The SLOprah Effect

A recent segment may increase local tourism, but some argue this would be bad for America’s Happiest Town

Hannah Croft
hannahcroft.smpc@gmail.com

In November, San Luis Obispo was named the happiest town in America. Months later, on Jan 26, Oprah Winfrey featured a segment on San Luis Obispo on her TV show. Now, students and San Luis Obispo residents can’t help but talk about their happy town.

For so long we’ve tried to share the story of San Luis Obispo,” said Lindsey Miller, marketing director at the San Luis Obispo Chamber of Commerce. “And this really put us on the map. It’s really special.”

San Luis Obispo was originally named in “Thrive,” a book by Dan Buettner who has been featuring San Luis Obispo as a place where happiness is plentiful. Buettner attributed the town's happiness to its clean environment, abundance of outdoor activities, and residents being more likely to smile and be joyful than to be sad and experience depression.

Buettner was originally drawn to San Luis Obispo by Gallup polls on well-being, which measured emotional health in the nation. In a five-year span, the town ranked highest in emotional health for three years.

Oprah picked up on San Luis Obispo’s attractions and sent correspondent Jenny McCarthy to create a three-minute segment in which she interviewed mayor Jan Marx, rode the streets of San Luis Obispo with a member of Cal Poly’s Wheelmen and dined creekside with locals.

Since the airing of the segment, San Luis Obispo’s tourism website has seen a nearly 800 percent increase in traffic, a phenomenon now referred to as the “Oprah Effect.” Miller said this is the kind of publicity the town needed.

“Every tour that comes through San Luis Obispo, it can only be good for the merchants around town, she said. “Because when students are here, they spend money. They are happy. They are social. They are willing to eat at local restaurants.”

Buettner’s hope is to increase tourism and make San Luis Obispo a destination.

“Many people visit the area for a little more than Santa Barbara and a little further south than Monterey,” she said.

Along with the segment on “The Oprah Show,” Buettner and San Luis Obispo have been featured in Parade magazine, “Good Morning America” and “Today.”

Miller said Buettner also recorded a segment with Dr. Oz.

Some worry this “Oprah Effect” will attract more tourists and take away from the hometown vibe of San Luis Obispo. However, most Cal Poly students aren’t concerned with this kind of dramatic shift.

Political science sophomore Briana Berry said it’s important for San Luis Obispo to welcome any increase in tourism in order to prove that it really is the happiest place in America.

“Would the happiest place in America be disappointed about tourists?” she said. “I don’t think so.”

An increase in tourism could potentially help the local economy

Social sciences sophomore Connie Ng said an increase in tourism could only mean good things for local businesses.

“If the tourists come through when school is out, it can only be beneficial for the merchants around town,” she said. “Because when students are here, San Luis Obispo is kind of a ghost town.”

However, English freshman Liam Hedrana said part of the reason San Luis Obispo is such a

Toaster-sized launcher to pop out NASA satellites

Hope Hanselman

SPECIAL TO THE MUSTANG DAILY

Cal Poly students will mark their first mission with NASA when their satellite launcher is sent to space out of Vandenberg Air Force Base on Feb. 23.

The Poly Picosatellite Orbital Deployer (P-POD), will hitch a ride on a multi-million dollar government satellite.

“For NASA to put trust in Cal Poly and our team of engineers on this launch is tremendous,” said Roland Coelho, the research associate with the CubeSat program at Cal Poly.

The CubeSat Program is a collaboration of more than 40 universities, high schools and private firms that are developing the small, two-pound satellites.

At 4 inches tall and 4 inches wide, CubeSats are designed to be a cost-effective, risk-tolerant form of testing satellite-to-satellite communication and new technologies, Coelho said.

Cal Poly has never before participated in a NASA-sponsored launch. The biggest hurdle for the team was to receive NASA’s permission to be a part of the mission, Coelho said.

NASA’s missions are too expensive to risk interference from a university’s project, he said.

The P-POD is a toaster-sized box that launches smaller satellites, or CubeSats, into orbit using a spring trigger. The box is 1-foot-5 inches tall with tracks on all four corners to load and secure the satellites. The P-POD can launch three CubeSats at once.

Like a dart gun, the satellites are enclosed in the box until a trigger is activated to release the door and use the spring to launch them into space.

Cal Poly students created the deployment system to allow more

---

The Poly Picosatellite Orbital Deployer (P-POD), will hitch a ride on a multi-million dollar government satellite.

“For NASA to put trust in Cal Poly and our team of engineers on this launch is tremendous,” said Roland Coelho, the research associate with the CubeSat program at Cal Poly.

The CubeSat Program is a collaboration of more than 40 universities, high schools and private firms that are developing the small, two-pound satellites.

At 4 inches tall and 4 inches wide, CubeSats are designed to be a cost-effective, risk-tolerant form of testing satellite-to-satellite communication and new technologies, Coelho said.

Cal Poly has never before participated in a NASA-sponsored launch. The biggest hurdle for the team was to receive NASA’s permission to be a part of the mission, Coelho said.

NASA’s missions are too expensive to risk interference from a university’s project, he said.

The P-POD is a toaster-sized box that launches smaller satellites, or CubeSats, into orbit using a spring trigger. The box is 1-foot-5 inches tall with tracks on all four corners to load and secure the satellites. The P-POD can launch three CubeSats at once.

However, English freshman Liam Hedrana said part of the reason San Luis Obispo is such a

Toaster-sized launcher to pop out NASA satellites

Members of Cal Poly’s PolySat program have worked on the P-POD’s design and construction in some form since 2003.

The Poly Picosatellite Orbital Deployer (P-POD), will hitch a ride on a multi-million dollar government satellite.

“For NASA to put trust in Cal Poly and our team of engineers on this launch is tremendous,” said Roland Coelho, the research associate with the CubeSat program at Cal Poly.

The CubeSat Program is a collaboration of more than 40 universities, high schools and private firms that are developing the small, two-pound satellites.

At 4 inches tall and 4 inches wide, CubeSats are designed to be a cost-effective, risk-tolerant form of testing satellite-to-satellite communication and new technologies, Coelho said.

Cal Poly has never before participated in a NASA-sponsored launch. The biggest hurdle for the team was to receive NASA’s permission to be a part of the mission, Coelho said.

NASA’s missions are too expensive to risk interference from a university’s project, he said.

The P-POD is a toaster-sized box that launches smaller satellites, or CubeSats, into orbit using a spring trigger. The box is 1-foot-5 inches tall with tracks on all four corners to load and secure the satellites. The P-POD can launch three CubeSats at once.
Students think Cal Poly gets the gold for going green.

Erin Hurley
mustangmadeweek@gmail.com

Responsibility for the environment is a task that will soon be left to college students, and the movement to become more environmentally conscious and active is hard to ignore. As a university with a large agricultural program, it is no surprise that there are groups and programs on campus to support this movement.

Cal Poly students, faculty and staff polled say the university does a good job of addressing the issue of the environment, but campus leaders say some students have a much more direct interest in the issue than others.

"I tell my classes, "The world is run by the people who show up," environmental management and protection professor Rich Thompson said. "One person really can make a difference if they want to."

Cal Poly's agricultural and environmental programs encompass 20.5 percent of the current student population, according to the Fall 2010 Poly View Report — more than 3,700 students.

The Empower Poly Coalition (EPC) is a group of about 20 clubs on campus that promote sustainability and work with campus operations and government to improve the university's environmental impact. EPC president and environmental management and protection senior Sam Gross said students at Cal Poly should make an effort to learn more about the things they do that have an impact on the environment.

"It's the personal choices and little things that make a difference," Gross said. "The general public on campus doesn't know as much as the people who are really interested."

Gross said students should be aware of the effect they have on the environment, and students would benefit from an environmental class requirement. As a professor, Thompson said he sees small groups of students who are passionate about environmental issues, but the campus as a whole is generally complacent.

He said the biggest environmental problems develop in areas of poverty, and in a community like Cal Poly where the majority of students are from relatively wealthy families, there is not as much involvement or exposure to these issues.

"Inside the Cal Poly campus, it's like a cocoon for students — they have to get outside to see what the real world is really like," Thompson said.

Until students are personally confronted with environmental issues, Thompson said they aren't as interested to involve themselves.

"As faculty we do as much as we can to get people interested, and the administration puts a voice to our efforts," Thompson said. "If there was some sort of requirement for students in every major to attend a governmental or political meeting, they could see what the real issues are."

The Sierra Student Coalition is an organization that works to show students a view of the environment and the politics surrounding the issue outside the classroom. President and environmental management and protection junior Victoria Carranza said most people on campus are used to making it their life — it's just about thinking differently. There's a difference once being an 'environmentalist' and wanting a better future."

"The idea of environmental issues like sustainability are very centralized in only a few majors, but they really can be integrated into every subject," Carranza said. "Cal Poly should be a leader in this area, not a follower."

Carranza also said the idea of being an "environmentalist" has a stigma that discourages most people from getting involved. She said Cal Poly students would benefit from some required research into environmental issues.

"You can't expect people to seek out an issue they aren't interested in," Carranza said. "But you don't have to make it your life — it's just about thinking differently. There's a difference once being an 'environmentalist' and wanting a better future."

Center for Sustainability director Hunter Francis said more people

Do you think Cal Poly does a good job addressing:

THE ENVIRONMENT? Yes 79% No 21%

Happiest

continued from page 1

happy place because of the tight-knit community that is the 45,000 person town.

"If there are more tourists, we'll lose that," he said. "And I don't want that."

Not only do students feel optimistic about San Luis Obispo's economy, but about the future of the town as a whole.

English freshman Paige Isaacson said increased media attention would increase San Luis Obispo's diversity.

"We live in a pretty homogenous town," she said. "Maybe all this will inspire people of different backgrounds to come to San Luis Obispo and diversify our campus."

Aside from controversy of the

"Oprah Effect," many Cal Poly students feel proud of their town, and the recent hype has reassured them that they made the right decision in attending the university.

"When I saw the segment on Oprah, it just made me feel more confident that I'm in a great place," Berry said. "It makes a lot of sense that they picked SLO." While many sing praises to San Luis Obispo's new fame, Ng questions the validity of the recognition.

"I don't think they surveyed all the right people. They didn't talk to anyone who lived on campus," Ng said. While many sing praises to San Luis Obispo's new fame, Ng questions the validity of the recognition.

"I don't think they surveyed all the right people. They didn't talk to anyone who lived on campus," Ng said. While many sing praises to San Luis Obispo's new fame, Ng questions the validity of the recognition.
Satellites

continued from page 1

missions a less expensive method of aerospace research. Students have been involved in the satellite-building program on campus, PolySat, since it began in 1999. A partnership among Cal Poly, Montana State University, University of Colorado and the Kentucky Space Consortium developed the CubeSats for the upcoming launch.

The P-PODs that will be used on this mission are the result of a body of research and development that began at Cal Poly in 2003. Almost 20 P-PODs have been launched so far, said Ryan Nugent, lead systems engineer for the Cal Poly CubeSat Program. The Vandenberg mission will be the seventh P-Pod launch in the world. Out of the seven, only one failed due to a satellite malfunction in a 2006 Russian launch.

Cal Poly's design stands apart from similar devices from aerospace corporations because of its frequent visits in space, Nugent said. "Only ours is flight proven," he said. Since the CubeSat Program is entirely student-run, P-PODs are tested on campus. Aerospace engineers conduct technical research for the mission using Cal Poly facilities in areas including thermodynamics and vacuum conditions. The program puts degrees like Coelho's to work in the industry.

"Cal Poly is unique among other institutions for its satellite testing facilities," Coelho said.

Bob Twiggs, a Stanford professor, and Jordi Puig-Suari, a Cal Poly aerospace engineering professor, developed the idea for CubeSats more than 10 years ago, and the program has since been expanded to institutions all over the world. The Vandenberg launch, however, will be the first launch of the P-Pod that Cal Poly students will be able to watch.

The P-PODs that will accompany NASA's satellite are the third revision of the original design, said Nugent. A company's satellite must be compatible with its launcher in order to be sent into orbit.

"Essentially, if you fit in the box you will fly," Coelho said.

Companies pay Cal Poly for the use of P-PODs in each launch. A single CubeSat usually costs $40,000 to be launched from the P-POD, said Stephanie Wong, integration engineer for the PolySat program. The money is used for improving and building more, she said. The funding generated from P-PODs help provide current students and those who have graduated an opportunity to continue working on the project.

"Project managers at NASA always wanted to do something like this to give students a chance to get to space," Coelho said.

---

< Insert Advertisements Here >

---

< Insert Advertisement Footer Here >
ASI Column

ASI spreads Cal Poly influence to state level

Sarah Sterni is the ASI President. Sterni along with Krista McDade and Nick Diodas write the State of the Students column.

As you may or may not know, there is a proposed budget cut of $500 million to the California State University (CSU) system for the 2011-12 fiscal year. Although we are not sure when the budget will be passed or how it will directly affect Cal Poly, we, as your student government representatives, are taking matters into our own hands and making our voices known at the local and state level.

Regarding statewide issues, Cal Poly advocates on your behalf. One weekend during every month, an ASI Board of Directors members and myself attend the California State Student Association (CSSA) meetings, which are comprised of the 23 CSU campuses’ student leaders. We travel to a different CSU campus in order to advocate on your behalf, as well as a collective whole, since the CSU has approximately 433,000 students. Specifically, we will be helping ASI create a public meetings, on May 7 and 8.)

For the 2010-11 academic year, CSSA has a proposed budget cut of $500 million to the CSU system to make the decision to stay or leave CSSA at the last board meeting of the academic year. The approximate cost per trip is $900, and for the entire year it costs approximately $24,000, which includes a direct split between travel costs and dues.

From our trial term in CSSA, there has been more active involvement between CSSA and Cal Poly. One tangible way was with the ASI Voter Registration Drive that took place in fall 2010. CSSA delegated us, as well as every other CSU, to register 10 percent of our student body — specifically, Cal Poly registered 2,422 students to vote. Our total equaled to approximately 14.25 percent of the student body, the most in the entire CSU system, as well as in ASI history.

Although our voter registration drive was the most successful, we did not see the need to stop there. Currently, we are fulfilling one of my presidential platform points expressed during my campaign: increase local and statewide representation by instituting Lobby Corps.

The ASI Secretaries of Legislative Affairs, Aaron Borgeson and Katie Morrow, are organizing the layout and functions of Lobby Corps, a group of students interested in lobbying on behalf of all Cal Poly students on local and statewide issues relating to higher education.

Lobby Corps is working on a campuswide letter-writing campaign regarding budget cuts as part of the March in March efforts to promote the interests of the CSU and Cal Poly. Since the March for Higher Education takes place March 14 at the State Capitol in Sacramento, many students may not be able to attend due to this fall on the first day of finals, but we still want our voices heard.

Additionally, Lobby Corps is reaching out to local and statewide politicians in order to host open houses for those leaders to meet interested students and answer questions.

Lobby Corps welcomes any Cal Poly student to join, so if you want to make an impact for higher education, get involved now. Your voices matter, so make sure it’s heard!

Environment

continued from page 2

people on campus are recognizing the importance of environmental issues, and those issues aren’t going away anytime soon.

"I think it’s something students are interested in," Francis said. "There’s a lot going on as far as facilities, like retrofitting the lighting on campus and programs in the dorms to encourage saving energy."

The lighting retrofitting project last year encompassed 10 campus buildings and reduced the energy used by 20 percent, according to a sustainability progress report released by Facilities in 2010. Poly Canyon Village is also the California State University (CSU) system’s largest Leadership in Energy and Environmental Design (LEED) certified project. Between 2008 and 2010 the university invested $1 million in total for energy efficient projects, which saved the university more than $190,000 in annual utility costs.

Francis said interest in environmental issues like sustainability on the Cal Poly campus comes in waves, and he is seeing more interest this year.

"There are great student groups like the Real Food Coalition and the Empower Poly Coalition, but I’ve talked to students who wonder if being involved will really make a difference," Francis said. "People start initiatives and then get burned out and there will be a lull for a while, and then new people step in. The next year is going to be a year of growth."

Francis said there are successful practices in place on campus, but the staff who run the programs on campus have to remain realistic about what they can do to help the environment:

"We have programs like the organic farm that teach people about sustainable practices, but there are a lot of challenges and a lot more that can be done," he said.

Dean of Students Jean DeCosta said as an administrator, she sees a general increase in student awareness about the environment.

"Students are starting to pursue majors in areas that are focused on the environment — I think Cal Poly will become a leader in this field," DeCosta said.

Though Francis said he doesn’t see the Cal Poly student body as the target audience for this challenge as it is an opportunity for earning ideals into actions. He said an investment of issues like sustainability is something employers are starting to look for, and that will start to drive student interest.

Francis said this — an added incentive for everybody — is an addition to the issue. Francis said, "This issue isn’t a fringe issue anymore, and Cal Poly is well-poised to make a difference in this area in the long run."

Cal Poly is well-poised to make a difference in this area in the long run.

—Hunter Francis
Center for Sustainability director

ARE YOU STAYING IN TOWN THIS SUMMER AND LOOKING FOR A GREAT JOB ON CAMPUS?

Cal Poly Conference and Event Planning is hiring 10-80 Conference Liaisons, Desk Managers and Desk Assistants!

Seeking hard working, responsible, and positive individuals who enjoy working in a fun, fast-paced team setting! Customer service and multi-tasking experience preferred and some spring paid training is required. Pay rate is $8.00-$10.00/hour. Both PT and FT is available. On-campus housing is available at a highly reduced rate. It is a great internship opportunity with positions not limited to Cal Poly community. All summer positions end by end of August.

Job descriptions and applications are available M-F between 8:30 a.m. - 4:30 p.m. at Conference and Event Planning office, located in Building 170 (Cerro Vista Apartment Administration Building) or by e-mail. Call (805) 756-9900 for more information.

Application Deadline: Wednesday, February 9th by 4:30 p.m.

*Resume is required
SUPER BOWL XLV
GET IT ALL IN ONE STOP!
Chicken Dinner Deal
$9.99 each
Hot Wing Bucket
$4.99 lb
When you BUY 2lbs, or more!

*Save $1 on 2 lbs. or more of Tyson wings or boneless wings from the grocer's deli

Steve Sistler
Proud Sponsor of Cal Poly Athletics.

GOT BEER PONG?
THE KILT DOES!

SIGN UP FOR MONDAY OR WEDNESDAY LEAGUES

MATCHES START TIMES 6PM WEEKLY 12 WEEK SEASON * 5 WEEK PLAYOFFS (STOP BY THE KILT FOR MORE DETAILS)
SEASON LENGTH: 10 WEEKS LIMITED TO THE FIRST 16 TEAMS EACH LEAGUE DAY (MONDAY & WEDNESDAY)
1865 Monterey St. & Grand Ave. • 933 KILT

WATCH THE BIG GAME...
AT THE KILT!

COME EARLY TO GET YOUR TABLE.
OVER 10 HDTV'S TO CHOOSE FROM.
(MIN. 4 PEOPLE PER TABLE) KICK OFF IS @ 3 PM

Write a letter to the editor!

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

PHILADELPHIA (MCT) — Herbert and Catherine Schaible, the Philadelphia couple who practiced faith-healing as their 2-year-old son died of bacterial pneumonia, will not be going to prison. They will, however, be taking their seven surviving children to a doctor from now on.

Although the Schables, convicted in December of involuntary manslaughter, will have to commit what their church considers a sin, medical care is an integral part of the 10 years' probation imposed Wednesday by Common Pleas Court Judge Carolyn Engle Temin. Babbly Hoof, Herbert Schaible's attorney, said the sentence gave the couple 30 days to set up exams for each child with a "qualified medical practitioner."

The Schables must schedule follow-up visits and must seek medical care if the children even get a cold, Hoof said.

MINNESOTA (MCT) — A postal worker was stunned when a package moved by itself and fell to the floor. Then came the sounds of sobbing.

Within minutes, she unwrapped a tightly sealed box and rescued a 4-month-old puppy that a Minneapolis woman tried to mail to Georgia.

The air holes the woman punched in the box were covered up with mailing tape, and the priority mail trip would have taken at least two days, she said.

The dog would have been dead on delivery, said police spokesman Sgt. William Palmer.

The woman, Stacey Champion, declined to tell police why she decided to mail the puppy, Dodge said.

Champion paid $22 to send the black poodle-Schnauzer mix puppy to Georgia via priority mail, said Thompson Onyeyi, supervisor at the Loring Station post office.

INTERNATIONAL

YEMEN (MCT) — Yemeni President Ali Abdullah Saleh vowed Wednesday to step down from office before 2013 elections and remove his son as his likely successor, an apparent concession to opposition groups ahead of a day of planned protests in the capital, Sana.

Saleh announced that he would "freeze" proposed constitutional amendments that would make him Yemen's president for life and postpone April parliamentary elections that have been widely dismissed as rigged in the government's favor.

"No to hereditary rule and no to life presidency," Saleh told parliament, according to the official Saba news agency.

Analysts said the concessions would fail to satiate a boisterous opposition movement inspired by anti-government uprisings in Tunisia and Egypt. Saleh made a similar statement in 2006 about not running for re-election, only to go back on his word after supporters urged him to run again.

EGYPT (MCT) — The Internet is apparently available again in Egypt after the country cut access to the Web for a week amid mass unrest.

After a long stretch of inactivity, RIPE NCC, which tracks Web traffic, recorded a sudden lurch in Egyptian Internet use starting just after 11 a.m. Thursday in Cairo.

A similar tracking organization, the Renesys Group, wrote in a blog post that access was restored to websites such as the Egyptian Stock Exchange, Commercial International Bank of Egypt and the U.S. Embassy in Cairo.

The group also said that Facebook and Twitter were back up inside the country.

Many of the initial protests against Egypt's government were organized online, through Facebook groups and other social networking sites.
Confirmed worries about the disorganized state of pipeline records, utility Pacific Gas & Electric Company on Tuesday said it has launched a massive effort to find documents that can prove it has set safe gas-pressure limits for its pipes following the Sept. 9 San Bruno gas-line explosion that killed eight people and destroyed 38 homes.

Acting under orders from the California Public Utilities Commission, PG&E said it has nearly 300 people pouring through the records 24 hours a day, 7 days a week, has leased space for the search effort and has initially identified 1.25 million documents it is scanning into an electronic database. But the company’s initial report on the document search didn’t say how many miles of pipes may lack adequate paperwork.

Regulators ordered the utility to find the files after learning its records for the San Bruno pipeline were inaccurate. Depending on what PG&E finds by March 15, when its final report is due to the commission, some experts have said the company may have to conduct extensive new tests on hundreds of miles of its urban gas lines at a cost well into the hundreds of millions of dollars.

The size of the records-hunting exercise surprised Richard Kuprewicz, a Washington state pipeline safety expert, who said paperwork needed to establish a utility’s maximum pressure should all fit into a large filing cabinet.

“Why are they making this such a difficult problem?” But in a prepared statement, Kirk Johnson, PG&E’s vice president of gas engineering and operations, said finding the records is “vital both to regaining public confidence and to ensuring that we and the industry learn the right lessons from the San Bruno tragedy and act on them appropriately.”

The federal Pipeline and Hazardous Materials Administration sent other pipeline operations after PG&E’s records were revealed to be inaccurate triggered critical replies this week from two major industry groups. The American Gas Association, which represents operators of pipes within state borders, and the Interstate Natural Gas Association of America, representing companies operating across state lines, both characterized the federal agency’s advisory as broad, confusing and contrary in some ways to existing federal regulations.

The pipeline administrator sent the advisory to ensure that all major pipeline companies do what PG&E is doing, prove from their records that the maximum pressure they have set for their gas pipes is safe.

But in a letter Tuesday, Christina Sames, the American Gas Association’s vice president for operations and engineering, said the federal pipeline administration misinterpreted what the NT SB had recommended. She said the NT SB merely wanted pipeline operators to use the established procedures for verifying that they’ve set their pressure limits properly and those procedures don’t “refer to an endless search of records.”

She also complained that many of the records the federal agency asked operators to review, such as the soil characteristics for the areas where their pipes are buried, “are not relevant” to setting such pressure limits.
The Mustang Daily wants to hear about your Best Date! A date so charming, it could sweep anyone off their feet. In the spirit of love and Valentine’s Day we are giving away a diamond heart, sponsored by All That Glitters jewelry store in the most unique of manners. Please submit your stories to:

All That Glitters Jewelry Store
205 Marjorie Blvd
in the
Mustang Daily Office
Parc 3, Suite 105

---

The American Institute of Graphic Arts’ (AIGA) Valentine’s Day Grams are back.

The second annual valentines are available for purchase in the University Union (UU) Plaza and outside Campus Market until Feb. 9. Each Valentine Gram includes a handmade origami flower, a rose and a card, which are delivered by two “cherubs” — men dressed in red spandex unitards and tighty-whities with wings. The cherubs will ride anywhere on campus on their tandem bike to deliver the valentines.

A flower and card cost $10, but the Valentine can be upgraded to a bouquet of three flowers for $12.

The event is the product of a joke brought up at an AIGA meeting, said art and design graduate Sara Hamling.

“It sounded fun to put on an event that wasn’t just the boring candy and flowers,” she said. “We’re missing it up.”

Former president of AIGA and art and design graduate Adam Wirdack said the project emerged out of a need for money that turned into a creative, silly idea that got everyone excited.

“It sounds weird, but I really wasn’t embarrassed,” he said. “You can’t be afraid if you came up with the idea.”

Wirdack and current AIGA President Brice Tuttle said that despite the inherent humiliation in riding around campus in unitards, they see AIGA at page 10 of the newspaper.
Rocky Horror Picture Show hits SLO Little Theatre

Kelly Cooper
kellycoopermo@gmail.com

When people say they're going to see the Rocky Horror Picture Show, they're not just going to sit down with a bucket of popcorn to watch a movie.

This Saturday, actors will perform the cult classic film at the San Luis Obispo Little Theatre. However, this showing, put on by Big Purple Union Productions — San Luis Obispo's Rocky Horror Picture Show actors brigade — includes a live acting squad that acts out the film.

And the experience isn't complete without audience participation. This means over-the-top costumes, cues to yell things like "Shut up and Great Scott!" and dances such as the hop-thrusting "Time Warp."

The 1975 film, which falls somewhere between the lines of parody, science fiction, comedy and musical, was actually a bust when it was first released, said Kevin Harris, San Luis Obispo Little Theatre's managing artistic director. "The movie itself, when it came out, it was a total bomb," Harris said. "No one liked it — it got the worst reviews ever."

However, some picked up on the film — not for any particular reason than its odd quirks.

"Some theaters started showing midnight showings of it where people were basically making fun of it," Harris said. "And somewhere along the way, the late-night critiques transformed into something bigger — the beginning of a huge cult following."

San Luis Obispo itself has its own group of Rocky fans. Harris said the number of confirmed attendees on the Facebook page has hit over 400 — which is not feasible considering the film is being shown at the "little" theater. But it's still a good sign.

"We want to do everything we can here to produce as much as we can that appeals to every single aspect of the community," Harris said. "There's certainly a need and desire for it."

One fan, software engineering sophomore Mark Lerner, who has attended the show once, said he hopes to engage in the same interaction he experienced at a show in Southern California.

"No matter where you go, you always have some of the same traditions," Lerner said. "And just the aspect of having so much fun while you're there really brings a lot of returning viewers."

Aside from the object throwing and yelling, there is one tradition Lerner does want to warn first-time attendees about.

"There's also special treats for people that are seeing the Rocky Horror Picture Show for the first time — they're labeled with a giant 'V' on their head or their face," Lerner said.

Lerner said the attendees' fashion is also a big part of the experience. "When it comes to going to a Rocky Horror Picture Show, it's not really about what you're going to wear, it's what aren't you going to wear," Lerner said. "I'm pretty much going to dress myself in the dark."

The premise of the movie comes down to Janet and Brad, a newly-engaged couple traveling to visit an old college professor. Yet along the way, their car breaks down near a mansion — which is where the quiriness ensues.

Like Harris, Lerner said the film itself is a side note compared to the experience of the live acting and audience interaction. "If you see the film dry, there's nothing to it — it's just dry," Lerner said. "But seeing it in the theater setting is really where it's at. The film itself is almost absent."

One major interactive part of the movie is the "Time Warp," a pelvic-thrusting dance performed in the film by the kooky tenants of the mansion.

"They direct the audience how to do this dance, so everyone starts doing it," Lerner said. "And you don't get that feeling anywhere else — it's just hilarity."

Second-time attendee and theatre arts sophomore Caitlin Steinmann, who had seen the film without a professional acting squad, said she hopes to find the classic Rocky traditions present at the Little Theatre. "I'm really looking forward to seeing the whole thing," Steinmann said. "I hear they're going to have the show and I know that people are going to participate."

Steinmann said she likes the interactive experience, as well as the show's longstanding tradition. "We hear about it from our parents, and it's fun to think of our parents going to the theater and dressing up," Steinmann said. "I don't know why it got so big, it's just one of those things — people pick up on weird things and then it explodes."

see Rocky Horror, page 10
Rocky Horror
continued from page 9

Since this is the first time the Little Theatre is hosting the live show, Harris hopes for a successful evening so the theater can put on the show in the future.

"It's so campy and everything is just completely, completely over the top," Harris said. "It's a good opportunity for people to get together and go a little bit crazy."

Attendees should note the security force that will be present at check-in. This, Harris said, is just to weed out any potential accidents.

"Everyone is patted down by professional security just to make sure that they are not bringing booze in," Harris said. "They can't bring water guns in because there's some people that bring in water guns filled with vodka, so there will be a heavy but subtle security force just to make sure that none of that is going to happen."

Tickets are available at the door and at Traditional Tattoo and Costume Capers for $10 for the 8 p.m. showing and $14 for the midnight showing. The 8 p.m. showing is for those 16 and older, and the midnight showing is for those 18 and older unless accompanied by a parent. Midnight attendees must have a valid photo ID.

We make people laugh. There's nothing embarrassing about that.

— Brice Tuttle
American Institute of Graphic Arts President

AIGA
continued from page 8

hardly felt self-conscious on their tandem bike.

"We make people laugh," Tuttle said. "There's nothing embarrassing about that."

Tuttle said the Valentine Gram process includes flowers, chocolate, public embarrassment of the recipient, Marvin Gaye's "Sexual Healing" on repeat and a poem cleverly crafted by the men in red.

"Walking into the business silo was probably the best delivery," Wirdack said. "Thoroughly embarrassing some guy in front of 200 people is pretty unforgettable."

The grams are delivered to students during their class, which Hamling said went over surprisingly well with professors.

"Most teachers were really OK with it," she said. "But they were mostly art professors, so they knew what was going on."

One of the main goals for the Valentine Grams this year is to expand outside the art and design department. Last year, art and design students who worked to support their department purchased most of the grams. This year AIGA is advertising heavily on Facebook, in the UU Plaza and at Campus Market to promote their fundraiser.

"We want students all over campus to see us," Tuttle said. "I mean, who doesn't want to see us riding around practically naked?"

Tuttle laughed at the idea of enjoying being a "cherub," but said he enjoyed playing Cupid for a few days.

"I know it's weird, but I'm really glad we're doing this," he said. "It's creative, it's funny and not a lot of unordinary stuff happens on campus. I'm really happy that I'm part of it."

Tuttle estimated that he will spend more than 12 hours making deliveries (and mockeries) this February.

Valentine Grams are sponsored by the Cal Poly chapter of AIGA, which works to introduce graphic design students to the professional world of design. The money raised from the Valentine Grams will go toward speakers and workshops that AIGA puts on throughout the year.

Wirdack said he sees the Valentine Grams being very successful this year after the hype of last year.
CNN's Anderson Cooper and his production crew were attacked by a group of demonstrators in Egypt on Wednesday. Reporting from Cairo, Cooper said during a phone interview that he was punched in the head multiple times by supporters of President Hosni Mubarak, and the mob also assaulted his crew and destroyed their equipment.

"There's a number of individuals who have come on the pro-Mubarak side today to get into a fight," Cooper said, who added that pro-Mubarak agitators are targeting anyone with a camera. "They're beating up people in the streets. We just heard a long volley of shots. We're seeing more molotov cocktails being thrown, and it's dark now, so it seems even more risky now that night has come."

Cooper said the violence marked a turning point for the protests in Cairo's Tahrir Square. "For the past eight days, it's been anti-Mubarak demonstrators and we haven't seen weaponry demonstrated by protesters," he said. "But starting early (Wednesday) morning, a large group of pro-Mubarak protesters were gathering under my flyover location and starting to throw rocks. They've been out in large groups today. It's definitely been a change of tactics that we've seen on the streets."

This isn't the first time Cooper has become part of the story he's covering. While reporting in Haiti early last year, he carried an injured boy away from a chaotic looting scene. Asked if he believes it's important to draw the line between journalism and first-person reporting, he said getting involved in the story wasn't his choice. "There wasn't any action that I took in any way to get involved," he said. "I would definitely prefer to keep myself out of being punched in the head."

"To me, the story today is not me being attacked, it's the melee that continues," he added. "This is a stunning development, and it's not clear what kind of impact it's going to have. Is it going to enrage people who had been standing on the sidelines to see these anti-Mubarak protesters attacked in such an organized way, with the Egyptian military standing by not doing anything to intervene? Perhaps. Will it scare people? Maybe it will have that effect. We don't know."
No more leaks: WikiLeaks diminishing

Doyle McManus is a columnist for The Los Angeles Times.

Is the end of WikiLeaks over? It’s been less than a year since the underground organization made its first big splash with the release of thousands of U.S. military files from Afghanistan. And it’s been only two months since WikiLeaks began releasing documents from its trove of 251,287 U.S. diplomatic cables.

But with fewer than 5,000 cables released, the newspapers that were given access to the database have found that it has already reached the point of diminishing returns. Journalists working on the project say they (naturally) published the most interesting stuff first: what remains, apparently, is mostly a vast collection of diplomatic trivia.

And what of WikiLeaks itself? The organization is in tatters; its early successes have prompted both new competition and new controls on leaks.

As WikiLeaks founder, the mercenary cyber-militant Julian Assange, faces criminal investigations in Sweden and the United States, some of his lieutenants — alienated by Assange’s dominating ways — have split from the movement to open an electronic leak depository called “OpenLeaks.”

Even more threatening, the New York Times is considering a plan to cut out the middleman by opening an archive of its own. American officials said they assume, “That’s right, I know not.”

The long-term problem every government faces in keeping secrets intact is that the Internet, WikiLeaks and the like are making it harder for governments to keep secrets intact. Out of their negotiations with foreign nations, journalists are learning how widespread foreign offenses have prompted both new competition and new controls on leaks.

We learned that it’s a nasty world out there. We learned that Italian Prime Minister Silvio Berlusconi may be making money from private business deals with Russian Prime Minister Vladimir Putin. We learned that Arab leaders are desperately afraid of the growing power of Iran, just as U.S. officials have been claiming for years. We learned that China’s government employs thousands of computer hackers to try to read everyone else’s e-mails.

And we also learned that we still need journalists to decipher what raw information means. It’s telling that even Assange, no fan of traditional institutions, felt a need to turn to old-fashioned newspapers and magazines to make sense of all those cables.

Even then, hasty journalism produced some stories that were incomplete. One of the biggest apparent scoops was a report that Secretary of State Hillary Rodham Clinton had sent a cable ordering U.S. diplomats at the United Nations to spy on their foreign counterparts and even collect samples of their DNA (exactly how was left to the reader’s imagination). But officials later explained that Clinton hadn’t written that cable (or bore her signature as a formality) and that it was the kind of annual “wish list” from the CIA that most diplomats — the sensible ones — routinely ignore.

And we also learned that some leaks can be dangerous. The Guardian published an article based on cables reporting that Zimbabwe’s prime minister, Morgan Tsvangirai, had privately urged Western governments to maintain their economic sanctions against the regime of President Robert Mugabe. Zimbabwe’s attorney general promptly announced that he would use the report as the basis of a treason investigation.

U.S. officials say they assume, but don’t know for sure, that “technologically astute intelligence services” like China’s have penetrated the WikiLeaks database (which is in the hands of five newspapers as well as the parent organization). As a result, the U.S. government has contacted hundreds of people named in the cables to warn them that they could be exposed. “No one’s been killed, but I don’t think that’s the right standard to apply,” a U.S. official said. “There are people we have helped to move to safe places.”

The wise words on this subject remain those offered by Denver Secretary Robert M. Gates last year. In sum, he said: Get used to it. "But the world in which the United States government operates is different. I have a sense that the United States government in the world knows the United States government secrets leaks like a sieve, and it has for a long time,” Gates said. "Is this embarrassing? Yes. Is it awkward? Yes. Consequences for foreign policy? I think foreign policy is fairly modest.”
Comcast's acquisition: an attempt for media dominance

Edward Wasserman is Knight professor of journalism ethics at Washington and Lee University.

After 13 months of pointless scrutiny, federal regulators have done what they were certain to do all along: blithely bless the most monstrous media deal of this still-new century: The takeover by Comcast, the biggest U.S. cable operator, of NBC Universal, one of the country's premier sources of news and entertainment.

The scope of this deal exceeds its nearly $14 billion price. That's because Comcast controls the pipes. True, it's also a content mill in its own right — with a dozen regional sports networks, the Golf Channel, E! Entertainment, and online properties — but its real business is sending TV and Internet into one in every five U.S. cable households across the nation.

Now it gets a majority stake in NBC Universal, with 25 local TV stations, including those from Tel­ emundo subsidiary — the No. 2 Spanish-language network — and more than 200 affiliates, reach­ing 99 percent of U.S. homes. Plus, NBCU includes the legendary Universal Studios and theme parks, USA Network, Bravo, Syfy, Oxygen and The Weather Channel.

Although NBC has looked lately with its dithering over Jay Leno and its limp prime-time lineup, it is still a TV giant. Comcast is getting more competitive: this morning's newscast ("NBC Nightly News"), morning newscast ("The Today Show"), and Sunday talk shows ("Meet the Press"), as well as the leading TV business news source (CNBC), and MSNBC, the cable partnership with Microsoft.

So this deal is big, the biggest mashup of media distribution and content production in history. And it casts a long shadow over those students.

That's fine for Comcast. For the rest of us, not so fine. For starters, the deal will cost us. A study con­ ducted by two professors (with William Rogerson, formerly the Federal Communications Com­ mission's chief economist, conclu­ ded that consumers will pay $2.4 billion more for cable service over the next nine years.

Worse, it's looking likely at Comcast's ability to raise prices it charges other cable systems for the differential on those programme offerings it will control, and the knock-on effect those increases will have on cable rates industrywide.

His analysis hints at a more ba­ sic reality: The same reasons the deal is good business is why it's bad public policy. When a media company that dominates distribu­tion also becomes a major content producer it acquires enormous power. Indeed, that's the main business reason for doing the deal.

That power insulates the comp­ any from the bracing influence of the marketplace, and gives it huge unfair advantages over rivals, inde­ pendent operators, and even the com­ petition for control over what new services are made available, to whom, and at what price.

If you're Comcast, you can use your cable systems to favor your program networks, and your pro­ gram networks to favor your cable systems.

Look at your leverage: You can double student fees, reduce new en­ rollment, you can even make available, to whom, and at what price.

But the curious fact is that con­ sumption and the author of the story presents a slippery slope fallacy. I have no credentials and her state­ ments did not present facts. The article falsely represented campus Vista Grande in particular, did not have any credentials and her state­ ments did not present facts. The article falsely represented campus Vista Grande in particular, did not have any credentials and her state­ ments did not present facts.

The scope of this deal exceeds its nearly $14 billion price. That's because Comcast controls the pipes. True, it's also a content mill in its own right — with a dozen regional sports networks, the Golf Channel, E! Entertainment, and online properties — but its real business is sending TV and Internet into one in every five U.S. cable households across the nation.

Now it gets a majority stake in NBC Universal, with 25 local TV stations, including those from Tel­ emundo subsidiary — the No. 2 Spanish-language network — and more than 200 affiliates, reach­ing 99 percent of U.S. homes. Plus, NBCU includes the legendary Universal Studios and theme parks, USA Network, Bravo, Syfy, Oxygen and The Weather Channel.

Although NBC has looked lately with its dithering over Jay Leno and its limp prime-time lineup, it is still a TV giant. Comcast is getting more competitive: this morning's newscast ("NBC Nightly News"), morning newscast ("The Today Show"), and Sunday talk shows ("Meet the Press"), as well as the leading TV business news source (CNBC), and MSNBC, the cable partnership with Microsoft.

So this deal is big, the biggest mashup of media distribution and content production in history. And it casts a long shadow over those students.

That's fine for Comcast. For the rest of us, not so fine. For starters, the deal will cost us. A study con­ ducted by two professors (with William Rogerson, formerly the Federal Communications Com­ mission's chief economist, conclu­ ded that consumers will pay $2.4 billion more for cable service over the next nine years.

Worse, it's looking likely at Comcast's ability to raise prices it charges other cable systems for the differential on those programme offerings it will control, and the knock-on effect those increases will have on cable rates industrywide.

His analysis hints at a more ba­asic reality: The same reasons the deal is good business is why it's bad public policy. When a media company that dominates distribu­tion also becomes a major content producer it acquires enormous power. Indeed, that's the main business reason for doing the deal.

That power insulates the comp­any from the bracing influence of the marketplace, and gives it huge unfair advantages over rivals, inde­pendents and upstarts, and even the com­petition for control over what new services are made available, to whom, and at what price.

If you're Comcast, you can use your cable systems to favor your program networks, and your pro­gram networks to favor your cable systems.

Look at your leverage: You can double student fees, reduce new en­rollment, you can even make available, to whom, and at what price.

But the curious fact is that con­sumption and the author of the story presents a slippery slope fallacy. I have no credentials and her state­m ents did not present facts. The article falsely represented campus Vista Grande in particular, did not have any credentials and her state­ ments did not present facts. The article falsely represented campus Vista Grande in particular, did not have any credentials and her state­ments did not present facts.

I think that what DeCosta said about diversity and the differences and the differ­ ences of various ethnicities is an over­simplification of the issue at hand. To fully understand the differences of different cultures and ethnicities, we need to be exposed to the differ­rent cultures but it requires more than just that. Knowledge through curriculum, interactions and studying the different cultures will help the student become aware of the differences and unique aspects of differ­ent cultures. Exposure is a step in the right direction but it will require more than just that one step.

Let me just agree with Katie. First about Diana having a stick up her arse and then about how true Hannah's story is. Yep, Trincest exists, folks. It could stem from the amount of people in Trinity that actually want to talk about each other and if that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

We always need to keep in mind that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

We always need to keep in mind that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

I really hope the campus community holds Cal Poly's leaders responsible for following through on this priori­ty. I remember hearing a Poly Rep claim something like "Cal Poly is diverse; diversity is more than skin color." True, but that's just a PR an­ swer for a serious topic.

I think that what DeCosta said about diversity and the differences and the differ­ ences of various ethnicities is an oversimplification of the issue at hand. To fully understand the differences of different cultures and ethnicities, we need to be exposed to the different cultures but it requires more than just that. Knowledge through curriculum, interactions and studying the different cultures will help the student become aware of the differences and unique aspects of different cultures. Exposure is a step in the right direction but it will require more than just that one step.

Let me just agree with Katie. First about Diana having a stick up her arse and then about how true Hannah's story is. Yep, Trincest exists, folks. It could stem from the amount of people in Trinity that actually want to talk about each other and if that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

We always need to keep in mind that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

We always need to keep in mind that means striking up conversation about the only thing two people have in common — the fact that last weekend was crazy for both of you — then so be it. Maybe the community (on crack, sometimes) aspect of Trinity is too much for people from some other dorms to understand, but it is what it is.

I really hope the campus community holds Cal Poly's leaders responsible for following through on this priori­ty. I remember hearing a Poly Rep claim something like "Cal Poly is diverse; diversity is more than skin color." True, but that's just a PR an­ swer for a serious topic.
CHERUB VALENTINE GRAM DELIVERIES
Have the friendly AIGA Campus Market (MWF) and the
special Carty Price for AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.

VAL GRAMS
Cherub Valentine Gram Deliveries
Have the friendly AIGA Campus Market (MWF)
valentine gram to your special someone.

To purchase, look for us outside 
Campus Market (MWF) & 4 UU Plaza (TR)
from 11am to 1pm.

CHERUB VALENTINE
< 5 . UU Plaza (TR)

Big Brothers Big Sisters
Strike it BIG!
Free info on March 5th, 1pm-2pm &
March 6th, 1pm-2pm &
March 7th, 1pm-2pm
at Mustang Daily

Advertise with Mustang Daily
contact is info@mustang-daily.com.
ways be extremely selective on the type of guy that we say yes to that is a transfer.

Here is a complete list of all 17 recruits:

— Christopher Brown, QB 6-0, 200, Dominguez High School
Brown can run it. As a senior he ran for 774 yards and six touchdowns, earning first-team All-San Gabriel League honors. He also threw for 1,219 yards and 13 scores.

— Karlton Dennis, DB 5-9, 180, Servite High School
Dennis boasted nine interceptions in his junior and senior seasons at Servite High School. He racked up 87 tackles as a senior, earning first-team All-Orange County honors. He also ran for 774 yards and six touchdowns.

— Christopher Fletcher, RB/DB 5-10, 150, Francis Parker High School
Jackson started both ways at Francis Parker High School. He caught 23 passes, racking up 381 yards and six touchdowns as a senior. He returned 10 punts as well, averaging 12.4 yards per return.

— Ronald Jackson Jr., WR/DB 5-10, 150, Francis Parker High School
Jackson started both ways at Francis Parker High School. He caught 23 passes, racking up 381 yards and six touchdowns as a senior. He returned 10 punts as well, averaging 12.4 yards per return.

— Dylan Gutierrez, OL/DL 6-4, 250, Ventura High School
Gutierrez had 14 sacks in his last two seasons at Ventura High School. He had 52 tackles his senior season and recovered two fumbles. He also played offensively his junior season and caught 15 passes for 225 yards and five touchdowns.

— Jordan Hines, WR/DB/QB 6-2, 190, Eastlake High School
Hines did nearly everything at Eastlake High School. At quarterback, he completed 30 passes for 578 yards and six touchdowns. At wide receiver, he caught 11 passes for 304 yards. At running back, he ran for 115 yards and a score. He also made 15 tackles.

— Tu’uta Inoke, LB/QB 6-1, 205, Luther Burbank High School
Inoke racked up nearly 3,000 yards of total offense and 27 touchdowns in his senior season. He rushed for 1,653 yards and scored 19 touchdowns. He also completed 46 passes for more than 1,000 yards of offense. He had 20 tackles in his final season at Eastlake High School. He ran for 666 yards and caught 17 passes for 389 yards. He also scored eight touchdowns.

— Matthew Reza, DB 6-2, 205, Saddlesack College
Reza played two seasons at Saddlesack College and will have two more eligible years as a Mustang. As a sophomore, he boasted a team-high 77 tackles and had three interceptions with six pass deflections.

— Stephen Sippel, OL 6-3, 250, Folsom High School
Sippel earned first-team All-Delta League honors in his senior season. He earned first-team All-Orange County honors.

— Garrett Steele, RB/QB 6-1, 205, Kingsburg High School
Steele passed and rushed for more than 2,000 yards in one season. Last season, he rushed for 2,088 yards on 249 yards and threw for 2,177 yards and 26 touchdowns. As a safety on defense, he also had 54 tackles and two interceptions.

— Willie Tucker, WR/DB 6-3, 200, Oak Ridge High School
Tucker looks to be the ideal replacement for Dominique Johnson. He brings size to a young receiving corps next season. Tucker caught 55 passes for 1,257 yards and 14 touchdowns as a senior at Oak Ridge High School.

— Andrew Walsh, WR/QB 6-0, 195, Trabuco Hills High School
Walsh played both ways as a wide receiver and safety as a senior at Trabuco Hills High School. He had 39 tackles, two interceptions and a fumble recovery. On offense, he caught 32 passes for 463 yards.

— Deonte Williams, RB 5-10, 190, Sierra College
Williams played one season at Northern Arizona and then transferred to Sierra College in 2009, leaving him with two eligible seasons at Cal Poly. In his senior season at Pleasant Grove High School, he rushed for 2,447 yards and 27 scores.

— Kyle Zottneck, OL/DL 6-1, 260, Los Alamitos High School
Zottneck ralled 69 tackles and six sacks as a senior at Los Alamitos High School. He earned first-team All-CIF-Southern Section Pac 5 honors.

Basketball

"...we let off the gas pedal and we continued hard. I think last year we got ahead of ourselves and thought we had arrived and obviously we hadn't. So we have to be careful of that this year."

Cal Poly began conference play this season with a 69-53 loss to No. 1 Long Beach State. Before going on a three-game win-streak over Pacific, UC Davis and Cal State Fullerton. Each of the three wins was decided by five points or less.

Lewis said it is vital that Cal Poly continues to win close games and concentrate hard in the final minutes to stay near the top in the Big West.

"We're glad where we are in the standings right now, but we definitely think we can do better," Lewis said. "Teams that are going to be in the top-half of the conference are going to be the teams that are going to win the close games and we definitely won a lot of close games so far."

The Mustangs then lost three of their next four matchups, including a one-point, buzzer-beating loss to conference rival UC Santa Barbara. That loss versus the Gauchos dropped the Mustangs from second place to fifth.

Cal Poly will have to prove itself again as it faces each Big West opponent one more time before the conference tournament. The Mustangs will face the Gauchos on the road in another televised match in their last conference game of the season.

Cal Poly will host its next two conference games against UC Davis this Thursday, Feb. 3 at 7 p.m. and Saturday, Feb. 5 at 7 p.m.
Guard Shawn Lewis ranks second on the team in scoring, averaging 14.1 points and 2.5 assists per game this season.

Mustangs caught in the middle of Big West race

Jerome Gayhenetche
JEROME.GAYHENTCHE.MEM@GMAIL.COM

With just two games separating seven different teams in the Big West standings midway through the conference schedule, no team’s spot will be easily secured in this season’s Big West Tournament.

One game ahead of No. 8 UC Davis, and one game behind No. 3 Cal State Northridge, the Cal Poly men’s basketball team is looking to elevate itself above the rest in the second half of conference play.

With five of their conference games decided by five points or less, head coach Joe Callero said the close level of competition between teams means Cal Poly will have to play its best every game.

“There are no more upsets in the Big West,” Callero said. “Any team can beat anybody. (Other leagues) say that, but here it’s reflected in the records. That’s why it’s exciting. Everyone can say, ‘Hey we are only one or two games out of second.’”

The Mustangs (9-11, 4-4 Big West) finished the first eight games of their conference schedule tied for third with Pacific and last season’s conference champion, UC Santa Barbara.

Cal Poly has dominated the Big West defensively, holding conference opponents to 60.1 points per game. The Mustangs are first in the conference in defensive field goal percentage and defensive 3-point percentage, holding opponents to 40.1 percent and 23.5 percent respectively, while also tied for first with 3.3 blocked shots per game.

But Cal Poly continues to struggle offensively, placing last in every offensive category. Injuries on the field have been a big problem and hindered Cal Poly’s production on the field. Injuries on the offensive line and defensive secondary proved to be a big issue. To fill in, Walsh called upon players who had little or no experience.

In his two seasons at the helm of the Mustangs, injuries have been a big problem and hindered Cal Poly’s production on the field. Injuries on the offensive line and defensive secondary proved to be a big issue. To fill in, Walsh called upon players who had little or no experience.

In his two seasons at the helm of the Mustangs, injuries have been a big problem and hindered Cal Poly’s production on the field. Injuries on the offensive line and defensive secondary proved to be a big issue. To fill in, Walsh called upon players who had little or no experience.

In his two seasons at the helm of the Mustangs, injuries have been a big problem and hindered Cal Poly’s production on the field. Injuries on the offensive line and defensive secondary proved to be a big issue. To fill in, Walsh called upon players who had little or no experience.