.calpolicorporation.org/express to add value.

"I was way stoked to hear that I won $50. "Cause I've never won anything before, let alone 50 bones," said Alex A., who was especially excited to hold another drawing on campus like me!"

"I was way stoked to hear that I won $50. "Cause I've never won anything before, let alone 50 bones," said Alex A., who was especially excited to hold another drawing on campus like me!"

Campus Express Club is holding another drawing among those who add value to their membership during January. There is still time to add value and maybe even win some cash.

"Children of Men," which opened Dec. 25, takes a grim look into the future where the world isn't filled with merciless robots, but something far more devastating.

Campus Express Club Members Win $50

Melissa Montecuollo
Ten Cal Poly students and faculty won the $50 prize from Campus Express Club. Alex A., Amy B., Nichola C., Johnny C., Weiting C., Emily C., Shannon L., Nicolle M., Jason R., and Deanna S. were among the many who added value to their Campus Express Club membership from Sept. 23 to Oct. 31, 2006.

Campus Express Club is Cal Poly's premier value club. You can add value to your Polycard to purchase anything at Campus Dining's family of restaurants, Pony Prints, or El Corral Bookstore. "I noticed it's much faster to use at the registers especially if you're in a hurry," said staff member Shannon L.

"Perfume" is a sensory experience.

PAID ADVERTISEMENT

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HUMOR COLUMN
A man's guide to proper bathroom etiquette

First of all, welcome back from break. It was a good one. You still look good as ever, and sure haven't lost your charm. Glad we got that out of the way because I want to get straight to this week's topic with well, the most literal meaning of "potty humor" that I can. I'm not really talking pee and poop poso "potty humor," as fun as that is to write, but rather something that is much more highbrow... male bathroom etiquette.

While it seems like it might be a straightforward type of thing, guys seem to still, for lack of better words, act crummy in the bathroom. Before we get any further, ladies, I'm sorry, but I really don't know much about your restrooms. You see, it is not quite socially acceptable for me to go in one of your restrooms, so any sort of research would be close to impossible.

I'll continue to assume that, like most guys, that your bathrooms are full of things like rose gardens, classy music and beautiful fountains. I mean, why else would you girls go together to wait in such long lines to get in there, and then once in, wait to stay for so long? For now though, the mystery of the women's restroom will be as obscure, as it don't know, who really did let the dogs out?

OK, so back to us dudes. The first rule I think is pretty straightforward and obvious of itself. Of course, is to go to the farthest urinal from the door. The restroom is for everyone to share, my fellow men, and going straight for the first urinal right by the door is not the most inviting to anyone else coming in. I suppose if it is an emergency and the first urinal you can get to is the first one you must use, then so be it, but otherwise, slide to the last one in the row.

Speaking of this whole friendship-being-inviting thing in bathrooms, really, there is no reason to make any eye contact or conversation with anyone in there that you don't know. Basically, just go in, do your business, and get the hell out. There are a few exceptions to this rule though. The first is that it is OK to do a head nod if eye contact is absolutely unavoidable. This is the nod from up to down though, and not from down to up. Big difference.

If you don't mean, read those motions through and do it yourself for practice. Ah yes, getting interactive with this week's "Guide to Life."

The second exception to the rule is that the only conversation you can have can be about two things. One is the weather, and the second thing to talk about is how close the current day is to the weekend, and how you can't wait for it to come. For example, you can say, "Man, sure is cold outside," or "Thank God it's Thursday. This has been the longest week." That is it. Nothing more, and saying less is actually still encouraged.

The third rule is that you must get out of there as quickly as possible. Once you're done, there is no reason to really stay in there. Look at yourself in the mirror, make sure your hair looks OK, give a little gun and trigger out, and leave. Pretty much, you don't have to stay in there to completely get your hands and body clean. After washing them, because whatever you are wearing is perfectly absorbent enough for that.

There is nothing worse than trying to pee while you feel like you're being watched by other guys in there.

On the subject of bathrooms and urinals, I do have one more request. I'm not sure if anyone is realizing that this thing over here, but can we get urinal dividers in every bathroom? Please, don't even get me wrong, this isn't a privacy thing at all because of, um, size, or anything, but really, can a man just pee peace because you have to look over his shoulder every few seconds?

Well, this takes me to the end of another "Guide to Life." I hope you learned something as I took you into a world that really is familiar, yet has the distinct rules that must be lived by to avoid any sort of well, pooppy, interactions with others.

Mike Heimoutz is a journalism senior and Mustang Daily humor columnist. Give him a nod at www.mikeheimoutz.com.

*1 See, using the word "etiquette" already makes me sound so much more mature.
2 And apparently it is "immoral," "disgusting," "unnatural," "irresponsible," and "illegal" to put cameras in girls' restrooms. Who would have thought?
3 The only fountains I ever see are when I try to pee as far from the toilet as I can.
4 And hey, to be honest, nobody really washes their hands after peeing anyways, so don't do it just for show.
5 OK, when people are telling Rose O'Donnell she would be worse, but that most likely never, ever existed in a real bathroom.
6 "Sorry, just wanted to put that picture somewhere in this article. And no, that is not the actual size.

STAFF EDITORIAL
If they don't play by the book, buy the book elsewhere

The start of a new quarter often goes hand in hand with a collective sigh and increase in complaints over book prices. Students check their budget lines and long lines at El Corral, all the while loathing the fact that they are pissing too much. Many students have turned to alternative sellers when buying textbooks to save money.

For example, El Corral sells the textbook "Personology," required for PSY 305, for $127.75 new and $50 used. The same book costs $118.95 at barnesandnoble.com and $95.16 if you are a Barnes and Noble member. El Corral website center, offers the book for $58. And at www textebook.com, a website where students can buy and sell textbooks among students from their university, the book was available used for $65.

If more students turn to these alternative sources, maybe it would force campus bookstores to decrease their prices to a more competitive level.

In addition to the inflated prices El Corral pressures professors to move to the newest version of the textbook by offering students lower buyback rates for the older version. Many professors have stopped reserving textbooks for their classes through El Corral altogether. Instead, they are advising students to shop at Aida's, a local bookstore located on Foothill Boulevard, where students can usually buy their books for much less.

The Mustang Daily urges you to consider these alternative options when selling and shopping for your textbooks this year. Save yourself some money and show the bookstore that students have had enough.

Editors reflect the opinion of the Mustang Daily editorial staff.
Clippers defeat Hornets, 109-90

Los Angeles shot 7 for 16 from 3-point range and 19 for 21 at the free-throw line.

Jeff Losco
ASSOCIATED PRESS

Sam Cassell scored 31 points, Cuto Mobley added 21 and the Los Angeles Clippers looked to steal硬度 again in a 109-90 win Monday night against the New Orleans-Katrina magic.

Playing for the first time in three weeks, Cassell scored 10 points during the Clippers' decisive 17-3 fourth-quarter surge, including a 3-pointer that gave Los Angeles the lead for good at 7-77 with 9.22 to play. He sandwiched another 3-pointer between two jumpers, and Mobley added a jumper for a 91-88 Clippers lead.

Cassell had missed seven games with plantar fasciitis in his left heel before returning against the Hornets, and Mobley hyperextended his left knee during a practice this week in Miami.

They showed no mercy against the Hornets, who are without injured forward Shane Battier (strained patella, right quad), Peja Stojakovic (back surgery) and David Wesley (right elbow surgery).

Dominique Mason led New Orleans with 28 points for the second straight game, picking up his first consecutive 20-point games since his final three games with Milwaukee at the end of the 2004-05 season.

It wasn't enough to prevent the Hornets from getting swept on a four-game homestand for the first time since March, when they lost three games in Oklahoma City and one in New Orleans. The last time the Hornets lost four home games in the same city was Jan. 26-2 Feb. 4, 1994 in Charlotte.

Eric Brand added 18 points and 12 rebounds and Tim Thomas scored 12 for the Clippers.

Raiders interview USC OBs coach Sarkisian

Oakland, which is 15-19 in the last four seasons, is looking to hire a new head coach for the eighth time in the last 13 years.

Josh Dubov
ASSOCIATED PRESS

Southern California quarter­backs coach Steve Sarkisian became the first candidate on Monday to interview for the Oakland Raiders' head coaching vacancy.

Sarkisian, 32, was Oakland's quarterbacks coach in 2004 in between stints at USC, where he helped tutor Matt Leinart, Carson Palmer and John David Booty.

The Raiders are hoping to complement this year's search for Art Shell's replacement in a shorter time frame than the more than five weeks it took replace Norv Turner a year ago. Shell was fired last week after setting a franchise record for losses in a 2-14 season.

"I have a great deal of respect for Al Davis and the Oakland Raider organization," Sarkisian told the Los Angeles Daily News before coming to Raiders head­quarters for the interview. "It's a proud organization that wants to do whatever it can to be on top." Other potential candidates for the Raiders' job include defensive coordinator Rob Ryan, offensive coordinator Brian Billick, former Arizona Cardinals coach Dennis Green and former New York Giants coach Jim Fassel.

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MISSING ANYTHING?
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Florida wide receiver Percy Harvin (8) celebrates his four-yard rushing touchdown with teammates in the first quarter of the BCS national title game Monday night in Glendale, Ariz. The Gators torched Ohio State for four touchdowns in the first half on their way to a 41-14 win.

**Poly men's hoops squad at halfway point**

At 6-8 overall, the Mustangs are starting searching for their first road win.

Tristan Aird

Fourteen games are in the books and 14 games remain for the Cal Poly men's basketball team.

At least until the Big West Conference Tournament, which the Mustangs likely must win if they are to reach the NCAA Tournament for the first time in program history.

But first things first.

Halftime through their regular-season schedule, the Mustangs (6-8, 1-3 Big West) have a clear-cut list of things they are doing well and those they hope to improve.

The good includes an 8-2 record at home, a balanced scoring attack and a stout defense in the paint. The bad includes an 8-5 record on the road, poor free-throw shooting and fairly inconsistent rebounding.

"We're in the basketball games right down to the end," Cal Poly head coach Kevin Bromley said Monday at a weekly press conference. "Free-throw shooting hurt us. It's a fine line. You're talking about two possessions a game. I think to win this conference, you've got to split on the road and win all your home games. We're a little bit behind the eight ball, so we've got to make up for that all along the way."

The Mustangs are coming off consecutive losses at UC Irvine (66-62) and Long Beach State (77-70) on Thursday and Saturday. Their last win was a 67-64 victory over UC Riverside on Dec. 30, which was preceded by an entertaining 99-91 loss to Cal State Fullerton on Dec. 26.

Led by senior guard and NBA draft prospect Bobby Brown, Cal State Fullerton (12-3, 3-1) is among the favorites to win the conference during the regular season. But the Titans are atop the standings early in the race by high-flying Long Beach State (11-4, 2-0), defensive-minded UC Santa Barbara (11-4, 3-1) and defending champion Pacific (8-5, 2-1).

"I think it's pretty balanced," Bromley said. "It's going to be a close race. Whoever can win their home games and split on the road has a good shot of winning the conference."

Bromley said there does not appear to be a team in the conference this season that forces opponents to rattle their game to another level like when Pacific and former member Utah State were nationally ranked over the past few years.

High points for Cal Poly so far this season included a 72-59 win over St. Mary's as part of a three-game winning streak from Nov. 29-29 and an 82-69 win over Northern Arizona on Dec. 19.

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