Committee not loving in decision

The Mustang Daily Staff Report

A Cal Poly judiciary committee ruled to not reinstate journalism professor Bill Loving as department chair on Nov. 29.

The committee, made up of faculty members Dan Peterson, Marica Tilley, Claire Bautista and John Walker, said in the memo that Loving had not presented evidence to "conclude that any of Professor Loving's rights were violated in the decision to remove him as Chair of Journalism" and that the dean's decision to remove him was based on her loss of confidence in him to run the department. The committee's memo concludes that the group does not endorse or criticize her decision.

The decision came following a Nov. 19 judiciary hearing in which Loving argued that he was not given due process. The hearing was split into two sessions, with the first session lasting from 2:30 to 6:30 p.m. and the second session taking place from 9 a.m. to 5 p.m. on Nov. 29.

Architecture students shoot for the moon and end up among the stars

Erin Hurley

Two Cal Poly architecture students were recognized in an article published by CNN on Nov. 18 for being finalists in the 2010 SHIFTBoston Moon Capital design competition. Architecture seniors Brian Harms and Keith Bradley worked together on their submission for the international competition, which called for innovative designs for a lunar habitat which could survive the unusual environment on the moon and explore its potential resources.

"We really wanted to push the limits with this design," Harms said. "It was a unique premise and we had more freedom with this design than with school projects."

Harms and Bradley had never worked together on any kind of design project, but Harms said they were both excited about the idea of space design.

Bradley said he and Harms began working on their digital design in August and submitted it on Sept. 21. SHIFTBoston is a design initiative in Boston that gathers, encourages and works to carry out revolutionary design ideas to make the city of Boston more dynamic and environmentally friendly, according to the company's website. They hold competitions like the Moon Capital competition to challenge architects and designers to come up with creative designs. However, executive director Kim Poliquin said the Moon Capital competition was completely different from any of SHIFTBoston's design competitions.

"The idea behind this competition was education and inspiration," Poliquin said. "I wanted to give..."
people an understanding of how you would build in this environment — it's a two design concept — a "Let's Get Serious" category for more realistic designs and a "Let's Have Fun" category which Loving filed a grievance against College of Liberal Arts dean Linda Halisky after she requested him as department chair in August.

Loving said he is not surprised by the committee's decision and he will remain a faculty member of the journalism department. He said his goal was to shed light on how the university operates.

"I think for the first time people got to have a look at what happens behind the curtain and I think it's evident that based upon what the provost said, deans are able to run their colleges however they see fit." Loving said. "So if the dean wants to play Donald Trump, he or she can do that and have no regard for the impact on students, staff and faculty."

Loving said he does not expect to be treated any differently by Halisky or any member of the administration following his call for the grievance hearing because he was exercising his right to grieve. He will, however, continue to disagree with her decision.

"I'll continue to strongly assert that the dean was wrong in making a personal decision that affected the operation of this department," Loving said. "I'm hoping that this dean pauses and considers what she is going to do before she acts again, because if she decides that she doesn't like somebody and fires them for that reason, I'll be there to offer my support and help out any member of the faculty who believes that their rights have been violated."

Neither Halisky nor the committee members were available for comment.

**Decision continued from page 1**

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**A few weeks after the awards ceremony, Harms and Bradley informed him about the success of their design, he was glad to offer to have the department pay their travel expenses to attend the awards ceremony in Boston on Oct. 21.**

"I'm absolutely delighted that this is of national interest," de Hahn said. "Their design was provocative and inspiring, and I'm pleased they continue to show the excellence of our program."

Harms and Bradley also received support from their department on some last-minute design details. Architecture emeritus professor Donna Duerk said she talked with Harms and Bradley a few days before they boarded the jet to Boston that their project might be missing so they could still mention it when presenting their design. Duerk said she thought the design was very colorful, and creativity was the point of the competition. "Their design was beautiful architecturally," Duerk said. "There were a few technical problems, but that was true of all the projects. I'm quite proud and I wish I could have been involved from the beginning."

Poliquin said she believes the ideas already out there for space architecture are boring compared to the Moon Capital competition submissions she saw. The SILO design was visually amazing, Poliquin said, and even though it did receive some criticism, the jury was very impressed.

A few weeks after the awards ceremony, Harms and Bradley were also contacted and interviewed by CNN for an article about the competition called "Imagine a Moon Base in 2069," according to Harms.

Bradley said the competition's jury was split between architects and NASA scientists, and the submissions ranged from very practical to very theoretical.

"The Moon Capital design competition was geared toward designs which could be realized by 2069," according to Harms.

Bradley said the stadium's design also included unique attributes that Harms and Bradley said were necessary for a structure in an environment like the moon. The stadium's roof has a covering that is almost completely flat, which Bradley said wouldn't be structurally possible on Earth, and has a tower with rooms similar to a hotel to provide life support and administration for inhabitants.

"We were pretty gungho about the potential of the idea from the start," Harms said.

The Moon Capital design competition was geared toward designs which could be realized by 2069, Harms said he and Bradley were also contacted and interviewed by CNN for an article about the competition called "Imagine a Moon Base in 2069," according to Harms.

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Palazzo
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a member of the American Society of Biochemistry and Molecular Biology, Public Affairs Advisory Committee and the American Society for Cell Biology Public Policy Committee.

At open forums for students, university staff and community members held Tuesday, Nov. 30, Palazzo said he was interested in Cal Poly because of the vast opportunities it offers to students, and the overall academic success of the student population.

"I find the quality of the students here to be outstanding and that attracted me," Palazzo said at the student forum. "The excellence of you all here and the intellectual capacity is extreme."

He also said he was surprised when he discovered the average grade point average in 2010 at Cal Poly was 3.9.

If elected president, Palazzo said he hopes to make the university more student and faculty-friendly by developing a relationship with the campus and becoming an approachable figure for students to voice their concerns.

"Students (are) the reason why we're here," Palazzo said. "They are the antenna of the brains running this university. There has to be a communication flow, and it has to be comfortable to the highest extent."

Associated Students, Inc. President Sarah Storelli asked Palazzo how he would facilitate and propel the "learn-by-doing" attitude the school values. His response focused on the reality of resource allocation.

"The learn-by-doing philosophy is going to be really challenged by resources," Palazzo said. "One of the big challenges for the next president will be assuring (students have) those resources necessary and even how to advance it."

He said in order to maintain this strategies include: adjusting student fees to maintain that resource platform, requiring a certain ratio of faculty to student advising, relying on the annual gift giving of the endowment and the corporate foundation relation.

As a student representative, Storelli said each candidate will showcase what they have to offer to the students and staff of Cal Poly during their respective forums this week.

"I think (Palazzo had) great responses, but we'll see how the rest of the week turns with the other candidates and go from there," Storelli said.

Graphic communications junior Ruben Custodio said he is eager to find out who the new permanent president will be, but he wonders how important his major in the College of Liberal Arts is in regards to this school being a polytechnic university.

"Something I'm looking for in the new president is whether they will have an appreciation for not only the engineering department but for the liberal arts," Custodio said.

At both the student and university and community open forums, Palazzo was presented with the issue of whether or not he saw importance in the new president. "I think it is very crucial," Palazzo said.

At the community forum, Palazzo praised the liberal arts department as being a life-long need and "one of the great teachers" for students.

"I believe the liberal arts are not a tool, (and) they are not an added value. They are a necessity," Palazzo said. "I think the essence of creativity and exploration, whether it be in written form (or) in artistic form, there is inherent value in liberal arts now more than ever."

Other issues Palazzo addressed were his viewpoints on Greek life, seeking to diversify resources for the students given the economic status and what he would do to become an active member at Cal Poly.

"If I was fortunate enough to be appointed the president of Cal Poly, I would be very, very applicably engaged," Palazzo said.

The excellence of you all here and the intellectual capacity is extreme.

— Robert Palazzo
Presidential candidate

You thought 'The Matrix' was cool, just wait 'till you check out our virtual newsroom tour at mustangdaily.net
Food safety bill strengthens inspections after major egg recall

Jeffrey Bartash
MARKETWATCH

The Senate on Tuesday passed a bill giving regulators more power to inspect the U.S. food supply, order recalls and issue penalties.

Concerns about safety intensified last summer after the Food and Drug Administration ordered retailers to remove more than half a billion eggs in one of the largest recalls ever. Several million Americans suffer from food poisoning each year. The Food Safety Modernization Act won bipartisan support in a 73-25 vote.

The bill grants the FDA more authority to inspect and track products, including imported foods, as the food moves from farms to processors to supermarkets. It also gives the FDA the ability to order recalls instead of letting companies decide whether to issue them voluntarily.

"This bill will have a dramatic impact on the way the FDA operates, providing it with more resources for inspection, mandatory recall authority, and the technology to trace an outbreak back to its source," said Sen. Dick Durbin, D-Ill., who sponsored the bill.

Supporters say existing regulations, many of which trace back to the 1930s, are outdated and leave too many gaps in the inspection process. They say the new law is needed to ensure that producers adopt proper food-handling and record-keeping procedures.

"This bill will have a dramatic impact on the way the FDA operates, providing it with more resources for inspection," said Sen. Dick Durbin, D-Ill., who sponsored the bill.

In the egg-recall case, for example, inspectors later found dead chickens, live insects and mounds of manure in several farms where the eggs were produced.

It also took regulators several months to track the eggs back to the source and order the recall because of incomplete recording keeping.

The food-safety bill, however, was not without opposition. Critics say the U.S. food supply is already quite safe and that the new bill represents bureaucratic overkill.

"Costly new regulations will raise the price of food or American families but do little to reduce risk," they argued.

Small farms and producers also complained about the cost of compliance, prompting Democratic Sen. Jon Tester of Montana to push an amendment exempting them from the most stringent requirements.

On the opposite side were large companies and consumer-advocacy groups, who argued that every producer should follow the same rules.

Once the Senate works out differences with the House, which passed a similar bill last year, the proposed law will be sent to President Barack Obama for his signature. The White House supports the bill. Even after the law takes effect, safety problems are certain to persist given the huge size of the U.S. food supply, an exploding number of producers and a divided regulatory apparatus. The FDA and Agriculture Department both have authority, and sometimes their jurisdictions overlap.

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— Dick Durbin
Illinois Senator (D)
California toxic waste dump sued by EPA for poisoning farm town

Louis Sahagun

The U.S. Environmental Protection Agency (EPA) levied a $300,000 fine against a toxic waste dump near a central California farming community plagued by birth defects for failing to properly manage carcinogenic polychlorinated biphenyls, or PCBs, on Tuesday.

Waste Management Inc., which owns the facility about 3 miles southwest of Kettleman City, in July was given 60 days to clean up PCB in soil adjacent to a building where extremely hazardous wastes are treated for disposal.

EPA tests showed PCB concentrations of up to 440 parts per million in the landfill, the largest hazardous waste facility in the Western United States and the only one in the state federally regulated to handle PCBs. Spills of PCBs at concentrations of 50 parts per million on concrete or soil constitute a violation of the Toxic Substances Control Act.

EPA investigators also found that a PCB container label and some materials containing PCBs did not display data required by federal law, and the company had failed to decontaminate PCB handling areas before continued use.

In a statement, Jared Blumenfeld, the EPA regional administrator for the Pacific Southwest, said: "Companies charged with safely disposing of society's most toxic materials need to faithfully follow the protective laws established to secure both the public safety and public trust. Violations of federal environmental laws at the Kettleman Hills hazardous waste facility are unacceptable."

Bob Henry, senior district manager of the Kettleman Hills Facility, stated: "While USEPA's regulations typically require cleanups achieve a 25-part-per-million standard, we elected to excavate to a significantly more stringent 1-ppm level — the level EPA considers suitable for level high-occupancy areas such as residences, day care centers, schools and other areas where children or adults might be exposed to soil."

Waste Management said Tuesday that the EPA had "confirmed that the company's cleanup meets all applicable standards" and remains authorized to handle PCBs under federal regulation.

"Extensive monitoring has confirmed that the small concentrations of PCBs were isolated to an area adjacent to the PCB storage and flushing building — well within the facility boundary — and did not present any risk to public health or the environment," Brian Bowen, Waste Management's director of environmental protection, said in a written statement.

Last year, the Kings County facility took in about 4,000 tons of PCBs. Exposure to the compounds can cause cancer and adversely affect the nervous, immune and endocrine systems as well as liver function.

EPA officials on Tuesday said the company had cleaned up the PCB contamination and that the agency would continue to inspect the facility regularly. In addition, the company has modified its practices to minimize and detect hazardous spills, the officials said.

There was no evidence to suggest that it had posed any danger to nearby Kettleman City, an impoverished community of 1,500 people just off Interstate 5 between Los Angeles and San Francisco, EPA officials said.

A week ago, state health investigators ruled out the 28-year-old landfill as the cause of severe birth defects including heart problems and cleft palates in Kettleman City.

But many residents remain distrustful of Waste Management, which has requested a county permit to expand its landfill operations. State environmental authorities said no decision would be made on that request until ongoing environmental exposure investigations are completed this year.

Bradley Angel, executive director of Greenaction for Health and Environmental Justice, described the EPA's action as "an enormous fine for enormous violations."

"The next step is for state and federal regulatory agencies to take that into consideration and deny the company's request for an expansion permit," Angel said. "If a permit is granted, it will be appealed and challenged in court, guaranteed."

In 1985, the EPA fined the company $2.1 million for violations that included operating additional landfill fills and waste ponds without authorization.

In 1990, residents defeated a proposed commercial toxic waste incinerator project by pointing out that the environmental impact report had not been translated into Spanish, the primary language of the town's citizens.

Now, residents are voicing concerns about the recent state investigations, which failed to find a common cause for the 11 babies born with physical deformities between September 2007 and March 2010. Three of them died.

"Why add more bad chemicals into the environment of a suffering community?" Angel asked.
Republican earmark bill rejected by Senate, but may do better next year

James Oliphant
TRIBUNE WASHINGTON BUREAU

An effort by Senate Republicans to temporarily ban earmarks died on the Senate floor Tuesday, but it was far from the last word on the controversial practice. A three-year moratorium on lawmaker-directed funds for pet projects back home was proposed as an amendment to a food safety bill.

The food safety bill passed, but the earmark amendment failed to gain the required 67 votes — two-thirds of the Senate — under a procedural hurdle. The proposal failed by a 39 to 56 tally.

Still, momentum appears to be on the side of anti-earmark forces in Congress. Next year, the new GOP-led House is expected to move to end the practice. Sen. Tom Coburn, R-Okla., who offered the amendment along with Sen. Claire McCaskill, D-Mo., invoked the now-infamous $223 million island bridge in Alaska which in 2005 became a symbol of congressional largesse.

"Five years ago, the Senate voted to protect the 'bridge to nowhere' by a vote of 82 to 15. Today, 39 senators voted to end earmarking altogether," Coburn said. "I'll continue to offer this amendment until Congress ends this egregious practice once and for all."

In another sign of the movement's growing force, Senate Minority Leader Mitch McConnell, R-Ky., reversed his long-standing support for earmarks and voted for Coburn's proposal.

President Barack Obama also has said he supports such a ban.

Senate Republicans earlier this year voted to impose their own, nonbinding ban on earmarks. And even if a formal ban does not come to pass in this lame-duck session or in the new congressional session that begins in January, there may be enough votes in the Senate to block any spending bill that contains earmarks.

The new Senate will also include an additional fiscal conservatives likely to support a ban. One, Sen. Mark Kirk, R-Ill., recently sworn in as a Republican from Illinois, voted in favor of the measure Tuesday.

A handful of Democrats, including McCaskill, outgoing Sens. Evan Bayh of Indiana and Russ Feingold of Wisconsin, along with Colorado Sens. Michael Bennet and Mark Udall, also supported the ban. At the same time, a handful of Republicans, such as James Inhofe of Oklahoma and Sen. Lisa Murkowski, whose re-election remains contested in Alaska, voted to block the ban from coming to the Senate floor.

The measure proposed Tuesday would have applied to any legislation that includes an earmark or funds programmes outside of a "statutory or administrative formula-driven or competitive award process."

Critics have argued that such a ban is largely symbolic, since earmarks account for about 1 percent of the federal budget, and some lawmakers argue that they can be a more efficient way to fund projects in their home states.

"Earmarks," said Sen. Richard Durbin, D-Ill., the Senate majority leader, allow him "to direct federal dollars into projects critically important to our state and its future."

According to the nonpartisan Taxpayers for Common Sense, House and Senate spending bills for 2011 contain more than 6,500 earmarks at a cost of $9 billion.

Those numbers are not final, however, as an omnibus bill to fund the federal government for 2011 has yet to pass.
Word on the Street

What helps you study for finals?

“I like to go to Linnaea’s in the morning to study.”
— Emily Cassie, history senior

“I like to listen to soothing music.”
— Free Peters, art and design senior

“I go to the fourth floor of the library or the community center in Centennial Commons.”
— Chris Quance, general engineering freshman

“I use online flashcards and feed more to study so that’s quiet but not too uncomfortable.”
— Andie Ragnagrace, art and design senior

“I listen to classical music and it helps me focus.”
— Lauren Yonucca, biological sciences sophomore

“I go to the library and I also like going to the fourth floor of the library.”
— Kyle Frmani, biological sciences senior

Google will be investigated by the E.U.

Jim Puzzanghera
LOS ANGELES TIMES

European regulators announced on Tuesday that they had launched a formal antitrust investigation of Google Inc. to determine whether it has abused its search-engine dominance to squelch online rivals.

The inquiry was triggered by complaints from websites that Google treated their results different from its own in displaying unpaid and sponsored search results, the European Commission said.

“This initiation of proceedings does not imply that the commission has proof of any infringements. It only signifies that the commission will conduct an in-depth investigation as a matter of priority,” the commission said.

Google said in a statement Tuesday that it would cooperate with the commission’s investigation.

“Since we started Google we have worked hard to do the right thing by our users and our industry — ensuring that ads are always clearly marked, making it easy for users to take their data with them when they switch services and investing heavily in open source projects. But there’s always room for improvement, and so we’ll be working with the commission to address any concerns,” the company said.

Google acknowledged that European competition regulators contacted it about complaints received from three websites — Britain’s Foundem, a price comparison site; France’s Qwant, a legal search engine; and Ciao! from Bing, a product rating site run by Microsoft Corp. in several European countries.

“While we will be providing feedback and additional information on these complaints, we are confident that our business operates in the interests of users and partners, as well as in line with European competition laws,” Google’s senior competition counsel, Julia Hoffman, wrote on the company’s European Public Policy blog in February.

“Though each case raises different issues, the question they ultimately pose is whether Google is doing anything to choke off competition or hurt our users and partners. This is not the case.”

European regulators said they will investigate whether Google lowered the ranking of unpaid search results of competing services, such as price comparison, and gave its own services “preferential treatment ... in order to shut out competing services.”

The inquiry also will look into complaints that Google lowered the so-called “Quality Score” for sponsored links of competing services, which would affect the price paid by advertisers.

And the European Commission said it will probe allegations “that Google imposes exclusivity obligations on advertising partners, preventing them from placing certain types of competing ads on their websites, as well as on computer and software vendors, with the aim of shutting out competing search tools.”
FDA deems Four Loko dangerous and removes from shelves

John McCullough
JOHN.MCCULLOUGH.MD@GMAIL.COM

It was in 1933 that prohibition, which caused gangsters and moonshiners to profit from the illegal production and sales of liquor, was lifted.

Now, nearly 80 years later, certain areas of the United States are facing a more narrowly targeted prohibition. It is one which may cause many Cal Poly students to change their weekend routines.

Due to pressures by activists around the country, the sale of the alcoholic energy drink Four Loko has been banned in several locations. Following a press release by the Food and Drug Administration (FDA), Four Loko's parent company, Phusion Projects, released a statement announcing that the company has stopped production and shipment of its products that include caffeine.

On Nov. 17, the FDA sent a letter to four companies that produce and sell caffeinated alcoholic drinks. The letter said the drinks were unsafe and the FDA could ban the drinks under Federal Law. Phusion Projects was a recipient of the letter.

But is it dangerous?
There have been several reports in the media of Loko-related incidents. However, there have also been reports which label Four Loko as perfectly safe to consume.

Phusion Projects said its product has "roughly the same alcohol content as wine and some craft beers, and far less alcohol by volume than hard liquor."

What the company did not mention is the fact that most students who consume Four Loko don't drink it in the same way they drink the other types of alcoholic beverages mentioned in Phusion Projects' statement.

Eddie Barakut, manager of Cork N' Bottle in San Luis Obispo, said he watched the drink's representatives come into his shop and pull the product off the shelves. Barakut said that if the FDA thinks Four Loko is dangerous, they must have legitimate reasons.

"It was a very popular drink here," Barakut said.

Now the shelves where Four Loko sat, along with other caffeinated alcoholic drinks, are empty.

"I don't know when we're going to get the new version without the caffeine or even if we're going to carry it," Barakut said.

Most of Barakut's customers are...
As finals are approaching, we Mustangs are in need of better ways to spend our quick, precious study breaks and relieve stress. So I suggest that instead of letting the stress get to you, take advantage of a feel-good, proven stress reliever — the best of you, take advantage of a break to that you feel will be openly received, going about study breaks like this could be a little tricky. So when faced with a dry-spell of these sorts: "be a (wo)man use your hand."

Seriously, don't be shy — but don't announce it to the world either. There is no shame in self-help when your final grades are at stake. When all other study break ideas have been exhausted and stress is sticking to you like pubes on wax, exhaust yourself instead and put your best O-face on. You deserve it and, most importantly, your grades may depend on it.

So as finals creep closer and you find yourself drowning in stress, remember to pause "for a cause and release some of that pent-up tension." The rest of us can beat around the bush with a more traditional approach laced with sweet talk to create a potential study-buddy to help us out. Whether it be a boyfriend, girlfriend or last-night friend, pull out a cell phone, log onto Facebook or whatever time of day it may be, log onto Facebook or whatever time of day it may be, and don your sexiest business-attire.

Take a coitus-based study break and in a matter of minutes you will have been in, out and taken a load off. Problem solved.

Research has found that sex-induced orgasms reduce stress via brain pathways by inhibiting anxiety responses in the brain, according to a recent article by Samantha Smithstein for Psychology Today.

The article was based on a study held at the University of Cincinnati which concluded that sex as a stress reducer had an effect similar to people preferring sex when stressed. Basically, small amounts of pleasure — of which quality is more important than quantity — are proven to reduce stress for up to a week, according to the article.

So get excited about this one, die-hard study buddies, because finals are about to be totally worth it.

"Study breaks" of these sorts can be achieved in two distinct ways: self-induced or partner-induced. The latter will leave you willing to give up more time than you feel you have and partake on some private tutoring (pun intended), think about the possibilities post-O. Just make sure both participants leave satisfied, so plan for about a 15 minute break just to be safe.

There are a few different ways to fit a "study break" into your dead week regimen. First of all, turn to the person next to you, pull off a layer of clothing and say, "I need some afternoon delight." Alright, I was kidding about that — but if you do choose to do so, and it works, well more power to you. Can't hate the player. The rest of us can beat around the bush with a more traditional approach laced with sweet talk to create a potential study-buddy to help us out.

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Going along with the research study, partner-induced is a much more effective and recommended route to take because (like with everything in life) sometimes you have to give some to get some.

It takes the average female four minutes to orgasm from self-pleasuring, while it takes her 10 to 20 minutes to orgasm from pleasure induced by another, according to the Kinsey study.

Fortunately — or unfortunately depending on how you look at it — it takes the average male just two minutes to reach orgasm after penetration, according to the Kinsey study.

Therefore, if you are willing to give up more time than you feel you have and partake on some private tutoring (pun intended), think about the possibilities post-O. Just make sure both participants leave satisfied, so plan for about a 15 minute break just to be safe.

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Four Loko
continued from page 8

college students, regardless of what they’re buying. This makes it hard for him to determine exactly who was purchasing Four Loko, he said.

Travis Schecter was one of those customers until he graduated last spring.

Schecter estimated he drank an average of two to three Four Lokos per week before graduating from Cal Poly. That estimate does not include the other alcohol Schecter consumed alongside the Four Lokos, he said.

"I think it’s a good idea they’re getting rid of the caffeine," Schecter said. "In the most amazing way possible, there were times where I drank a couple in a night and I felt my heart hurting after. I’m probably still going to drink coffee or energy drinks before I go out. It’s not going to change anything. If people want that rush and they’ve experienced that rush they’re going to find a way to imitate and emulate that feeling. If they didn’t take the caffeine out, I would definitely still be drinking them."

In college campuses across the country, the abuse of alcohol is a constant topic of discussion and controversy. Cal Poly head of counseling Elie Axelroth said a vast majority of students can do, Axelroth said.

"One thing they can do is look at the drink’s active ingredients — caffeine, taurine and guarana — all of which are found in non-alcoholic energy drinks like Red Bull, Monster and Rockstar. The addition of the fourth ingredient, alcohol, is what makes Four Loko unique from its competitor energy beverages."

"When I say it’s going to be a Four Loko night my friends know exactly what that means," Schecter said. "It means you are going to party as hard as you can possibly party and there is at least a 50 percent chance of blacking out. After hearing myself talk about it, I realize that this is exactly why they’re taking the caffeine out."
Kanye West tweets to create own publicity

By Chris Lee and Todd Martens

Early this fall, before any kind of promotional push for Kanye West's new album, "My Beautiful Dark Twisted Fantasy," had begun in earnest, the Grammy-winning rapper-producer took to his widely read Twitter account to vent. Even for a creative firebrand whose career has in many ways been defined by outrageous behavior and controversial statements, West's remarks stood as a defiant dismissal of every rule in the major label marketing playbook. Call it a tweet as mission statement.

"I love Twitter," West posted on Sept. 4. "I've always been at the mercy of the press but no more."

And so began a campaign of nearly unprecedented, self-styled image control and media spin that culminated Nov. 22 with the album's release. Even in an era when social networking tools allow artists ever greater freedoms to communicate directly with fans, the so-called Louis Vuitton Don has taken the notion of personally generating his own hype to further extremes than just about anyone in popular culture.

The upshot: "My Beautiful Dark Twisted Fantasy" is no doubt a priority for West's record label, given its holiday-timed release and West's star persona, yet in West's mannered shock value and carefully laid-out viral marketing initiatives. "Clearly, he does things that are provocative," Legend said. "That's cool. That's a part of what makes him interesting as an artist. He puts it all out there in every way — musically and with his personality. I think that throws people off."

Unsurprisingly, efforts to reach West were unsuccessful. When his publicist, Gabe Tesoriere, was asked about West's interview availability on a scale of 1 to 10 — with one being "not a chance" and 10 being a sure thing — Tesoriere responded with a numerical one, accompanied by a frowny-face emotion.

Likewise, executives at Universal Music Group declined to comment. "My Beautiful Dark Twisted Fantasy" is no doubt a priority for the label, given its holiday-timed release and West's star persona, yet in a depressed climate in which labels are being anxious about every dollar, multiple requests over the last two weeks to speak to representatives of Universal's Island Def Jam imprint were met with notable silence.

Instead, West has largely been a one-man show. Online, he has been the comedian — "Don't you hate it when you say bye to someone then y'all get on the elevator together," he tweeted in August — as well as the victim — "I can't be everybody's hero and villain savior and inner Christ and anti Christ" he noted in November.

"Outlets like Twitter," said suave R&B star Ne-Yo, allow West the opportunity to "vent to the world."

"I think it's a beautiful thing," Ne-Yo said. "By now, you know who Kanye is. If he feels like he was disrespected, he's not only going to say it, he's going to stand on a chair and scream it. That's who he is, a master of PR. He knows what he's doing."

But does anyone else? The answer remains unclear. For instance, West tweeted that his intended album art for "My Beautiful Dark Twisted Fantasy" had been "banned in the USA," adding that he didn't think about Walmart when picking art. The retailer issued a statement, saying it had never been shown the sexually graphic image, and multiple Universal Music Group staffers contacted by the Times were unaware of any such banning.

With West, unbefuddled, perhaps, would be an understatement. His artistic peers admire it, even if they wouldn't take a similar approach. Justin Timberlake is a fairly regular Twitter presence with nearly 6 million followers. Unlike West, however, the pop icon and freshly minted movie star neither uses the platform to promote a personal agenda nor to provide an up-close slice of his life. "I'll use it for, like, 'Hey, check out my friend's charity,' or 'Listen to this person's song.' Not, 'The chocolate chip cookies from Corner Bakery are awesome,'" Timberlake said. "Maybe, because I don't get that much time off, when I do I don't want to be anywhere close to technology."

Asked if he would ever consider relying upon Twitter as his personal soap box — or in lieu of a publicist — in the manner of West, Timberlake demurred.

"That works for some people. Everyone has a way of using social media to engage an audience," he said.

West was sufficiently infuriated by two 2009 skits on "Saturday Night Live" — one featuring Swift and another in which "Twilight" star Taylor Lautner decapitates an effigy of the rapper with a karate kick — to pen a rhyming couplet on his May single "Power" that told the comedic variety show where it could go (and what body part it could kiss) in so many four-letter words. Still, the performer was not only invited back on the air in October, "SNL" gave him carte blanche to mount one of the most elaborately staged and artist-directed performances in the show's history — of the very song that dishes "Saturday Night Live."

The show's creator and longtime executive producer, Lorne Michaels, said West's fighting words never burned his bridges with "SNL."

"He reacted the way he reacted, but I never thought twice about having him back on the show," Michaels said. "If the music hadn't been good? Then I wouldn't, obviously. But when a person is that talented, of course. Kanye is the real thing."
Zuckerberg creates new 'social inbox'

Neal Gabler is at work on a biography of Edward M. Kennedy. He wrote this for the Los Angeles Times.

America's favorite genius, Face­book founder Mark Zuckerberg, has announced a new form of messag­ing. E-mail, the last Internet link to traditional, epistolary, in­terpersonal communication, is, he said, outmoded. Young people, by which he meant younger than his own, 26 years, desired something more nimble for their iPads, mobile phones and other devices. What he proposed was a "social inbox" where users could readily access messages from friends and then sort them — sort of a cross between instant mes­saging and Twitter.

We are so accustomed by now to declarations of new technological revolutions that another one hardly gets noticed, especially when it comes to finding new ways of mini­mizing how we communicate with each other. And it is entirely possible that this proposed geological change will be no more geological than all those other alleged game-changers.

But whether his messaging system really transforms how people com­municate, as Zuckerberg insists, what matters is what amounts to a manifesto that in its own terse way conveys what is already altering our lives — not only how we interact but also how we think and feel. It may even chal­lenge the very idea of serious ideas.

Call it Zuckerberg's Revolution.

It qualifies as a revolution because how we communicate largely defines what we communicate. You know: "The medium is the mes­sage." When Johannes Gutenberg invented the first movable-type printing press, it was slightly consid­ered one of the signal moments in human history. By allowing books to be mass-produced, Gutenberg's press had the immediate effect of disseminating ideas far and wide, but it also had the more powerful and less immediate effect of chang­ing the very construction of thought — the very limits of experience.

The social theorist Marshall McLuhan, in his book "The Gutenberg Galaxy," pointed out that the print­ing press resulted in what he called "typographic man" — humans with a new consciousness shaped by the non-visual, non-auditory culture of print. He felt that print's uniform­ity, its immortality, its rigidity, its logic, led to a number of social trans­formations, among which were the rise of rationalism and of the scien­tific method. In facilitating reason, print also facilitated complex ideas, it was no accident that it coincided with the Renaissance. Print made us think better or, at least, with greater intensity.

In publishing a daily newspaper for the first time in history, Gutenberg would have thought that this proposed geological change was not one that is likely to convey. "When Johannes Gutenberg invented the movable-type printing press, he was slightly considered one of the signal moments in human history," said the author of "The Gutenberg Galaxy." "It was a revolution because how we communicate largely defines what we communicate. You know: "The medium is the message." When Johannes Gutenberg invented the first movable-type printing press, it was slightly considered one of the signal moments in human history. By allowing books to be mass-produced, Gutenberg's press had the immediate effect of disseminating ideas far and wide, but it also had the more powerful and less immediate effect of chang­ing the very construction of thought — the very limits of experience.

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Music industry fires back at online pirates

The following editorial appeared in the Los Angeles Times on Sunday, Nov. 28.

Imagine having a nemesis who assails you daily (often mocking you as a do) yet somehow stays beyond the reach of the law. That's a rough approximation of the entertainment industry's view of online piracy — particularly the kind practiced by the likes of Sweden's The Pirate Bay, Lavitz's Miistantine and a growing number of websites that stream bootlegged movies and TV shows from digital lockers. Such sites exist almost exclusively to promote illegal downloading or streaming of movies, music, video games and software, making money through advertisements or even by selling unauthorized copies of the works themselves.

Copyright holders have shut down some offending sites through court suits and federal investigations, but the relentless industry doesn't proceed by anything but complete. Meanwhile, new sites and services have emerged to replace the shuttered ones, and the amount of copyright infringement has increased over the years as broadband connections have proliferated.

Fed up, the entertainment industry has lobbied hard for a more powerful legal weapon against online piracy. It found a receptive audience in the Senate Judiciary Committee, which unanimously approved a bill this month that would speed the process of penalizing such sites. The goal of the Combatting Online Infringement and Counterfeits Act (S 3804) is a good one — there's no defense for online businesses whose raison d'etre is infringement. But some of the methods employed by the bill could create significant problems of their own.

Sponsored by Sen. Patrick Leahy, D-Vt., the bill would make it easier for the Justice Department to obtain court orders cracking down on sites "dedicated to infringing activities." Such orders could be obtained against foreign-based sites that attract U.S. Internet users as well as domestic sites.

Sites that use a U.S. domain-name registrar (a company that sells domain names, such as Godaddy.com) or registry (a company that oversees the registrars for a category of domains, as Verisign does for .com, .net, .co., etc.) would be subject to the most direct penalties. In those cases, a court could order the registrar to block traffic at a site's domain name, removing it from the global database that Internet service providers such as Comcast use to do their jobs. That's akin to ordering roadblocks to erase a street from their maps — it would still be there, but it would be impossible to find.

The bill would take a different approach to sites that use foreign registrars or registries and are beyond the reach of U.S. courts. In those cases, courts could order U.S. Internet service providers to prevent the intended site from being accessed by U.S. Internet users. So it's a moral disaster would like, but they wouldn't stop people from typing in the site's numerical address into their browsers. Nor would people be prevented from using alternative domain-name providers such as those handled by The Pirate Bay. Such a migration could undermine efforts to fix the system, such as the one the pope outlined in his encyclical last week as "wuzz." — is just a form of branding. When some websites type into a browser, the software looks up the corresponding numerical address in a database of domain names, typically supplied by the user's Internet service provider.

The court orders made available by the bill would allow the offending site's name from the databases used by U.S. service providers, but they wouldn't stop people from typing in the site's numerical address into their browsers. Nor would people be prevented from using alternative domain-name providers such as those handled by The Pirate Bay. Such a migration could undermine efforts to fix the system, such as the one the pope outlined in his encyclical last week as "wuzz." — is just a form of branding. When some websites type into a browser, the software looks up the corresponding numerical address in a database of domain names, typically supplied by the user's Internet service provider.

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Some critics have complained that the bill is too vague and technically ill-conceived,agement in Benedict's musings. But for those who believe that Pope Paul VI's 1968 reaffirmation of the church's condemnation of artificial contraception, including condoms, began a process of estrangement that fundamentally alienated millions of Catholics from the church's teaching on the subject, it lays out for obtaining court orders. A more troubling question is whether the Justice Department should be focusing on domain names at all.

A site's actual Internet address isn't its domain name but rather a series of up to 12 numbers separated by the occasional period. The domain name — the portion of the URL that comes after "www." — is just a form of branding. When someone types into a browser, the software looks up the corresponding numerical address in a database of domain names, typically supplied by the user's Internet service provider.

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Clancy
continued from page 16

right now is so key to the team.”

It has been a rough start for the
team with injuries, but Clancy said
they have responded well. Cal Poly
usually has around 17 players on
the team but it seems now there are
days earlier.

Despite all the injuries, she re­
mains one of the healthiest players
on the team. She has only missed
one day of practice due to sickness
in all her years in college.

“I'm really lucky when it comes
to no injuries but I think some­
times you make your own luck,”
Clancy said. “I go to bed plenty
early so I feel like at practice I'm
able to respond quicker. I never
want to be physically ready. I think
I did a good job preparing myself
for that. It's working because I
don't feel tired at all.”

Clancy gives credit to her par­
ents for supporting her through her
basketball career. They supported
her when she moved from Ireland
to pursue basketball at the highest
level in college. They also supported
her when she deferred her master's
degree program at Trinity College,
Dublin to play as a Mustang for a
little while longer.

“Everybody puts in a lot of ef­
fort but very few people leave their
country and leave their family,”
Sheila said. “It's been tough in a lot
of ways and I think now she is get­
ing her reward — now she is get­
ting the respect of her team­
mates. And she has earned it.”

Her dedication has not gone un­
noticed. Cal Poly athletic director
Allison Cone acknowledged Clancy's
commitment to the team.

“She is a very skilled player but
there are two qualities that stand
out to me even more than her ex­
ceptional skill and that's leadership
and she is smart,” Cone said. “She's
smart so she's not going to overstep
her role. I think she'll have more of
a leadership role now, but she's also
surrounded by talented players. She
is very much a team player, she's not
about Rachel Clancy — she's about the
Mustangs and helping the team
win. Such a great quality.”

Gore
continued from page 16

Even without Gore, the 49ers
offense rebounded from its wretched
performance last week against Tampa Bay eight
days earlier.

They came out blazing, with
hostility radiating from their accom­
dating accommodations. Arizona struggled from its
opening snap, when quarterback
drew a hand­
off to . yelled.

sloped an arcing spiral to Michael
Crabtree, who made a diving catch
in the back of the end zone.

Crabtree juggled the ball as he
thudded to the turf; something
the Cardinals apparently didn't see
in time. They chose not to issue a re­
play challenge, and the touchdown
held up, giving the 49ers a seven­
point lead with 9:35 to play in the
first quarter.

Anthony Dixon (1-yard run) and
Westbrook (8-yard run) also
scored early touchdowns as the
49ers built a 21-3 halftime lead.

After that, the 49ers defense did
the rest. Arizona barely topped 200
total yards and had zero first downs
on the ground. The Cardinals were
2 for 11 on third-down attempts.

“Do they know that I'm extremely
disappointed would be an under­
statement,” Cardinals coach Ken
Whisenhunt said. “It was a very
poor effort, and we got beat in all
phases of the game. The 49ers con­
trolled the line of scrimmage, and
that made it very difficult for us
tonight.”

The 49ers' ensuing scoring drive
required only one play and seven
seconds. Quarterback Tony Smith
lofted an arcing spiral to Michael
Crabtree, who made a diving catch
in the back of the end zone.

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Rachel Clancy looks to step up with Kristina Santiago out

Senior guard Rachel Clancy has always been one of the main contributors for the Cal Poly women's basketball team. This season, that hasn't changed. Even without forward Kristina Santiago, Clancy is averaging 13.8 points per game.

Catherine Borgeson

Guard Rachel Clancy of Dublin, Ireland, started playing basketball at the age of seven — on the boys' team. By the time she hit nine, her coach predicted that she would end up with a scholarship in basketball when she got older. He didn't know that the full scholarship would bring her 6,000 miles away from home to play ball.

Now a 22-year-old biological sciences graduate student, Clancy is one of the leading scorers for the Cal Poly women's basketball team. And now with reigning Big West Player of the Year Kristina Santiago out for the season due to a torn anterior cruciate ligament (ACL) in her left knee, Clancy is in the spotlight.

But she is up for the challenge.

"I (Santiago) was always someone there that if the shot clock was running down, you knew you could throw it to T and she would do something to get the ball in the basket," Clancy said. "That's a big thing to have to replace but I am going to keep doing what I'm doing. I don't think there's any more pressure." 

Clancy has started all four games this season, racking up 55 of the team's overall 267 points. She scored 15 points in Cal Poly's most recent game, when the Mustangs fell to Illinois on Nov. 22.

Head coach Faith Minnaugh said, "She's been very vocal in trying to keep the team energized and focused in whatever her objectives are for practice and certainly for the games." 

Minnaugh, who frequently uses bench players, has enhanced Clancy's role by giving her more minutes. Minnaugh has no qualms with Clancy playing the entire game if she needs to.

"She will bury anybody," Minnaugh said. "She can run forever and maintain that same kind of intensity level for an entire game, that's pretty significant.

Men's basketball takes on undefeated Hawai'i

Against Sacramento State, forward David Hanson scored a team-high 23 points and the Cal Poly men's basketball team (2-3) picked up their first win of the season.

"We had to hide his helmet," coach Mike Singletary said. "I never doubted myself." Westbrook said, "I just never had the ideas of what to do," Westbrook said. "I used to choose the Eagles whenever I played Madden Football, just so I could be Brian Westbrook," Davis said.

Westbrook got help from sophomore Anthony Dixson (54 rushing yards) and Gore (52 before his early exit). All three backs enjoyed running behind an offensive line that was given the game ball for its dominating performance.

The question is whether that group — minus Gore — can keep the ball rolling as the 49ers head for a rough patch in their schedule. The team faces the Green Bay Packers on Sunday at Lambeau Field.

At least for a night, however, the 49ers could enjoy their return to relevance in the NFC West. At 4-7, the 49ers can talk, not unreasonably, about making a run in the division. They are one game out with five to play.

"We made a statement," tight end Vernon Davis said.

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see Gore, page 15