Students host livestock show

Aimee Vasquez  Mustang Daily

Showing animals is exciting, 13-year-old Austin Traynham said over the noise of the rattling generator as he vacuum-cleaned the cows, "Yeah, Cal Poly is a great place, and students do 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 competition, page 2

CSU student research competition ongoing

Leticia Rodriguez  Mustang Daily

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 presents graduate and 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'Hryant, kinesiology department chair, said the College of Science and Mathematics looks for student projects that show variety in the kinesiology field such as the psychology of exercise or adapting physical activity, so well as being appropriate for the particular science the student is researching.

"I don't want to see that it's something that's grounded in the current trend of kinesiology and physical education," O'Hryant 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 higher in 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 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 attracts the average student in their peers' 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 it were a football player. I'd want to be able to talk about my university, "Yeah, Cal Poly is a great place, and students do 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 competition, page 2

Students join local climate change movement with online campaign

Zach Lantz  Mustang Daily

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.

City regional and planning graduate Mike Marcus struggled to write a letter conveying his frustration regarding climate change to a politician whom he had never met. He decided the best way to communicate his feelings was to pretend he was writing to his mother. This idea developed into the group's online campaign.

HelpUsMom.com encourages young people from around the country to write letters about climate change to the people who care about them most.

Mechanical engineering alum 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.

"It was a way to channel our feelings of deep frustration and confusion as to how 120 heads of state were together in one room and they couldn't make any decisions," Bulger said.

"We were in Copenhagen with friends that had created campaigns before us, but people that could do marketing, we had people that could make the Web page, so we just devoted the rest of our time there to really getting the nuts and bolts of this campaign in order," Bulger said.

The campaign's goal is to initiate dialogue within families across the United States. The "letters to mom" written with the help of HelpUsMom.com will be collected and mailed to the U.S. Congress and President Obama on Mother's Day 2010.

"It may sound kind of stupid to be honest, but we all thought that it was going to be a very effective way because (when) writing a letter to your mother, she can't say no to it and it's mother instinct to protect her child," environmental protection and management senior Michael Symmes said.

Symmes, along with Tempton high school junior Kayla Clark, who also went to the conference, lectured to a crowd of nearly 100 people at Atascadero Lake Pavilion Feb. 10. They talked about the people they met, the lectures they attended and what they gained by attending the conference.

The lecture was a resounding success according to those who attended.

"I live here for 30 years and I'm shocked by how many people showed up," Atascadero resident David Broadwater said. Symmes said it is his mission to open people's minds to the critical environmental issues facing society.

"I just hope people get a broader sense of what the actual scope of climate change is. It's a lot of people, in my house opinion, are pretty ignorant about the issue... I want people to think critically," Symmes said.
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 has been 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 Genniefer 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," Genniefer 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 because just to have the feeling of going out there and competing," he said. "Walking out of the ring and knowing you got, you had a good time."

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

Western Bonanza faculty adviser Jacky Eshley, whose children compete in livestock shows around the state, explained the lifestyle. "It's like any other thing that a child has to work at," Eshley said. "Instead of being in club volleyball or club soccer, they're into showing livestock. This is what they do for fun."
Toyota under intense scrutiny

By Ralph Vartabedian, Ken Bensinger and Jerry Hirsch

Los Angeles — It was an extraordinary challenge to Toyota Motor Corp., federal regulators Tuesday launched three far-reaching investigations into sudden acceleration into 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.

The agency also asked Toyota to identify employees with knowledge of unintended acceleration.

Regulators said they were examining whether Toyota acted promptly 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.

"We are seeking to determine whether Toyota viewed the underlying defects too narrowly ... without fully considering the broader issue of sudden acceleration and any associated safety-related defects that warrant recalls," said NHTSA in one of three letters to Toyota.

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 finding 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.

"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.

"Manufacturers have to give NHTSA whatever safety defect information they have as soon as they have it. This seems to be the right mix of people the seeds of the campaign were sowed, he said.

"We were in Copenhagen all with friends that had created campaigns before, we had people that could do marketing, we had people that could make the Web page, so we just devoted the rest of our time there to really getting the nuts and bolts of this campaign in order," Bulger said.

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Climate

continued from page 1

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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 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 infractions, 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 unintended acceleration issue and potentially dragging its feet on announcing the recalls.

The new investigation is almost certain to deepen Toyota's image problem, 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. The safety agency has received more than 2,000 complaints from Toyota owners about their cars lurching and spooling uncontrollably.

Rebecca Lindland, an analyst at IHS Global Insight, an auto industry consulting firm, said the agency is monitoring all of Toyota's current models.

"We're trying to keep a close eye on inventory and match it to market demand," said Lindland, who tracks Toyota's inventory information for auto-related companies.

"The problems are slipping into Toyota's business. While most automakers posted year-over-year gains in January, Toyota's sales fell by 16 percent on 18,600 fewer vehicles.

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

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Toyota plans to shutter a truck factory in San Antonio for the weeks of March 15 and April 12, said Toyota spokesman Mike Goss. It also will lay off 5,000 workers at its manufacturing facility in Kentucky.

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Toyota has been blindsided by the explosion of developments in regard to the recall and quality issues," he said.

The NHTSA letters request documents, lists of potentially affected vehicles and chronologies of Toyota's understanding of the sudden acceleration issue, as well as a full accounting of complaints of the problem registered in the company's internal databases.

"It's a unique situation," said Dale Kudlos, 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 action comes as Congress plans to hold three investigative 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 slowing sales caused by its massive recalls in recent months.

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**State**

LOS ANGELES (MCT) — A woman was convicted Tuesday in the killing of a Westminster, Calif., fortuneteller and her daughter four years ago that prosecutors said was committed by a spell that didn't work.

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

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

Deputy District Attorney Sonja Balleste argued in court that Nelson blamed 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 to death in their apartment in the city of Westminster.

**Briefs**

LOS ANGELES (MCT) — Gov. Arnold Schwarzenegger's latest proposal to close California's budget shortfall would end public assistance for most new legal immigrants, eliminating emergency cash, assistance for most new legal immigrants and other programs.

Ernest Stamm, 49, had been ticketed for feeding bears.

When emergency crews arrived, they found a black bear in his yard. Once the annual left, Stamm was treated for cuts to his face and released.

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

**National**

SANFORD, Fla. (MCT) — A man who says he opened his door and was slapped by a bear pleaded no contest Tuesday to feeding wildlife and was fined $200 and placed on six months' probation.

Ernest Stamm, 49, had been ticketed for feeding bears.

He lives in a heavily wooded community north of Orlando near Wekiva Springs State Park. He called 911 to help Doc. 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 animal left, Stamm was treated for cuts to his face and released.

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

**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 Islamicist group's second in command was captured in Karachi last week largely because the United States was also able to provide something else Pakistan has demanded for years: solid intelligence on where Muslim Abdul Ghani Baradar could be found.

U.S. and Pakistani officials said Tuesday that the capture of Baradar was driven by a rare intelligence break that enabled American spy agencies to pinpoint the Taliban military chief.

**LOS ANGELES (MCT) —** President Barack Obama plans to sign an executive order establishing a bipartisan commission to recommend ways to rein in the nation's escalating federal debt on Thursday.

University of North Carolina President Erskine Bowles, a Democrat, 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.

Tut

international

known only as KV55 at the pharaoh Akhenaten, father of Tut, another as Tyre, 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 provide 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 Antiquities 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 "eye"). 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. Butts showed a long, feminized face and genioplasty, 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 fracture, and historians wrote elaborate tales about it. Archaeologist Bob Brier of Long Island University published "The Murder of Tutankhamen," speculating that the mummy was carried out by Aye's henchmen so that he could continue to rule.

But CT scans performed in 2005 showed that the fracture actually occurred 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 falciparum in Tut and three other mummies, suggesting the disease was a fairly common problem among the Egyptian royalty. That infection, combined with necrosis, or death of the cells lining the lungs, suggested that Tutankhamen may have had pulmonary edema and other complications caused by the infection.

Domestic

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**Baseball**

Cal Poly

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.

Senior Day

Saturday, Feb. 20th at 4 p.m.

Admission for all Cal Poly Athletic Events is FREE for Cal Poly Students.

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"Tale" explores human nature in shaken society

By Melinda Truelson

In a repressive and shaken society, the questions that Margaret Atwood addresses in her 1985 novel, "The Handmaid's Tale," are the very issues of race? It's their civil liberties. Although this novel is probably older than "The Handmaid's Tale," Alwood's semi-science fiction novel is set in the fictional land, the Republic of Gilead, which has formed within what was formerly the United States. After a huge earthquake hits California, the United States and the rest of the world become like if we are a society did not continue to fight for human rights, to stand up to oppression and define ourselves as more than the drones that women and men become in "The Handmaid's Tale." Atwood's novel gives us a very vivid description of what life could be like if we as a society did not continue to fight for human rights, to stand up to oppression and define ourselves as more than the drones that women and men become in "The Handmaid's Tale."

Big name stars cannot save "The Wolfman"

By Alex Petrofsky

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-tuned and gory thriller that unfortunately unfolds into another misguided Hollywood attempt at reimagining. 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 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. You can already probably guess that the performances are acceptable, and Johnson's direction serves well with this type of film, but what disappointed me the most was the throughly regal and impressive British country manor. The brokken down and deteriorated home is inhabited by the familiar menacing old man character, Sir John Talbot, entertainingly played by the incomparable Sir Anthony Hopkins. Sir John's son, Ben, and his fiancée, Gwen, were also living in Chatsworth 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 enlists in the aid of Ben's 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 Meaburn, played by the underrated Hugo Weaving ("The Matrix," "Lion 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").

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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 Mollis 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 and 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 X1i 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.
MTV drops “Music Television” from logo, looks to broaden brand

Scott Collins
LOS ANGELES TIMES

LOS ANGELES — Twenty-five years ago, MTV was best known for music videos starring Michael Jackson and Madonna. These days, in reigning queen is not a recording star at all but rather Nicole "Snooki" Polizzi, the reality-party gal from the reality series "Jersey Shore." So maybe it’s not surprising that last week the 29-year-old network bowed to the inevitable and finally scraped the legend "Music Television" off its corporate logo.

The change was a belated acknowledgment 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 Syr, house of such series as "Stargate Universe" and the now-defunct "Battlestar Galactica." Howe says the right brand is essential "to cut through the noise and clutter of the media explosion" beleaguering the TV industry.

And he should know. Last summer his network underwent a controversial name change, from the Sci-Fi Channel to Syr, a made-up word that looks more like the name of a mop or a gnu than that of a cable network. One word called it the "dumbest rebranding ever.

But Howe says the name change has reenergized 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 some sci-fan," 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.

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

—Tina Exarhos
MTV’s head of marketing

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," MTV’s head of marketing, Tina Exarhos, said last week.

Other networks have gone much further. In 2003, Viacom rebranded the New TNN, which once fell from the ashes of the Nashville Network, as Spike TV, a network targeted aggressively at males. (It’s now simply called Spike.) The Learning Channel was originally an outpost for little-watched educational fare as TLC, it booted the explicit reference to self-improvement and achieved household recognition as the purveyor of the pop-culture smash "Jon & Kate Plus 8."

Now, entirely extensively overhauled programming — and chase higher ratings — without changing their names at all. "We’ve branded this way because it’s the way the world is today," said Howe. "You might as well be called Milk or Gas." Pat Kel, 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 tech products, such as the iPhone and the iPod. While the name change might seem minor, consumers do absorb such branding shift over time.

Kelb said he often tests students to see whether they recognize the NBC chimes, most still do. "And they also know the free notes for In
tel," he added. But other analysts, while conceding the importance of brands, concede whether such marketing concepts will matter in what might be shaping up as a post-network age. Kathy Sharpe, chief executive of New York-based marketing firm Sharpe Partners, noted that whatever the name in logo, MTV might not refer to a well-established genre, more like the name of a mop or a gnu than that of a cable network. One word called it the "dumbest rebranding ever.

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Fighting fire with FIRE:
Free speech suffering on campuses

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.

Well, four decades have come and gone, and the concept of free speech seems to be fading away as well. Students are still protesting against the government's foreign policy and social issues, but the times have changed, and "freedom of speech" has become synonymous with various slanders.

Weaver's book, "It's OK to Leave the Plantation," as well as his picture, and the time and place of the event. The flyer was misinterpreted as being racially offensive when the speaker was actually arguing that government dependence has placed African-Americans into "circumstances similar to slavery.

Hinkle was reported to the police, and accused of "disrupting" a bible study group at the Multicultural Center. Cal Poly Office of Judicial Affairs deemed it a "disruption of a campus event," even though there was never proof of an "official" event at that location and time.

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 basic 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.

Tonight, the Cal Poly College Republicans and Office of Student Affairs will be hosting Adam Kissel, the director of the Individual Rights Defense Program for FIRE. Mr. Kissel 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. Freedom of 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

 Mustang Daily reserves the right to edit letters for grammar and length. Letters, commentaries, and cartoons do not represent the views of the Mustang Daily. Please limit length to 250 words. Letters should include the writer's full name, phone number, major and class standing. Letters must come from a Cal Poly e-mail account. Do not send letters as an attachment. Please send the text in the body of your email.

By e-mail:
mustangdailyopinions@gmail.com

By mail:
Letters to the Editor
Building 26, Room 226
Cal Poly, SLO, CA 93407

Online: mustangdailyopinions@gmail.com

Meet the Mustanag Daily staff

 Mustang Daily is a designated public forum. Student editors have full authority to make all content decisions without censorship or advance approval.

The Mustanag Daily is a free newspaper, however, the cost of more than one copy of the paper per day is subject to a cost of 50 cents per issue.

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**Help Wanted**

Graphic Designer Needed
Photography capability a plus. Needed for new book project. Call: 544-6007

*The Mustang Daily* is looking for a Business Manager for 2010-2011 school years. Responsibilities include the coordination and management of National Advertising Agencies, maintaining run sheets, billing, newspaper filing and office organization. If interested, please email resume and cover letter to Advertising Coordinator, Stephanie Murawski at smurawski@calpoly.edu

**Part-Time Writing Assistant**
Disabled Marine Corps Vet in his 80's needs part-time assistant to produce quarterly newsletter & book. Seeking dependable assistant w/ car & computer/printer, to work 2 hrs/day 5 days/wk. Interested? Call Bob Dixon 595-7070 & I will show you the research, writing, design & printing work we will be doing to reach our goals.

*The Mustang Daily* is looking for a Marketing Manager for 2010-2011 school years. Responsibilities include managing & directing special events and promotions, complete marketing goals and objectives and increase readership and business awareness. If interested, please email resume and cover letter to Advertising Coordinator, Stephanie Murawski at smurawski@calpoly.edu

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Apartment For Rent: Aweosme 1 Bedroom Unit Near Pismo Beach Area. Available Feb 1st Call (805) 674-3164.

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Want to live downtown? 1 bdrm in a 2 bdrm apartment is available this upcoming Spring Quarter located on Santa Barbara St. near Gus's Deli and Buchon Park. Reasonable price and amenities included. If interested, contact Ken at kaman27@gmail.com

**For Sale**

2004 Mazda RX-8 GT. Titanium Gray, 78k miles. $12,000 (negotiable) (805) 315-5990

Roommate Male sophomore looking for roommate in downtown condo $600/Month Water & Trash Paid. Call: (805)399-6973

**Announcements**

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2010 Al Landwehr Creative writing contest! cash prizes! For rules e-mail: byzantiumeditors2010@gmail.com

**Thinking of asking?**

We'll help you choose the perfect ring.
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
redundates the start list for each
round.
"From 16 to the back of the pack,
the changes in conditions

continued from page 12

and 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.

"There's definitely a dif­
derence in the level of play"

American Bode Miller earned a bronze medal in men's downhill Monday. Switzerland's Didier Defago won the gold.

Pac-10
continued from page 12

W h y e v e r conditions were hopeless," said
silver medalist Emils Hauge Sven­
son of Norway. "I am very lucky
with the conditions I got during the race."

That same day, at the nearby ski
jump, winds swirled unpredictably,
whipping up for one jumper, then
disappearing for the next.
"It takes a little bit of luck," said
Johnny Spillane of the U.S., who
won silver in the Nordic com­
boined. "You need a really good
jump, if you have bad conditions,
to get through it."
Jessica Barba

The Cal Poly's softball team is no stranger to winning. In six seasons under the three-time Big West coach of the year Jenny Condon, the Mustangs have yet to record a losing season.

With two consecutive Big West titles in their back pocket, the expectations aren't dissipating for 2011. The Mustangs have been projected by the 2010 press coaches poll to capture their third Big West title in four seasons.

While the team is honored to receive the projection, Condon said the team will not be blinded by success and will return this season to give it their all.

"It's nice to know you are respected by other coaches, and for us there is no added pressure because we know what needs to be executed," Condon said.

She admits this season will be difficult, but also said that she looks forward to battling for the title against some tough competition. Their schedule features 48 games, 19 of which will be against programs that earned a spot in last year's NCAA Tournament.

"As we prepare for Big West we don't really have a rival and we (CSU Fullerton and CSU Long Beach) are all battling to be the top three spots. This season is going to be less about rivalry and more about just good competition," Condon said.

This season Condon said Cal Poly will stick to the same practice routine that has been successful in the past.

She will wait until the first games to see players showcase their talent to really get an idea for the months ahead.

"I think we prepare the same every year and not just the first weekend out do we really get a feel for competition and know where certain players should be positioned to showcase their strong points," Condon said.

After losing five senior players, the softball team returns four starters from last season's squad. With a majority of newcomers finding their way onto the diamond, questions have arose on whether the team will have the experience needed to win another championship.

"We haven't really done anything different. Our preparation hasn't changed," said senior first baseman Krysten Cary. "We do have some younger girls, but because we as a team are advanced we know they the game just as well as we do."

Heading into this year, junior pitcher Anna Cahn does not see inexperience as an obstacle.

"Last year I felt a lot of pressure because we just lost a senior pitcher and there were only a few of us left. Everything went by so fast last year and this year and now I just want to keep building on what was happening last year," Cahn said.

Last month, Cahn was added to the Watch List for the 9th-Annual USA Softball National Collegiate Player of the Year award and was named Big West Conference Pitcher of the Year. She attributed her success to her team and coaches who have been practicing intensely to uphold their title.

"We have been trying to get as many repetitions in as we can and practice almost any situation we can possibly think of that we have seen in the past and that could come up," Cahn said. "It's a tough schedule but I think coming off of what happened last year, we are just going to take it one game at a time."

The Mustangs will open their 16th season against Portland State in the Stacy Winsberg Memorial Invitational held on Feb. 19 in Los Angeles.

**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 started in better light.

"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 run in the mountain and each triple lutz puts another dent in the ice.

Freak winter storms can play havoc with the consistency of the snow.

"It's mountain weather," U.S. bartender 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

**Pac-10's tournament hopes dwindle**

This is one theory about how the Pac-10 is going to be judged by the NCAA basketball committee in a few weeks as a mid-major conference. Pac-10, your rank and privileges as a big-six power conference have arisen on whether the team will have the experience needed to win another championship.

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