CSU student research competition ongoing

Leticia Rodriguez

The 24th Annual California State University (CSU) Student Research Competition is underway for students who want to compete at the state level at the end of April. The competition promotes undergraduate work from the 23 CSU campuses. The contest, which is hosted by a different campus each year (this year will be held at San Jose State University), is open to all students in the CSU system as well as those who graduated last spring or later. Applicants can choose to do their research on any topic that relates to their particular field of study. The dean of the student's college evaluates all projects before they are given to Susan Opava, dean of research and graduate programs.

When reviewing projects that will be sent to Opava, Camille O'Bryant, kinesiology department chair, said the College of Science and Mathematics looks for students' projects that show variety in the kinesiology field such as the psychology of exercise or adaptive physical activity, as well as being appropriate for the particular science the student is researching.

"What we want to see that it's something that's grounded in the current trend of kinesiology and physical education," O'Bryant said.

Not all student projects go on to compete in San Jose. However, the competitors are reduced to 10 after presenting their work to the academic senate grants review committee, a subcommittee of the academic senate comprised of representatives from each college.

When selecting the projects that will move on to compete with other universities, Opava said the Cal Poly panel looks for clarity, organization, interpretation of results and also what will be best received by the competition judges. In the past, Opava has seen projects that were high quality but too advanced.

"It's been very hard actually, because usually they're all meritorious and sometimes it's a question of 'Well, what's likely to be better received by the judges?" Opava said. "They might be equally good projects, but this one probably has a better chance at winning something.'

Cal Poly is no stranger when it comes to winning the competition. In 2005, six of the nine competitors sent to represent the university took home first and second place awards in the 10 categories. In the past five years, Cal Poly students have won multiple awards every year except for 2006. Opava said it's Cal Poly's reputation for research excellence that should impress the average student in their peer's work.

"I would want to be able to brag about my university," Opava said. "I wouldn't want to be able to just talk about the athletic program if I was a football player. I'd want to be able to say, 'Yeah, Cal Poly is a great place, and people there are doing great things in engineering and in agriculture.' Just like the engineers go to football games, I'd be nice for even a football player to care about some engineering project.'

One dean said the act of actually participating in research is just as important because it prepares students for their careers.

"This is the way to channel our feelings of deep frustration and confusion as to how 120 heads of livestock will be raised. Not the physical aspect but the similarities end there. The 26th annual show, held at the Mid-State Fairgrounds in Paso Robles, is in the product of a Cal Poly class's quarter-long efforts. A junior livestock show is similar to a country fair. There are the booths, animals and food stands offering funnel cake and sausage, but the similarities end there. Wendy Hall has been one of the show's faculty advisors since 1997, when she took over for her husband and Western Bonanza's founder, animal science professor Michael Hall. She explained the difference.

"It's not a fair because we don't have a carnival, we don't see any other exhibits except the animals. We're really just a junior livestock show," Hall said, adding that every from the trade show to the Friday night taco feed is oriented towards the young participants. "It's really about the kids." The children compete for points with hand-raised swine, steers, heifers, goats and lambs. Many of their families came from all over California, and even other states, to take part in Western Bonanza.

see Competition, page 2

Students host livestock show

Austin Traynham prepares one of his family's heifers for a showing at the Western Bonanza junior livestock fair last weekend. The event is hosted annually by a Cal Poly Livestock Show Management class.

Aimee Vasquez

The 24th annual show, held at the Mid-State Fairgrounds in Paso Robles, is in the product of a Cal Poly class's quarter-long efforts. A junior livestock show is similar to a country fair. There are the booths, animals and food stands offering funnel cake and sausage, but the similarities end there. Wendy Hall has been one of the show's faculty advisors since 1997, when she took over for her husband and Western Bonanza's founder, animal science professor Michael Hall. She explained the difference.

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see Livestock, page 2

Students join local climate change movement with online campaign

Zach Lantz

Eight Cal Poly students and alumni who attended the UN Global Climate Summit in Copenhagen were discouraged by the lack of political involvement, so they decided to implement change on a smaller scale with an Internet campaign called "Help Us Mom" and by giving lectures about climate change.

"Any regional and planning graduate Mike Marcus struggled to communicate his feelings was to pretend he was writing to his mother. This idea developed into the group's online campaign.

"Help Us Mom" encourages young people from around the country to write letters about climate change to the people who care about them most.

Mechanical engineering alumnus Neil Bulger said the campaign was born near the end of the conference as their group was becoming increasingly frustrated by the lack of political progress.

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see Livestock, page 2
Livestock
continued from page 1

Animal science sophomore Alexander Thompson described livestock shows as a way of life. "My family is in the cattle business," said Thompson, who has participated in Western Bonanza since he was young and is looking forward to helping run it this year. "We traveled to about eight different shows a year, but Western Bonanza was always the big one. It's the biggest show on the West Coast, the one we always looked forward to." Thompson's experience is not unusual. Sonoma County residents Geenhee Davey, 20, and her younger brother Davey, 11, also participated in livestock shows since they were young, traveling with parents and often family friends to eight or nine shows a year.

"It's definitely a family event," Geenhee said. "Not many people can do it by themselves. It's a teamwork process."

Davey said he enjoys showing his family's livestock. "I show the lambs. My family just has the feeling of going out there and competing," he said. "Walking out of the ring, and me telling you that you got, you had a good time."

Winning awards also improves the family's chance of selling the livestock at the county or state fair later in the year.

Western Bonanza faculty advisor Jacky Ethelby, whose children compete in livestock shows around the state, explained the lifestyle. "It's like any other thing that a child is involved with," Ethelby said. "Instead of being in club volleyball or club soccer, they're into showing livestock. This is what they do for fun."

The fair is run by the Junior Livestock and Poultry Show Management class.

At the beginning of winter quarter, the class is divided into eight committees. One committee is in charge of set-up, another takes care of ballot distribution, publicity or animal care. Each committee has at least two student chairmen, there are three student managers who oversee the process.

Committee chair and business agriculture senior Annie McIsaac, said this is her third year helping with Western Bonanza and her second year as secretary.

"As far as taking me into the future, it's probably the most enjoyable thing I've done at Cal Poly," she said, adding that she's gotten more networking opportunities and job offers from this than from any other thing she's done while at school.

For a Cal Poly class, Western Bonanza is a way to not only "learn by doing," but also to enhance the lives of young animal enthusiasts across the West.

For their future career in which good writing, skills and communication will be beneficial. Mark Sheldon, the associate dean for the College of Agriculture, Food and Environmental Sciences, said the agriculture college generally receives anywhere from two to six applicant each year who qualify as dairy product research soil, science, horticulture and animal science.

Sheldon said encouraging students to do academic research further emphasizes Cal Poly's "Learn by doing" philosophy.

"This is a technical university, its not a technical school or a technical college but it's a school that emphasizes technology and science no matter your major," Sheldon said. "I think research is just a natural outcome of a school that emphasizes scientific and technical education."

The students' ability to conduct research and understand their findings in relation to the particular field of interest is important when being judged at the final competition with other schools.

"I think the state level, participant present their project in front of an audience and a panel of judges made up of people from various campuses, or from private or University of California students. Students have 10 minutes to give their presentation, which can include audio and visual demonstrations, before answering questions from the judges and, if time allows, the audience. A portion of their overall score is based on how well they answer questions.

While giving a good presentation in front of a panel of judges is important, seeing the work from other students is just as important. Competing against other schools allows students to see the academic successes of their peers at other universities, Opaya said. In doing so, students get an eye-opener to the academic abilities of other CSU students.

"There are many universities, where students are getting just a good education an are and are doing really great things as well," Opaya said. "I think the College of Agriculture at Cal Poly is so unique, and I think it's kind of eye-opening to go out there and see that we're not always the best. Students will win prizes, and we won't, and when you look at what they've done, you can see the justification for it."

Competing against other students wasn't what drew kinesiology senior Katy Vaughan to enter the competition. After completing her senior project last year, Vaughan was encouraged to enter her research into the competition by her advisor.

Her study, which focused on the health status of Cal Poly's faculty and their risk for cardiovascular disease, allowed her to interact with real-life subjects and put to use some of the skills she acquired in classes. Subjects were asked to fill out questionnaires, perform exercise tests and have their glucose levels tested.

Preparation for her project took two quarters, during which she had to train assistants to read tests and gather projects.

"I think the College of Liberal Arts is kind of an untapped resource in terms of its participation in the CSU research competition, and I think we have some great potential there," Opaya said.

This is why she's so excited to see the added applicants will add a bit more competition and quality of projects to the event.

"I think the College of Liberal Arts is kind of an untapped resource in terms of its participation in the CSU research competition, and I think we have some great potential there," Opaya said. "I have to say we haven't really participated much, I think at as high a level as we possibly can, which is why I'm so excited about this year. In some ways, I think we're looking forward to upping the competition in quality and quantity for our students as well.

However, increased quality of projects can be a drawback for the students. While the judges typically include professionals from industries, Opaya said the projects that go above and beyond are sometimes overlooked because the judges don't realize the project is "really pushing the frontier." Thus Opaya said she worries that students who are presenting to the panel, they aren't always going to be talking to experts. The projects that are most original presentation, which though, "seem to rise to the top."

"We're not getting paid to go in and get judges that are experts in everything that they're going to see there and occasionally a project will win more because it fits in the judges' field of knowledge and they understand it," Opaya said. "And some other project that we felt really spectacular just flew over their heads."

Even so, Opaya enjoys seeing the competition between the different colleges and going to the state competition to see the different styles students have conducted.

"I have a really busy schedule, and I always start getting anxious about having to go to the competition, but then it's always so fun," Opaya said. "I think it's such a pleasure to be there with the students, and I quite enjoy it actually."

Approximately 100 students will participate in the competition being held at San Jose State University from April 19 through 21. Each of the 10 categories of competition are split up in 10 sections with an undergraduate and a graduate division in each. Students receive approximate $300 and second place winners receive $500.

The Cal Poly finals will be decided after a presentation in front of the Academic Senate Grants Committee Feb. 27.
TOYOTA UNDER INTENSE SCRUTINY

By Ralph Vartabedian, Ken Bensinger and Jerry Hirsch

LOS ANGELES — In an extraordinary challenge to Toyota Motor Corp., federal regulators Tuesday launched three far-reaching investigations into sudden acceleration and any associated safety-related defects that can cause unintended acceleration in its vehicles.

The National Highway Traffic Safety Administration demanded a massive volume of Toyota documents, including engineering reports, internal communications and customer complaints involving sudden acceleration besides interference from floor mats and sticking gas pedals.

"We are seeking to determine whether Toyota acted prospectively in ordering a string of safety recalls and whether the company fully considered other potential causes of sudden acceleration besides interference from floor mats and sticking gas pedals," said Ricardo Martinez, who served for six years as NHTSA administrator in the 1990s. "When I was administrator, Toyota was one of the better citizens, but the issues they are dealing with now are very disappointing. They are not acting like the Toyota that built the brand of trust."

In the letters to Chris Tinto, vice president of Toyota Motor North America Inc., the agency asked why the company waited for years to address a growing volume of complaints about sudden acceleration crashes in its vehicles.

One of the letters questions whether the unintended acceleration problem extends far beyond floor mats and sticking pedals. "and how Toyota assessed potential electromagnetic interference" as a potential cause.

After years of rising motorist complaints, Toyota began its recalls to address sudden acceleration in 2007, but that initial action was limited to two models comprising 55,000 cars. Since then, the company has incrementally expanded the list of models subject to recall and the reasons for the recalls, starting last September.

The growing size and breadth of the recall has fueled questions about inconsistencies in the company's position and whether it was fully disclosing everything it knew about the safety problems promptly.

"Only Toyota knows what they knew and when they knew it," said Nicole Nason, former NHTSA chief at the time of the 2007 recall. "Manufacturers have to give NHTSA whatever safety defect information they have as soon as they have it. This seems to be a problem between NHTSA and Toyota."

Toyota spokeswoman Cindy Knight said the company would cooperate with the investigation.

see Toyota, page 4

The action represents a significant shift in the agency's approach to Toyota. NHTSA officials opened at least eight investigations into sudden acceleration into Toyota and Lexus vehicles in the last seven years, but closed at least five of them without any finding of a defect.

Now, with congressional investigators and others looking into both Toyota's and NHTSA's actions, the federal agency is turning up the heat.

"NHTSA is saying it wants to make sure it has all of the information. That is an unprecedented step for the agency," said Ricardo Martinez, who served for six years as NHTSA administrator in the 1990s.

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Toyota
continued from page 3

"Toyota takes its responsibility to advance vehicle safety seriously and to alert government officials of any safety issue in a timely manner," she said. "We are reviewing NHTSA's request and will cooperate to provide all the information they have requested."

The new investigation by NHTSA also extends the scope of the investigation beyond the U.S., where NHTSA normally focuses its attention.

"We expect that all manufacturers address automotive safety issues quickly and in a forthright manner," said David Strickland, NHTSA's administrator.

NHTSA has the power to subpoena information from automakers or punish them for compliance failures, but it rarely exercises them.

The agency can fine an automaker as much as $16 million for refractions, but the largest fine it ever levied, against General Motors in 2004, was for $8 million. That fine was for delaying a recall of windshield wipers.

Early this month, NHTSA said it would consider civil fines against Toyota for its handling of the unattended acceleration issue and potentially dragging its feet on announcing the recalls.

The new investigation is almost certain to deepen Toyota's image problems, which is already causing a steep slide in sales, a sharp drop in its share price and has even threatened its vaunted financial ratings.

Sudden acceleration in Toyota vehicles has been blamed for at least 34 fatalities over the last decade, according to complaints filed with NHTSA. Toyota has sold more than 2,000 complaints from Toyota owners about their cars lurching and vehicles has been blamed for at least 34 fatalities over the last decade, according to complaints filed with NHTSA.

"It's a unique situation," said Dale Kamas, who owns a Washington, D.C., consulting firm specializing in auto regulation. "These investigations are usually done very quietly. Usually nobody hears about it until there's a recall."

NHTSA's action comes as Congress plans to hold three investigatory hearings that will examine not only Toyota but NHTSA's handling of the sudden acceleration issue. On Tuesday, Rep. Darrell Issa, R-Calif., the ranking minority on House Oversight and Government Reform Committee, which plans on a hearing next week, sent a letter to the Alliance of Automobile Manufacturers, a trade group to which Toyota belongs, seeking information about NHTSA.

Meanwhile, Toyota said Tuesday that it plans to briefly idle two U.S. auto factories to adjust to slow sales caused by its massive recalls in recent months.

Toyota plans to shutter a truck factory in San Antonio for the weeks of March 15 and April 12, said Toyo­ta spokesman Mike Gos. It also will close a Georgetown, Ky., plant that makes the Camry and Avalon models on Feb. 26 and has told workers that it might also not produce vehicles on up to three more days in March and April.

"We are trying to keep a close eye on inventory and match it to meet sales demand," said Rick Hesterberg, spokesman for Toyota Motor Manufacturing Kentucky.

The problems are slicing into Toyota's business. While most automakers posted year-over-year gain in January, Toyota's sales fell by 16 percent to 184,500 vehicles.

Ford Motor Co. is now expected to replace the Japanese automaker as the second-biggest seller of cars in the United States this year, according to Edmunds.com, the Santa Monica, Calif., automotive information company.

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State

LOS ANGELES (MCT) — A woman was convicted Tuesday in the killing of a Westminster, Cali­ fornia, fortress who was sentenced four years ago that prosecutors said was convicted by a spell that didn't work.

After less than a day of deliberations, an Orange County jury found Tanya Nelson, 45, of North Carolina guilty of first-degree murder in the slaying of fortuneteller He "Jack" Smith, 52, and Anita Vo, 23.

Nelson faces the death penalty in her sentencing hearing next week.

Deputy District Attorney Sony Balleste argued in court that Nelson killed Smith for telling a bad fortune and was so angered that she decided to travel to Orange County to kill her.

Smith and Vo were found stabbed and covered in white paint in their home.

LOS ANGELES (MCT) — Gov. Arnold Schwarzenegger's latest proposals to close California's annual federal budget deficit at the annual federal budget deficit at the annual federal budget deficit of the country was revealed about 45 miles north of Orlando near Wekiva Springs State Park. He called for help Dec. 10 and told authorities he opened his door and something swiped him across the face.

When emergency crews arrived, they found a black bear in his yard. Once the annual federal deficit to was taken to the hospital, where he was treated for cuts to his face and re­ leased.

Defense attorney David Oliver on Tuesday said Stamm required sever­ al stitches to his eye and cheek. He has recovered fully, Oliver said.

WASHINGTON (MCT) — President Barack Obama plans to sign an executive order establishing a bipartisan commission to recom­ mend ways to rein in the nation's ex­ panding federal debt on Tuesday.

University of North Carolina President Erskine Bowles, a Demo­ crat, and former Wyoming Sen. Alan Simpson, a Republican, will lead the panel.

The most recent estimates put the annual federal budget deficit at $1.56 trillion this year.

International

AFGHANISTAN (MCT) — The United States has delivered a fleet of drone aircraft and billions of dollars in aid to coax Pakistan to do more to confront Afghan Taliban militants taking refuge inside the country.

But the Islamist group's sec­ ond in command was captured in Karachi last week largely be­ cause the United States was also able to provide something else: Pakistan has demanded for years: solid intelligence on where Mul­ lalah Abdul Ghani Baradar could be found.

U.S. and Pakistan officials said Tuesday that the capture of Bara­ dar was driven by a rare intelli­ gence break that enabled Ameri­ can spy agencies to pinpoint the Taliban military chief.

ISLE DE TORTUE, Haiti (MCT) — Another large group of Haitian nationals was repatriat­ ed to Haiti after Coast Guard of­ ficials found the "grossly overweighted" freighter about 4 p.m. Saturday in the waters off Haiti.

Managed only as KV55 at the pharaoh Akhenaten, father of Tut, another as Tiye, Akhenaten's mother and Tut's grandmother; and a third as a sister of Akhenaten who was probably Tut's mother.

The results represent a sort of proof of concept showing that DNA analysis of mummies can pro­ vide valuable insights into their lives and set the stage for a much more thorough examination of mummies from other eras, said archaeologist Zahi Hawass, secretary-general of Egypt's Supreme Council of An­ tiquities and leader of the research team.

Tutankhamen became pharaoh in 1333 B.C. at age 10 and ruled for only nine years, a period during which most of the governing was probably performed by his regent, the commoner Aye (pronounced "Ay"). Tut was considered a minor king and very little was known about him until archaeologist Howard Carter discovered his riches-filled tomb in 1922, at which point Tut became an international celebrity.

Gold and other artifacts from the tomb have been touring museums around the world to standing-room­ only crowds.

The find also triggered much speculation. Basts showed a long, feminized face and genetosus­ tus, feminized breasts. But study of his family's DNA, performed over a two-year period at a specialized ancient-DNA laboratory at the University of Tubingen in Germany showed no evidence of any genetic condition that would lead to such characteristics. "It is unlikely that either Tutankhamen or Akhenaten actually displayed a significantly bizarre or feminine physique," the authors wrote. "It is important to note that ancient Egyptian kings typically had themselves and their families represented in an idealized fashion."

The first examinations of Tut's skull many years ago showed a frac­ ture, and historians wrote elabo­ rate tales about it. Archaeologist Bob Brier of Long Island Univers­ ity published "The Murder of Tu­ tankhamen," speculating that the murder was carried out by Aye's henchmen so that he could con­ tinue to rule.

But CT scans performed in 2005 showed that the fracture actually oc­ curred long after death, most likely during the embalming process. The CT also showed a cleft palate and a fracture in his left femur, or thigh­ bone, that most likely occurred a few days before his death.

But the new testing showed the presence of several genes from the malaria parasite Plasmodium falci­ param in Tut and three other mum­ mies, suggesting that he actually was a fairly common problem among the Egyptian royalty. That infection, combined with necrosis, or death of bones, caused by Kohler disease could have weakened him severely, the authors speculated.

The broken leg, possibly from a fall, could then have been the final event that led to his death.

Two-hour documentaries about the researchers' studies will be presented on the Discovery Chan­ nel on Sunday and Monday.

THIS WEEK IN CAL POLY ATHLETICS

Baseball

CAL POLY vs. 

OPENING WEEKEND

Friday, Feb. 19th at 6 p.m.
Saturday, Feb. 20th at 6 p.m.
*Sunday, Feb. 21st at 1 p.m.

Women's Basketball

CAL POLY vs. BASKETBALL

S E N I O R  D A Y

Saturday, Feb. 20th at 4 p.m,
“Tale” explores human nature in shaken society

Remaking a beloved classic is one of the most difficult, and at times unnecessary, tasks filmmakers can undertake. George Waggner’s original 1941 horror film “The Wolf Man” helped set the standard for monster movies. Director Joe Johnston’s (“Jumanji,” “Jurassic Park III”) remake, “The Wolfman,” proves to be an energetic, high-toned and gory thriller that unfortunately unfolds into another misguided Hollywood attempt at reimagintion. It succeeds in getting the audience to occasionally flinch, but fails to build tension, curiosity or even a sense of fun. The film opens with an introduction to Chunkworth in Derbyshire, an overwhelmingly regal and impressive British country manor. The brooding and decimated house is inhabited by the familiar menacing old man character. Sir John Talbot, strangely played by the incomparable Sir Anthony Hopkins, Sir John’s son, Ben, and his fiancée, Gwen, were also living in Chunktowrth up until Ben’s unfortunate brutal murder, an act attributed to the mythical monster lurking in the shadows of the countryside. Gwen is played by the superb Emily Blunt (“Young Victoria,” “The Devil Wears Prada”), who provides arguably the best performance of the film, and whom I also had the pleasure of seeing in person this last weekend.

Gwen relates in the film’s opening to estranged brother Lawrence Talbot, a hopeful American actor who is set to appear in a London production of Hamlet. Talbot was portrayed in the original film by the legendary Lon Chaney, who once described the creature as being his prized performance, his “baby.” In this film, Talbot is personified by talented Oscar winner Benicio Del Toro (“Traffic,” “The Usual Suspects”). Lawrence is eventually attacked by the same beast that killed his brother and in turn evolves into the wolfman under the supervision of his father. The movie's mayhem then comes fast and often, which prompts the entrance of Scotland Yard inspector Francis Meersman, played by the understated Hugo Weaving (“The Matrix,” “Lord of the Rings”). You can already probably guess the rest of the plot, which is filled with a repetition of the same type of werewolf attack over and over again, an aspect that eventually became quite annoying.

In terms of photography and design, Shelly Johnson and makeup guru Rick Baker (“Tropic Thunder,” “American Werewolf in London,” “Men In Black”) combine to present a visually enthralling picture that will do enough to keep you from leaving completely disappointed. It also may be worth mentioning that I rather enjoyed the score, which was composed by the ingenious Tim Burton-regular Danny Elfman (“Edward Scissorhands,” “Batman,” “The Nightmare Before Christmas”). One of the chief complaints critics have about “The Wolfman” is the reliance on CGI special effects and the unbelievably fast speed with which a creature of this size moves. I must say that I have to agree, for I have never been a fan of scenes that are obviously completely computer-generated when they could just as easily have been made to be more realistic with a little more time, effort and planning.

The performances are acceptable and Johnston’s direction serves well with this type of film, but what disappointed me the most was the character of the werewolf. When I first learned it was written by Andrew Kevin Walker, this movie moved to nearly the top of my must-see list, since he is responsible for what is, in my opinion, one of the greatest scripts that has ever been put on a movie screen: director David Fincher’s “Seven.”

All in all, I left the theater pretty unhappy, but I still wouldn’t label this film as unworthy of being viewed, especially for those who like a good shocker.

- Alex Preston is a biological sciences sophomore and Mustang Daily movie columnist.
Student’s photography to be displayed in U.U. Gallery exhibit

When English junior Brandon Smith first expressed interest in showcasing his photography in the University Union Gallery, he was told that they were booked through the end of the year. “I was going to try again when I thought I was ready, when I thought I was good enough. But then they contacted me,” Smith said.

“Visions by Brandon Smith” will go on display tomorrow night in the UU Gallery. Associated Students Inc. program coordinator Missi Bullock said the gallery is open to both students and non-students, which results in many forms of art. “We have had photographs, 3D paintings, sculptures ...” Bullock said. “There will be a paper artist next quarter ... the stuff in there really varies.” Bullock has help in finding the artists with UU Gallery outreach supervisor Brittany Lipson. Lipson said finding artists can take a lot of research, but some of the time artists do the work for them. “A lot of the times people are interested in being displayed (in the gallery) and will contact us,” Lipson said.

Smith, a self-taught photographer, said his art is a play on fiction and reality. “I love fiction so much I think it kind of comes through my photos, because they kind of have a fictional atmosphere to them. I like to say they border between fiction and reality a little bit, but I try and keep them as real as possible,” Smith said.

He says nature and architecture are his favorite subjects to photograph. “I feel when I’m out taking pictures of nature ... I’m supposed to be doing,” he said. “I really just love being out there.”

Summer vacations were what inspired Smith’s love of photography. After taking control over the camera each summer, his parents finally designated him the “camera guy.” Smith didn’t have his own camera until 2008, but now uses a Canon Rebel XTI with the standard lens.

“Every time I’m about to buy a new lens something happens that makes me spend that money on something else,” Smith said. Until he can buy a new lens, which can cost between $500 and $1000, Smith plans on working on his technique by reading a lot of books, ranging from photography to Photoshop.

see Photography, page 8
LOS ANGELES — Twenty-five years ago, MTV was best known for music videos starring Michael Jackson and Madonna. These days, its logo, looks to broaden brand recognition of what has been obvious for years: MTV has evolved into a reality channel that occasionally runs programs that have to do with music.

But the shift is significant because, in an era of rapid technological change and microscopic attention spans, how networks identify themselves matters more than ever, experts say.

MTV “realized being ‘music television’ was too limiting,” said Dave Howe, president of Syty, home of New-based marketing firm. Howe says the generic names — “music television,” as the iPhone and the iPod. While many range of tech products, such as marketing confusion about her former family, in the Republic of Gilead. As a handmaid, Offred's sole purpose in life is to bear children for the wife of the family she is placed in. Wives are not allowed to have a husband because it is too dangerous, as well as taxing on their physical appearance. The book is set in the future, where women are viewed as property, not as individuals with rights. In the society are those who are viewed as sexual beings. All of the eight classes for women involve the reader to ask questions of self, to think about how the origins for the Republic of Gilead could be initiated.

How we can let those prejudices and feelings of inequality and hate get in the way of being equal and being fair to other human beings? We can’t, and Arwood reminds us why.

Melinda Tedeschi is an English graduate student and Mustang Daily book columnist.

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Wednesday, February 17, 2010

"Tale" continued from page 6

You may as well be called Milk or Gas.”

Fea Kalb, a veteran marketing expert who teaches at USC, compared MTV’s logo change to Apple Computer’s decision in 2007 to call itself Apple Inc. That shift signified that the company’s focus now encompassed a broad range of products, such as the iPhone and the iPod.

While the name change might seem minor, consumers do absorb such branding shifts over time.

Kalb said he often test students to see whether they recognize the NBC chimps; most still do. “And they also know the five notes for In” he added.

But Howe says the name change has repositioned the network and sharpened its identity. Because it referred to a well-established genre, “sci-fi” could not be trademark-protected, an important consideration for a network looking to establish a distinctive identity. Also, he said, sci-fi evoked images of “space, aliens and the future,” turning off some viewers and advertisers.

“We totally expected there to be a backlash from cool sci-fi fans,” Howe said. But the shift has “far exceeded our expectations... It’s opened up the network to a broader range of viewers” and helped boost ratings.

For in part, MTV says viewers had moved beyond what the old logo said. “The people who watch it today, don’t refer to MTV as music television.”

The people who watch it today... don’t refer to MTV as music television.

—Tina Exarhos
MTV’s head of marketing

The change was a belated acknowledgment of what has been bedeviling the TV industry.

And he should know, last summer, he was pretty exciting.”

Smith said. “I asked my first online print of it couple of days ago. It why.

My most popular photo that I have ever had was at Montana De Oro, it was an abstract shot,” Smith said. “I sold my first online print at a couple of days ago. It was pretty exciting.”

“Visions by Brandon Smith” will open tomorrow at 6 p.m.

For more information, please visit www.mustangdaily.net.

www.mustangdaily.net
Fighting fire with FIRE:
Free speech suffering on campuses

Brendan Pringle

Free speech is the cornerstone of American government and the foundation of democracy. We have all heard the unusual arguments for free speech in situations of burning flags, but we often fail to acknowledge the day-to-day restriction of free speech on college campuses.

College campuses are perceived to be the exemplum of free speech. During the Vietnam War, organized groups of college students held some of the largest demonstrations in the history of America, that gained considerable media attention and went on to change history. Students are still protesting American government and the government policy.

The Foundation for Individual Rights in Education (commonly known as FIRE), which prides itself in defending and sustaining individual rights on college campuses, took Hinkle's case immediately. After a seven hour long hearing, Cal Poly refused to restore Hinkle's First Amendment rights. FIRE organized a lawsuit against President Baker and other administrators, and made the case nationally known.

In the end, Cal Poly settled, but not until they suffered nationwide embarrassment and significant legal fees for their blatant rejection of individual rights. It is also important to note that Cal Poly never actually apologized for their wrongdoing, but simply dropped the case without explanation. So much for setting an example.

The college campus is supposed to be a place where students are encouraged to stand up for their beliefs and discuss their opinions with others. It is troubling to see campuses restrict free speech, and take the politically correct side of an argument, instead of the one with the greatest constitutional support. Political "sensitivity" should never infringe upon basic individual rights.

Tonight, the Cal Poly College Republicans and Office of Student Affairs will be hosting Adam Kriel, the director of the Individual Rights Defense Program for FIRE. Mr. Kriel will be discussing freedom of speech on college campuses in further depth. The presentation will be from 7 to 8 p.m. in the Science Building, Room E27. This event is free to the general public.

Free speech is a constitutional right; we need to work actively to promote and defend it.

Brendan Pringle is an English sophomore and Mustang Daily political columnist.

Write a letter to the editor!

Send your letter, in 250 words or less, to mustangdailyopinions@gmail.com. Or submit it at mustangdaily.com

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Fashionable and comfortable dining is a short walk away from the beach. The Mustang Daily is located on the Coronado South campus, steps away from the popular San Diego State University. The Mustang Daily offers a wide variety of dining options to suit any taste or budget. From quick bites to gourmet meals, there is something for everyone.

For information and updates, please visit our website: www.mustangdaily.com. Follow us on Facebook and Twitter to stay in touch with the latest news, events, and campus happenings.

The Mustang Daily is a student-run publication that serves the Coronado South campus community. We strive to provide a voice for our students and to foster a sense of community and engagement. We are always looking for new writers, photographers, and designers to contribute to our team. If you are interested in joining our staff, please contact us at mastmagazine@calpoly.edu.

Thank you for your support! We look forward to seeing you at the next issue of The Mustang Daily.

The Mustang Daily Team
Olympics

continued from page 12

race and, during the 5,000-meter event, the surface turned frothy for the final pairings.

"The skiers have to push every­
everywhere," said Enrico Fabris of
Italy, who finished seventh in the 5,000. "This is very slow ice for
strong men.

Luge is even trickier with its
multiple runs, workers smooth­
ing out grooves and holes only periodically. A complicated system
redresses the start list for each round.

"From 16 to the back of the pack, the changes in conditions
can be drastic," said USA Luge spokes­
man Sandy Caligiore. "A lot of it depends on the weather but,
as a general rule, early is good."

Results are only part of the
equation here, the sliding venue
came under intense scrutiny last
week when Nodar Kumaritashvili,
a 21-year-old from the Republic
of Georgia, flew off a turn and
died in training.

Officials might have footed the
surface to slow things down, but
the weather in Whistler was too
warm.

"It is correct that we did not
expect those speeds on that track," said Josef Fendt, president of
the International Luge Federa­tion.

If ice can be difficult to man­
age, then snow is downright capri­

cious, no ice-resurfacing machine to
smooth the mountain between runs.

In Alpine events such as the
downhill and super combined,
the top 15 skiers, as determined
by World Cup rankings, draw for
starting spots eight through 22.

This gives them a chance to
watch and learn from the first rac­
ers, then get down the hill before
the course becomes too rutted or
the hard snow crumbles.

Again, the rules are general. A
good starting spot can turn ugly
if clouds part unexpectedly, letting
in sun that melts the surface. A late
slot can benefit from chilly breezes	hat harden the snow.

Earlier this week, Hjukkinen
watched the first heatlisters in the
10-kilometer sprint start in cool,
fresh conditions. By the time he got
on the course, dark clouds let loose
with rain and wet flurries.

Skis stopped gliding. Small, dis­

tant targets became nearly invis­
ible.

"Where that does happen and
rain turns to snow, the sharp crys-
tals slow the track down so much," said Jeremy Teela, another U.S. bi­
athlon star. "Everyone had wavered their skis for rain."

The first 15 competitors fin­
ishing spots eight through 22
for a few exceptions, and the rest of
the 88-man field had almost no
care.

"I was confident that I would be
on the podium because the weather-

would not allow a surprise."

So, to the specifics:

California's Mike Montgomery
noted injuries to several teams, in-
cluding his own, early in the season.
Fair point. Collectively, though, that
won't affect the committee and its
decisions.

As to the specifics:

Could Washington possibly win
24 games and not make the NCAA
tournament?

"I would love to say that if you
threw in a nonconference game against
a Top-25 team right now," postulated
Craig Robinson of Oregon State, "a
lot of teams in our league would win
that game."

California's Mike Montgomery
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decisions.

So, to the specifics:

Could Washington possibly win
24 games and not make the NCAA
tournament?

The guess: With 24 wins, Washing­
on goes dancing. But it might take
all of that.

Is Cal safe yet?

The Bears are 17-8 and 9-4. They
have a league-best 24 RPI. The trou­
bling scenario would be one in which
they fall into a tie for the regular-sea­
son title, say at 12-6, and then drop
their opener in the Pac-10 tourna-
ment.

The guess: Comfortable, but not
safe.

What'll it take for Arizona State?

ASU is 18-8, 8-5. As the accompa­
niming chart suggests, its resume is
relatively thin.

The guess: The Sun Devils need
another four, and possibly five, wins.

And what's more, Washington coach
Mike Hopkins after Oregon State's upset victory in Poc­
sburg. "This is sick bottom for me. I
don't think this was any more disap­
pointed about a team as I am today."

Where's the old streak-buster,
Dick Bennett, when Washington State
needs him? Entering Thursday night's
12-6, and then drop

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And what's more, Arizona coach
Sean Miller after

Washington forward Quincy Pondexter is averaging 20.4 points per
game. Even with the 23rd leading scorer in the nation, the Huskies
could face trouble trying to compete for a bid to the NCAA tournament.
It's not just how well Olympic athletes perform, but when

David Wharton
LOS ANGELES TIMES

VANCOUVER, British Columbia — The day was still young, the sun still low, when Bode Miller pushed out of the starting gate for the men's downhill. Shadows masked the fast and rugged lower portion of the run. "I was hitting bumps I couldn't see," he said. "I had a pretty strong feeling I wasn't going to win." The official results show that Miller finished third in Monday's race, a mere .09 of a second behind the winner, but he and other skiers talked about a bigger difference, a half-hour that passed before gold medalist Didier Defago started in better light. It's a question of timing, athletes at the 2010 Vancouver Winter Olympics say, not just how you perform but also when. These aren't the blue-sky Summer Games played on synthetic tracks and hardwood courts. Each new skier carves a rut in the mountain and each triple jump puts another dent in the ice. Freak winter storms can play havoc with the consistency of the snow. "It's mountain weather," U.S. biathlete Jay Hakkinen said. "It's frustrating." And that makes the starting order a big part of the story in Vancouver. At the Richmond Olympic Oval, officials have struggled to keep the ice consistent for long-track speed skaters. A delay marred the men's 500-meter see Olympics, page 11

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After suffering a loss in the first round of the NCAA tournament last year to Maryland, California entered this season ranked No. 13. More than halfway through the year the Bears are 17-8 overall and are not nationally ranked. For Karyn, it was tough to watch her team finish the season with a loss, but she remained optimistic about the future. "We're just trying to build on what we did last year," Karyn said. "It's a tough schedule, but we're just trying to keep building on what we did last year." The Bears will open their season against Portland State on Feb. 19 in Los Angeles.

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TODAY'S SOLUTIONS

8 2 6 1 3 9 4 1 5
5 3 1 2 4 8 6 9 7
4 9 7 5 6 1 2 8 3
1 8 4 2 7 5 6 9 3
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8 2 6 1 3 9 4 1 5
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1 8 4 2 7 5 6 9 3
6 5 9 3 1 4 8 7 2
9 7 3 1 2 6 5 8 4
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Pac-10's tournament hopes dwindle

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